

# Accelerating Social Change Through Collaborative Action



Activity Report  
2022-2023



# Accelerating Social Change Through Collaborative Action

The CII Foundation was set up by the Confederation of Indian Industry (CII) in 2011 and works across India through a collaborative approach, partnering with Government, corporates, civil society and NGOs, academic institutions, and other key stakeholders to drive social change.

The Foundation undertakes projects in diverse areas, often on a pilot basis initially, and presents a successful model of engagement that is replicable and scalable to amplify impact. Each initiative is led by a committed team of dedicated stakeholders who bring different expertise to the initiative for maximum impact.

As a Foundation, the CII Foundation is uniquely placed to leverage the vast network of CII's Membership to transform lives.





### Jamshyd N Godrej

Chairperson, CII Foundation and  
Chairman & Managing Director  
Godrej & Boyce Manufacturing  
Company Limited

In 2018, we identified a feisty grassroots woman leader, Munni Begum, from the heartland of India, Uttar Pradesh. Born into a poor family of farm labourers, Munni was married at 12 and struggled to get an education, yet she did not let poverty or social discrimination hold her back and emerged as a leading advocate of women's education. The CII Foundation recognized her as an exemplary woman leader through the Woman Exemplar Award that year, bringing to light her story and her contribution to social transformation. Going beyond recognition, the Foundation helped build her capacity through training and other support. Munni Begum says the Award gave her respect within her community, and the training helped her scale up her work. Today Munni Begum is a force to reckon with in her community.

Farmer Pyara Singh from Sangrur, Punjab, was burning crop residue after harvesting because of a lack of viable alternatives. The CII Foundation's crop residue management initiative helped him and hundreds of farmers like him adopt environment-friendly alternatives through a gamut of activities ranging from creating awareness to providing machinery support and technical support for optimal utilization of the machinery. Pyara Singh says the project has helped him save time and money invested in growing crops and also resulted in health benefits since air pollution was reduced significantly in the village due to the project interventions.



**The CII Foundation has successfully created a powerful collaborative platform that allows diverse stakeholders to come together, understand the ground realities from different perspectives and plan impactful, replicable, and scalable interventions for the greater good.**

It is heartening stories of transformation such as Munni Begum's and Pyara Singh's that give meaning to our work under thematic areas such as climate change, education, disaster relief, women empowerment, and waste management.

We believe that to deliver impactful social change, the bedrock of all initiatives must be a collaboration with diverse stakeholders since each one brings different expertise and experience. The CII Foundation has successfully created a powerful collaborative platform that allows diverse stakeholders to come together, understand the ground realities from different perspectives and plan impactful, replicable, and scalable interventions for the greater good. I take pride in the CII Foundation's reputation as a trusted and respected multi-stakeholder platform which has demonstrated, through its interventions, the power of collaboration and change, keeping the community at the centre.

Our multi-stakeholder projects have been expanded for greater impact: the crop residue management initiative was scaled up from 226 villages to 300 villages in 2022 and stubble burning was reduced by 83% in the project villages. Our Woman Exemplar Program, which empowers grassroots women leaders through recognition, capacity building, and amplifying their work, this year attracted a record number of over 400 nominations of women leaders to join our 2023 Cohort of Woman Exemplars. Through this program, the Foundation has built and

nurtured a network of 100+ exemplars who are creating powerful ripples of social change across India.

Under disaster relief, we have gone beyond providing relief to undertake rehabilitation projects to help communities. After the devastating Kerala floods in 2018, post immediate relief measures, we continued to work with the affected communities through our rehabilitation efforts to help them return to normal lives. The Foundation rebuilt damaged schools and health care centres. This is going to benefit 5 lakh people annually.

It is my privilege to present the CII Foundation Annual Report 2022-23 which captures the key initiatives of the CII Foundation during the year. I look forward to your continuing support as we embark on another year of collaborative change.



### Chandrajit Banerjee

Managing Trustee  
CII Foundation and  
Director General  
Confederation of Indian Industry

The Indian Industry is committed to the development of the society and hence a majority of the industry has laid strong emphasis on engaging with it through various Corporate Social Responsibility (CSR) activities in several areas that are crucial such as education and healthcare, amongst others. The nature and degree of involvement have transformed over the years, but the obligation remains as deep as it was earlier.

Recognising the symbiotic relationship between businesses and the social impact, CII, in its theme for the year 2022-23 included sustainability as a key pillar. A large part of our efforts throughout the year have been directed to create strong ecosystems through policy advocacy and on-groundwork initiatives to promote sustainable and inclusive development.

To spearhead corporate India's CSR initiatives, CII set up the CII Foundation. The Foundation has adopted a collaborative approach and brought together multiple stakeholders to deliver high-impact social development projects which are supported by corporates.

In 2022-23, the Foundation continued to deepen and widen its work in areas such as climate change, women empowerment, waste management, disaster relief and rehabilitation and early childhood education through specially designed projects and programs that catalysed change and brought in a transformative outcome.



**Witnessing the changes achieved by the ground level interventions, we are hopeful that we shall overcome many challenges that the society faces as a whole. These transformations are an imperative in our journey towards a developed India and would not have been possible without the support of the corporates, implementing partners and communities.**

Through the Cleaner Air, Better Life Initiative where we work with farmers in Punjab and Haryana to mitigate stubble burning, we have achieved an 83% reduction in stubble burning in the 300 project villages in the last season. The results have demonstrated that a solution to the environmentally challenging issue of stubble burning exists and that we have successfully created a project model that yields significant results and is replicable and scalable.

Similarly, our community-led waste management project in Delhi's Abul Fazal has succeeded in bringing about a behavioural change with the residents understanding and adopting the principles of reducing, reusing and recycling waste. A waste composting centre was set up in January 2022 giving a fillip to waste segregation and recycling and reducing waste being transported to landfills. In 2022-23, 80 tonnes of waste was treated in the Compost Centre.

This year, 17 exemplary women from rural and resource-poor regions joined our network of 100+ Woman Exemplars based on their contribution to social change at the grassroots level. These women have seen hardships and difficult times, yet each has emerged as a change maker, carving out a new path for herself and hundreds of women like her.

Going forward, while we will continue to strengthen our ongoing work, we will build new flagship programmes to strengthen public health delivery

systems and to make farming more environment-friendly and resilient by strengthening the Farmer Producer Organisation (FPO) movement in India.

Witnessing the changes achieved by the ground level interventions, we are hopeful that we shall overcome many challenges that the society faces as a whole. These transformations are an imperative in our journey towards a developed India and would not have been possible without the support of the corporates, implementing partners and communities.

The CII Foundation Annual Report 2022-23 highlights the journey of the year gone by. I hope it inspires you to join hands with us and accelerate social change.



# Contents

////////////////////////////////////

<b>Vision</b>	8
<b>Mission</b>	8
<b>Areas of Intervention</b>	8

9



## Climate Change Resilience

Crop Residue Management Initiative	10
Approach and Key Components of the Program	11-17
Project Impact	18
Amplifying the Voices	19

35



## Women Empowerment

Woman Exemplar Program	36
Approach and Key Components of the Program	36-45
Project Impact	46
Amplifying the Voices	47

21



## Disaster Relief and Rehabilitation

Bringing hope and relief to the affected	22
Strengthening Healthcare Infrastructure	23
COVID-19 Vaccination Drive	23
Kerala COVID Relief	23
Assam Relief	24
Nagaland Relief	24
Kerala Relief and Rehabilitation Initiative	25

51



## Waste Management

Clean Abul Fazal Project	52
Approach and Key Components of the Program	53-56
Project Impact	57
Amplifying the Voices	58

29



## Early Childhood Education

Approach and Key Components of the Program	30-33
Project Impact	34

<b>Board of Trustees</b>	59
--------------------------	----

<b>Key Supporters in 2022-23</b>	60
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## Vision

Enable Industry for Infusing  
Inclusive Development



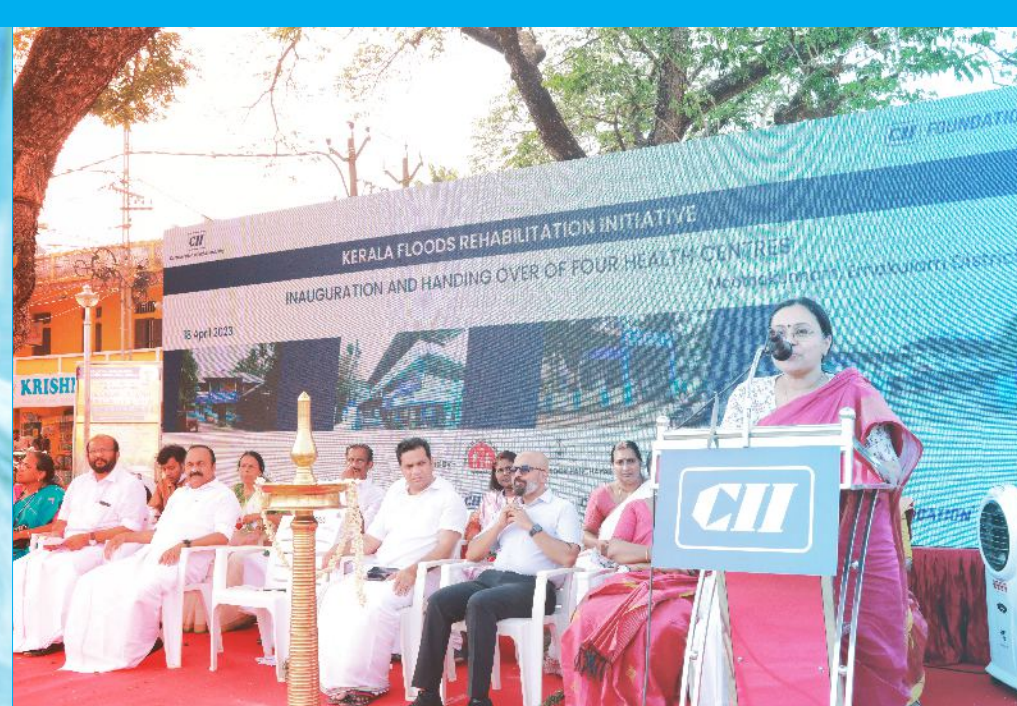
## Mission

The CII Foundation works towards inclusive development by designing and implementing high-impact projects to cover some of the most marginalised communities, working closely with marginalised communities and donors, especially the Corporate Sector.



