

Connect

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Seema Arora
CEO
CII Foundation

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As we embark on another year of driving social change, I wish everyone a happy new year and look forward to your continuing support.

The start of a new year presents an opportunity for reflection on our accomplishments from the previous year and our goals for the year ahead.

As we look back, 2022 emerges as a year of change and progress and in which our memories of the devastation due to Covid-19 receded further into the background. The focus was on accelerating growth and development, especially sustainable development. Climate change was under the spotlight and the world's efforts to combat climate change gathered momentum with Stockholm +50 held in June and COP27 in November. India is committed to Mission LiFE - Lifestyle for Environment - launched by Prime Minister Modi on 22 October 2022.

Our efforts at mitigating climate change through our crop residue management initiative in the farms of Punjab and Haryana have yielded significant results. The program was expanded in 2022 by adding 74 villages in 3 new districts in Punjab, taking the total coverage to 300 villages and 3,00,000 acres of farmland. Intensive on-ground activities were undertaken throughout the season including more than 800 field visits and over 120



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training sessions. The project interventions resulted in stubble burning reduced by 83% in the adopted villages. A recent impact study of the program shows enormous environmental gains too, in terms of air pollution mitigation and other ecosystem benefits: farm yield increased by 7%; water savings by 13%; savings on chemical fertilisers by 4% and weedicide by 25%, while there was a 6.4% reduction in diesel consumption, all of which is making farming more sustainable and environmentally friendly.

In other areas of our work, we were overwhelmed by the response to the call for nominations for the CII Foundation Woman Exemplar Award 2023. We received over 400 entries from across the country. Each entry was an inspiring story of a grassroots woman leader who had broken the shackles to free herself and is now empowering other underprivileged women. Over the last quarter, each entry was scrutinised and evaluated as part of a rigorous process to identify the next cohort and winners of the Award in the categories of health, education, and micro-enterprise. The Woman Exemplar Program has a pan-India network of over 100 Exemplars who are driving social change across the country. With the addition of the next cohort of Exemplars, the grassroots-level changes will intensify.

The CII Foundation continues its endeavours in disaster relief and rehabilitation in Kerala, post the floods that devastated the State in 2018. As part of the rehabilitation efforts, the reconstruction/renovation of a school and 6 health centres is being undertaken. Through the Kerala Rehabilitation program, over 5 lakh

Last season the crop residue management initiative covered 300 villages and 3,00,000 acres of farmland in Punjab and Haryana and project interventions resulted in a reduction in stubble burning by 83% in the adopted villages.

people will be benefitted annually. In the last quarter, the reconstruction of four health centres was completed and they will be handed over to the Government this year.

It is always rewarding to see the transformation brought about by our community waste management project in Abul Fazal, Okhla, New Delhi. The project is promoting efficient waste collection and management, recycling, and composting, and organising waste workers into efficient groups with a view to improving their skills and enhancing their safety and health. Under the project 60 tonnes of wet waste has been treated at a specially set up composting centre, and work is underway to address the challenge of non-biodegradable waste such as plastic waste.

As we embark on another year of driving social change, I wish everyone a happy new year and look forward to your continuing support.



CLIMATE CHANGE RESILIENCE

Crop Residue Management



During the winter season, air pollution levels in India's north-west, particularly Delhi-NCR, begin to rise around October. While localised factors such as vehicular pollution/dust account for a large part of the pollution, an increase in biomass burning in the states of Punjab and Haryana is a significant contributor too. It is estimated that every year, over 5.7 million acres of paddy stubble are burned on farms in the two states, leading to severe environmental issues.¹ Due to the wind patterns, the smoke from the farm fires makes its way to Delhi, further raising pollution levels. In November 2022, the Delhi government formed 586 teams to monitor the construction-demolition ban and additionally announced measures including water sprinkling and anti-smog guns to control localised sources of pollution.² Steps to reduce stubble burning were also taken by the government.

To address the issue of stubble burning in Punjab and Haryana, CII has been running a multi-stakeholder crop residue management initiative for the last 4

years. Launched in 2018 in 19 villages, the initiative began working closely with the community, particularly farmers, to raise awareness about the need for and means of reducing stubble burning and adopting alternative straw management methods. The goal was to instil a shift in behaviour through talks that resonate with the stakeholders to bring about a progressive attitudinal shift. The key components of the project include building awareness, creating community tool banks and training and handholding of farmers to promote local engagement and ownership with the objective of reducing stubble burning and having farmers adopt viable environment-friendly alternatives.

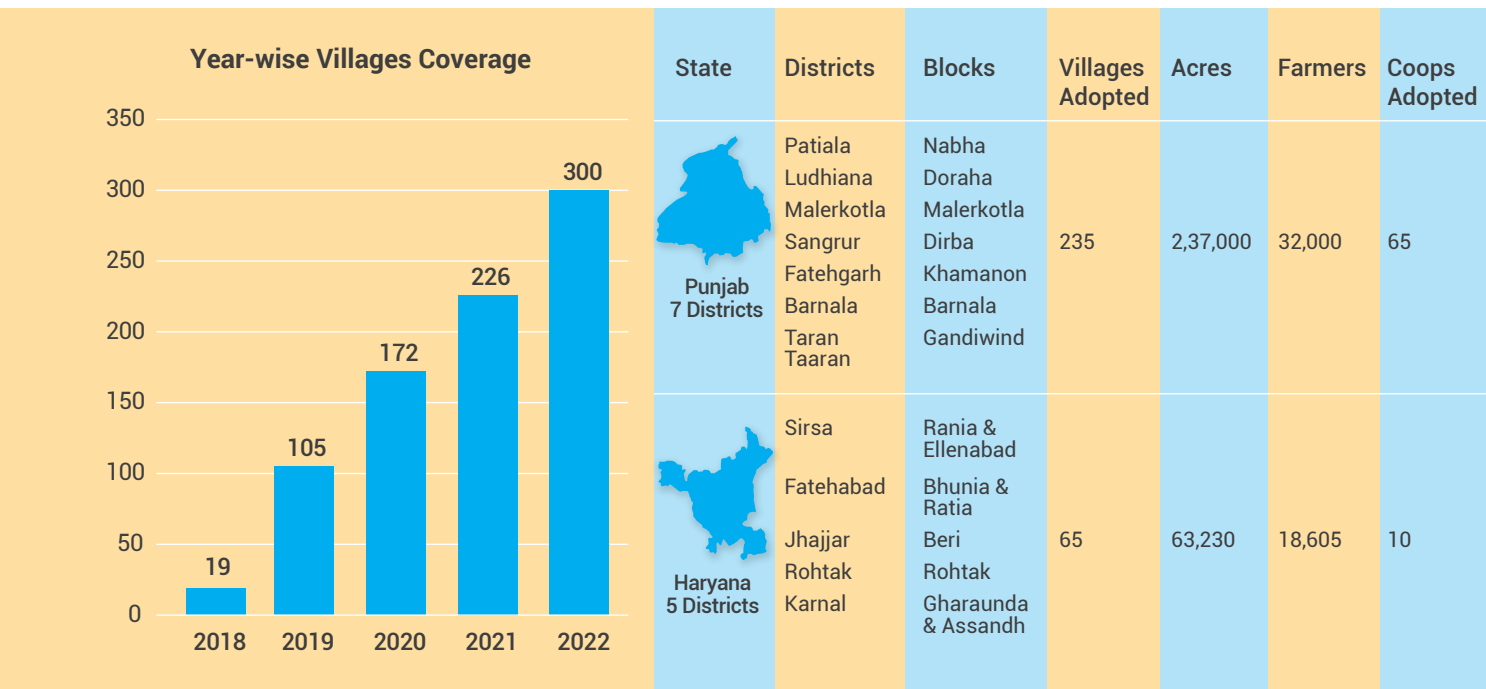
The project runs with the active partnership and support of farmers, the government, agricultural institutions, field partners and volunteers.

