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# **CREATING IMPACTFUL CSR INTERVENTIONS**

# Vision

Enable Industry for Infusing Inclusive Development

# Mission

CII Foundation works
towards inclusive development
by providing a meaningful
bridge between marginalised
communities and donors,
especially the Corporate
Sector.



Education

**Public Health and Sanitation** 

Skills and Livelihoods

Women Empowerment

**Disaster Management** 

Environmental Sustainability Including Water

# THE POWER OF ONE



#### SHOBANA KAMINENI

CHAIRPERSON, CII FOUNDATION & PRESIDENT, CII (2017-18)

As I write this message, I reflect on industry's efforts and contribution towards country's social development. Social engagement of businesses is as old as the history of Indian industry itself. From the days when businesses started investing, they have sought to give back to society through philanthropy, CSR and more. The idea of being socially relevant and engaging with sustainable business activities has taken center stage. Today, CSR has become an intrinsic part of the corporate agenda. According to the Annual CSR Tracker 2017, 1,522 BSE listed companies analyzed collectively spent Rs 8,897 crores or more than USD 1370 million in FY 2017, which is 8.70% more than last year. Moreover, in both FY17 and FY16, the spends were 92% of the two percent requirement as against 80% in FY15. These numbers are indicative of the scale of companies that now participate in development of communities and their commitment towards inclusive development.

While there is a lot that the companies are doing individually, building partnerships is the key to change. To herald a new dawn in our nation, companies must come together and converge their skills, expertise and resources for common good. Partnerships help create social capital, sustainable impact and long-term community relationships. The CII Foundation (CIIF) believes that with One Agenda, we can resolve the deep rooted social issues and bring about a sustainable and lasting change in communities.

CIIF has a unique positioning here. It has been bringing companies together and leveraging the strength of collective good in making a steady progress towards changing the lives of the most vulnerable and marginalized sections of society. The new Companies Act permits companies to come together and pool their CSR funds to drive high impact transformational projects. Significant scale can be achieved through collective implementation and monitoring. CIIF, for instance, has been driving numerous projects like Anganwadi Adoption Program, sanitation projects, disaster rehabilitation initiatives, etc through CSR pool-funding where a number of companies come together to co-fund projects. The Foundation has also been exploring collaborations, not just with corporates but also with the Government across various thematic areas, especially in education, sanitation and skill training. Going forward, the CIIF work will be centered around building more partnerships and bringing about collaborative change, especially in early childhood education, disaster resilience and women empowerment.

Cll Foundation's journey and success would not have been possible without the generous support of numerous corporates, expertise of implementing partners and finally the communities who took owners of changing their lives. We know that together, we have the power to transform the nation, together we can make an inclusive India a reality.

# **ENVISIONING TRANSFORMATION**

#### **CHANDRAJIT BANERJEE**

MANAGING TRUSTEE, CII FOUNDATION & DIRECTOR GENERAL, CII

Confederation of Indian Industry (CII) has always been conscious of the importance of societal engagement and its relevance to the corporate community. Over the years, CII has added 'inclusiveness' and 'sustainability' as its major thrust areas, over and above its running theme of competitiveness. Direct interventions in social development activities require a strong connect between industry, civil society organizations and community. The establishment of CII Foundation was a landmark step towards supporting and assisting the Indian Industry in social development.

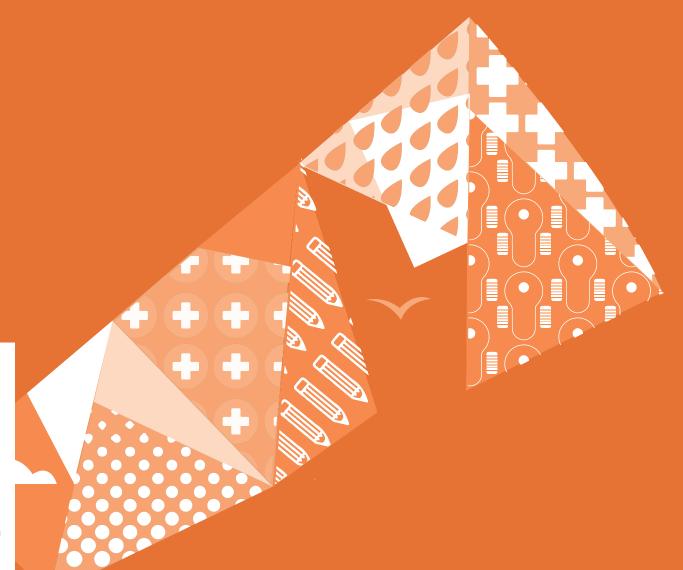


Last year was particularly exciting for CIIF, as we added new dimensions to our work, particularly in women empowerment, sanitation and disaster rehabilitation. The CIIF Woman Exemplar Program, which is now a well-known and institutionalized initiative of CIIF, took a leap further to empower the women leaders at grassroots. The Foundation explored ways to create meaningful bridges between the industry and grassroots women change agents to take inclusion, progress and growth to the last mile of India. Through its Disaster rehabilitation initiatives, CIIF continued to engage with companies and wok in the difficult terrains of Jammu & Kashmir, Uttarakhand and Nepal to implement rehabilitation interventions. In sanitation, the Foundation expanded its outreach to Fatehpur and Gorakhpur districts in Uttar Pradesh by collaborating with the State Government.

The year 2017 was pivotal for CII Foundation, as we collectively drew our strategy plan that will determine the direction of our collaborative efforts over the next five years. CIIF's vision of 2023 reflects on our ambition to bring about a change in early childhood education; building resilience among community and businesses against disaster and climate change; and empowering women, both at grassroots and in governance. As the spectrum of our activities become more focused and strategic in the coming years, I hope that CIIF becomes a pioneer in leading the social development initiatives for the industry in India.

Envisioning transformation, we hope to engage and partner with more companies, institutions, government, NGOs and communities and create innovative development solutions to positively impact the lives of many.







**Education** 



**Public Health** and Sanitation



Women Empowerment



Skills and Livelihoods



Disaster Relief and Rehabilitation



The Way Forward



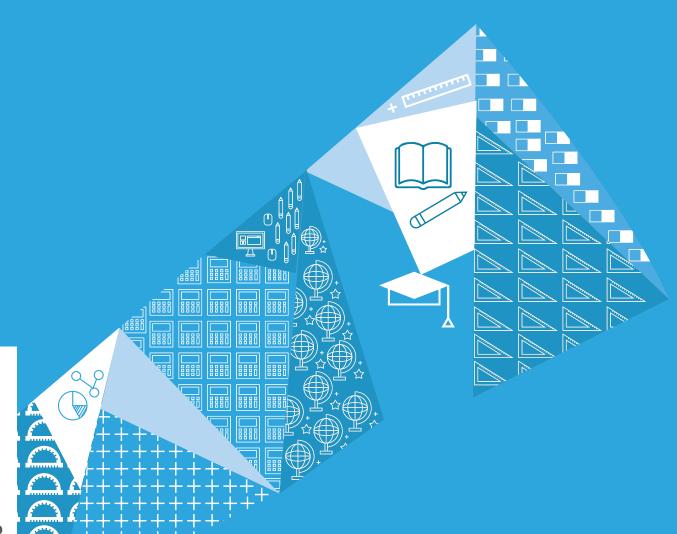
CII Foundation Board of Trustees 2017-18



A Few Supporters

## EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD

**Nelson Mandela** 



# DUCATION

# Towards a Bright Future



## **Supporting Quality Education**



Post the Uttarakhand flash floods, CIIF undertook various rehabilitation projects to reach out to the affected communities. With Education being one of its focus areas, CIIF has been working towards strengthening the learning environment in eight primary and upper primary schools in villages of Sinjal, Mulya, Satagad, Hadiyana, Pangaria, Anthwalgaon and Bagwan of Tehri district, Uttarakhand. CIIF has set up library and audio visual tools for teaching the underprivileged students; built their reading, writing and speaking capabilities; and sensitized teachers and parents. The community is also being engaged to address issues of school dropouts, low enrollment and absenteeism. The intervention also focuses on enhancing enrolment & sustaining the interest of the students in pursuing further education.

Aided by digital and physical tools to strengthen the quality of education, the project focuses towards building the abilities of children in reading, writing, speaking; mathematics and cultural aspects. To analyze the impact of our initiative, we undertook regular assessments of students across the eight Government schools. This year's assessment showed that the reading, writing and arithmetic ability of majority of students improved as compared to last year.