## Areas of Intervention

Climate Change Resilience  
Disaster Relief and Rehabilitation  
Early Childhood Education  
Women Empowerment  
Waste Management







# Climate Change Resilience



## CROP RESIDUE MANAGEMENT INITIATIVE

**T**he impact of climate change is significant and wide-ranging. In India's northwestern states such as Punjab and Haryana, changes in temperature and rainfall patterns are leading to crop failures and other environmental impacts such as lowering water tables and worsening soil quality. While there is a move towards adopting environment-friendly agriculture practices, farmers burn crop residue/stubble at the onset of winter to clear the fields quickly to ready them for the next sowing.

However, burning crop residue damages the soil, robbing it of nutrients, reduces farm yield over time and increases air pollution leading to respiratory and other ailments in people. In fact, stubble burning is a leading cause of rising air pollution in the region as borne out by a CII-NITI Aayog study released in 2017.

To address the issue of air pollution by mitigating stubble burning in India's northwest, CII launched a crop residue management program in 2018 under its Cleaner Air, Better Life initiative. Given the magnitude and complexity of the issue, CII brought together diverse stakeholders and planned a long-term project with various components such as policy advocacy, on-ground interventions, and research.

The project was implemented on the ground by the CII Foundation.

Since the launch in 2018 the project coverage has been expanded each year with a plan to cover 1,000 villages by 2025.

## SDG Goal 13

 Take Urgent Action to Combat Climate Change and its Impacts

**CII's Cleaner Air Better Life Initiative is working towards meeting SDG Goal 13**

### KEY TARGETS

**13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

**13.2** Integrate climate change measures into national policies, strategies and planning

**13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

To read more: <https://sdgs.un.org/goals/goal13>  
<https://www.un.org/sustainabledevelopment/climate-change/>



## Approach and Key Components of the Program



The crop residue management initiative is designed as an industry-led multi-stakeholder project rolled out in partnership with the state governments, agricultural universities, field partners, farmer communities, and youth volunteers. It focusses on driving behaviour change and encouraging farmers to stop stubble burning and adopting environment-friendly farming practices.

helped support viability-gap funding to procure the requisite farm machinery. Field partners such as GBDSGNS Foundation, Doctors for You, the Guru Nanak National College Trust, and Farmer-Cooperatives and a network of 100 youth volunteers created by the CII Foundation engaged with the farmers to accelerate the adoption of environment-friendly methods of crop residue management.

### The project interventions include:

- **Awareness Building**
- **Machinery Support through Community Tool Banks**
- **Farmers' Training and Farm Demonstrations**
- **Other Complementary Farm Sustainability Measures**

In 2022-23, the project was supported by the Punjab and Haryana State Governments and industry donors such as Apraava Energy, Birlasoft, SBI Card, Indian Oil Corporation Limited, Goodyear India Ltd, Fidelity International, PTC India Financial Services which



### PROJECT COVERAGE 2022 - 2023

**300**  
VILLAGES

**3,00,000**  
ACRES FARMLAND

**50,000**  
FARMERS

**12 Districts: Patiala, Malerkotla, Tarn Taran, Barnala, Sangrur, Fatehgarh Sahib and Ludhiana in Punjab Sirsa, Fatehabad, Rohtak, Hujjar and Karnal in Haryana**



### Awareness Building



During the year, regular meetings with the farmer communities, door-to-door awareness campaigns, awareness vans, pamphlets and wall paintings were used extensively to reach out to the farmers. Community engagement was strengthened through village Gurudwaras and local schools, with tree plantation drives undertaken in schools to increase environmental consciousness among children.

On 25<sup>th</sup> August, a tree plantation drive was undertaken at the Government Primary School in Mohammadpuria, Sirsa, in collaboration with the Mohammadpuria Krishi Kisan Society and another on 28<sup>th</sup> September with the Government Primary School, Chor Kasra, Assandh, Haryana.



Visits of Employee volunteers from donor companies were organised and volunteers from Birlasoft team visited villages of Fatehgarh Sahib and Patiala District of Punjab, while volunteers from the Indian Oil



Corporation Limited visited Sangrur, Punjab to interact with farmers and the community and encourage zero-stubble burning. To address any apprehensions farmers may have, leading scientists from the Punjab and



Haryana Agricultural Universities and Krishi Vigyan Kendras, district officials and officials from field support organisations such as GBDSGNS Foundation, Doctors for You and Guru Nanak National College, Doraha, Ludhiana interacted with the farmers regularly.



Over 100 youth volunteers were trained by the CII Foundation to meet the farmers and promote the adoption of in-situ methods. Specially set up Village Nigrani Committees monitored incidents

of stubble burning and counselled farmers to adopt viable alternatives. Air quality monitoring devices were set up in some project areas to monitor the quality of air and displayed encouraging results.

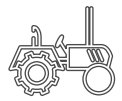
On World Environment Day on 5<sup>th</sup> June, 2022, the CII Foundation hosted a live discussion with farmers and other stakeholders on 'Saving the Environment: Ground Perspectives on Crop Residue Management' on the CII Youtube Channel. This first live discussion brought together farmers from both Punjab and Haryana and was watched by 375 people.

During the year, over 800 field visits were undertaken to interact with the farmer community and other key stakeholders to strengthen the project interventions.



To apprise Dr Satbir Singh Gosal, Vice Chancellor, Punjab Agriculture University of the crop residue management initiative, Ms Seema Arora, CEO of CII Foundation, along with team members met Dr Gosal in November 2022.





## Machinery Support Through Community Tool Banks

Farmers, especially small and marginal farmers with small landholdings, often do not have the financial means to access appropriate machinery to manage stubble. To meet the 'machinery gap' and offer machinery to the farmers at a nominal rent so that they can adopt mechanised (in-situ) solutions, the CII Foundation has created 'Tool Banks' by supporting farmer cooperatives, Farmer Producer Organisations (FPOs), and Custom Hiring Centres (CHC) through 'viability gap funding' and additional machinery. In 2022-23, 81 Farmer Cooperative Societies supported the project and 766 farm machinery such as Rotavator, Superseeder, Mulcher, MB Plough and Balers were provided to farmers at nominal rental rates from these Tool Banks. The repair and maintenance of the machinery was the responsibility of the farmer cooperative society, and during the season, a large number of farmers used the machinery provided through the Tool Banks.



**81**  
FARMER COOPERATIVES  
SUPPORTED THE PROJECT

**766**  
MACHINERY PROVIDED



## Farmers' Training and Farm Demonstrations

To facilitate the adoption and optimal usage of machinery by farmers, training sessions for farmers were held throughout the year. The CII Foundation partnered with the Punjab and Haryana Agricultural Universities and the Krishi Vigyan Kendras which held on-field demonstrations of the machinery and trained farmers. A large number of farmers from Fatehgarh Sahib, Sangrur, Ludhiana and Patiala participated in a training session held in partnership with the Punjab Agricultural University where Dr Manpreet, Dr Harminder Singh Sidhu, and Dr Mahesh Narang spoke to the farmers about the different techniques of crop residue management.

The CII Foundation also organised a training and awareness session for farmers in collaboration with Haryana Agriculture Department in Balasar village, Rania, Sirsa, Haryana.



During the year, 98 training sessions were held with the Agriculture Departments, 10 with Krishi Vigyan Kendras and 16 with the Punjab and Haryana Agricultural Universities.



**98**  
TRAINING SESSIONS WITH  
AGRICULTURE DEPARTMENTS

**16**  
WITH PUNJAB & HARYANA  
AGRICULTURAL UNIVERSITIES

**10**  
WITH KRISHI VIGYAN KENDRAS

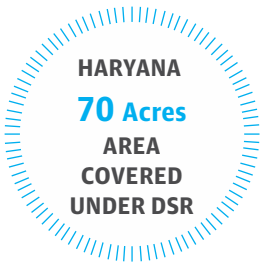
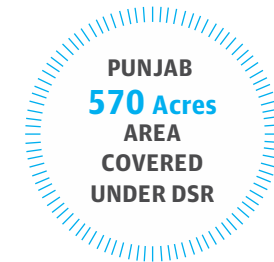


## Other Complementary Farm Sustainability Measures

In addition to the comprehensive crop residue management initiative, the CII Foundation is also promoting Direct Seeding of Rice (DSR) through awareness drives and training for farmers. In Punjab, training camps were held in Palia and Ghulal, while a machine demonstration was held in Rania, District Sirsa, Haryana. The total area covered in Punjab under DSR is 570 acres and 70 acres in Haryana.

The Government is incentivising the adoption of DSR. The Punjab government has announced an incentive of INR 2500 per acre to the farmers using DSR, while the Haryana government has announced incentives of INR 4000 per acre to the farmers using DSR.

The CII Foundation is actively working to promote the adoption of DSR.



## Expanding the Geographic Footprint

In October 2022, the project was launched in Sangrur supported by the Indian Oil Corporation Limited, at a farmer event, which was attended by Mr Jitendra Jorwal, IAS, Deputy Commissioner (DC), District Administration, Sangrur, Mr Varjeet Walia, IAS, Additional Deputy Commissioner (ADC), (Development), Sangrur, Mr N Senthil Kumar, Executive Director, Northern Region Pipelines, Indian Oil Corporation Limited, and hundreds of farmers. The project covers 9 villages.



In November 2022, the project was launched in Barnala, Punjab. Goodyear India Ltd. is supporting the project in Barnala, which covers 15 villages. The project was launched at an event at Bhaini Mehraj village in Barnala along with the support of the District Administration of Barnala. The initiative was launched in the presence of Ms Lovejeet Kalsi, ADC, Barnala, Dr Rajesh Kumar Raheja, Cane Commissioner, Punjab, Dr Varinder Kumar, Chief Agriculture Officer, Barnala, Mr Anuj Thakkar - VP Farm & Commercial, Goodyear India, Ms Seema Arora, CEO of CII Foundation along with scientists from PAU, the farmers in Barnala and other dignitaries.



## Farmer Outreach Events - Highlights

During the year, a series of farmer outreach events were held to increase awareness about the crop residue management project, facilitate learning and recognise farmers and other stakeholders for their contribution towards mitigating stubble burning.

The CII Foundation and **SBI Card**, with the support of the District Administration of Karnal, jointly organized a farmer outreach event in Village Mardan Heri, Assandh, Karnal, Haryana on 3<sup>rd</sup> March this year. The event was attended by several dignitaries, including Mr Shyam Singh, Block Agriculture Officer, Assandh, village Sarpanchs and other key stakeholders. Over 300 farmers attended the event. At the event, Mr Shyam Singh said that the block witnessed a significant reduction in stubble burning in the last season, and was one of the best-performing blocks in the state of Haryana. He attributed this



to the support of the farmers who adopted viable alternatives to stubble burning.