¹ https://www.business-standard.com/article/current-affairs/decoded-what-is-a-pusa-decomposer-how-can-it-discourage-stubble-burning-121092300502_1.html

² <https://economictimes.indiatimes.com/news/india/air-pollution-delhi-forms-586-teams-to-ensure-implementation-of-ban-on-construction-demolition-work/articleshow/95180447.cms?from=mdr>

Season 2022

In the season last year, the project's geographic coverage was expanded to 300 villages, covering 3,00,000 acres of farmland, and reaching 50,000 farmers.



A series of interventions such as farmer-outreach events, participation in fairs and field visits were undertaken during the quarter to mitigate stubble burning.



Expanding Project Coverage and Farmer Outreach Events

The crop residue management initiative was launched in Sangrur, Punjab in October. Indian Oil Corporation Limited is supporting the project in Sangrur, covering 9 villages.

On 19th October, a farmer-outreach field event was collaboratively organised by the CII Foundation and Indian Oil at Nagri village, Dirba, Sangrur. Mr Jitendra Jorwal, IAS, Deputy Commissioner (DC), District Administration, Sangrur, was the event's chief guest. Also present at the occasion were Mr Varjeet Walia, IAS, Additional Deputy Commissioner (ADC), (Development), Sangrur, Mr N Senthil Kumar, Executive Director, Northern Region Pipelines (NRPL),

Indian Oil Corporation Limited, Mr Malkeet Singh, Sarpanch, village Nagri and over 300 farmers from the nearby villages.



Speaking at the occasion, Mr Jitendra Jorwal said "Crop residue burning should be avoided at all costs not only for us but for future generations as well. Farmers now have access to processes and machinery to avoid burning. We should make Sangrur a model district for Zero Crop Residue Burning."

Mr N Senthil Kumar said, "Our business model is intertwined with the farming community and land owners 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 Foundation to provide alternatives. This is the beginning and I am sure in times to come this effort will become a model for others."



To promote sustainable agricultural practices, a farmer outreach field event was organised on 20th October in village Khanaura, Nabha District, Patiala. The event was attended by Mr Gurdev Singh Dev Maan, MLA, Nabha, Mrs Isha Singhal, ADC (Development) Patiala; Ms Kanu Garg, SDM Nabha; Dr Harinder Singh, Agriculture Officer; Mr Kuldeep Inder Singh, Block Agriculture Officer, Patiala; Mr N Senthil Kumar, Executive Director, NRPL, Indian Oil Corporation Limited and over 400 farmers and volunteers from nearby villages.



"Today global warming is a major issue and air pollution is a major cause of it. Across the world, steps are being taken to reduce air pollution. We all have to work together to reduce air pollution because the world is interlinked. Every action has far-reaching consequences, and I urge all my farmer friends not to burn stubble," said Mr Gurdev Singh Dev Maan, MLA Nabha. At the event, certificates were presented to exemplary farmers to further promote crop residue management in the farmlands. Farmers also shared experiences of adopting ecological techniques of handling crop residue. Enthusiasts from all age groups took rounds to urge farmer friends to not burn crop residue. Amninder Singh, 11 years old from Senior Secondary School, Mungo recited a poem in Punjabi which translates to "Fire flames dance like death in the fields. It results in the organisms' death". A farmer-volunteer, Sardar Balwant Singh who is 93 years old, also urged his fellow farmers not to burn stubble as it not only spoils the nutrients in the soil but also has grave consequences for both human and environmental health. His unwavering spirit and commitment were an inspiration for all.



On 31st October, a farmer outreach event was organized at village Ajner, Khamanon, Fatehgarh Sahib in Punjab by CII Foundation and PTC India Financial Services Limited to harness the collective strength of farmers, industry, and other key stakeholders to reduce stubble burning.



"Consistent, collaborative efforts must continue to stop stubble burning," said Ms Parleen Kaur Kaleka, Sub Divisional Magistrate (SDM), Khamanon, who was the chief guest. Along with more than 200 farmers, including Sarpanchs, other significant stakeholders included Dr Mahesh Narang, Head of the Farm Machinery Department at the Punjab Agricultural University (PAU); Dr Lovleen Bains from the Guru Nanak National College in Doraha; Block Agriculture Officers, and representatives from the PAU and Chaudhary Charan Singh Haryana Agricultural University. Farmers took a pledge at the event not to burn stubble.



On 2nd November, the crop residue management initiative was launched in Barnala, Punjab. Goodyear India 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.

Commenting on this occasion, Mr. Sandeep Mahajan - Chairman and Managing Director, Goodyear India Ltd. said "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 to our commitment to health and wellbeing 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".

Under the initiative, farmers in 15 villages in Barnala covering 40,000 acres of farmland will be supported through a range of interventions such as training, providing machinery and technical support to farmers, and facilitating the adoption of viable environment-friendly alternatives to stubble burning.



Participation in Fairs

The CII Foundation participated in the 25th edition of the CII Chandigarh Fair in October 2022. It showcased its work under climate change resilience, a crop residue management initiative in Punjab and Haryana and community waste management initiative in Okhla, Delhi.



The CII Foundation also participated in the 15th edition of India's premier Agri & Food Technology Fair, CII Agro Tech India a four-day fair beginning on 4th November. A stall was set up to showcase the work under the crop residue management initiative. The Punjab State Agriculture Minister, Mr Kuldeep Singh Dhaliwal visited the stall and was apprised of the farm initiative led by the CII Foundation in partnership with Government, industry, agricultural universities and farmer communities to mitigate stubble burning in Punjab and Haryana. Farmers from Punjab and Haryana also visited the stall and learned about the initiative.

The CII Agro Tech India fair serves as an excellent platform to bring together all stakeholders of the agriculture & food processing Industry.