Co-curricular activities were also organized to enable students' emotional, social and moral development. Such activities, organized with help of

Jubilant **Bhartia Foundation** (JBF) understands that lack of education is the root cause of various social and economic problems and therefore, JBF believes that education should be the primary area of intervention for empowering communities. We were delighted to join hands with CIIF in an attempt to improve the environment and quality of education in select schools in Uttarakhand and bring smile on every child's face. The idea of Muskaan activities is to take baby steps to reach the bigger goal of bringing change in reading, writing and speaking abilities of children.

#### Vivek Prakash

Associate Vice President - CSR Jubilant Life Sciences Limited

some volunteers, not only help students develop leadership qualities and creativity, but also motivate them to attend school on a regular basis. Some of these activities include cleanliness drives, yoga sessions, 'Muskaan' mathemagic, plantation drive, cultural ceremonies, audio visual learning, story writing competitions, news reading and drawing competitions.

Apart from its initiative in Uttarakhand, CIIF is also enabling computer education for students in selected schools of flood hit Ghat Phalhalan and Ghat Ghopalan, Baramulla district, Jammu & Kashmir. The project includes setting up of computer lab, providing infrastructure support, building capacity of teachers, and providing scholarships to meritorious students.

Number of Direct Beneficiaries:

**952** 

#### **Location:**

Tehri district, Uttarakhand; Baramulla district, Jammu & Kashmir

#### **Donors:**

CIIF Uttarakhand R&R Fund, Godrej & Boyce Manufacturing Company Ltd., Jubilant Bhartia Foundation







## **Digital Literacy**

CIIF's recently initiated E-Connect project aims to bridge the digital divide by connecting school children with digital literacy in 25 schools across Bihar, Rajasthan and Uttarakhand. The project is being undertaken as part of CISCO's CSR initiative, to facilitate basic computer and navigation skills through 'Get Connected Course', provided by the CISCO Networking Academy. While the Get-connected programme is a self-taught online course module, the CII Foundation team of trainers handheld the students for the course. The project also ensured provision of laptops and internet connectivity in schools. The teachers from respective schools are presently being trained to take it forward. The Program has also been extended to schools in Uttarakhand.

Number of Direct Beneficiaries:

**5000** 

Location:
Bihar, Rajasthan
and Uttarakhand

Donor: CISCO Systems India Pvt. Ltd.

#### Adarsh Vidyalaya



CIIF's Adarsh Vidyalaya project leverages solar energy to provide unhindered supply of electricity and clean water to select Government schools in Saharsa district of Bihar. To begin with, the project is being implemented in three schools - District Boys School, Girls High School and OBC Kanya Residential School in Kahara, Saharsa reaching out to over 3800 students. A CIIF constituted school committee, consisting of teachers, students and CIIF representatives is actively ensuring the maintenance and operation of the infrastructure.

We look forward to more Corporate support for similar infrastructure interventions in Government schools in Bihar. In the process, we would offer our complete support to such CSR projects.

Saurabh Jorwal

IAS, SDO Saharsa

Tata Power Community Development Trust-Tata Power & Powerlinks Transmission Ltd congratulates CII Foundation for improving the quality of infrastructure in school premises. We take pride in associating ourselves with Adarsh Vidyalaya initiative that promises in 'lighting up lives of students, sustainably'!

#### Diksha Singh

Group Head HR & CSR Tata Power Community Development Trust -Tata Power & Powerlinks Transmission Ltd

Number of Direct Beneficiaries:

3800

Location: Saharsa District, Bihar

Donor:
Tata Power Commi

Tata Power Community Development Trust

# BUILDING FROM THE GROUND UP



The CII Foundation, through its Uttarakhand Rehabilitation Initiative has rebuilt the primary school in Sinjal. The construction of this school was funded by KPMG Foundation.

The students, all dressed in their blue-checked uniforms, sit in rows before their plates, waiting patiently for everyone to get food before beginning their midday meals. As the last few students run up the ramp of their new schoolhouse, two students stand up while the rest fold their hands in prayer, squeezing their eyes shut. The next few minutes consist of call-and-response as the two students lead their classmates in prayer.

When cloudbursts struck Uttarakhand in June of 2013, the rains left villages in the Tehri district in ruins. And with it, the village Sinjal's only primary school. To provide aid to rebuild the village following the disaster, CII Foundation initiated rehabilitation efforts, including the complete reconstruction of eight disaster-damaged schools including this primary school in Sinjal. The program has reached schools in Mulya, Bagwan, Satagad, Hadiyana, Pangaria, and Anthwalgaon villages, all within the Tehri district.

Following the introduction of this rehabilitation initiative, Primary School (PS) Sinjal saw enrollment increase to 41 students, over a 30% jump in the number of students prior to the project. Monthly meetings between the parents and the teachers ensure that students are equipped with all the skills and knowledge they need to be successful in school.

"What do you want to be when you grow up?" a CII Foundation representative asked the shy fourth-grader.

> "Ma'am," the 12-year-old, Sonum, said with a grin.



Students at PS Sinjal prepare to pray before the midday meal provided to them by the school.

The efforts to place the schools on the road to recovery did not stop at the infrastructure. In addition to rebuilding the schools, CII Foundation provided furniture, solar lamps, teacher learning aids, and a new program Muskaan. The program seeks to bring a smile to every child's face by providing teacher training and innovative programs to motivate students to continue further education.

> "What is your favorite subject?'



PS Sinjal student, Sonum, smiles as she explains her plans for her future.



These four students laugh as they tell us about their new favorite subject: math. They have seen a change in their report cards post their engagement with the Muskaan learning aids.

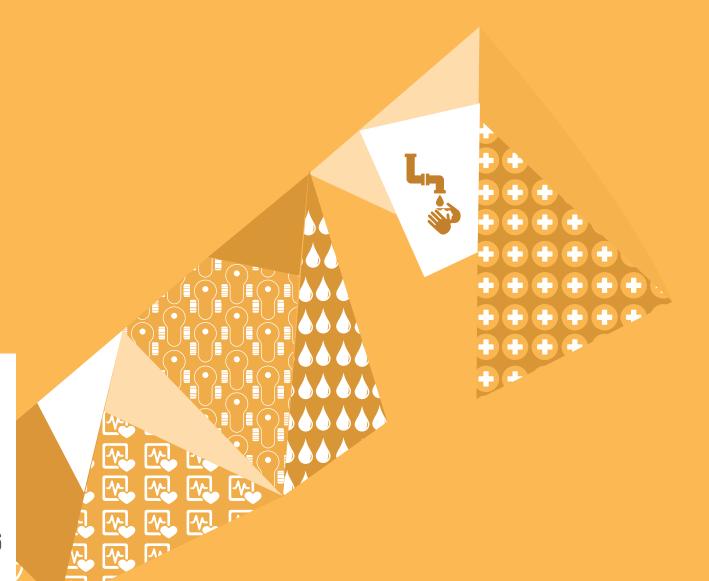
Based on the success of the math program and learning aids provided under the Muskaan program, the teachers hope to incorporate similar systems in their English and Hindi classes as well.

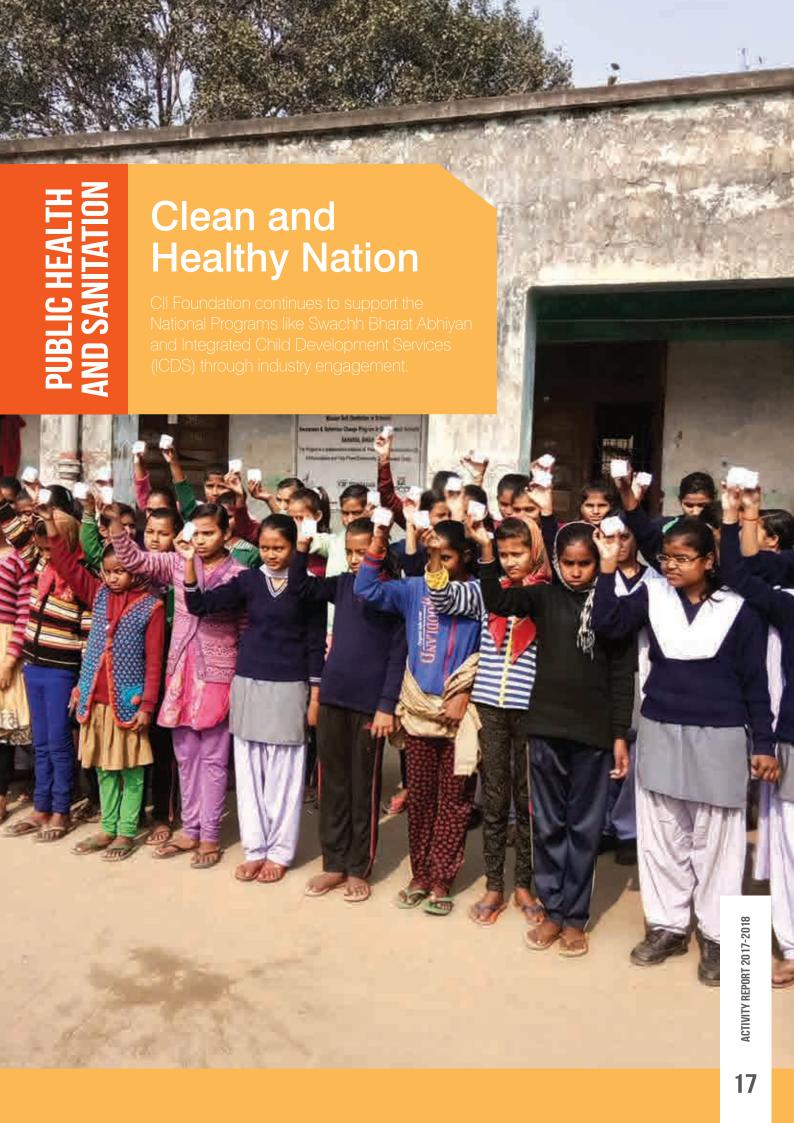


PS Sinjal's Muskaan program coordinator displays the contents of the math kit provided through the program. She says the hands-on learning encouraged by the program is something the students really enjoy.