On 16<sup>th</sup> March, an event in collaboration with **PTC India Limited, PTC India Financial Services**

**Limited (PFS)** and the District Administration of Fatehgarh Sahib was organised in Village Bathan Khurd in Fatehgarh Sahib, Punjab. Mr Vinod Pande, Advisor CSR, PFS; Chief Agriculture Officer, Dr Kulwinder Singh; Dr Loveleen Bains, Dean, Extension Cell, Guru Nanak National College, Doraha and farmers attended the event. Mr Vinod Pande said in 2019 he saw the problem of stubble burning along the highway and decided to support farmers to mitigate stubble burning. He congratulated the farmers for their contribution towards reducing stubble burning.

**Apraava Energy**, in partnership with the CII and the District Administrations of Fatehabad & Sirsa, held farmer outreach events in village Maghawali, Fatehabad & village Naiwala of Sirsa on 20<sup>th</sup> and 21<sup>st</sup> March. The Maghawali event was graced by DDA, Dr Rajesh Sihag, Fatehabad; Sandeep Kumar, BO Agriculture, Fatehabad; Dr Pawan Jayani, AAE, Fatehabad and Bheem Kulahdiya, SDO, Ratia Block. At the Naiwala, Sirsa event, Gaurav Bhardwaj, XEN Panchayati Raj Department; Ankur Garg, SDO, Panchayati Raj Department Sirsa; Harish Chandar, Tehsildar, Rania Block; Satveer Ranga, SDO Agriculture and



Mahendar Kumar, Forest Department were present. About 300, were present at both events.



A farmer outreach event was organised by **Goodyear India Ltd** and the CII Foundation at Kotduna, Barnala, with the support of the District Administration on 17<sup>th</sup> March. Mr Sukhpal Singh, PCS, Chief Ministers Office – Field Officer; Dr Jagdish Singh, District Chief Agriculture Officer, Barnala; Mr Harjeet Singh, Assistant

Registrar, Cooperatives, Barnala; Mr Shivam Kharbada, Regional Head, North India, Goodyear India Ltd; Mr Sukhmeet Singh Arora, Regional Sales Manager, Punjab, Goodyear India Ltd; Mr Chandrakant Pradhan, Project Lead, Climate Resilience, CII Foundation, over 300 farmers, the Secretary, Pradhan and members of 12 Cooperative Societies associated with the project were present on the occasion. Mr Sukhpal Singh encouraged farmers to adopt environment-friendly practices and pledged to support other Cooperative Societies with similar machinery in the coming season. Mr Shivam Kharbada spoke about how Goodyear India Ltd partnered with CII to support farmers to mitigate stubble burning by providing appropriate machinery and helping them upskill to optimally utilize the machinery.

## Studying the success of the Crop Residue Management Initiative

The success of the crop residue management initiative has led to interest from several different organisations and in August 2022, two academicians, Dr Haritha Saranga, Professor - Production & Operations Management, Indian Institute of Management, Bangalore and Dr Sriram Narayanan, Professor of Supply Chain Management, Michigan State University spent two days interacting with farmers in Haryana and Punjab to understand the CRM initiative and its impact.







We have forged a partnership with CII Foundation. Our employees visit farmers as volunteers to impart education and modern agriculture practices.

**Dharmender Kapoor**  
Chief Executive Officer, Birlasoft

We are glad to have partnered with CII in Haryana in April 2019, and the project is already making a telling difference on the ground. Encouraged by positive findings, we have expanded the scope and included more villages to benefit from the project. I am sure our concerted efforts will inspire many more to join hands in this battle.

**Gopinath Govindan**  
Director - Human Resources,  
Apraava Energy

We are proud to support this initiative which encourages farmers in adopting viable environment-friendly alternatives to stubble burning. With this initiative, we are doing our bit and finding solutions to reduce the air pollution which is caused in northern states due to stubble burning. Our contribution to the villages in Barnala is in continuation of our commitment to the health and well-being of our environment and the members of the communities we operate in. The equipment and training provided will help create a psychological change in dealing with stubble.

**Mr Sandeep Mahajan**  
Chairman and Managing Director,  
Goodyear India Ltd.

At NRPL our business model is intertwined with the farming community and landowners because our pipelines in these districts run beneath the farmlands which makes us very sensitive to the challenges of farmers vis-a-vis stubble burning which causes air pollution. We are happy to partner with the CII to provide alternatives. This is the beginning, and I am sure in times to come this effort will become a model for others.

**Mr N Senthil Kumar**  
Executive Director,  
Northern Region Pipelines  
Indian Oil Corporation Limited



## Voices from the Field



Farmers previously lacked the necessary equipment to treat the stubble, but since getting the equipment, we haven't burned any of it. Using these devices has enhanced yield and reduced the need for weedicide and farm inputs in the field.

**Farmer Rajesh Kumar**  
Village Dholu, Fatehabad,  
Haryana



My financial situation prevented me from being able to purchase the required machinery. With the machinery provided under this project, I've been able to take care of the stubble without burning it.

**Farmer Gurdarshan Singh**  
Village Mandour, Nabha Block,  
Patiala, Punjab



Before we used to burn the stubble as it was the easiest way to clear the field as no other option was available to the farmers also. The timely availability of agricultural machinery at a very nominal cost has helped us manage paddy straw. This project has helped small farmers, especially like me who don't own tractors and farming implements.

**Farmer Manpreet Singh**  
Village Sultanpuria, Rania, Sirsa,  
Haryana



Lack of tools and awareness among farmers were major problems leading to farmers resorting to burning stubble during the paddy harvesting seasons. Our Panchayat is thankful for receiving all necessary support under this project and we have fully cooperated and encouraged farmers to adopt better stubble management practices.

**Mrs Nirmala Rani**  
Sarpanch  
Village Gidranwali, Sirsa,  
Haryana

## Project Impact and Result

Due to the interventions under the crop residue management initiative, incidents of stubble burning were greatly reduced in the 300 project villages in Punjab and Haryana in 2022.

Stubble Burning Reduced by

83%

## Environmental Impact

Apart from the direct impact of reduced stubble burning, there are several positive environmental impact due to the project interventions

7%  
Increase in  
yield

13%  
Water savings

1 metric tonne  
of carbon sequestered in  
soil per acre of farm

4%  
Saving on  
chemical fertilisers

25%  
Saving on  
weedicide

6.4%  
Reduction in  
diesel  
consumption









# Disaster Relief & Rehabilitation



## BRINGING HOPE AND RELIEF TO THE AFFECTED

India is a country that is highly vulnerable to natural disasters due to its geographic location, topography, and climate patterns. The country is vulnerable to various types of natural disasters such as cyclones, earthquakes, landslides, floods, and droughts.<sup>1</sup> These disasters have a severe impact on the country's infrastructure, economy, and society.

The frequency and severity of natural disasters in the country are increasing due to the impact of climate change.

A multi-stakeholder approach with the government, industry and civil society is required to reduce the country's vulnerability to natural disasters and provide relief and rehabilitation in the aftermath of disasters.

The CII Foundation has been at the forefront of disaster relief and rehabilitation initiatives, adopting a multi-stakeholder approach and leveraging its industry connect to reach the last mile in times of disaster.

Relief measures centre around providing essentials such as food and medicines, and are often mobilised through a hub and spoke model and under the guidance of specially set up Disaster Relief Committees. Relief work is usually followed by rehabilitation initiatives such as rebuilding public spaces like schools and hospitals and facilitating livelihood generation. All relief and rehabilitation initiatives are carried out in close coordination with Governments, Industry, especially CII Member companies, suppliers, and other stakeholders to maximise support to those affected by a disaster.

In 2022-23, the CII Foundation's disaster relief initiatives spanned the country with a gamut of activities ranging from strengthening medical infrastructure and medical facilities to rebuilding infrastructure to vaccinating the underserved.

## SDG Goal 11

**Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable**

### KEY TARGETS

**11.1** By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

**11.2** By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

**11.5** By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

To read more: <https://sdgs.un.org/goals/goal11>

<sup>1</sup><https://www.unicef.org/india/what-we-do/disaster-risk-reduction>





## Strengthening Healthcare Infrastructure

The CII Foundation, supported by Apraava Energy, donated 50 semi-automatic beds with mattresses to TSRTC Hospital in Tarnaka as part of the CSR panel intervention of CII Telangana. About 2,000 people per day and about 3 lakh patients annually have their medical requirements met by this hospital. The bed facility was inaugurated on 28<sup>th</sup> April by Mr Puvvada Ajay Kumar, Minister of Transportation, Mr Sajjanar, IPS, MD of TSRTC, and Mr C. Shekar Reddy, Vice Chairman of CII Telangana. In a month, roughly 80-85% of the beds are occupied, and the average patient stay is 2-3 days. Every month, 500-700 patients use the beds on average. This endeavour will help improve medical care facilities in Tarnaka.



## COVID-19 Vaccination Drive

In the April-June quarter of 2022, the CII Foundation continued its vaccination drive to reach out to the marginalised and underserved communities in Tier II and III cities and rural India.

Vaccination camps were set up with the support of industry, local administration, NGOs and medical authorities in cities such as Ludhiana, Noida, Delhi, and Hyderabad. The camps were supported by corporate donors such as Apraava Energy, HDFC Bank, CREDAI, IndusInd Bank, Canon India, and SBI. Vaccines were administered to various age groups at the camps. The CII Foundation has vaccinated several communities in 15 States and Union Territories through its interventions.



## Kerala COVID Relief Initiative

As part of the CII Kerala Covid Relief Initiative, on 25<sup>th</sup> October the CII Foundation handed over a centralized oxygen plant with 29 oxygen outlets and 14 suction units at Alphonsa Pain & Palliative Care Centre to Shri Roshy Augustine, Hon'ble Minister for Water Resources, Government of Kerala in the presence of Shri Rajesh Baby, Vice Chairman, CII Kerala Kottayam Zone & Managing Director, EGFL embaby General Finance India Pvt Ltd.

The service at the facility is being offered free of cost and will benefit more than 45,000 people residing in the hilly terrain where Alphonsa Pain & Palliative Care Centre is the only major hospital.



## Assam Relief

Devastating floods occur yearly in Northeast India, particularly in Assam and Meghalaya. In 2022 too the state of Assam was inundated with floods causing landslides and loss of lives and damage to infrastructure such as roads, bridges, and embankments. Hundreds of people lost their homes and livelihood.

As part of the relief and rehabilitation efforts, CII and the CII Foundation provided flood relief supplies to the Assam State Disaster Management Authority-ASDMA for the Assam Floods on 20<sup>th</sup> July 2022. The effort was supported by Forbes Marshall Private Limited, Krohne Marshall Private Limited, Forbes Marshall Arca Private Limited, Forbes Vyncke Private Limited, H&K Charity Trust, and Clean Air Systems.