The Foundation also led a Kisan Goshthee titled "Preventive Stubble Burning - Prali, Kisan Ki Mitra Ya Dushman, Chalein Janein" held at the Fair where Er Jagminder Singh Nain, Joint Director (Engg), Agriculture and Farmers Welfare Department, Haryana; Mr Jagdish Singh, Joint Director Agriculture

(Engineering Wing), Government of Punjab; Mr Vinod Pande, Advisor, CSR, PTC India Financial Services Limited, Dr Mahesh Narang, Head, Farm Machinery Training Department, PAU and over 250 farmers from Punjab and Haryana discussed ways to manage stubble.

To mitigate stubble burning, the CII Foundation constantly engages with various stakeholders.

Ms Seema Arora, CEO, CII Foundation, along with members of the CII Foundation Crop Residue Management team met with Dr Satbir Singh Gosal, Vice Chancellor, PAU at the CII Agro Tech India to discuss the pressing issue of stubble burning, its impact on the environment and the collaborative crop residue management program being run in Punjab and Haryana to address the issue.



Visits to Ground Zero

On 5th November, representatives from District Administration Sirsa, Mr Sushil Kumar, ADC, Sirsa and Mr Ved Prakash, SDM, Sirsa visited village Mohammadpuria in Sirsa. The project here is supported by Apraava Energy. They interacted with the farmers and appreciated the efforts to control stubble burning.



In another visit, 20 Super Seeders and farm equipment were given to volunteers and farmers in every village of Karnal's Assandh block adopted by SBI Card. At the occasion, representatives of the Haryana Agriculture Department and the Sarpanch of Chogama village were present.

Awareness and Training Sessions

The CII Foundation organised a training and awareness session for farmers in collaboration with Haryana Agriculture Department in Balasar village, Rania, Sirsa, Haryana, supported by project partner Apraava Energy. Farmers were made aware of the possible hazards of stubble burning for the environment and public health, as well as the viable alternatives available.



CII Foundation participated in District Level Agricultural Camp in Fatehgarh Sahib, in early October to generate awareness of the crop residue management initiative's interventions in Punjab.

Mrs Parneet Kaur Shergill, DC Fatehgarh Sahib, Sri Jagdish Singh, Joint Director Agriculture (Engg), Sri Kulwinder Singh, Chief Agriculture Officer, District Fatehgarh Sahib appreciated the efforts of CII Foundation towards crop residue management.



Impact

A recent assessment study has revealed significant impact of the project in season 2022.

94%

land saved with partial burning

83%

land saved with no burning

75 Community

Tool Banks have been set up

700 farm

machinery have been deployed for use especially by small and marginal farmers.

100 community

volunteers, mostly village youths, have been trained and engaged by CII to lead awareness campaign and provide real-time technical support at the farm level.

The overall impact of the project demonstrates the success of the model, which is scalable and replicable.

The impact study shows enormous environmental benefits in terms of air pollution mitigation and other ecosystem services. An estimated 1 metric tonnes of carbon is sequestered in soil per acre of farm per year. Other benefits include yield increase by 7%, water savings by 13%, saving on chemical fertilisers by 4% and weedicide by 25%, and reduction in diesel consumption by 6.4% - all this making farming more sustainable and climate resilient, and adding to additional carbon mitigation & sequestration potential.

Managing Crop Residue: Stories from the Field



Farmers like Gurdarshan Singh have opted for change. With four dependents in the family, Gurdarshan, 52 is a marginal farmer with 2.5 acres of land in village Mandour in Nabha block of Patiala. He had been burning 100% of the

stubble due to the lack of knowledge of the alternatives to handle stubble. He associated with the CII Foundation's crop residue management initiative in 2020 and hasn't burned stubble since.

As a small-scale farmer, he shares, *"My financial situation prevented me from being able to purchase the required machinery."* Spending Rs 2,800 per acre was not cost-efficient for him and took a toll on his otherwise meagre finances. The knowledge, along with

the availability and affordability of agricultural tools, provided by the project, is an extremely important enabler on the ground.

Gurdarshan has been making savings of Rs 1,000 per acre by implementing well-received in-situ management techniques. Additionally, he asserts that the air in the village feels much fresher and more breathable now.

Gurdarshan thanks the Foundation's initiative and notes, *"I've been able to take care of the stubble without burning it."*

Farmers like Gurdarshan are sending out tiny but mighty ripples of change. With the conjoined efforts of 9,326 farmers in the Patiala district, 79% of the area has been saved from burning stubble under the crop residue management initiative in the Oct-December quarter.

Glimpses of media coverage

पराली से पंजाब में 3500 करोड़ कमा सकते हैं किसान

एगो-टैक इंडिया मेले में चर्चा : विशेषज्ञों ने सुझाए उपाय, कहा- पराली समस्या नहीं ताकत है

चंडीगढ़। पाराली एक समस्या नहीं, बल्कि एक पावर है। अगर पंजाब के किसान पाराली को आग लगाने की बजाय, उसका इस्तेमाल करे तो करीब 3500 करोड़ कमा सकते हैं। इसके साथ ही न जमीन खराब होगी और न प्रदूषण होगा। मेन्टेन-17 के परेड ग्राउंड में लगे एग्री-टेक इंडिया मेले में पाराली पर हुई चर्चा में विशेषज्ञों ने ये बात कही। उन्होंने बताया कि कैसे कई जिलों के किसान पाराली बेचकर काफी कमाई कर रहे हैं। बस जल्द ही, उस दिशा में सोचने की।



जानकारी देते महेश नारंग। अमर उजाला

पराली पर हुई परिचर्चा में हरियाणा खेती विभाग के संयुक्त निदेशक जगमोहन सिंह नेन, हरियाणा खेती विभाग के संयुक्त निदेशक जगदीश सिंह, पंजाब एग्रीकल्चर यूनिवर्सिटी (पीयू) के साइंटिस्ट डॉ. महेश नारंग, एचएयू के असिस्टेंट प्रोफेसर इंजीनियर स्वप्निल, प्रोसेसिंग किसान रमेश चौहान, पटियाला खेती मनीया सोसाइटी के नजर सिंह मुख्य पैरालिस्ट रहे। जगदीश सिंह ने कहा कि आज की पराली को समस्या के जिम्मेदार नहीं है। शहू से ही

किसानों को सिर्फ दाना सभालने को कहा गया, पराली की किसी ने बात ही नहीं की थी। पहले से ही उन्हें बताया जाता तो स्थिति कुछ और होती। सिर्फ पराली जलाने वाले किसानों की बात हो रही है, लेकिन कितने किसानों ने पराली नहीं जलाई, उनकी कोई बात नहीं कर रहा। पंजाब में सबसे ज्यादा मशीनरी है। उन सभी का किसान इस्तेमाल कर रहे