IF WE DO NOT KEEP OUR BACKYARDS CLEAN, OUR SWARAJ WILL HAVE A FOUL STENCH

Mahatma Gandhi









## **Ending Open Defecation**

## Mission Sanitation in School (SoS)

Since 2014, CII Foundation through its Mission Sanitation in Schools (SoS) has been working to address sanitation challenges and support the national agenda of Swachh Bharat. As part of the Mission, the Foundation has been undertaking various on-ground initiatives by engaging companies and communities, both in urban and rural India.

#### Construction of Public/ Household Toilets

The Foundation, through its second phase of Mission SoS is engaging with community, industry and Urban Local Bodies to construct Public and Community Toilets. Five companies including Mitsubishi, DCM, Mahindra & Mahindra, J.K Tyres and JCB joined hands with CII Foundation for construction of 17 public toilet blocks in Delhi NCR. Of these, 9 have been constructed and other 8 are under construction.

To address the sanitation challenge in select locations of flood hit Jammu & Kashmir, CIIF also constructed 128 household toilets in three villages of Bandipora district. In 2017, two out of these three villages were declared open defecation free, which is the first time ever in Bandipora district. Recently, CIIF also enabled construction of 32 household toilets in Tehri district of Uttarakhand.

CIIF, in collaboration with the Uttar Pradesh Government has recently initiated sanitation intervention to facilitate construction of public toilets and support behavior change interventions in Fatehpur and Gorakhpur districts in UP.

Our experience of working with CII Foundation in constructing public toilets in Delhi and Manesar has been extremely rewarding. We appreciate their professional approach and deliverables. We would be glad to extend our partnership further in future.

Mukesh Kumar Gupta

VP/ COO Mitsubishi Automotive India Pvt Ltd

Number of Public Toilet Blocks constructed:

**17** 

Number of household toilets constructed:

160

Location: Delhi, Gurgaon, Bandipora, J&K; Tehri, Uttarakhand Donors:
DCM Shriram Ltd,
JCB India Ltd,
JK Tyre & Industries Ltd,
Mahindra & Mahindra Ltd,
Mitsubishi Electric
Automotive India Pvt Ltd

#### **Behavior Change Interventions**

The major problem though, is not just constructing toilets but using them. In remote areas and slums, where people are used to the idea of 'open air' for waste disposal, change is not achieved by the simple act of building toilet facilities.

CII Foundation has undertaken behavior change interventions across Delhi, Bihar, Uttarakhand, Mumbai and Jammu and Kashmir; reaching out to more than 20,300 beneficiaries.

## **Open Defecation Free Slums**



Earlier we had to constantly face the fear of eve teasing and sexual harassment while defecating in open, especially at odd hours. Post CIIF's intervention, all girls and women in the camp are secure. More than that, we can now have a dignified life.

#### Suman

A resident of JJ Bandhu Camp, Delhi

To encourage the use of toilets, CII Foundation has undertaken various pilot projects to bring about a complete behaviour change in communities. CIIF along with its implementing partner, Feedback Foundation, initiated a showcase sanitation project in Dalit Ekta Camp and JJ Bandhu slums of South Delhi to create and sustain open defecation free status and improve on solid waste management of 879 households.

The one year project, initiated in 2016, aimed at addressing the sanitation challenges of two slums by bringing together diverse stakeholders including the community, government and implementing agency. Various on ground activities were undertaken to create awareness among the

households like door to door visits, defecation mapping, waste segregation training, 'Lota' collection drive and, formation of Nigrani Committee to monitor & refrain open defecation. The waste dumping ground at the JJ Bandhu camp was cleaned, leveled and transformed into a sports ground. The space is now used by kids and women in the slum to play kabaddi, volley ball and organize yoga classes.

Leveraging community participation, the project integrated technical support and engagement of South Delhi Municipal Corporation (SDMC) and Delhi Urban Shelter Improvement Board (DUSIB). With CII Foundation's efforts over a period of one year, the two slums were declared Open Defecation Free by SDMC.

Number of Direct Beneficiaries:

3,516

Location: Delhi

#### Phenk Mat Mumbai



Phenk-Mat campaign, being initiated by CII and CII Foundation, in partnership with Mahindra, Mumbai Municipal Corporation and State Government engages youth and stir citizen action for behavior change in Mumbai city. It is aimed at influencing littering behaviour among school and college students to promote cleanliness and making them lifelong ambassadors for anti-littering behaviour.

Cll partnered with Centre for Social and Behaviour Change Communication to roll out the program in 200 schools and colleges, reaching out to more than 6500 students in two wards under Brihanmumbai Municipal Corporation, Mumbai. The program uses focus group discussions and workshops to influence attitude and social norms around solid waste management and cleanliness.

Through various workshops and activities, a team of students (eco captains and eco commandos), teachers and cleaning staff at school were equipped with knowledge on causes and impact of littering behaviour. As a part of the workshop the participants evaluated their own school by conducting a litter audit of respective premises. By using innovative methods like group activities, posters, competitions and skits, the students were educated on importance of cleanliness. The anti-littering practices and concepts were also included in the curriculum, to reinforce the behaviour and help students take their learning from school to other spaces like home and play ground.

Phenk Mat Mumbai is one of the best way to promote social awareness in the school by involving young buddies. Students loved the idea of being an Eco Captain or Eco Commando and being responsible for keeping their surroundings clean. Children not only follow anti littering behavior in school but love to follow the same outside too. Classrooms are much more neat and clean. Due to participatory nature of program, students take part in competitions enthusiastically.

#### S P Singh

Principal, Sitaram Prakash High School, Mumbai

It was a pleasure to work with CII Foundation team and engage with the youth to promote cleanliness and good sanitation practices in Mumbai. We believe that the youth power can bring about a transformational change in any city or village. Given the success of this project, we hope to partner with CIIF in our future endeavors as well.

#### **Prashant Khullar**

Chief Human Resources Officer, Mahindra Holidays and Resorts India Ltd

Number of Direct Beneficiaries:

**6500** 

Location: Mumbai

**Donor:** 

Mahindra Holidays & Resorts India Ltd

## School Led Total Sanitation in Bihar and Chhattisgarh



While lack of proper sanitation facilities is a national issue, some of the states lag behind the average national statistics. Among others, Bihar and Chhattisgarh are two such states. As per the NFHS-4 data, in Bihar and Chhattisgarh, more than 48% and 53% children under 5 years of age respectively, are stunted, which is the highest in India. Lack of sanitation and access to toilets is one of the main reasons for this. One way of achieving good hygiene standards is by providing schools with safe drinking water, improved sanitation facilities and WASH training to develop healthy behavior for life at a young age. Best sanitation practices in schools hold the potential to change open defecation landscape in India.

Through its School Led Total Sanitation, CII Foundation worked across 12 Government Schools in Kahra, Salkhua and Nauhatta blocks in Saharsa, Bihar and 33 schools in Raipur, Chhattisgarh to repair toilets; make them usable & child friendly; and bring about a behavior change among students and teachers. Child clubs and school committees were formed, which actively participated in the implementation and monitoring of the project, conducted awareness drives in the community and schools, and pledged support in operation and maintenance of toilet blocks. Sanitation and Hygiene kits were also distributed to promote good sanitation practices among students and community.

Earlier, the only toilet we had in school was locked. When I used to complain, my teacher would say that it's not in working condition. We would either go out to defecate behind the bushes or go all the way to our homes. Frustrated, many of my friends dropped out of school. I would have also left the school, had this new toilet not been constructed a few months back.