To ease the difficulties of the inhabitants, CII also handed over food items like rice, dal, mustard oil, turmeric powder, salt, rice etc and hygiene material like Phenol to ASDMA.



## Nagaland Relief



As a contribution to the State Government's drive for Covid readiness across its Health Centers in the districts, CII handed over 468 Blood Pressure (BP) instruments to the Health & Family Welfare Department, Government of Nagaland.

The Principal Director of the Health & Family Welfare Department expressed gratitude to CII, saying that these devices will aid in the treatment and detection of diseases related to blood pressure.

**50**  
BEDS DONATED

**3,00,000**

**PATIENTS BENEFIT FROM MEDICAL FACILITIES AT TSRTC HOSPITAL**

**1.5 LAKH**  
VACCINATIONS ADMINISTERED

**15**

**STATES & UNION TERRITORIES**

**CENTRALIZED OXYGEN PLANT WITH**  
**29**  
**OXYGEN OUTLETS**

**45,000**  
**PEOPLE BENEFITTED**







## Kerala Relief and Rehabilitation

The southern state of Kerala was devastated by floods in 2018, causing humongous damage to infrastructure as well as causing loss of lives and livelihood. CII and CII Foundation initiated interventions in collaboration with the Kerala State Government to support the Government's efforts for 'Nava Keralam' in the wake of the urgent relief measures for the flood victims. As part of the rehabilitation efforts, renovation/ construction of Government Lower Primary School (GLPS), Kayanad and six Public Health Centres (North Paravoor, Moothakunnam, Chittattukara, Puthuvypu, Mulavukadu, and Avoly) was approved. Reconstruction activities have been underway and in January 2022, the reconstructed GLPS Kayanad was handed over to the school authority.

Out of the six Health Centres, four Health Centres were handed over to the Government in 2023.



**5,00,000**  
DIRECT BENEFICIARIES ARE  
REACHED ANNUALLY BY THIS  
KERALA REHABILITATION  
INITIATIVE



The **Community Health Centre, Moothakunnam**, which caters to the healthcare requirements of four major Panchayats - Vadakkekara, Chittattukara, Kodunglaoor & Chendamangalam. The in-patient block, out-patient block, public health block and laboratory have been refurbished and a new toilet block has been constructed.



The **Family Health Center, Chittattukara**, which caters to the healthcare requirements of nearly 25,000 people. A conference hall, a bio-medical waste management unit, an office room, and a store room have been constructed, wards and the waiting area refurbished, and the building painted. The interventions have helped upgrade the Health Centre to a Family Health Centre.



The **Family Health Centre, Mulavukadu**, is the only Health Centre in Mulavukadu, a remote village. The refurbishment of the waiting area for the immunization block, the partition of rooms, electrification, plumbing work, painting and trusswork have been completed here.



Key interventions at the **Family Health Centre, Avoly**, included creating a comfortable waiting area for patients and creating a biomedical waste management unit which was essential since earlier there was no provision to store and manage medical/ hazardous waste.



All these health centres were upgraded to make them 'safe and green' health centres.

## Inauguration of the Health Centres

The four refurbished Health Centres were handed over to the Government in a ceremony held at the Community Health Centre, Moothakunnam.



The four centres were handed over by Shri Aju Jacob, Chairman, CII Kerala State Council & Joint Managing Director, Synthite Industries Ltd. in the presence of Smt Veena George, Hon'ble Minister for Health and Family Welfare, Shri Hibi Eden, Hon'ble MP, Ernakulam Constituency and Adv V D Satheeshan, MLA, Hon'ble Opposition Leader.









## EARLY CHILDHOOD EDUCATION

The future of a country lies in the hands of its children. It is, therefore, critically important that in their formative years, children receive good nutrition and education which will give them a strong foundation. Research conducted in India by the ASER Centre and Centre for Early Childhood Education and Development (CECED) has revealed that children exposed to some form of early childhood education (ECE) are better prepared for school.

Recognising the potential of investing in Early Childhood Care and Development (ECCD) for benefitting children, the education system and thereby the society, the CII Foundation has been working towards strengthening ECE and other services delivered at the Anganwadi Centres (AWCs) across the country.

In 2022-23, the Foundation's ECCD project began its second phase of implementation in Jammu and Kashmir in 4 blocks of 3 districts -Banihal and Gool in

District Ramban, Breng in District Anantnag and Narwah in District Baramulla.

In addition, the foundation also began working with the AWCs in rural Karnataka with the support of Volvo. The project is being implemented in Dharwad, Hoskote, Nellamangala and Chamrajnagar in Karnataka.

### Approach and Key Components of the Program

The CII Foundation has adopted a multi-stakeholder approach and works closely with State Governments, industry, and local NGOs to identify and work with AWCs to improve early childhood education and development.

## SDG Goal 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

### KEY TARGETS

**4.1** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes

**4.2** By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education

**4.A** Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, nonviolent, inclusive and effective learning environments for all

**4.B** By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries

To read more: <https://sdgs.un.org/goals/goal4>



# Early Childhood Education



## Interventions in Jammu & Kashmir



### Key interventions under the project include:

#### • Infrastructure Support to Develop Model Anganwadi Centres:

Traditionally, the AWCs are simple brick-and-mortar structures. The CII Foundation transforms the infrastructure using the concept of Building as Learning Aid (BaLA) to utilise spaces such as floors and walls as learning resources with wall art and other means. The refurbished AWCs are turned into child-friendly places which are more effective in attracting and engaging the children.

#### • Capacity Building of Anganwadi Workers

The CII Foundation focusses on building the capacity of Anganwadi workers through training sessions, workshops, group discussions and videos.



These equip anganwadi workers to conduct developmentally appropriate activities, understand age appropriate milestones and identify children who may need additional support. It also equips them for better growth monitoring and nutrition counselling.

#### • Curriculum Development

The Foundation supports the development and implementation



of age-appropriate curriculum. In areas where there is a State-mandated curriculum, it ensures it is being followed.

#### • Engaging the Community

Community engagement is strengthened in multiple ways with the aim of having all stakeholders such as parents, teachers and the Anganwadi Centres aligned to the common goal of better learning outcomes and health for the children.



This is achieved by:

#### a. Establishing Anganwadi Samitis:

Anganwadi Samitis are set up to work closely with the and support the AWCs and work along with ICDS to ensure community support and effective service delivery at the centre.

#### b. Establishing Nutrition Gardens:

To promote better health and increase community participation, women and adolescent groups are encouraged to grow trees and vegetables in small plots of land around the Anganwadi Centres.

#### • Developing Parameters and Tracking Outcomes:

The CII Foundation has taken the lead in developing comprehensive and user-friendly monitoring and evaluation tools for Anganwadi centres. These tools enable improved capturing of child-level learning outcomes and measure school readiness, ensuring adherence to quality standards.



Last year, the CII Foundation's ECE interventions in Jammu & Kashmir were taken forward along the same lines as its earlier interventions in Ramban. A Baseline Survey of 370 Anganwadi Centres was conducted in the 3 Districts of Ramban, Breng and Baramulla and the survey revealed that only 3% of the AWCs were in pukka structures with most being in semi-pukka structures. Moreover, they were not spacious. Nor were they child-friendly learning spaces with clearly demarcated areas for learning – in some, classrooms were doubling up as store rooms. While 60% of the centres had

teaching learning material available only around 50% Anganwadi workers were trained in teaching pre-school education.

In partnership with the Mission Directorate POSHAN, J&K, the CII Foundation identified 1,000 Anganwadi Centres to improve the cognitive development, learning and school readiness of children enrolled in the centres and improve nutritional awareness among parents and communities in catchment areas of these Anganwadi centres.



To achieve the larger goal of the project, CIIF has partnered with JKASW for the implementation on the following interventions:

**1. Creating a cadre of 40 Block level Master Trainers (Supervisors).**

**2. Capacity Building of 950 Anganwadi workers/Helpers on transaction of Nanhe Kadam & Growth Monitoring.**

**3. Creating cluster of 80 Model AWCs in the project area.**

**4. Creation & Strengthening of 80 Anganwadi Support and Monitoring Groups (ASMG's).**

**5. Strengthen Community Awareness on ECCE & Nutrition.<sup>1</sup>**

<sup>1</sup>ICDS Intervention Program Report, J&K Report





During the year, the following activities were undertaken

### Creating Model Anganwadi Centres Using BALA



To create child-friendly AWCs, 20 ECCE-friendly ICDS Centres are being renovated following the BALA principle along the same lines of intervention in Ramban undertaken in Phase I.

Since several AWCs serve as day-care centres also in rural areas. Apart from painting the walls, they were refurbished and renovated keeping in mind hygiene aspects as well.

### Induction Training of Project Team

To provide team members with the necessary information, knowledge, and skills to start their roles effectively and



efficiently, an intensive 7-day residential induction training was conducted in 2023 at Hyderpora, Srinagar. The training aimed to improve their understanding of the ECCE curriculum, ECCE policy, including NEP 2022, improve their understanding of growth monitoring and nutrition services.

After receiving the training, the team members were placed in respective blocks and made responsible for contributing to the overall project objectives and deliverables, on a day-to-day basis.

### Two days orientation workshop of Project Team on Creating Anganwadi Support & Monitoring Committees (ALMSC's)



A 2-days Training on Anganwadi Level Monitoring and Support Committee with the Field Team was held at JKASW Office Srinagar to create awareness about the six services of ICDS and the significance of pre-schooling, apart from the roles and responsibilities of ALMSC.

### Formation of Anganwadi Level Monitoring & Support Committees (ALMSCs)

As per the ICDS guidelines the program has created ALMSCs for all the adopted AWCs with Gram Panchayat/ ward member as chairperson and Anganwadi Workers as convenor. Each committee also includes other



community members including parents of children enrolled in AWC. Initial meetings with parents in all the 4 blocks have also been conducted with an aim to sensitize parents about the importance of early childhood education and the role AWCs in meeting the holistic development needs of children including physical, cognitive, language and psycho-social development of the children.

## Interventions in Karnataka

With the support of Volvo Group India, the CII Foundation has launched the project in rural Karnataka. The program is supporting the creation of a resource centre which will serve as a learning hub for over 300 Anganwadi Centres. The project is also creating 30 Model Anganwadi centres across rural Karnataka. The project has adopted Anganwadi centers in Karnataka's Dharwad, Hoskote, and Nellamangala, so far.



The project in Karnataka has started with building a good infrastructure for the Anganwadis which will eventually ensure that the AWWs and children are provided with the necessary facilities for a proper learning and growing experience.

In some AWCs, swings have been installed for the entertainment for children, and hand wash sinks installed to promote better hygiene practices. Compound walls have also been created in some Centres.