मशीनों का इस्तेमाल बढ़ा, पराली जलाने की घटनाएँ हो रही कम : पीएचू के साइटिस्ट डॉ. महेश नांग्रम ने कहा कि पंजाब में कुल करीब 32 लाख हेक्टेयर में खेती होती है। पिछले कुछ समय में पंजाब के किसानों ने मशीनों का काफी तेजी से अपनाना है। सिर्फ पंजाब में करीब 35 हजार सुपर सीडर, 14 हजार हैपी सीडर और अब स्मार्ट सीडर भी काफ़ी मिल रहे हैं। इनकी वजह से पराली खेत में ही जलाने की रीति है।

है। पराली कोई समस्या नहीं है, बल्कि ये किसानों की पावर है। पंजाब में करीब 200 लाख मीट्रिक टन पराली निकलती है। अगर 175 रुपये क्विंटल का रेट भी लगाएं, तो ये 3500 करोड़ का बिजनेस है। किसान इसे धीरे-धीरे समझ रहे हैं, इसलिए इस बार कई जिलों के गांवों में एक जगह भी पराली नहीं जली है। जगमिंदर सिंह नैन ने कहा कि पराली पावर है और किसानों का मित्र है। व्यर्थ।

पराली वास्तव में किसान की मित्र है और इसमें है आय की भी संभावना: विशेषज्ञ

सीआईआई एग्रोटेक 2022 में हुआ किसान गोष्ठी का आयोजन

जगमार्ग न्यूज



चंडीगढ़। पाराली जलने के फिर से एक प्रमुख मुद्दे के रूप में उभरने के साथ, इसे रोकेने के लिए निवारक उपायों पर एक किसान गोष्ठी रविवार को एक व्यावहारिक, प्रकट और सुसज्ज नोट पर संपन्न हुई। सीआईआई एग्रीटो 2022 के हिस्से के रूप में आगेजित, प्रिंटेड वस्तु बर्निंग - पाराली, किसान को मित्र या दुश्मन, चले जौने नामक कार्यक्रम, चंडीगढ़ में प्रमुख कृषि और खाद्य प्रौद्योगिकी के सीएससी के तीसरे दिन का एक सौचर इवेंट था।

इस विषय का सर्वसम्मति जकाज
यह था कि हां, पराली वास्तव में
किसान का मित्र है, इससे भी अच्छी
बात यह है कि पराली प्रबंधन एक ऐसा
खजाना है जिसे किसान सभी
हितधारकों की मदद से खोल सकते
हैं। चर्चाओं के दौरान, पंजाब कृषि
विभाग ने पराली की तुलना एक
खजाने से की, जिसमें किसानों को

इससे बहुत कुछ हासिल करना था; पंजाब कृषि विश्वविद्यालय (पीएयू), हरियाणा कृषि विश्वविद्यालय (एचयू) और विभिन्न हितधारकों ने इस मुरे से निपटने की आवश्यकता व्यक्त की। सीआईआई फाउंडेशन पहले से ही पंजाब और हरियाणा के 300 गांवों में काम कर रहा है ताकि किसानों को परतली जलाने के लिए प्याजखारिक विकल्प अपनाने के लिए प्रशिक्षण और जल प्रसार के माध्यम से सलाह और समर्थन दिया जा सके। (बॉक्स देखें)

किसान गोष्ठी की शुरुआत करते हुए और संदर्भ स्थापित करते हुए विनोद पांडे, एडवाइजर, पीटीसी इंडिया फाइनंशियल सर्विसेज ने कहा, आज, हम चर्चा कर रहे हैं कि पराली जलाने

की कैसे रोका जाए। हमें पराली जलने को कम करने के बारे में एक निश्चित निष्कर्ष पर पहुंचना है। पंजाब कृषि विश्वविद्यालय के कृषि मंत्रीनरी पंडितगढ़ विभाग के प्रमुख महेन्द्र नागेंग ने कहा कि पंजाब और हरियाणा दो अन्नदाता राज्य हैं। 2016 में आग की घटनाओं की समस्या सीधे पर भी जबकि अब यह थोड़े बहुत कम हो गई है। एक संस्था के रूप में, हमारे पास है। एक तकनीकी/मशीन-आधारित समाधान है जो यह निश्चित कराते है।

कि किसान पराली जलाने के बजाय उसका प्रबंधन करें। इस मौके पर नजर सिंह, प्रधान, खेरी मानिया सौसायटी, पटियाला, रमेश चौहान, प्रमुख, कस्टम हायरिंग सेंटर (सीएचसी)

सीआईआई फाउंडेशन की पहल एक सफलता

[illegible]

फतेहाबाद, सीआईआई फाउंडेशन
प्रोग्राम मैनेजर कुलदीप सेंगर, जगदी
सिंह, संयुक्त निदेशक कृषि
(इंजीनियरिंग विंग), पंजाब सरकार
अपने विचार व्यक्त किए।

गुडईयर इंडिया ने कॉन्फैडरेशन ऑफ इंडियन इंडस्ट्रीज-सीआईआई के साथ साझेदारी की



सवेरा न्यूज बरनाला: गुडईयर इंडिया ने कॉन्फेडरेशन ऑफ इंडियन इंडस्ट्रीज-सीआईआई के साथ साझेदारी की, ताकि पंजाब के बरनाला में किसानों को पराली जलाने से रोका जा सके, जो तेजी से वायु प्रदूषण को बढ़ाने वाला एक मलप्रदूषक कारक है। गुडईयर इंडिया की वार्षिक सीएसआर पहल के एक भाग के रूप में इस पहल को उद्देश्य किसानों को जलवायु के अनुकूल और स्वस्थ कृषि प्रक्रियाओं को अपनाने के लिए उपयोगी और सहायक उपकरणों को उपलब्ध करवाना है। इसका संचालन है कि किसानों को आधुनिक कृषि से जोड़ा जा रहा है। इस पहल के तहत, गुडईयर इंडिया ने किसानों को कृषि उपकरण दान किए हैं और सीआईआई के समर्थन से वालेंटायर्स के माध्यम से ग्रामीणों को पराली जलाने से रोकने के लिए लिवहवार परिवर्तन अभियान चलाने के लिए प्रेरित किया जा रहा है। इन अभियानों का उद्देश्य दीवार पेंटिंग सहित गतिविधियों के माध्यम से जागरूकता में सुधार करना, किसान उपयोगकर्ता-समूह बनाने के साथ-साथ किसानों को पराली जलाने को कम करने के लिए तकनीकी मार्गदर्शन प्रदान करना है।