#### Chikku Kumari

One of 450 students of Govt middle school in Bhakua, Nauhatta Block, Saharsa

the core of human dignity. We are delighted to be associated with CII Foundation for our CSR initiatives, especially those in sanitation. Particularly for J&K sanitation project, what makes us extremely proud is the fact that of the three villages we intervened with CII Foundation, two have been declared open defecation free, which is the first time ever in Bandipora district. We thank all the villagers and the sarpanch for their support in making this a successful project.

#### Rajesh Gupta

President, Corporate Strategy, DCM Shriram

Number of Direct Beneficiaries:

**7500** 

Location: Saharsa, Bihar; Raipur, Chhattisgarh

**Donor:** 

Tata Power Community Development Trust

## Community Led Interventions in J&K and Uttarakhand



CIIF, in partnership with the Himmotthan Society, set up by the Tata Trusts has also initiated a WASH project in Kitth and Kund villages of Tehri Garhwal district, Uttarakhand. The two-year project, which began in April 2016 aims to bring potable water and provide sanitation facilities to the villages, benefiting around 98 households and 673 individuals on the quest to make the villages open defecation free.

At completion of the project, the water availability is expected to increase from 7.5 litres per capita per day (lpcd) to 49 lpcd at public stand posts and 70

lpcd for individual connections. The project was demand-responsive, need based and community-driven. The community shared at least 10% of the capital cost, giving them a sense of ownership in the project.

Similar community led intervention in three villages of Bandipora district of J&K was initiated to address sanitation needs of the community. The project has set systems and processes to develop sustainable health practices and enable WASH facilities reaching out to over 500 households.

Number of Direct Beneficiaries:

2673

**Location:** 

Tehri Garhwal and Rudraprayag, Uttarakhand; Bandipora, J&K **Donors:** 

CIIF Uttarakhand R&R Fund, DCM Shriram Ltd, Godrej & Boyce Manufacturing Company Ltd



# **Swachh Bharat: A Business Opportunity**

CII is catalyzing a coalition of private players in sanitation in India, together with International Toilet Board Coalition with the goal of creating a robust business sector to deliver universal access to sanitation. This seeks to facilitate private sector engagement and mentorship to sanitation businesses and entrepreneurs serving low income markets; and build awareness around the opportunities in sanitation sector.

# **POOP MATTERS**

Bringing Water, Sanitation, and Hygiene (WaSH) to the Kitth and Kund Villages in Uttarakhand

"About how much does your waste weigh every time you go?" a Himmotthan Society worker asked with a straight face in Garhwali, the native language of the Kitth and Kund villages in the Tehri district in Uttarakhand.

The villagers stared at him with confused looks for a few seconds until someone spoke up uncertainly, "Maybe 300 grams?" The discussion continued to focus on the sheer amount of waste the village created each day: 300 grams per visit, 2 times per person per day, an average of 5 people per household. That's 3 kilograms of waste created by each household each day! And in a village without proper toilets and sanitation, it's imperative to understand how it can impact the health of those in the area. For many, toilets exist but are not being used due to lack of awareness.

India is a country which houses almost 60% of the global population that lives without access to toilets and defecates in the open (WHO-UNICEF 2015 Joint Monitoring Program). It is estimated that the country will need to build 1542 lakh toilets by 2019 in order to address the nationwide sanitation crisis. The scenario in Himalayan region is no different, with household latrine coverage merely around 54% and drinking water at 52% in the central and western Himalayan regions (2011 Census Report).

According to a CII and Center for Policy Research (CPR) report published in 2015, the estimated cost for implementing the Swachh Bharat Mission, both capex (till 2019) and operation and maintenance expenses for 10 years, is approximately Rs. 8.93 lakh crores. CII and the industry have been actively taking up initiatives to support the Swachh Bharat Initiative.



One such initiative, spearheaded by the CII Foundation in partnership with The Himmotthan Society (which was set up by the Tata Trusts) supports and manages the Water, Sanitation, and Hygiene (WaSH) project in Kitth and Kund villages. The project focuses on not only providing potable water sources, water conservation efforts and sanitation education to villagers, but on encouraging the residents to establish and sustain these efforts as permanent fixtures.

Central to that goal, of course, is educating and convincing villagers that their current methods of sanitation are not effective in sustaining good health and hygiene of residents

"Let's play a game," the Society worker said. He handed colored sand to the village pradhan, pandit, women, and children. Together, they created a map of the village on the ground: white for the houses, pink for the walkways, red to mark houses with no toilets, green to indicate houses that did, and blue for the water sources. Finally, handing a pile of yellow sand to the pradhan, he asked that he mark all of the places people defecate in the open.



Piles of yellow dust appeared around the map and the Society worker asked, "Tell me, where does this end up?" It was then they realized their waste soaks into the soil they grow their crops in and gets washed into their water sources. That was the moment the villagers realized the gravity of the proper sanitation practices. But the analysis didn't stop there. If one milligram of waste has the potential to carry nearly a thousand different varieties of unsafe bacteria, a single fly can carry thousands of illnesses, spreading them just by landing on different things.

Suddenly, the idea of drinking water from their own village was no longer appealing to them. It was obvious that the message of this exercise resonated with them: potable water is of no use if hygienic sanitation practices are not given a priority.

The 2 and half year project, which began in April 2016 aims to bring potable water and 100% sanitation to the Kitth and Kund villages in Uttarakhand, benefiting more than 780 individuals on the quest to make the villages Open Defecation Free (ODF) Zones. Not only will this program place these villages on the path of reducing water borne illnesses from improper sanitation, but will reduce the women's drudgery (resulting from travelling kilometers to fetch water daily). Of the nearly 90 villagers who made an appearance at this August community meeting, over half were women, a testament to the obvious concern and high hopes for this project.



Badges and shirts are being provided to those who are involved in the sanitation drive. This green badge indicates an ally of toilet construction in the village.

"After the committee meeting, I am considering constructing a toilet in my house. It would be an honor if every household in our village has a toilet," said Modi Devi, a villager who currently does not have running water in her home.



Kund village committee members, Pushma Devi and Modi Devi, express their concerns for village sanitation and their hopes for the success of the WaSH project in and around their homes.

The community was actively involved in implementation of the project. CIIF formed a gender inclusive committee, which included members from both villages



ACTIVITY REPORT 2017-2018

## **Anganwadi Adoption Programme**



CIIF has been mobilizing corporate support to create 55 model Anganwadi Centers in Metiabruz area of Kolkata. Targeting the vulnerable groups within society, living in disadvantaged areas and urban slums, the Anganwadi Adoption Programme aims to provide direct support in terms of infrastructure and equipment; building capacities of Anganwadi workers; ensure early childhood education; and reduce malnutrition in children, pregnant & nursing mothers. CIIF, along with UNICEF and the Department of Women and Child Development, Government of West Bengal is also providing additional nutritional supplements to pregnant women & infants.

All the adopted centres have been painted with child friendly (Lead Free) paint. Early Childhood Education (ECE) kits consisting of 30 items like - kitchen set, plastic vegetables, plastic fruits, slates, puzzle games, weighing scale, plastic alphabets, numbers, magnifying glass etc, have been distributed to each centre. Child friendly toys, mats, water filter and utensils have also been distributed. Portable toilets have been installed where there were no toilets. Some of the centres which already had toilets were altered to make them child-friendly and hygienic.

Anganwadi workers have been trained on nutritional assessments, nutritional supplements and early childhood education. Trainings have also been conducted on child psychology, child centered approach, School Readiness Instrument (SRI), use



of educational kits and monitoring of child's development.

Efforts have been undertaken to supplement existing government supplied meals with additional protein rich diet. A monitoring mechanism has been set up to ensure the quantity and quality of food.

Our social vision forms an integral part of our business vision. We believe in sustainable development that makes a meaningful difference in the life of the underprivileged and under-served communities. Our **CSR** programs are designed by starting with a thorough need analysis of the community issues, with help of community participation. We monitor our progress at regular intervals. We are very happy with our partnership with CIIF to serve under-served mothers and children in West Bengal under the Anganwadi Adoption Programme.

#### Ajay Kakar

Chief Marketing Officer- Financial Services, Aditya Birla Capital Ltd

Number of Anganwadi

Number of **Direct Beneficiaries:** Kolkata More than

**5 3640** 

**Location:** 

**Donors:** Aditya Birla Group, CESC Ltd, **Garden Reach Shipbuilders** & Engineers (GRSE), **TIL, Titan Company** 

**Technical Partner: UNICEF India** 

# CREATING A HEALTHIER NEXT GEN



Mita, an Anganwadi worker has been working in Patralekha Anganwadi Centre of Kolkata for more than 20 years now. Her daily routine involves supporting pregnant women and nursing mothers, providing kids with healthy food intake and engaging them through innovative and interactive learning sessions.