## Project Impact and Result

After Phase 1 of the project was completed in the 50 Anganwadis in J&K, an impact assessment study revealed that in spite of the challenges posed by COVID-19, a significant positive impact was visible.



In

40

Anganwadis ECCE activities were conducted as per curriculum, as compared to 0 in the beginning

Enrolment increased from

438

to

511

These positive results led to the launch of Phase II of the project in J&K.

Overall, the project interventions have resulted in execution of learning activities in Anganwadi Centres, better learning indicators, increase in enrollment of children at centres and a heightened community engagement in the functioning of Anganwadi Centres.





# Women Empowerment

## WOMAN EXEMPLAR PROGRAM

The progress towards gender parity hit a roadblock due to the pandemic. Women, particularly at the grassroots level, who were already struggling with social discrimination, poverty, and lack of opportunities, experienced a further setback due to the pandemic, which further widened the gender divide. The lack of gender parity can be disastrous for society and the economy. For a society to progress and prosper, it is critically important that women are empowered and have the opportunity to contribute socially and economically at par with men.

Recognising this, in 2005, CII began identifying and recognising grassroots rural or resource-poor underprivileged women who had battled poverty, discrimination and exploitation to emerge as leaders, through an award. In 2011, the award became a component of the CII Foundation Woman Exemplar Program, a larger initiative for the empowerment of women.

### Approach and Key Components of the Program

The CII Foundation Woman Exemplar Program identifies women who have emerged as leaders in their communities in areas such as health, education, and micro-enterprises. It recognises these women through an award and takes the engagement further by building their capacity to help them amplify the impact of their work. These women, therefore, are role models or exemplars. They become hubs of change and create networks and second-rung leaders to strengthen the social change movement.

The key components of the program are:

- Identifying Exemplars
- Recognition
- Capacity Building
- Amplifying stories of change

## SDG Goal 5

 Achieve Gender Equality and Empower all Women and Girls

### KEY TARGETS

- 5.1** End all forms of discrimination against all women and girls everywhere
- 5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- 5.3** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

To read more: <https://sdgs.un.org/goals/goal5>



## Identifying Exemplars

A rigorous process is followed to identify woman exemplars and starts by inviting nominations from NGOs and Development sector organizations across the country. The nominations received are scrutinised through a rigorous, multi-level screening process which involves reviews of forms, followed by telephonic interviews, and field visits. Field visits are undertaken to meet the women, the proposer, stakeholders, and government officials to understand the journey and contribution of the nominee. An esteemed jury drawn from the industry, media, and social development sector then selects three winners from the cohort of Exemplars.

For the 2023 Award, nominations were invited from social development sector agencies across India using a multi-pronged and multi-lingual approach. Nomination forms were circulated widely in English, Hindi, and regional languages such as Bengali, Tamil, Marathi, etc. Additionally, to further widen reach, Regional Roundtables were held in Mumbai and Pune on 29<sup>th</sup> June and 1<sup>st</sup> July, Jaipur on 13<sup>th</sup> July, Lucknow on 22<sup>nd</sup> July, and Calcutta on 2<sup>nd</sup> August. The Roundtables brought together woman exemplars from various years and work specialities who shared their inspiring journeys and



strategies. The participation of development sector organisations played a crucial role in opening up newer avenues and opportunities for collaboration. Representatives from organisations in the development sector including Yuva Parivartan,



Animedh Charitable Trust, Niramaya Health Foundation, Swayam Shikshan Prayog (SSP), Watershed Organisation Trust (WOTR) and Apraava Energy, the corporate supporting the Woman Exemplar program, joined the roundtable meeting in Mumbai and Pune. In Jaipur, organisations like CORO India, CECOEDCON, Manjari Foundation, Saksham - Positive Women Network, Jatan Sansthan, Shiva Shiksha Samiti, Ranoli, Urmul Trust, RKSS, Bhavi Nirman Society, Barefoot College, Tilonia attended the Roundtables. In Lucknow, development sector organizations like Prasar, Paani, SHEF, Vigyaan Foundation, Milaan Foundation, etc participated.

**Over  
400 nominations  
received from across India  
for the Woman Exemplar  
Award 2023**

“



Society assumes that women are incapable of doing anything; but by giving opportunities and platforms to women like the Woman Exemplar Program for showcasing their skills, women can carve a place for themselves in society. Once a woman starts talking about her issues and issues of her community, I will call her empowered.

**Kanchan**  
2019  
Jaunpur, UP

“



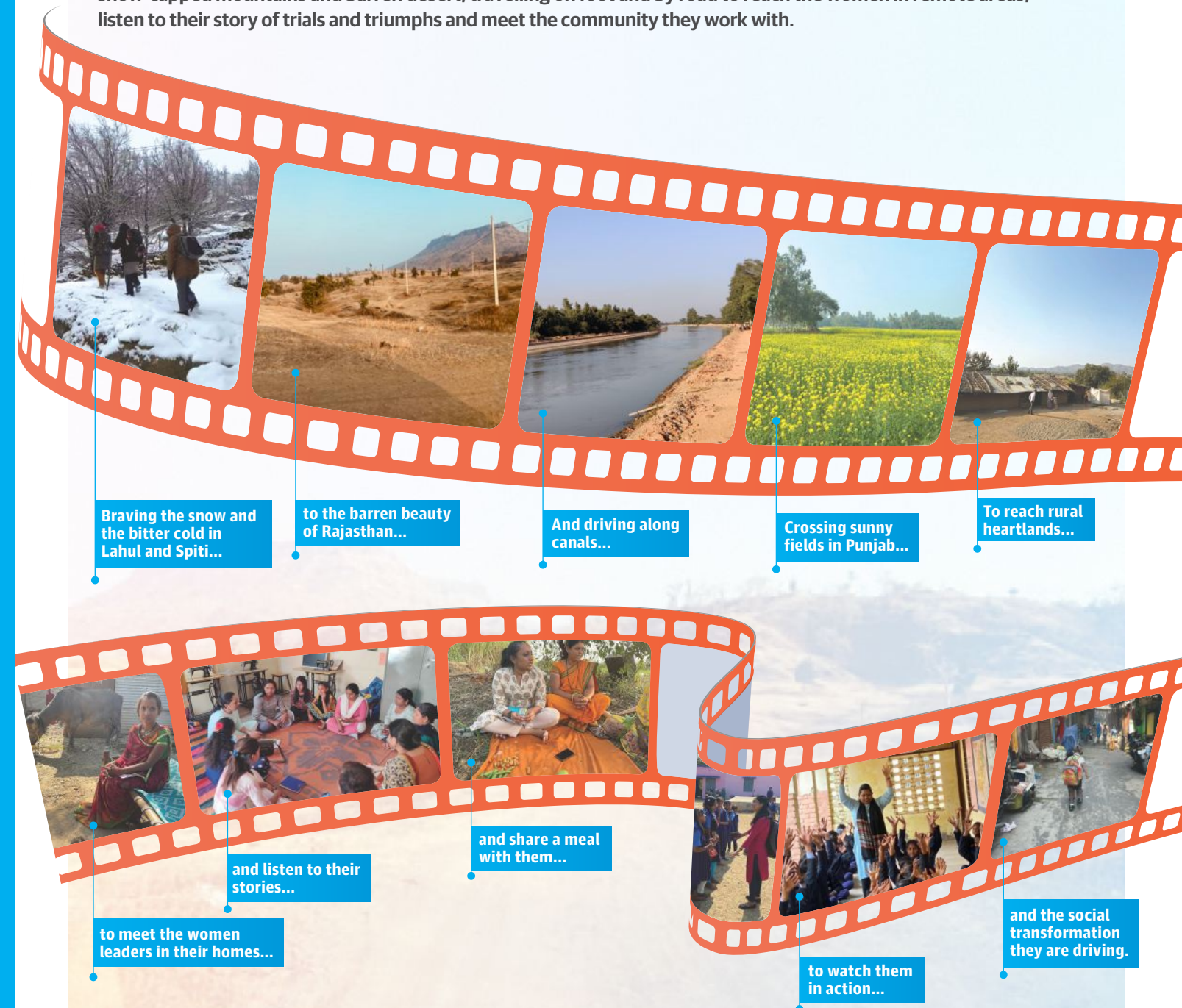
Women should be aware of their rights and not consider doing house chores as normative. They must move beyond the boundaries and work on their individual quality or skill that is innate in them.

**Nita Dhar**  
2018  
Alipurduar, Bengal

## Taking the road less travelled to find the 2023 Cohort of Woman Exemplars

### Due Diligence visits

To find the 2023 cohort of Woman Exemplars, the CII Foundation teams travelled across 13 States through snow-capped mountains and barren desert, travelling on foot and by road to reach the women in remote areas, listen to their story of trials and triumphs and meet the community they work with.





## Recognition

From the cohort of finalists, three winners, one each in the area of health, education and micro-enterprise, is selected by an eminent jury. The three winners are recognised at a prestigious, national event such as the CII Annual General Meeting with leaders from Government, industry, civil society and social development sector present. The winners receive a trophy and Rs. 3,00,000 as their award. A certificate is given to the finalists. This public recognition lends greater credibility to the work of the women, and helps them garner support for their projects from a variety of interested stakeholders, especially India Inc.

**The winners receive  
a trophy and  
Rs. 3,00,000  
as their award.  
A Certificate is given  
to the finalists.**

## Meet the Winners of the CII Foundation Woman Exemplar Award 2023



### Education

#### Pushpa Shukla

40 Years  
Raipur, Chhattisgarh

Born in a remote tribal village in Chhattisgarh, Pushpa's father's non-supportive attitude towards girls' education and systemic challenges prevented her from becoming a doctor but did not deter her from the path of education. Pushpa's unwavering commitment to providing equal opportunities to every tribal child did not falter. Instead, she rose to the challenge and created online tools and resources that benefited more than 10,000 students, 200 school headmasters, and over 1,600 assistant teachers. Her work in improving the foundational literacy levels of children and has brought about a change in the Basic Education System of the state, benefiting close to **7.5 lakh beneficiaries directly and indirectly.**



### Health

#### Zohmangaihi

33 Years  
Aizawl, Mizoram

Battling severe depression, suicidal thoughts and anxiety after being diagnosed with HIV, Zoh found a new life with counselling and ART therapy. Widowed at a tender age with an infant and a malignant disease, Zoh was abandoned from the society because of revealing her HIV status. Finding solace in therapy, Zoh recuperated and took it on herself to help women like her. A counsellor, community mobilizer and an influencer, Zoh has transformed the lives of over **19,000 HIV+ patients in the region.** Her tireless work has brought medical care, counselling, and a newfound sense of dignity to thousands of people living with HIV (PLHIV) in the region.