ਪਹਾਲੀ ਨੂੰ ਸਾੜਨ ਤੋਂ ਰੋਕਣ ਲਈ ਕਿਸਾਨ ਅਤੇ ਉਦਯੋਗ ਇਕੱਠੇ ਹੋਏ

ਨਾਮਾ, 22 ਅਕਤੂਬਰ
(ਜਸਪੀਰ ਸਿੰਘ ਸਖੀ)
ਪੰਜਾਬ ਵਿੱਚ ਫ਼ਸਲਾਂ ਕੱਟਣ ਤੋਂ
ਕਿਸਾਨਾਂ ਨੂੰ ਪਹਾਲੀ ਸਾਬਨ ਤੋਂ

ਹਿਸਾ ਲਿਆ। ਇਹ ਸਮਾਗਮ ਸੀਆਈਆਈ ਦੁਆਰਾ ਕਰਵਾਇਆ ਗਿਆ ਸੀ ਜੋ ਪੰਜਾਬ ਅਤੇ ਹਰਿਆਣਾ ਵਿੱਚ ਪੁਲਾੜੀ (ਡਰਲਰ) ਦੀ ਰਹਿਸ-ਖੁੱਲ੍ਹਾ ਪੰਛਪਨ ਪਹਿਲ ਨੂੰ ਜਿਤਾਵਾਨ

ਨਾਲ ਸਾਂਝੇਦਾਰੀ ਕਰ ਰਿਹਾ ਹੈ। ਸੀਆਈਆਈ ਦੇ ਵੱਖ-ਵੱਖ ਯਤਨਾਂ ਨਾਲ ਪਟਿਆਲਾ ਜਿਲੇ ਦੇ ਨਾਰਾ ਬਲਾਕ ਦੇ 73 ਪਿੰਡਾਂ ਵਿੱਚ ਪਰਾਸ਼ੀ ਸਾਡਨ ਦੀਆਂ ਘਟਨਾਵਾਂ ਵਿੱਚ ਲਾਭੀ ਲਾਭੀ



ਯਤਨਾਂ ਨੂੰ ਹੋਰ ਮਜ਼ਬੂਤ ਕਰਨ ਲਈ ਬਨੋਰਾ, ਨਾਗਾ, ਪਟਿਆਲਾ ਵਿੱਚ ਸਮਾਗਮ ਕਰਵਾਇਆ ਗਿਆ। ਇਸ ਵਿੱਚ 400 ਤੋਂ ਵੱਧ ਕਿਸਾਨਾਂ, ਬੱਚਿਆਂ, ਪਿਡਾਂ ਦੀਆਂ ਮੋਰਚਾਂ, ਅਧਿਕਾਰੀਆਂ ਅਤੇ ਉਦਯੋਗਿਕ

ਕਰ ਰਿਹਾ ਹੈ ਤਾਂ ਕਿ ਪਰਾਲੀ ਮਾੜਨ ਦੀ ਬਜਾਏ ਤੁਹਾਡੇ ਵਿਕਲਪਾਂ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾ ਸਕੇ। ਇਸ ਨੂੰ ਇਲੀਅਨ ਆਇਨ ਕਾਰਪੋਰੇਸ਼ਨ ਦੁਆਰਾ ਆਪਣਾ ਸ਼ਬਦਾਰਥ ਦਿਤਾ ਗਿਆ ਸੀ, ਜੋ ਕਿ ਪਰਾਲੀ (ਫਸਲ ਦੀ ਹਰਿਦ-ਖੁੱਰਦ) ਪ੍ਰਬੰਧਨ ਮੁਹਿੰਮ ਵਿੱਚ ਸੀਆਈਆਈ

ਸਮਸਿਆ ਨੂੰ ਹੱਲ ਕਰਨ ਲਈ
ਕਿਸਾਨਾਂ ਨੂੰ ਇਕੱਠੇ ਕਰਨ ਦੇ
ਆਪਣੇ ਤਜਰਬੇ ਨੂੰ ਸਾਂਝਾ ਕੀਤਾ ਅਤੇ
ਸੀਆਈਆਈ ਦੇ ਘਰਨਾ ਦੀ ਖੁਲਕੇ
ਸਲਾਹਾਂ ਕੀਤੀ। ਇਸ ਜਾਗਰੂਕਤਾ ਪ੍ਰਗਟਾਅ
ਵਿਚ ਨੇੜੇ ਦੇ 25 ਪਿੰਡਾਂ ਦੇ ਕਿਸਾਨ, ਸਰਪੰਚ
ਅਤੇ ਐੱਸ.ਡੀ.ਐੱਮ. ਨਾਭਾ ਕਨੂੰ ਗਰਗ ਵੀ
ਮੌਜੂਦ ਰਹੇ।

CII and Indian Oil Corporation launch project 'Vayu Amrit' in Sangrur to mitigate stubble burning

"We should make Sangrur a model district for zero crop residue burning," said Jorwal while speaking at the launch of the CII and Indian Oil Corporation-supported crop residue management initiative, project Vayu Amrit, in Village Nagri in Sangrur.



CII and Indian Oil Corporation launch project 'Vayu Amrit' in Sangrur to mitigate stubble burning

NewsDrum Desk
09 Oct 2022

Chandigarh, Oct 19 (PTI) The Confederation of Indian Industry partnered with Indian Oil Corporation to launch project 'Vayu Amrit', a crop residue management initiative, in Punjab's Sangrur on Wednesday.

CITY AIR NEWS

CII and Indian Oil Corporation launch Project Vayu Amrit in Sangrur to mitigate stubble burning

The CII partnered with Indian Oil Corporation to launch Project Vayu Amrit, a crop residue management initiative, in Sangrur today.



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BUDGET 2023

The New Normal

CII and Indian Oil Corporation launch project 'Vayu Amrit' in Sangrur to mitigate stubble burning

Crop residue burning should be avoided at all costs as it adversely impacts the environment. Sangrur's Deputy Commissioner Jorwal said.

सीआईआई और इंडियन ऑयल कॉर्पोरेशन ने पराली जलाने की घटनाएं कम करने के लिए प्रोजेक्ट वायु अमृत की शुरुआत की

कृषि अवशेष प्रबंधन के माध्यम से नए प्रोजेक्ट वायु अमृत की शुरुआत की



चंडीगढ़, 19 अक्टूबर (स.स.): सीआईआई और इंडियन ऑयल कॉर्पोरेशन (पारली) प्रबंधन पहल प्रोजेक्ट 'वायु अमृत' की शुरुआत करने के लिए इंडियन ऑयल कॉर्पोरेशन के साथ सहभागिता की है। जितेंद्र जोरवाल, आई.एस.डी.सी. संगरूर ने इस मौके पर कहा कि न केवल हमारे लिए बल्कि आने वाली पीढ़ियों के लिए भी पराली जलाने से हर कीमत पर बचना चाहिए।

पारली की जलाने से बचने के लिए किसानों को प्रोत्साहित करने के लिए प्रक्रियाओं और मशीनों की उपलब्धता है। हमें संगरूर को फसल अवशेष प्रबंधन के माध्यम से प्रोत्साहित करने की आवश्यकता है।