"The kids come from families below poverty line, with an average monthly income of mere INR 5000. It becomes very difficult for such families to provide a nutritious diet to their kids", says Mita

CII Foundation (CIIF) has joined hands with UNICEF India to create the CII-UNICEF CSR Hub in West Bengal to strengthen service delivery mechanism of Anganwadi Centres through its Anganwadi Adoption Program.

"There has been a lot of change after CII Foundation started managing the centre in 2014. They taught us on how to teach children efficiently and monitor the diet and nutrition required for children and mothers. The number of children coming to the centre has increased, with an increase in attendance rate. They like to visit the centre even during vacation", beams Mita.



Additional nutritional supplements in the form of bananas and an early morning snack of Bengal Gram chaat are provided to the children. On alternate days, the food provided by the government is augmented with additional protein in the form of soya chunks, badam chikki and ground peanuts. Apart from the availability of food, the quantity and quality of food is also ensured.

Recognizing and appreciating the CIIF's intervention to create model Anganwadi Centres, Child Development Project Officer of Metiabruz says, "It is a completely new center after CIIF intervention, with better infrastructure and nutritious food. The community has accepted and appreciated the change. Children are now better engaged with new toys, books, painting accessories, etc."



"Health is important. If you are malnourished, then you will be stunted / in your development, and you won't do well. The poor have to work harder, and if they remain healthy, they can come out of poverty that binds them", she says.



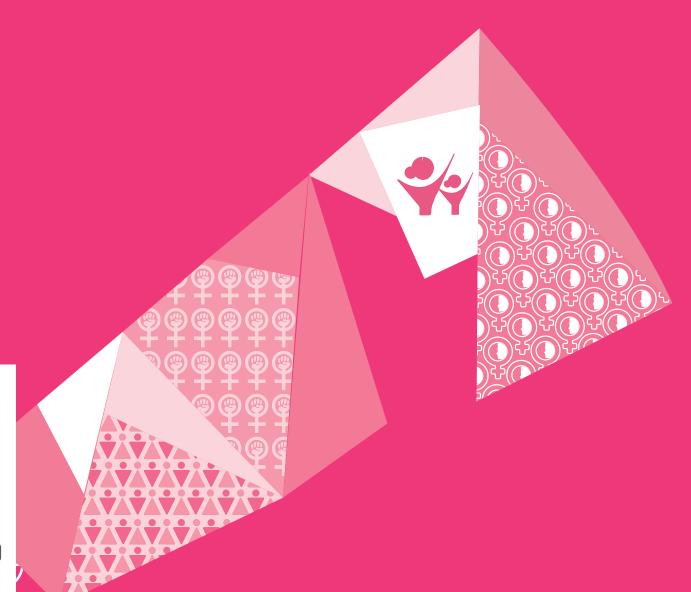
CIIF is promoting the universal concept of focusing its attention on the first thousand days of motherhood (9 months of pregnancy, and 2 years following child birth). Expectant mothers are provided with vital nutrients like iron and folic acid and awareness is created on the significance of breastfeeding for the first six months for a child. Women are taught about the significance of good hygiene and sanitation to combat diarrhea and other health crises. Water filters are installed in the Anganwadi Centres to ensure safe and clean drinking water, and hand washing and personal hygiene is being encouraged by anganwadi workers.

The project also ensures the immunization of pregnant women and infants which protects children from six vaccine-preventable diseases such as poliomyelitis, diphtheria, pertussis, tetanus, tuberculosis and measles. The immunization record-keeping is maintained properly at the anganwadi centres.

The children and mothers are happy with Mita Roy and the work done in the Anganwadi centres. She knows that she needs to work hard so she can keep going and help women and children lead a healthy life.

WOMEN ARE INDEED MORE POWERFUL THAN MEN, IN THE SENSE THAT, WHEN YOU INVEST IN A WOMAN, YOU ALSO INVEST IN HER FAMILY, HER COMMUNITY AND HER COUNTRY AT LARGE

Malala Yousafzai









## Woman Exemplar Program

CIIF carried forward its well-established initiative, the Woman Exemplar Program to celebrate the indefatigable spirit of women leaders at the grassroots. The program is intended for last-mile grass-root level under-privileged women, from either rural or urban resource-poor areas, who have excelled as social change leaders in specific chosen fields. Since its inception in 2005, the program recognizes and felicitates the courage, conviction and compassion of exemplary women change makers who have overcome grave personal challenges to create transformative work impacting communities and providing new paradigms for social development. These extraordinary women are 'nation-builders' in every way, driving progress and change in the fields of education, health and micro-enterprise.

Each year, 3 social transformers join the league of CII Foundation Women Exemplars who have transcended innumerable challenges and become true exemplars. Selected by an eminent panel from Industry and social sector, the awardees are shortlisted by an external due-diligence partner, from hundreds of nominations received from various NGOs across the country.

Number of Women Exemplars since inception:

38

**Location:** 

Nominations received from across the country

Supporters WEP 2017: Microsoft India,

**Synergy Group** 



The program further empowers the exemplars through capacity building and mentoring to help them scale their initiatives. In 2017, CIIF organized a capacity building workshop for the 16 finalists of Woman Exemplar Program. The Foundation is creating a network of grassroots women change makers, who are harbingers of positive change of their communities.

The CIIF Woman Exemplar Program has brought unsung heroes in the limelight, who are being recognized by institutions of high repute including the NITI Aayog, recognizing the exemplars through its Women Transforming India Award.

The CIIF Woman Exemplar Award 2017 was presented by the then President of India, Shri Pranab Mukherjee, to three grassroots women leaders for their extraordinary contribution. Jayamma Bandari, Manika Majumdar and Kamal Kumbhar, were conferred the awards in the fields of education, health and micro-enterprise respectively at the CII Exclusive Award Session held in New Delhi.

Since its inception in 2005, 38 women exemplars have been recognized and further empowered.

The institution of the CII Foundation Woman Exemplar Award, in 2005, is a welcome initiative to promote women's empowerment at the community level by discovering and recognizing those who have, against all odds, excelled and contributed significantly to the development process in India. I am sure that this will be a great encouragement for the countless number of women who are contributing in different ways to strengthening our nation and its economy.

# Pranab Mukherjee Former President of India

The Woman Exemplar Program, now in its 13th year, is a very special initiative that celebrates women leaders who have shown extraordinary courage in rising above challenges and transforming their own lives and that of others. The Program not just felicitates, but empowers them to help them scale their work and enhance outreach.

#### Rumjhum Chatterjee

Chair, Selection Committee, Woman Exemplar Program 2017

The stories the Women Exemplars carry are truly inspiring. The corporate sector needs to emulate the passion of these real-life heroes who have striven to create a positive impact.

#### Mukund Rajan

Co-Chair, Selection Committee, Woman Exemplar Program 2017

# SAFEGAURDING AND EDUCATING THE EXCLUDED

Jayamma Bandari, CIIF Woman Exemplar 2017, Education category





Orphaned at a young age, Jayamma from Hyderabad dropped out of school due to poverty. Later, domestic violence forced her to earn through sex work. She fought against all odds to quit the profession and set up Chaithanya Mahila Mandali (CMM), an NGO dedicated to the empowerment of women in sex work and their children.

Through large-scale campaigns and education drives, CMM enrols and retains children of sex workers in government schools. It builds positive learning environment for them, free of stigma. Jayamma also runs a home for 43 extremely vulnerable children to give them a safe and dignified childhood. CMM has prevented 3500 children from harm and instilled new hope in their lives.

Jayamma works actively with women in sex work and connects them to child care facilities, child protection schemes, skill trainings and alternative livelihoods. This has opened up possibilities that were once beyond their reach. She and her team have directly impacted 4500 women in sex work, of which 1000 are now engaged in alternative livelihoods.

Campaigning boldly and tirelessly with media, bureaucrats, police and international bodies, Jayamma is humanizing the struggles of women in sex work and building citizen action against trafficking.

# ACCESSIBLE AND AFFORDABLE MENTAL HEALTHCARE

Manika Majumdar, CIIF Woman Exemplar 2017, Health category



A survivor of domestic violence and acute poverty, Manika had to discontinue her education after primary school. Her experience of living with trauma made her more resilient and empathetic to other survivors like her. As she engaged with local Self Help Groups, her interactions with community women sparked off her latent leadership skills.

Manika was among the first to join Janamanas – a mental health program for grassroots communities run by Anjali, a Kolkata-based NGO. After rigorous training to become a mental health professional, Manika set up West Bengal's first community mental health kiosk in partnership with the Rajarhat-Gopalpur Municipality.