### Micro-Enterprise

#### Archana Gokul Mane

38 Years  
Osmanabad, Maharashtra

Born into poverty in rural Maharashtra, Archana was forced to beg for money cementing her resolve to support her family and children. Starting off with stitching clothes and bartering them for groceries she got deeply affected by the farmer suicides in the region. Resilient and determined, she overcame poverty and hardship to become a trailblazer in empowering women and promoting sustainable farming practices. **Training over 1.14 L women farmers** and securing over 37 lakhs as an interest-free loan, forming a production company that ensures fair prices for their organic produce, Archana has turned around the destiny of scores of women farmers like her.

## Meet the 2023 Cohort of Woman Exemplars

### Education



#### Bhawani Kanwar

30 Years  
Dausa, Rajasthan

Making inroads against gender biased taboos, and defying and challenging dominant narratives for hapless women, Bhawani fought poverty, mental abuse and gender discrimination, managing to complete her schooling and becoming the only woman with a Master's degree in her village. Rewriting the fate of thousands of young girls from the Nat Community forced into prostitution, Bhawani is ensuring education for all. Dedicating herself to eliminating sexual exploitation and trafficking, facilitating access to quality education and skill building exercises, she has benefitted over **24,000 beneficiaries directly.**



#### Meena Rani

33 Years  
Kurukshetra, Haryana

Despite being considered "bad luck" in her family, Meena refused to accept the limitations placed upon her and fought against a bad marriage to complete her Master's degree. From improving the social status of women and girls to empowering them to participate in decisions that affect their lives, Meena has been making a difference, one person at a time. She believes that sensitizing the youth on gender equality can shape the future of India and is working relentlessly to create systemic change directly impacting over **11,000 beneficiaries.**



#### Rekha Devi

43 Years  
Bahraich, Uttar Pradesh

Fighting oppressive poverty and cyclic episodes of severe domestic violence, Rekha bravely stepped out of an abusive marriage when it became life-threatening. Having no support whatsoever and with a young child to feed, Rekha's education helped both sustain. Rekha eventually transformed into a formidable force to fight against child labour and exploitation in the region, while advocating for the rights of children to receive education. She has **rescued nearly 6,000 children** in Bahraich from the clutches of hazardous labour across different states, securing their childhood, ensuring education and livelihoods for all. She has also created a pipeline of over **400 aware bus conductors** helping her prevent migration.



#### Swati Sawant

33 Years  
Kolhapur, Maharashtra

Coming from a family forged by tragedies enduring a shocking amount of hardship, misfortune, death and dysfunction, an adolescent Swati witnessed her own mother getting beaten to death, faced years of abuse only to step into an abusive marriage. Swati endured it all silently while working as a social mobilizer. Relating to similar stories of all the women around her, Swati took to imparting leadership training to over **12,000+ women on their leadership rights, schemes, and policies.** She leads the advocacy agendas and creates a fearless second rung of women leaders ensuring social justice for all.





## Health



**Jaspreet Kaur**

32 Years  
Jalandhar, Punjab

Born into a low-income family, Jaspreet's life began in the shadow of struggle and poverty. Her father being a crippling addict of alcohol, her childhood was spent witnessing episodes of endless violence and the constant threat of not having a shelter for various nights in a row. Realizing early on that only education can help her out, she grabbed the first opportunity that came her way and took to combining health and sports for the development of young girls fighting gender stereotypes at early level. Championing sexual and reproductive health education since 2013, she has since impacted lives of over **11,000 young girls** in underprivileged areas of Punjab which are highly plagued with gender biases and stereotypes.



**P Anna Vilasini**

44 Years  
Secunderabad, Telangana

Born on the night of Amavasya, Anna was believed to be the dark omen on the family, pushing her into a life of abuse and discrimination. Being left behind with an alcoholic father and a tormenting grandmother. Stepping into an extremely abusive marriage tormented her further, only to make her resolve stronger to prevent children from getting abused. In a span of 5 years, her community initiatives have reached **3.5 Lakh children, 1.8 Lakh women and around 50,000 men** also creating a second rung of leaders taking her work further.



**Razia Nasreen**

35 Years  
Kolkata, West Bengal

Born in the most notorious slums of East India, Razia grew up witnessing violence, prevalence of multiple gangs in the area and desperate means to make ends meet on a regular basis. Stepping into a marriage by choice, Razia's life took a steep turn filled with constant ridicule, verbal abuse and endless episodes of domestic abuse. Going in circles for years, Razia invested in her own medical training and took to improving the health of community around her. Leading the health initiative, over the past seven years, she has benefitted **29,577 children and over 1.1 Lakh adults** ensuring basic health and quick first aid for all.



**Sapna Verma**

31 Years  
Barabanki, Uttar Pradesh

Born into a poverty-stricken house with days without any food, Sapna realized early on that education was the only way to climb out of the poverty they were plagued with. Married at 16 into an orthodox household, life threw more challenges at her with added responsibilities, episodes of violence and no freedom to step out of the house. Following all that she was forced to, she paved her way as a community health leader and eventually ensured medical facilities to pregnant and lactating women directly benefitting over **22,000 beneficiaries**. She also champions the family planning project motivating both men and women of the area to use contraception without shame.



**Sunita Chauhan**

33 Years  
Kolhapur, Maharashtra

Sunita overcame poverty and isolation to complete her education. Born in the remote tribal village of Melaghat, surrounded by thick forests and inadequate road connectivity Sunita managed to complete education with diminishing resources. Disturbed by the frequent child deaths in her community and motivated by the nurses working on malnutrition, Sunita took to community health work. Addressing institutional delivery, immunisation, anaemia, and malnutrition amongst children, Sunita has directly impacted over **10,000 beneficiaries** in the area, ensuring 100% institutional deliveries, and malnutrition cases going down to as low as 20% in a tribal area.

## Micro-Enterprise



**Bishnupriya Swain**

54 Years  
Puri, Odisha

Bishnupriya has been challenging the status quo of a dominating father, charting her own path despite observing abuse and oppression in her family. Facing constant rebuke by the community for not getting married, Bishnu held on to the opportunity of working with Dalit women to come out of the shackles of her father's control. Started off by working for the rights of the fishing community and pivoted towards livelihood creation observing the devastation brought by the 'Phani' and 'Phailin' cyclones in Odisha. Through SHG formation and alternate livelihood training, Bishnu transformed the lives of over **37,000 fisherwomen** who are now using the producer group model to better market their products.



**Laxmi Rani**

37 Years  
Bikaner, Rajasthan

With an infectious smile and unbreakable spirit, Laxmi lifted herself from being a survivor of domestic violence to a revivor of traditional handicrafts in rural Rajasthan. Even when she was embroiled in a legal battle with her husband for seeking her child's custody, Laxmi kept looking for opportunities to support her family. Laxmi initiated the artisan clusters to support the traditional handicrafts of the women at the India-Pak border in Bikaner Rajasthan. She acquired digital skills & has been formulating clusters. She has directly supported the work of over **6,000 women artisans** who are now the breadwinners of their families.



**Poonam Paul**

42 Years  
Lahaul & Spiti, Himachal Pradesh

Born in a small village hidden in the remote Himalayas, Poonam with her indomitable spirit fought the harsh geography and unforgiving winters. Despite being married off at a tender age and enduring emotional abuse from her in-laws, she persisted with unyielding resolve. Building on the skill of knitting acquired traditionally, Poonam used her entrepreneurial endeavours to create a market for the products, expanding the production to **5,000 women** in her community. Through her unrelenting efforts, Poonam has unlocked the power of entrepreneurship to monetise the skills of women from the Himalayas who have been in the shackles of poverty and isolation for years.



**Rita Devi**

40 Years  
Ara, Bihar

Coming from an orthodox rural area in Bihar, Rita grew up in a house with strict gender roles and societal expectations. Despite facing extreme violence at home to being constantly reminded of her place as a woman she refused to give up on her dreams. Rita seized the opportunity to attend a stitching class in her village where she discovered her passion for art and craft. Starting off as a trainer in her own village, she excelled in the "Training of Trainers" model and went on to train over **5,000 women** on handicrafts and revived the dying Sujini art in Bihar.



**Sonali More**

28 Years  
Aurangabad, Maharashtra

Facing acute poverty since childhood and being forced into a marriage of violence and inequality Sonali's life was filled with challenges. With days going by without any food for her children, Sonali promised herself a life of self-sufficiency. Struggling to complete her education, she joined an SHG as a bookkeeper, from thereon she started promoting women's empowerment through vocational training, financial education and encouraging savings among rural women, especially widows. Sonali has impacted the lives of over **3000 women** directly including widows who are often left behind in traditional patriarchal societies.



Capacity Building



Leadership Training and Mentorship

The CII Foundation Woman Exemplar Program empowers women through a variety of capacity-building initiatives such as Leadership trainings and a mentorship program. The leadership training focuses on enhancing the skill sets of the exemplars and enabling them to create a second rung of leaders to take their work forward. It also focuses on soft skill training components like networking, fund-raising, communications, etc.

A significant component of the capacity building initiative is the mentorship programme where



exemplars are paired with leaders from industry basis their area of work, goals, and the skills they need to hone. This year, 8 mentor-mentee pairs were brought together where the exemplars got an opportunity to learn under the guidance of their mentors.

Mentor Mentee Pairs

Mentor

**Dr. Lopamudra Priyadarshini**  
General Manager - CSR,  
Hindalco Industries Limited

Mentee

**Boni Basak**  
Program Coordinator,  
Towards Future

**Area** The two together worked on honing Boni's project management skills to be able to deliver robust project outcomes

Mentor

**Mukta Dhavale**  
CSR Head, Voltas Limited

Mentee

**Minakshi Birajdar**  
NGO Head, Ekatmik Krushi Va  
Gramin Sansthan

**Area** The two together worked towards helping Minakshi improvise her documentation skills in order to create a stronger impact in the project area.

Mentor

**Shilpa Harsh**  
Sr. Vice President - Global Corporate  
Communications, CSR and D&I, HGS

Mentee

**Reeta Kaushik**  
Secretary, Samudaik Kalyan  
Evam Vikas Sansthan (SKVS)

**Area** The two worked together to develop Reeta's networking and communication skills and developed a digital communication plan for Reeta's initiative.

Mentor

**Mary Rupa Tete**  
Vice President,  
Usha Silai School

Mentee

**Chandrikaben Makwana**  
Program Director,  
Aatapi Seva Foundation

**Area** Rupa's guidance enabled Chandrikaben to further her efforts in strengthening the monitoring, learning and evaluation frameworks of her existing programs and create measurable impacts.