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(पारली) जलाने से पूरी तरह से मुक्त करने हुए राज्य का एक आदर्श जिला बनाना चाहिए। वे संगरूर के ग्राम नगरी में सीआईआई और इंडियन ऑयल कॉर्पोरेशन समर्थित फसल अवशेष (पारली) प्रबंधन पहल प्रोजेक्ट वायु अमृत के शुभारंभ के अवसर पर बोल रहे थे। इस कार्यक्रम में सहायक और इंडियन ऑयल कॉर्पोरेशन के वरिष्ठ अधिकारियों और आसपास के गांवों से 300 से अधिक किसानों ने भाग लिया।

अमर उजाला

पारली जलाने की घटनाएं कम करने के लिए प्रोजेक्ट वायु अमृत की शुरुआत

चंडीगढ़, सीआईआई और इंडियन ऑयल कॉर्पोरेशन के साथ मिलकर प्रोजेक्ट 'वायु अमृत' की शुरुआत की। अग्रिम के तहत पराली जलाने के हानिकारक प्रभावों के बारे में जागरूकता पैक करना, किसानों को पराली के प्रबंधन के लिए उपयुक्त मशीनों और तकनीकी प्रशिक्षण प्रदान करना, फसल अवशेष प्रबंधन के पर्यावरण के अनुकूल तरीकों को अपनाने की सुविधा किसानों को दी जाएगी।

THE ECONOMIC TIMES News

English Edition | Today's Paper

CII and Indian Oil Corporation launch project 'Vayu Amrit' in Sangrur to mitigate stubble burning

Synopsis

Stubble burning is a major cause of air pollution in the northwest, especially Delhi-NCR. The CII and Indian Oil Corporation have launched a project 'Vayu Amrit' to support the government in a range of Sangrur covering 1000 acres of farmland to reduce stubble burning.



The Confederation of Indian Industry (CII) and Indian Oil Corporation (IOC) have launched a project 'Vayu Amrit' to support the government in a range of Sangrur covering 1000 acres of farmland to reduce stubble burning.

THE WEEK

HOME INDIA WORLD BUSINESS SPORTS SCIENCE EDUCATION ENTERTAINMENT HEALTH

CII and Indian Oil Corporation launch project 'Vayu Amrit' in Sangrur to mitigate stubble burning

PTI | Updated: October 19, 2022 18:29 IST

Chandigarh, Oct 19 (PTI) The Confederation of Indian Industry partnered with Indian Oil Corporation to launch project 'Vayu Amrit', a crop residue management initiative, in Punjab's Sangrur on Wednesday.

डी.पी. सिंहवाल वॉलेंटियरिज अफिल डे प्रमोटेड वायु-अमृत की शुरुआत



चंडीगढ़, 19 अक्टूबर (स.स.): डी.पी. सिंहवाल वॉलेंटियरिज अफिल डे प्रमोटेड वायु-अमृत की शुरुआत करने के लिए इंडियन ऑयल कॉर्पोरेशन के साथ सहभागिता की है। जितेंद्र जोरवाल, आई.एस.डी.सी. संगरूर ने इस मौके पर कहा कि न केवल हमारे लिए बल्कि आने वाली पीढ़ियों के लिए भी पराली जलाने से हर कीमत पर बचना चाहिए।

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Punjab to augment Verka milk supply to Delhi for benefitting Punjab farmers

Thursday, 20 October 2022 | PMS | Chandigarh/Ludhiana

To benefit the state's farmers or milk producers, Punjab Government's leading cooperative - Milkfed - is all set to spread its wings by augmenting the milk supply to Delhi from currently 30,000 litres to two lakh litres. "This is a revolutionary step aimed at supplementing the farmers' income to bail them out from the agrarian crisis," said the Chief Minister Bhagwant Mann on Wednesday after inaugurating the newly-built Verka Milk Processing and Butter Plant at Ludhiana.

2022 पंजाब देस-पूरुस

सोमवार, 19 अक्टूबर (स.स.): पंजाब सरकार के मुख्यमंत्री भगवंत मान ने बुधवार को दिल्ली में एक कार्यक्रम में भाग लिया, जहाँ उन्होंने पंजाब सरकार के द्वारा दिल्ली को दैनिक 2 लाख लिटर दही की आपूर्ति करने की योजना की घोषणा की। मान ने कहा कि यह पहल किसानों के आय को बढ़ावा देने और ग्रामीण संकट से निपटारे के लिए एक क्रांतिकारी कदम है।

CII and Indian Oil Corporation launch project Vayu Amrit in Sangrur to mitigate stubble burning

PUNJAB EXPRESS BUREAU
Sangrur, October 19

The CII partnered with Indian Oil Corporation to launch Project Vayu Amrit, a crop residue management initiative, in Sangrur on Wednesday.

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संख्ये न्यूज

संगरूर, 20 अक्टूबर: सीआईआई और इंडियन ऑयल कॉर्पोरेशन (पारली) प्रबंधन पहल प्रोजेक्ट 'वायु अमृत' की शुरुआत करने के लिए इंडियन ऑयल कॉर्पोरेशन के साथ सहभागिता की है। जितेंद्र जोरवाल, आई.एस.डी.सी. संगरूर ने इस मौके पर कहा कि न केवल हमारे लिए बल्कि आने वाली पीढ़ियों के लिए भी पराली जलाने से हर कीमत पर बचना चाहिए।



पारली की जलाने से बचने के लिए किसानों को प्रोत्साहित करने के लिए प्रक्रियाओं और मशीनों की उपलब्धता है। हमें संगरूर को फसल अवशेष प्रबंधन के माध्यम से प्रोत्साहित करने की आवश्यकता है।

LATESTLY

Latest News | CII and Indian Oil Corporation Launch Project 'Vayu Amrit' in Sangrur to Mitigate Stubble Burning

Get latest articles and stories on Latest News at LatestLY. The Confederation of Indian Industry partnered with Indian Oil Corporation to launch project 'Vayu Amrit', a crop residue management initiative, in Punjab's Sangrur on Wednesday.

Chandigarh, Oct 19 (PTI) The Confederation of Indian Industry partnered with Indian Oil Corporation to launch project 'Vayu Amrit', a crop residue management initiative, in Punjab's Sangrur on Wednesday.



DISASTER RELIEF AND REHABILITATION



India is vulnerable to natural disasters, frequently experiencing floods, droughts, landslides, snowstorms, hurricanes, and cyclones due to its geo-climatic conditions. The large-scale financial, and agricultural losses brought on by such disasters endanger the lives of millions of people while also substantially impeding India's overall growth.

The size and scale of natural disasters made the Industry an active participant in disaster relief and rehabilitation and mitigation measures.

Leading the way, the CII Foundation works to encourage a national commitment to mitigate the damage brought on by natural and man-made disasters via sustained and collaborative efforts of government, industry, and the public.