Manika works with a team of five other women mental health workers. Together, they conduct door-step identification and counselling of persons with mental illnesses. They facilitate hospital referrals, medication and follow up on treatment adherence for these individuals.

Manika and her team are also building empathetic communities where individuals can identify and openly discuss their mental health challenges with others. Stigma does not block them from seeking timely support.

Manika's work has directly impacted 800 persons living with psycho-social distress. Every year, she and her team sensitize 3000 community members across 35 municipal wards on positive mental health. They also launch grassroots mental health volunteers and champions.



35

# A SERIAL ENTREPRENEUR

Kamal Kumbhar, Woman Exemplar 2017, Micro-enterprise category



Kamal walked out of poverty and a failed marriage to set up Kamal Poultry and Ekta Sakhi Producer Company. Once a daily wage labourer, Kamal today owns six different businesses and is a leading business coach to rural women entrepreneurs in drought prone region of Osmanabad in Maharashtra. A leader in the local poultry business, Kamal has enabled 3000 women to run successful poultry farms, doubling their household incomes. She has also mentored more than 5000 women in Osmanabad to set up their micro-businesses.

Kamal was trained in grassroots entrepreneurship by Swayam Shikshan Prayog, an NGO based in Maharashtra. Today, she views entrepreneurship as a vehicle for building disaster- resilient societies. Driven by her own experience, Kamal believes that grassroots women entrepreneurs can play a key role in revitalizing rural markets and economies.

Kamal has enabled women from across 40 villages to build supply chains for each of the businesses that she runs. This has created a vibrant village enterprise network of women producers, transporters, suppliers and distributors. She is also building bridges between grassroots women entrepreneurs on one hand; and city markets, IAS officers and global companies on the other. As a business mentor, Kamal promotes government schemes, business partnership opportunities and funding linkages for village business women. Kamal was recently conferred the Women Transforming India Award by Niti Ayog.





#### SKILL DEVELOPMENT WILL SCRIPT THE FUTURE OF DEVELOPED INDIA

Pranab Mukherjee







#### **Finishing School**

The CIIF Finishing School in Pune provides soft skills training to the SC/ST students from various educational backgrounds like Engineering, Law, Management, IT, Architecture etc, to improve their communication skills and employability. The course aims to bridge the gap between academics and industry requirements and enhance employability of undergraduate / post-graduate students of SC / ST category.

The uniqueness of this programme lies in the fact that the course curriculum is designed with inputs from industry and English Language Teaching Institute of Symbiosis (ELTIS). The training, held on weekends at ELTIS, lasts for 10 weeks per batch. Three batches have undergone the training this year.

#### **Livelihood Support**

CIIF has initiated a project to ensure women, widows, persons with disabilities and BPL families in the Baramulla and Bandipora districts in the state of Jammu and Kashmir resume life as it was prior to the J&K floods in 2014. Some of the common livelihood opportunities including manual labor, fishing, cattle rearing and sand extraction were badly hit by floods.

The project, supported by Godrej and Boyce, has provided support to 130 vulnerable families in 27 villages through new/alternate livelihood support as well as strengthen and develop existing livelihoods. The beneficiaries are given different livelihood options such as sheep rearing, items of embroidery, and items of tailoring, items in provision store etc, thus considerably increasing their monthly income.

My village has fewer avenues and resources to earn a living. The floods of September 2014 had devastated my livelihood opportunity of earning not more than Rs 3000 as a daily wage labourer. But, thanks to CII Foundation, today, I own a provisional store. By God's grace, I am able to earn Rs 10,000 a month from the store.

#### Fayaz Ahmad War

Resident of Ghat Palhalan village, Baramulla district, J&K

Number of Direct Beneficiaries:

2450

#### Location:

Baramulla and Bandipore district, J&K; Tamil Nadu; Chhindwara, Madhya Pradesh; Pune, Maharashtra

#### **Donors:**

CIIF Tamil Nadu R&R Fund, Godrej and Boyce Manufacturing Company Pvt Ltd, TAFE

ICTIVITY REPORT 2017-2018

The livelihood offerings are need based and in consultation with the beneficiaries. The project is focusing on developing group enterprises and also linking them with market to make these groups self-reliant.

In response to the Tamil Nadu floods, CIIF, with support of other industry members including TAFE, provided boats, fishing nets and cycles to Irula tribe community, affected by the floods.

The Foundation also provided infrastructure support for the 2-wheeler training course in a CII skill training centre in Chhindwara, Madhya Pradesh. The CII Skill Training Centre aims to impart employment oriented vocational training to youth, especially to those hailing from marginalized and economically weaker communities in and around the district of Chhindwara. The Centre trains over 120 students every year.



#### Surakshit Khadya Abhiyan



CII Foundation, along with CII Food and Agriculture Centre of Excellence (FACE) is promoting food safety through awareness campaigns, training and capacity building of food SMEs, food vendors, and midday meal suppliers in schools, farmers and consumers.

FoSTaC – Food Safety Training & Certification program was launched by Food Safety and Standards Authority of India (FSSAI) for training of personnel as a pre-requisite for ensuring food safety and hygiene among the target audience like food handlers, food safety supervisors, midday meal operators, students or any professionals involved in various food businesses. In this backdrop, CII along with CII Foundation planned to conduct more than 100 trainings and several awareness drives across the country. The initiative is being supported by GSK India and Kellogg.

GSK Consumer Healthcare's CSR programme 'Mission Health' is designed to address and compliment the priorities Government's National Health Mission and National Nutrition Mission. One of the key strategies to address malnutrition is to improve knowledge, build skills and drive access to safe & nutritious food. In this context, we support the trainings/ capacity building programmes of Surakshit Khadya Abhiyan and have partnered with CII FACE/ CIIF in this vision. Under this partnership we have conducted 67 skill development trainings to improve manufacturing practices and food safety regulations for 1119 Food Business Operators including Mid-day Meal Organisers, Mass Caterers, Railways Caterers and street vendors. Surakshit Khadya Abhiyan aligns with GSK CH's mission to help people to do more, feel better, live longer.

#### Joydeep Sen

CSR-Lead GSK Consumer Healthcare Ltd

## **LAST MILE** CONNECT

Pazhaverkadu of Gummidipoondi Taluq in Tiruvallur district, is situated on the shores of Bay of Bengal, about 40 kms away from Chennai. Rains and floods are a regular feature for the people living in Pazhaverkadu, severely affecting the livelihood opportunities of community, especially of those dependent on fishing. There are some 30 such highly affected villages, in and around Pazhaverkadu, mostly occupied by the disadvantaged and marginalized communities, including the Irula tribe.

Most of the Irula fishermen from these villages travel a considerable distance ranging from 8 to 25 kms to reach the fishing locations. Many of these villages are not accessible, with virtually no public transport to reach the fishing locations. A typical day for a fisherman starts at three in the morning with 3-5 hours of walk to the fishing location.



Being abjectly poor, these Irula fishermen didn't own proper fishing nets and had to fish by hand while cruising through the chest deep water. Despite all the odds, they had no option but to satisfy themselves with scant catches every day. This was followed by another challenge of selling fishes in the market. Not many customers waited till the end of the day to purchase fishes. Unsold fishes sometimes would get spolit even before the fishermen could reach their homes. Many a times, the women had to lend a helping hand to the men to augment income, which had an adverse effect on their family lives, health and education of children.

ACTIVITY REPORT 2017-2018

ACTIVITY REPORT 2017-2018

The situation got worse post the Tamil Nadu floods in 2015, as most fishermen lost their fishing nets and other resources. Responding to the floods, CII's Flood Relief and Rehabilitation Taskforce in Tamil Nadu held preliminary meetings to assess and understand the needs in the 30 most affected villages in Gummidipoondi Taluq. The meetings were conducted, initially, with the members of Gram Sabha and Community leaders, followed by a door-to-door survey. Based on the findings, CII Foundation focussed its intervention towards strengthening livelihood opportunities of the most disadvantaged Irula Tribe's fishermen in the five villages - Edakandigai, Kamaraj Nagar, L. R. Medu, Manellore, and Pondavakkam of Gummidipoondi Taluq in Tiruvallur district.