Mentor

**Sushma Shende**  
Programme Director,  
Child Health and Nutrition,  
Society for Nutrition Education &  
Health Action (SNEHA)

Mentee

**Durga Kharadi**  
Village level worker,  
CORO India

**Area** The two worked together to hone Durga's skills on implementing large scale programs in rural and urban areas. She helped Durga in developing robust project plans and deliverables essential for a stellar impact.

Mentor



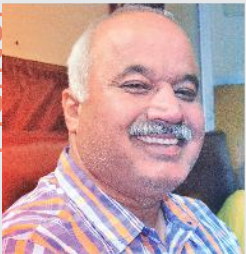
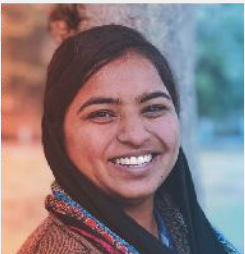
**Anagha Waingankar**  
Associate Programme Director, Mental &  
Child Health Program, Society for  
Nutrition Education & Health Action  
(SNEHA)

Mentee

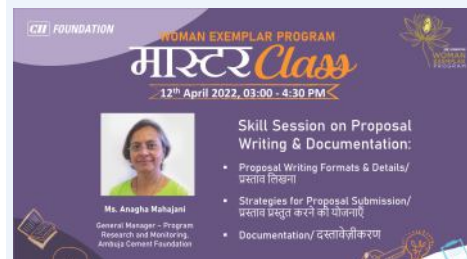
**Mahananda Chavhan**  
Field Coordinator, CORO India,  
Founder, Kamdhenu

**Area** The two worked together to help Mahananda develop interpersonal skills and enhance her skills to make concrete proposals before donors and grant managers.



<p><b>Mentor</b></p>  <p><b>Dr. Ruchi Sinha</b> Assistant Professor, Tata Institute of Social Sciences (TISS)</p>	<p><b>Mentee</b></p>  <p><b>Pushpa Devi</b> Director, Vanaagana</p>	<p><b>Area</b> The two worked together to enhance Pushpa's legal knowledge thereby facilitating the growth of local legal aid.</p>
<p><b>Mentor</b></p>  <p><b>Dr. Kailash Brijwasi</b> Founder and Executive Director, Jatan Sansthan</p>	<p><b>Mentee</b></p>  <p><b>Bharti</b> District Coordinator, Breakthrough</p>	

As part of the capacity building initiatives, masterclasses were held for the exemplars to expand their knowledge on various subjects. The masterclasses covered different aspects such as proposal writing and documentation, personal branding on LinkedIn, laws and legal landscapes in India, and were conducted by professionals from the business and development sector.



**Ms Anagha Mahajani**, General Manager - Program Research and Monitoring, Ambuja Cement Foundation conducted a masterclass on proposal writing and documentation.



Masterclass on personal branding was held with communications experts, **Ms Shilpa Jain Chaudhary** and **Mr Vineet Kumar Singh** from Hinduja Global Solutions (HGS) to facilitate learning about building their personal brand using the social media platform, LinkedIn.




A series of sessions on the theme of laws and legal landscapes for women and children in India were held. It was led by Kochhar & Co's legal professionals, **Ms Sheetal Sabnis**, Partner (Litigation), **Ms Sameena Jahangir**, Partner (Corporate), and **Ms Anushree Aditi**, Senior Associate (Corporate).




**Ms Arya Raj** and **Mr Mirza Aqdas Beg** from Kudumbshree National Resource Organisation unravelled the Panchsutas-Five Cardinal Principles of branding and packaging for the Exemplars.

## Voices from the Field




I think women are very much empowered, we saw the examples during the lockdown when they were managing so many things together. Currently, we are in the transition phase for women and what we need is to provide them with opportunities to showcase their skills.

**Chandrikaben Makwana**  
2021  
Gujarat



With my organisation, Bhavi Nirman Sanstha, I've been working towards environmental conservation. To create awareness about environmental issues, we formed Yuva Manch. Along with this, we've been doing plantations in villages across the region. We've talked to villagers about the demerits of increasing environmental pollution and global warming.

**Rama Sharma**  
2019  
Rajasthan



Taking the Prime Minister's initiative of Digital India forward, we have started with 10 villages in Mhaswad, Maharashtra. Along with the Mann Deshi Foundation, I wish to take it to the entire country. Join hands with us and help us make India go online.

**Rupali Shinde**  
2020  
Maharashtra

## Project Impact and Result

The Woman Exemplar Program has expanded over the years and now has a network of over 100+ women

**100+**

Woman Exemplar

**2**  
million

People benefitted annually





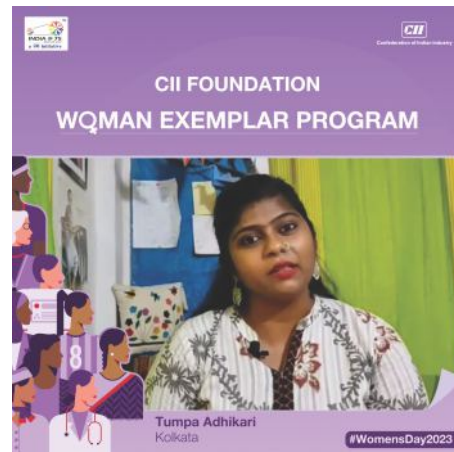
## Amplifying the Voices

The CII Foundation actively promotes the Exemplars across different platforms to showcase their worth and accelerate social change. The Foundation nominates the Exemplars for awards such as the NITI Aayog's Women and Child Development Award. It also gives them a platform to share their inspiring journey through various CII platforms and events and promotes their stories on special days such as March 8, International Women's Day.

### Stories of Courage on International Women's Day

International Women's Day was celebrated globally this year with the theme "DigitALL: Innovation and technology for gender equality."

CII Foundation marked the occasion by sharing stories of grassroots women, our exemplars, as well as perspectives of urban women. Woman Exemplar Tumpa Adhikari grew up in Kolkata's Kalighat red-light district and faced sexual abuse. Through her organisation she has reached out to over 9,000 community



members to improve the lives of the children of sex workers. Bobby Mahato has helped women in Jharkhand become financially independent and prevented child marriage. She has helped over 20,000 women become financially independent.

On a panel discussion on Zee Business News moderated by journalist **Swati Khandelwal**, **Rumjhum Chatterjee**, Member, Steering Committee of CII Foundation Woman Exemplar Program and Co Founder and Managing Trustee of The Infravision Foundation, **Smita Agarwal**, Director & CFO, PTC Industries, National Chairperson, CII Indian Women Network and



**Kaveree Bamzai**, Member Steering Committee of CII Foundation Woman Exemplar Program & Author and Columnist shared their thoughts. They highlighted the progress women have made in the corporate world, and the increasing acknowledgement of their contribution.

### Woman Exemplars Win Awards



Rama Sharma, CII Foundation Woman Exemplar 2020 has been recognised for her project 'Imparting Experiences for Science Processes and Laboratory Techniques to Rural Muslim Girls of Bridge School with Discarded Ball Point Pens'.



Manisha Ghule, CII Foundation Woman Exemplar 2017 has been recognised for her contribution to rural entrepreneurship.

### Participation in the CII National CSR Summit 2023

At the National CSR Summit held in January 2023 under the theme 'Future of CSR: The Enablers' Woman Exemplars Mana Mandelkar and Rama Sharma from the 2020 cohort and Lata Mane from 2014 cohort shared their stories of trials and triumphs to a rapt audience.



Lata Mane, Secretary, Vijay Krida Mandal said **"My struggles and challenges made me determined that my daughters and other girls should not suffer the same fate as me. I want the children of sex workers to have access to education and health facilities"**.

**"I want every girl to be educated, safe and confident. She should be able to speak up for herself and her rights,"** said Mana Mandelkar, Founder of Tinka Samajik Sansthan, seeking support to make this dream a reality.

**"I want to scale up my work to reach out to more girls so that they can be educated."** Said Rama Sharma from Tonk, Rajasthan, Founder of Bhavi Nirman Society.

### Promoting Social Change and Encouraging Support: CII Foundation's Journals on Woman Exemplars

As part of their efforts to promote and amplify the work of these exemplary women, the CII Foundation has been publishing journals on Special Days such as World Health Day on 7 April, World Technology Day on 11 May, World Day Against Child Labour on 12 June, which document the inspiring stories of these women and solicit support for their causes.

Last year, journals were disseminated to a wide audience comprising industry and other stakeholders and raised awareness about the work of the women while urging people to reach out to them and support them.











# Waste Management



## CLEAN ABUL FAZAL PROJECT

The economic development of any country is marked by changes such as significant rural to urban migration as people seek better opportunities. In the last decade, a large number of people have moved to India's metros from Tier II and Tier III cities. Many of them live in clusters or densely populated areas. This rapid migration has thrown up a new challenge of large volumes of urban waste, while the local waste management systems in place often cannot collect, treat and manage the waste appropriately. A growing crisis of urban waste management has emerged, especially in Delhi.

In Abul Fazal, a congested locality in Delhi, the urban waste management challenge was enormous. Home to approximately 60,000 people, 30% from the economically weaker section (EWS) of society, around 8-10 tonnes of waste is generated daily in the locality. There are 200 ragpickers and waste collectors, but waste was

being collected from only about 40% of the households. A large number of households were disposing of waste without proper segregation, and often dumping it on roadsides, where it would rot and lead to health and environmental issues.

To address the issue of inefficient waste management in Abul Fazal, the CII Foundation, with the support of PTC Foundation and PTC India Financial Services Limited devised a modern community-managed urban waste management system to create a zero-waste neighbourhood in Abul Fazal. The project interventions are directed towards creating awareness and creating a decentralised solid waste management system (SWM) which will result in proper segregation and recycling of waste, better health for residents, lower volume of waste being transported to the landfills and water bodies and therefore a cleaner and greener environment.

## SDG Goal 6



Ensure availability and sustainable management of water and sanitation for all

### KEY TARGETS

**6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all

**6.2** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

**6.3** By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

**6.b** Support and strengthen the participation of local communities in improving water and sanitation management

To read more: <https://sdgs.un.org/goals/goal6>



## Approach and Key Components of the Program

Prior to the launch of the project, a baseline study was conducted amongst the residents.

The Key findings were as follows:

- **79.1% of the sampled people have been living in Okhla for the last eight years or more**
- **Average household waste generated is 0.5-1 kg which accounts for 44.2% of the waste, while 32.6% of households generate 1-2 kg. Only 11% of households generate more than 2 Kg of waste per day.**
- **70% of the sampled population give their waste to the waste pickers while the rest 30% throw it in the open dumping site.**
- **Every day, 58% of the population sees an open dumping site.**

### Project Challenges

- Lack of awareness and no segregation of waste
- Lack of waste management infrastructure
- Lack of incentive to collectors



Given the magnitude of the waste management issue, a multi-stakeholder approach was adopted with Residents Welfare Associations (RWAs), SDMC officials, residents, schools and religious institutions as key stakeholders.