Kerala Relief & Rehabilitation

The southern state of Kerala was devastated by floods in 2018. Lives and livelihoods in the area suffered intensely due to the state's continuous rainfall. 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.

Rehabilitation initiatives also aimed to improve access to services and reach out to the underserved groups of society in the most impacted areas.

Renovation/construction of the Government Lower Primary School (GLPS), Kayanad, and six Public Health Centers (North Paravoor, Moothakunnam,

Chittattukara, Puthuvyppu, Mulavukadu, and Avoly) were authorised as part of this rehabilitation program. Over 5 lakh people will be benefitted due to these efforts on an annual basis. In January 2022, GLPS Kayanad was rebuilt and handed over to the school administration. Out of the six health centres, four are ready to be handed over to the Government.



Refurbished Family Health Centre, Avoly



Refurbished Family Health Centre, Mulavukadu



Refurbished Community Health Centre, Moothakunnam

COVID Relief & Rehabilitation

As part of the CII Kerala Covid Relief Initiative, on 25th October last year, 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 will be 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.





WASTE MANAGEMENT

Clean Abul Fazal Project



As India strives to become a developed nation, rapid urbanisation due to shifts in patterns of economic growth opportunities have resulted in clusters of densely populated areas, especially in urban cities. There is a significant increase in waste production in these slum clusters, which often have inadequate waste management mechanisms.

Every year, 62 million tonnes of waste is produced in India. A total of 43 million tonnes (70%) is collected; 12 million of that is processed, and 31 million is disposed of in landfills.

In 2030, it is predicted that urban municipal solid waste generation will increase to 165 million tonnes due to changing consumption patterns and rapid economic expansion.¹

With a growing understanding of the negative environmental impacts the existing waste management system poses, there is a pressing need for responsible waste management.

Abul Fazal, Okhla, New Delhi is a densely-populated area. About 60,000 people live there. Every day, 8 to 10 tonnes of waste is produced, but only around 40% of it is collected. Nearly 80% of household waste is carelessly dumped in the streets, creating enormous piles of waste. Ten steps separate the Al Shifa Hospital and a school from one such garbage dump. Residents have been concerned about this waste catastrophe.

In 2021, a community waste management initiative was envisaged by the CII Foundation to address the waste management concerns in Abul Fazal. A community-led and community-managed waste management project was launched in June 2021, supported by PTC and PTC India Financial Services Ltd. Working closely with Residents' Welfare Associations (RWAs), residents, women, youth volunteers and religious institutions to make Abul Fazal a zero-waste neighbourhood, the project aims to complement the contemporary waste management system, assisting the municipal corporation.

¹ <https://www.drishtiias.com/current-affairs-news-analysis-editorials/news-editorials/29-09-2022/print/manual#:~:text=India%20generates%2062%20million%20tonnes,are%20dumped%20in%20landfill%20sites.>

By raising public awareness and fostering civic engagement for safe waste collection, segregation, and recycling, the project aims to improve the skills and safety of waste workers and develop sustainable revenue management.

In the October-December 2022 quarter, several activities were undertaken to raise awareness and encourage civic participation to clean Abul Fazal.

Increasing Awareness and Engagement

The stained walls of the locality are being transformed into pieces of art, spreading awareness about the hazards of poor waste management. 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.



Cleanliness Drives

Cleanliness drives highlight the issue of waste management, and help internalize and inculcate cleanliness as a matter of habit and routine. Such drives are regularly held in Abul Fazal. 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.



Ration Distribution

The initiative supports waste workers' health and safety so they can sustain their livelihoods and encourages their inclusion in the formal waste management system.

The CII Foundation and other key stakeholders in the community distribute rations to the waste workers and their families. One such distribution drive was held on 18th November.



Meetings with Volunteers, Waste Workers and RWAs

Frequent meetings help increase awareness and are an ongoing means of engaging with the community. Regular meetings with RWAs were conducted for planning awareness activities in the community.

Weekly volunteer meetings were also organised for regular assessment of the progress and for planning future activities. Waste workers were regularly monitored to ensure the segregation of waste.



The discussion revolved around making Abul Fazal a zero-waste neighbourhood with the possibility of managing 10 tonnes of waste generated daily and chalking out a way forward for the management of dry waste. Suggestions from the participants were considered.



Distribution of Home Composting Bins

The project in Abul Fazal promotes home composting as it reduces waste requiring disposal, greenhouse gas emissions (compared to landfilling), and recycles nutrients and organic matter for plants. Under this initiative, home composting bins are being distributed to households. In November, 50 pairs of home composting bins were distributed in the community & visits were made to all the houses which are practising home composting. Training sessions were organised in Anganwadis to encourage people to adopt home composting.



Community Meeting

To deliberate on ways to strengthen waste management in Abul Fazal, a meeting was held on 7th 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.

Ghaziabad Visit

In November, a visit to Ghaziabad's Plastic Processing/Recycling Units was planned with the members of the Okhla Community Forum to learn about the dry waste market. This process was well understood by the team to be able to launch the upcoming dry waste intervention under the waste management initiative.



Taking the initiative forward, dry waste management has been initiated in Abul Fazal. 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. To treat them, the required machinery and equipment will be provided to the waste workers, which will increase efficiency and help dry waste recovery from the area.

Project Impact

Since the launch of the project, a significant change is visible in the levels of awareness and participation of the residents.

In October

7,394 kg

of wet waste was diverted from the dumping ground to the composting facility.

This went up to

10,035 kg

of wet waste, taking the total wet waste diverted to composting facility to 61,958 kg.



The CII Foundation has organised the workers and formed an NGO, Safai Abhiyan and Aid Foundation (SAAF). Not only that, but it has also got insurance for all the workers and given them uniforms. It has mobilised and motivated them and supported them.

Najmi Khan

RWA President, Bhaskar Compound



WOMEN EMPOWERMENT

Woman Exemplar Program



Although women are key agents for economic, environmental and social change, many, especially at the grassroots level, have inadequate access to education, financial support and health care. Empowering women is essential for their economic growth and welfare of their families and communities.

Recognising this, CII began identifying and recognising grassroots women leaders in 2005 through an award which turned the spotlight on their struggle and their work, helping them garner support for their work. The women who received the award had battled social injustice, stigma, poverty, illiteracy and exploitation to triumph and further ignite the spirit of empowerment in others. Later the award was made a part of a larger program on women's empowerment called the Woman Exemplar Program.

Key Components of the Woman Exemplar Program

- Identification and Recognition
- Coaching and Mentoring
- Becoming a part of a network of 100+ Exemplars driving social transformation

Each year, the Woman Exemplar Program identifies, recognizes and celebrates 15 grassroots women leaders for their extraordinary courage, conviction and contribution towards transforming their lives and that of others. An award is given to 3 women in the areas of Health, Education and Micro-enterprise with a citation, a trophy and a cash award of rupees three lakhs each.