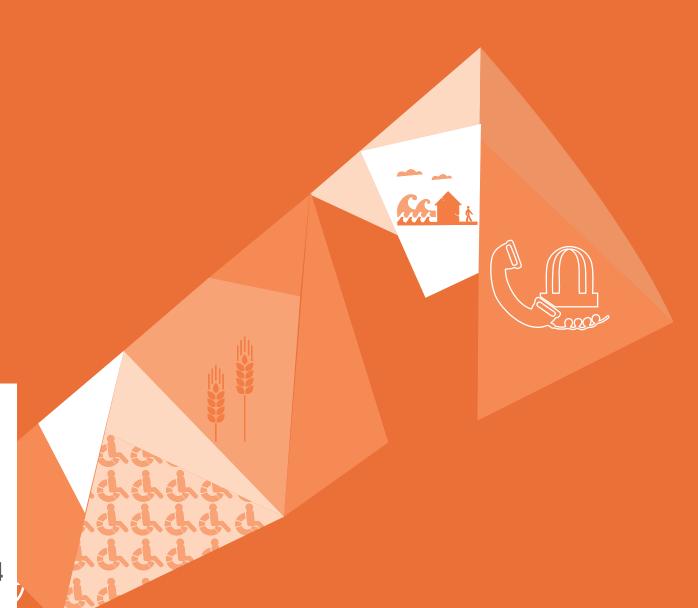
Financially vulnerable and dependent on fishing for their living, the best way support the Irula tribe was by providing them with cycles, boats and nets. It is a great sense of achievement to see them progress in life with a better standard of living and sound finances. We consider it a great honour to be a part of Committee and thank CIIF and the local bodies for their total dedication and co-operation in making this project a success.

#### S Eisenhower

Chairman – CII CSR Sub-Committee (2016-17) and Director Operations, Saint Gobain India Pvt Ltd

After carefully scrutinizing the needs of the community in each village, CII in association with the partnered industry members facilitated distribution of boats, cycles and fishing nets to more than 430 families dependent on fishing, to improve their living standards and enhance their profitability. The initiative has increased the income of the beneficiaries, which they are using for replenishing nets and servicing their boats without borrowing any money. The women members have been, by and large, freed from supporting their men in the fishing efforts, leaving them with more spare time. The women are now keen on learning new life skills and setting up micro-enterprises.

## **BY FAILING TO** PREPARE, YOU ARE PREPARING TO FAIL Benjamin Franklin







#### Infrastructure and Health Support

In Nepal, CIIF, along with its implementing partner Nyaya Health Nepal (NHN) constructed three prefabricated clinic units / health posts and provided medical supplies for one month in Lapilan, Jayku and Orang in Dolakha District. CII Foundation equipped the rebuilt health posts with medical equipments, instruments, furniture, medicines and other supplies required for functioning of the health posts. The support also covered the cost of laboratory expansion.

With the new infrastructure and supply set up, the catchment area population is now getting care more conveniently, with an added scope of expansion of the government led health initiatives in the area.

On completion of the health posts, CIIF handed the buildings, furniture and the medicines over to the local government authority.

In another remote and difficult geography of Baramulla and Bandipora district in J&K, CII Foundation initiated trauma care free night ambulance services to provide quality & timely emergency medical services. Supported by Godrej & Boyce, the well-equipped ambulances, along with dedicated staff are especially available at night hours in the two districts and take care of the basic medical needs of patients. Furnished with semi-advanced life-saving equipments the ambulances are operationalized with the help of community. With the launch of this initiative, it is now safe and easy to transfer patients from far flung areas to the nearest hospitals and the referrals of complicated cases to well-equipped hospitals. A dedicated team of medical officer, community mobilizer and medical assistant in the ambulance is providing necessary medical support to the patients.

Number of Direct Beneficiaries: More than

9700

#### **Location:**

Dolakha, Nepal; Baramulla and Bandipora, J&K; Cuddalore, Tamil Nadu

#### **Donors:**

CIIF Nepal R&R Fund, DCM Shriram Ltd, Godrej & Boyce Manufacturing Company Ltd Blue Star Ltd, Forbes Marshall Pvt Ltd



The Foundation, along with its Implementing Partner, HN Wachoo Trust will also organize regular health awareness camps and distribute free medicines to 300 households in Baramulla and Bandipora districts. Another initiative in 3 villages of Bandipora district, reaching out to 500 households, aims at developing capacity of health care providers and Village Response Committee

CIIF Jammu and Kashmir rehabilitation initiatives, funded by Godrej & Boyce and DCM Shriram, include ensuring medical preparedness and quick response post disaster by developing the capacity of healthcare providers and Village Response Committees in 10 villages of Bandipore District and supporting quality education by up-scaling infrastructural facilities in three Government schools in Ghat Thalhalan and Ghat Gopalan villages of Baramulla.

As part of its Tamil Nadu rehab initiative, CIIF in partnership with Government of Tamil Nadu, Blue Star and Forbes Marshall, reconstructed three hostels for students from unprivileged community in and around Cuddalore district. CIIF along with CII, is also planning to set up resource centres in some of the backward districts in Tamil Nadu to connect the marginalized with Government welfare schemes.

The private sector can play a major role in promoting inclusive development. I appreciate CII Foundation and Godrej & Boyce for implementing various social initiatives for the people affected by disaster, especially in J&K.

#### Sajad Lone

Minister for Social Welfare, Govt of J&K at the launch ceremony of night Trauma Care Ambulance service in J&K

Post-earthquake, damage was so devastating that the birthing center was being operated in a tent. We had one room for all the services, which included dressing, storage, patient checkup, family planning, childcare etc. It was very difficult for the newborn baby and new mother to survive in the tent without proper facility. However, the new Health post, made by CIIF and Nyaya Health Nepal helped immensely in improving the situation of the patients. Having a proper health post has helped in giving quality care to a lot of patients.

"

Jeevan Gurung

Health Assistant - Jhyaku HP

#### **Promoting Disaster Preparedness**

In Uttarakhand, CII Foundation has recently initiated a project in promoting disaster preparedness, healthy lifestyle & cleanliness among 5500 students of 100 schools and colleges of Augustmuni and Ukhimath blocks in Rudraprayag district.

CIIF, along with its implementing partner Doctors for You (DFY) is also organizing school safety training, eye & general health camps and WaSH awareness campaigns. Teachers and students of select Inter colleges will be trained on how to respond to emergencies, usage of first aid, preventive approach to disasters etc. The aim of the project is to strengthen the students and school administrations through multi-sector intervention.



**Number of Direct Beneficiaries:** 

**5500** 

Location:

Rudraprayag, Uttarakhand



#### **Restoration of Water Bodies**

The Southern States especially Tamil Nadu is in the grip of severe drought; there is 81% less water in the reservoirs than in the last 10-year average. This drought has caused a huge impact on the farming community. While the state faced floods in 2015, last two years witnessed severe drought. Lack of proper maintenance of the water bodies is further depleting the water resource causing huge impact during floods and droughts, eventually affecting the community.

As part of Tamil Nadu rehabilitation initiative, CII Foundation, with support of local administration and companies including Grundfos, has recently

undertaken a project to restore water bodies in Chennai and its peripheral regions.

The objectives of the intervention are to improve and restore water bodies, thereby increasing tank storage capacity; prevent flooding and channelize the flow of water into desired streamlines; improve ground water recharge; ensure harmonious co-existence of all life forms; build capacities of communities for better water management; and develop tourism & cultural activities.

In 2018, CIIF will be working towards restoring 11 water bodies in Chennai, Thiruvallur and Kanchipuram districts.

#### **Location:**

Chennai, Thiruvallur and Kanchipuram districts, Tamil Nadu

Donor:

**CIIF Tamil Nadu R&R Fund** 



#### Water Resource Mapping, Planning and Conservation

CII Foundation has recently initiated water resource mapping, planning and conservation program across villages in 6 districts in Maharashtra and one district in Haryana. The project, supported by Dow Chemicals, Honda Motorcycle and Scooter India, Standard Chartered Bank, Volkswagen and Vertiv, is being implemented in select drought affected districts in partnership with CII-Triveni Water Institute (CII-TWI).

Water Planning & Assessment Tool (WATSCAN) is an integrated IT driven, GIS and Remote Sensing based information system that enables comprehensive watershed evaluation, to help devise community-centric water management interventions. Post evaluation, CIIF will identify implementing strategy to help improve water scenario in the districts. The project is being implemented in Aurangabad, Yavatmal, Solapur, Jalna, Amravati and Akola districts in Maharashtra and Gurgaon in Haryana.

As the next phase of initiative, CIIF, along with CII-TWI is working towards improving and stabilizing water resources in Paithan Kheda, Kesapuri, Pangra and Shivnai villages of drought prone Aurangabad district in Maharashtra. The project is focusing on providing safe drinking water; and promoting micro-irrigation system thereby improving crop yields & productivity, crop intensity improvement, soil quality management and improvement in ground water tables. The villagers / community in the selected four villages will be actively engaged to ensure the sustainability of the implemented strategies.