The key interventions centred around:

- **Creating awareness and catalysing civic engagement**
- **Promoting waste segregation at source and safe waste collection**
- **Promoting recycling and composting of biodegradable waste**
- **Promoting recycling of non-biodegradable waste to treat plastic waste**
- **Training waste workers**



### Creating Awareness and Catalysing Civic Engagement

In the first phase of the project interventions, the focus was on creating awareness about the waste problem, its impact on the health of residents and the environment and how waste can be segregated and managed locally through a proper and easily-implementable waste management process. The aim was to increase civic participation and engagement with the community.

Awareness campaigns with information, education and communication material (IEC) in collaboration with local voluntary groups, schools, RWAs and religious institutions were regularly run in Abul Fazal. Special interactive awareness and training sessions were held for women at Anganwadis to promote home segregation of waste.



Door-to-door campaigns were undertaken to spread awareness about the MSW rules and the responsibilities of the community in keeping the neighbourhood clean.

To promote the 3 Rs of waste management – Reduce, Reuse and Recycle – awareness sessions were held in local schools.

To promote waste management and make the neighbourhood beautiful, walls were painted with inspiring messages promoting cleanliness.

Regular Community meetings were held to see how the waste management process can be strengthened and improved.

A cleanliness drive was organised on 22<sup>nd</sup> May. Over 200 people participated in this drive, which started from the Okhla Vihar Metro Station to the Alshifa dumpyard. They cleaned the streets, drains and the dumpyard. About 25% of the area of the dump yard was made free of waste. As part of this drive, a tree plantation exercise was undertaken. At the end of the drive, community members and waste workers who were champion waste workers were



publicly recognised and honored with certificates of appreciation. Cleanliness drives were also held on the 31<sup>st</sup> July and 9<sup>th</sup> August in G Block and Alshifa Dumpyard, respectively.

On the occasion of Van Mahotsav on the 16<sup>th</sup> July, a tree plantation drive was held in Smart Kids Public School to raise awareness in the community about environmental protection by planting more trees in the area. Students participated in the initiative to save Earth from deforestation and growing global warming. Additionally, 350 plants were also planted in the lanes of Abul Fazal. A plantation drive was also organised on the occasion of Independence Day in the premises of Milli Model School in Abul Fazal. In the month of August, 100 plants were planted.

On the occasion of Gandhi Jayanti, the residents of Abul Fazal and young volunteers organised a drive in K-Block with Gandhi's maxim of "Cleanliness is next to Godliness" in mind.

Wall art is being used extensively to create awareness about the hazards of poor waste management and efficient ways

to handle waste. Project volunteers painted the walls of the Residents' Welfare Association (RWAs Office) and the walls of Children and Women's Park in Abul Fazal in the month of November, beautifying the place and illustrating efficient waste management practices.

Community meetings were held regularly during the year. A meeting was held on 7<sup>th</sup> November, with members of the Okhla Community Forum (OCF) - a core committee, Waste Workers



NGO: Safai Abhiyan & Aid Foundation (SAAF) - Monitoring & Segregation Team and project volunteers to deliberate on ways to improve waste management in Abul Fazal.

### ENABLING A CLEAN ABUL FAZAL BY DISTRIBUTING DUSTBINS

**6900**  
HOUSEHOLD DUSTBINS

**210**  
COMMUNITY DUSTBINS

**79**  
WALL PAINTINGS DONE







## Promoting Waste Segregation at Source and Safe Waste Collection

Waste segregation was not being done in most households and the CII Foundation ground teams and volunteers created awareness about the importance of segregating waste and in 2022-23, 2,000 dustbins were distributed amongst households, taking the total number of dustbins distributed under the project to 6,900. Regular monitoring of waste segregation at source was also undertaken to ensure that. A segregation team has been formed with the support of SAAF (an association of waste workers) to monitor segregation and provide assistance to residents as well as waste workers.

To ensure safe waste collection and reduce safety hazards for waste workers, who typically work under unhygienic conditions and are exposed to all kinds of chemicals and other risky and rotting material which could impact their health, regular training sessions were held with experts. To help them understand the scope of improvement, the waste workers were taken to model localities where they saw first-hand the various ways of safe and hygienic waste segregation and collection.



<b>SUPPORTING WASTE WORKERS</b>
<b>60</b>
<b>UNIFORMS &amp; ID CARDS DISTRIBUTED</b>
<b>60</b>
<b>INSURANCE CARDS CARDS ISSUED</b>
<b>19</b>
<b>WASTE COLLECTION CARTS WITH BINS DISTRIBUTED</b>
<b>800</b>
<b>SANITATION &amp; HYGIENE KITS DISTRIBUTED</b>



## Promoting Recycling and Composting of Biodegradable Waste

Local waste recycling is a very important link in the chain to sustainable waste management. To help residents recycle biodegradable wet waste such as food waste and fruit and vegetable peels, rooftop composting bins were distributed.

A composting centre was set up in the area and operationalised in January 2022. The facility has the necessary equipment to handle and treat 4 tonne per day.. Waste workers were given push carts to carry biodegradable waste to the

composting centre. Once the organic waste reached the composting centre, it was shredded and placed into decomposition bins made of cubical iron. A microorganism solution was added in 30-40 days to reduce odour and speed up the decomposition process. The dry compost is sieved to make manure. This manure is shared with the community and sold and this process is managed by the waste workers, for whom this is an additional source of income.

### INFRASTRUCTURE DEPLOYED FOR LOCAL RECYCLING OF BIO-DEGRADABLE WASTE

<b>1</b>
<b>SHREDDER (500KG PER HOUR)</b>
<b>1</b>
<b>PULPLIZER</b>
<b>1</b>
<b>FILTRATION MACHINE</b>
<b>13</b>
<b>COMPOST BINS (2000KG)</b>
<b>2</b>
<b>TUMBLER (2000KG)</b>



## Promoting Recycling of Non-biodegradable Waste to Treat Plastic Waste



Non-biodegradable plastic waste is a leading cause of pollution – it chokes water drains, and rots on roadsides making the neighbourhood look ugly. In November, a visit to Ghaziabad's Plastic Processing/Recycling Units was planned with members of the Okhla Community Forum to learn more about the dry waste market. A dry waste management initiative has been launched under the project. An integrated plastic waste recycling centre to semi-treat/process plastic waste has been set up. Under this, sorting, packaging and aggregated sale of plastic waste has been initiated. A small processing unit to enhance the value addition of plastic waste shall be established. The dry waste will be treated to support the small aggregators. Low-value plastic including single-use shopping bags, condiment sachets, wrappers and thin layers of packaging will be targeted and recovered from the local dumping grounds.

### CAPACITY OF WASTE RECYCLING FACILITY OF WET & DRY WASTE

**CAPACITY:**  
**DRY 1 TON**  
**PER DAY**

**WET 4 TON**  
**PER DAY**



Bailing and Grinding machines have been installed to semi process dry waste. The machines have benefited the local aggregators as now they are able to save their transportation costs by proper packaging of waste.



## Training Waste Workers



Under the project, the waste workers have been organised as an NGO - SAAF - Safai Abhiyan & Aid Foundation. Training sessions were conducted to spread awareness and protect workers from falling victim to the unexpected exposure of hazardous wastes at current working conditions and impose healthy practices for safe disposal and handling of municipal solid waste. 10 Training Sessions have been taken with waste workers to improve waste management.





## Project Impact and Result

Since the launch of the project, there has been a significant improvement in Abul Fazal.

Segregation at household level

80%

(8,000 Households practicing waste segregation)

Establishment of



Waste Recycling Facility

Wet Waste Treated

80 Ton

Diverted from landfill

Formation of Waste Workers Organization



SAAF (Safai Abhiyan & Aid Foundation).

Formation of a Community Based Organization called



"Okhla Community Forum", Leadership Committee of citizens.

## Media Coverage



“

Through this waste management initiative, we aim to set an example for the entire nation, not just Delhi. As opposed to the existence of a dump yard in the past, the Abul Fazal neighbourhood should be green in the future.

**Vinod Pande**  
Advisor, CSR, PFS

Strong partnerships have been established. The PTC Foundation, PFS in partnership with the CII Foundation, is working to make a difference in Abul Fazal where the issue of Waste Management is being tackled differently. I'm sure after two years, significant results would be visible.

**Amar Prasad**  
Director,  
PTC Foundation Trust

Trees have been planted, dustbins have been placed outside shops, the sweepers come daily to clean the lanes and the waste collectors also come regularly to collect the waste. A lot of work has happened under this project. The biggest change is that they have organised the waste workers into an organisation. Earlier there would be garbage piles, now you don't see them anymore.

**Rizwan Khalifa**  
Founder Okhla Youth Federation and Resident

“

Voices from the Field



The best thing that has happened is that I don't even have to sweep now in front of my shop to keep the area clean. Since there is a dustbin outside, the littering of waste has stopped - customers throw the waste in the dustbins now. Now my shop stays clean and looks nice.

**Ziya-Ul-Hasan**  
Shopkeeper



The CII Foundation has provided carts to us and has conducted sessions on Waste Management. Learning from these sessions, we have now started segregating dry and wet waste. The Foundation has helped us and addressed our problems.

**Shah Alom**  
Waste Worker



Earlier, people used to give us unsegregated waste - both wet and dry were mixed which was very difficult for us to handle. Since the project has started, people have started segregating waste.

**Munna**  
Waste Collector



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CII Foundation (CIIF) was set up by CII in 2011 to undertake a wide range of developmental and charitable activities pan India by enabling industry for infusing inclusive development.

CIIF works towards inclusive development by providing a meaningful bridge between marginalized communities and donors, especially corporates by providing strategic guidance on CSR and developing and managing high impact programmes.

The thematic areas of CIIF include:  
Early Childhood Education, Women Empowerment;  
Climate Change Resilience;  
Disaster Relief and Rehabilitation.

In this effort, the Foundation works together with corporates, governments, communities, and civil society institutions to channelize their collective resources towards social and community development.

249-F, Sector 18, Udyog Vihar Phase IV, Gurgaon-122015, Haryana  
T: +91- 124-4014060, F: +91-124-4014080  
E: [ceo-ciifoundation@cii.in](mailto:ceo-ciifoundation@cii.in), W: [www.ciifoundation.in](http://www.ciifoundation.in)