The cohort of 15 grassroots women is then mentored and coached to build their capacities to help scale up their programmes for greater social impact. They are connected to industry experts who can guide them through a special mentoring program.

The women have access to a nationwide network of Exemplars who can further guide them and help forge mutually beneficial partnerships.

The Woman Exemplar Program celebrates and promotes grassroots women leaders who have contributed to the fields of Health, Education and Micro-enterprise.

Identification of the Woman Exemplar Cohort 2023

The call for nominations for the 17th edition of the Woman Exemplar Award was launched in July 2022 with the CII Foundation inviting Civil Society Organizations (CSOs), social enterprises, social change networks, governments and corporates to nominate exemplary grassroots women change agents from across India.

The response was overwhelming with a new benchmark set with 416 applications received.

In the October to December quarter, each of the forms was scrutinised carefully - nominations were checked on various parameters, such as each nominee should have a minimum work experience of 3 years in the category that she is being nominated for. Each application was scrutinised to learn more about the journey of the applicant, the challenges she faced, the profile of the beneficiaries she targeted, the approach and ability to drive change by mobilising people and the transformation she brought about to benefit the

community. Each form encapsulates the journey in the nominees own words and is evocative of her struggles.

Basis the first-level of scrutiny, 200+ applicants were shortlisted for telephonic interviews with the nominated women and their nominees. Detailed telephonic interviews were conducted in languages the women were conversant in.

Due diligence visits are to be undertaken in the first quarter of 2023 to get first-hand information about the work and the impact created by the Exemplars, followed by an assessment by an eminent jury and the selection of the 3 winners.



CII Foundation Woman Exemplars Win Awards

Manisha Ghule, CII Foundation Woman Exemplar 2017 has won the prestigious 29th Jankidevi Bajaj Puraskar 2022 by the Ladies' Wing of IMC Chamber of Commerce and Industry. Manisha is the Executive Director of Navchetana Sarvangin Vikas Kendra. She has been recognised for her contribution to rural entrepreneurship. She has introduced new occupations and career paths in secluded Indian villages, empowering the most marginalised and excluded rural women to earn money with dignity and reshaping their communities', agricultural economy, and social structures.



Rama Sharma, CII Foundation Woman Exemplar from the 2020 cohort and founder of Bhavi Nirman Society, a Chaksu-based NGO, has won the Findel-CASTME Protect Our Planet Award 2022 for the project 'Imparting Experiences for Science Processes and Laboratory Techniques to Rural Muslim Girls of Bridge School with Discarded Ball Point Pens.' The award recognises best STEM education projects which address the social or human context of science, technology, engineering and mathematics.



Amplifying the Stories

The CII Foundation seeks support to expand the work of the Woman Exemplars through journals, which it uses to showcase the journey and the impact of the work of the Exemplars. In this context, the work of three Woman Exemplars was published in the quarter and disseminated to all CII Members, CII staff as well as socialised on SM handles.

Commemorating the WHO's "World Mental Health Day" on 10th October, the story of Sumitra Gagrai, CII Foundation Woman Exemplar from Jharkhand who has contributed to making mental health and well-being for all a global priority was published.

On 19th November, World Toilet Day, the story of Anjum Shaikh was published. A CII Foundation Woman Exemplar from the 2020 cohort, she identified and chose to work on the problem of accessing toilets and helped India strengthen the 'Swachh Bharat Mission' launched in 2014.

On 27th December, celebrated as International Day of Epidemic Preparedness, CII Foundation Woman Exemplar Deepa Pawar from the 2018 cohort was featured in the journal. Her contributions to the journey of epidemic preparedness by working with the Nomadic Tribes and De Notified Tribal communities (NTDNT community) during COVID-19 has supported the United Nation's call for "Epidemic Preparedness".



Greetings on World Mental Health Day!

World Health Organisation has recognised October 10th as "World Mental Health Day" to discuss and act on making mental health care a reality for people worldwide.

The National Mental Health Survey 2016 showed that an alarming 10.6% of Indians suffer from mental disorders, with the highest percentage in Manipur at 14% followed by Madhya Pradesh, Punjab, West Bengal, and Jharkhand showing data higher than the national average. Despite a mental health policy in place, targeted interventions around mental health support for the community is fragmented and missing. On this day, we bring to you the story of Sumitra Gagrai, CII Foundation Woman Exemplar from Jharkhand who is contributing to WHO's campaign this year on "Making Mental Health & Well-Being for all a Global Priority".

With the lived experience of having a sister struggling with a mental health disorder, Sumitra rose beyond her personal challenges and developed a rural mental health care model. The model develops youth change agents for awareness and counselling support for patients, and connects them to medical support, if required. It has reached out to more than 20,000 individuals creating awareness of mental health disorders and their treatment.

Sumitra was subjected to emotional trauma from a young age with her mother's passing away. Situations became worse with her younger sister succumbing to the grief and taking her own life due to clinical depression. They were unable to receive quality care for her sister due to limited awareness, accessibility, and affordability; increasing their struggle to multiple levels. This was Sumitra's first exposure to the financial and mental struggle that came with mental illness.

Thinking that the availability of government treatment or a community mental health support network could have saved her sister's life, she started working on the mental health epidemic in her area. While working she noticed that most of the women in her village suffered from anxiety and depression, it aggravated due to domestic violence and abuse. During the community visits, she realised that due to a lack of awareness around mental illness, many of these women were further ostracised and subjected to witch-hunting*.

She started giving counselling to women who were exposed to violence every day. Observing tremendous improvement in the patients, she trained a team of change agents called "Yuva Sathis" who made village-level support groups of people suffering from mental illness.

These support groups met every 15 days to discuss each other's feelings and became very popular expanding from 3 support groups in 1 block to 8 support groups active in 3 different blocks with a membership of more than 200 individuals. It was not only the beneficiaries who felt heard but even the families and community at large benefitted from the 100+ village-level mental health awareness sessions conducted by "Yuva Sathis" and became accepting of the mental health condition.

Receiving huge motivation from the community, the model has been successfully adopted in 50 villages of Jharkhand benefiting 500+ individuals with mental illnesses.

Sumitra's work has drawn her attention to the sudden increase in cases of suicide which she attributes to the spike in cases of domestic violence during COVID-19. With an interest in working on suicide prevention, Sumitra seeks training support to design community-led interventions for suicide prevention.

To help her in the journey of making India mental health friendly, write to us at:

Akanksha Mishra
Email: akanksha.mishra@cii.in

Sukriti Tolani
Email: sukriti.tolani@cii.in

Witch Hunting*: A deliberate harassment that is usually done with a particular group of people because of their opinions and actions and not because they did something wrong



To know more about CII Foundation [Click Here](#)

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