WASHE (Water Sanitation Hygiene Education) Standard Chartered Bank's flagship programme recognises India's increasing demand for water - already a scarce resource. Access to safe, clean water is crucial for sustainable development in societies and another key focus area for us as a Bank. We have invested in 6 districts for WATSCAN which includes Aurangabad and Yavatmal. WATSCAN processes millions of pixels of digitised datasets to evaluate the water scenario of an area. It helps to ensure appropriate siting of schemes/projects/plants, identify technological options, policy reforms that can help mainstream CSR investments for ensuring sustenance.

#### Karuna Bhatia

Head of Sustainability, India, Standard Chartered Bank

## CII Foundation Disaster Response Platform

To facilitate convergence of humanitarian aid and relief efforts for efficient and quick response to natural disasters in any part of the country, Cll Foundation has developed a Disaster Response Platform— www.disasterresponse-ciifoundation.in. The online real time inventory platform maps corporate sector resources, ranging from drinking water and food to emergency transportation and communication, which can be supplied or donated by companies during disasters.

#### Location:

**Maharashtra and Haryana** 

#### **Donors:**

Dow Chemicals, Honda Motorcycle and Scooter India, Standard Chartered Bank, Volkswagen and Vertiv

### REBUILDING LIVES AND RECREATING OPPORTUNITIES

CII Foundation Rehabilitation
Interventions in
Jammu & Kashmir

It was three years ago, in September 2014, that Jammu and Kashmir faced unprecedented floods of the century. Incessant rains in the first week of September lead to massive floods, wreaking havoc in the valley as well as in Jammu region. Three years on, J&K continues on the road to recovery.

Immediately stepping into the disaster affected area CII started relief efforts by distributing relief materia including drinking water, torches, water purifiers baby food, ready to eat food packs, tents medicines, blankets and toiletries. From there on, the CII Foundation expanded the work to include long-term rehabilitation in the disaster-affected areas, to provide livelihood support, facilitate construction of household toilets, ensure medical preparedness and enable computer education for students in select locations.

Shakeela, a widow and mother of three children from Shahgund village in Bandipora district, found it extremely difficult to make both ends meet. A class 7 school dropout, Shakeela was running her home on widow fund and community support, totaling to a monthly income of Rs 800. Her village being cut off from other villages & towns due to poor connecting roads, offered meager livelihood opportunities. CII Foundation, along with its implementing partner Koshish, helped Shakeela set up her provision store and taught her the basic operations of the store. Shakeela has learnt the art of responding to the local market and keeps improvising on the grocery items in her shop. After 8 months of being operational, she is currently earning around Rs 6000 per month.

Like Shakeela, CII Foundation, with Implementing Partners Koshish and Help Foundation is providing new/alternate livelihood support to 130 vulnerable families in 37 villages of Baramulla and Bandipora districts in J&K.



Location:
Bandipora and
Baramulla districts

Outreach:

**40** Villages

**Number of Direct Beneficiaries:** 

5174





Sanitation and health are other key areas of work for CII Foundation across India. In J&K, the Foundation, with support from DCM Shriram and Godrej & Boyce facilitated construction of 128 household toilets in three villages of Bandipora district. Community driven interventions had been initiated to spread awareness on the importance of hand washing, and undertake regular sanitation and cleanliness drives.

For Bashir Ahmad Dar, a 45 years old fisherman from Kema village in Bandipora, open defecation was a way of life. Bashir's wife had by far given birth to 6 children, of whom only three survived. The doctors believed that the other three died due to unhygienic conditions. "My financial condition was such that I could not have afforded a well built toilet", explains Bashir. CII Foundation, along with its implementing partner Doctors for You (DFY) helped families to construct household toilets and encouraged the residents to establish good sanitation practices.

Healthcare systems and medical facilities are badly affected by disasters. To ensure medical preparedness and quick response post disaster, CII Foundation is providing well equipped ambulances available especially at night organizing medical health camps, developing the capacity of healthcare providers and distributing free medicines to over 300 households in Baramulla and Bandipora districts. The project ensures maternal and child health, immunization and nutritional support to children, and reproductive sexual health through regular OPDs and sensitization drives in Bandipora, reaching out to 372 households.





Sharing her experience, Jabeena from Aloosa, Bandipora says, "I previously had two miscarriages, which made me fearful of my current pregnancy as well. The doctor in one of the medical camps organized by CII Foundation suggested some medical tests and has been closely monitoring my pregnancy to avoid unexpected complications. I have completed 8 months of pregnancy by far and am very optimistic on an uncomplicated delivery and a healthy new born baby."

CII Foundation, along with its implementing partner Help Foundation also enabled computer education for students in selected schools of flood-hit Ghat Phalhalan and Ghat Ghopalan in Baramulla district. The project included setting up of computer lab, providing infrastructure support, building capacity of teachers, and providing scholarships to meritorious students.

CII Foundation, since its inception in 2011, has been implementing disaster rehabilitation interventions in Uttarakhand, J&K, Nepal and Tamil Nadu.



Last year was particularly exciting, as CII Foundation team went through an intense scan of its past work and deliberated on the next five year strategy. The Foundation plans to work with CII to 'Creatively catalyse business and partner with stakeholders to accelerate inclusive development'.

CII Foundation has identified three areas of work, which we believe are critical to accelerating social change. As we move forward, we are committed to channelizing energies and focusing resources into what we describe as the "levers of change".

#### Early Childhood Education (ECE)

The earliest years of a child's life are critical. These years determine child's survival and thriving in life, and lay the foundations for her/ his learning and holistic development. Multiple researches have demonstrated that maximum brain development occurs between the ages of 0-5 and that quality early childhood education is critical in determining a child's life outcomes in terms of health and income levels. Further evidence also links importance of ECE to social returns such as lower crime rates and better citizenship.

In India, initial data through research conducted by the ASER Centre and the Centre for Early Childhood Education and Development (CECED) indicates that children who were exposed to some form of ECE were more school-ready than those who weren't. Moreover, it is seen that children exposed to ECE are less likely to repeat, drop out, or need remedial or special education, all of which benefit not only students but also education systems because efficiency is increased.

Recognizing the importance of building strong foundations, CII Foundation will work with the Government and focus on Early childhood education within Anganwadis. The initiative will work towards improving the quality of education and the learning experience of children under the age of 5 years. With over 13 Lakh Anganwadis entrusted with the responsibility of providing healthy nutrition and preschool education to children, Anganwadis become the natural choice of action. While nutrition has been a focus, ECE often gets left out. CIIF hopes to bring back the focus on this essential element through its work in the coming years.



#### Leadership of Elected Women Representatives



The 73rd amendment to the constitution mandated reservation of 1/3rd seats for women in Panchayati Raj Institutions(PRIs), thus making space for the under- represented members in the system. However, if we examine the on-ground translation of some of the policy mandates stated above, we realize that representation has not necessarily translated into participation.

While 46% of elected representatives today are women, many of them are mere mouth pieces for their husbands and other male members of their family. Sarpanch Pati (Husband of the village head) is a terminology that is frequently heard and denotes a position of power and real decision making. With the nudge coming from the policy level, women are being pushed into various arena without receiving any inputs and orientation for the new role that they

are expected to play. For most women, being catapulted into a leadership role translates into lack of information, lack of skills and most importantly lack of confidence to stand up in a traditionally male dominated arena. Thereby, women in leadership positions are either missing or mere vehicles to translate the agenda of others.

There is a need for a long-term plan on how the women feel better equipped to participate in elections, how they are perceived as political leaders by the community and the bureaucracy, and how support networks can be created to facilitate these women in governance roles. Recognizing that effective women in leadership positions can have a multiplier effect on the development of the community, CIIF hopes to facilitate this movement in partnership with civil society and its members.

#### Disaster and Climate Change Resilience





India's geo-climatic condition makes it highly prone to natural disasters and extreme weather events. Population pressure, overexploitation of natural resources, entrenched regional poverty, governance problems, and newer challenges like climate change and unplanned urbanization add to the disaster risk and vulnerability.

The estimated value of economic loss due to disasters in India is nearly 2.25% of GDP (World Bank, 2003). In 2016, a total of US\$21 billion worth of property and 2119 human lives were lost to disaster related events in India (Global Climate Risk Index, 2018). Disasters severely affect the industrial sector, especially MSMEs. A study by CII and KPMG (2016) showed that in 2015 Chennai floods, 8500 MSME units and 56,000 workers were directly affected and the estimated loss to the MSMEs was Rs. 1700 Crore.

Extreme climatic events, especially drought, is a major challenge for the agriculture sector. The Economic Survey, 2018 predicts 25% agriculture yield decline owing to climate change.

Disaster management in India over the years has often been reactionary and sporadic vis-à-vis the enormity of the problem. There is more focus on relief and rehabilitation and less on risk reduction and resilience building. Participation of industry, communities and civil societies in disaster preparedness is low. Relief and rehab efforts at the best aim to provide a coping mechanism for the affected community and industry. Building resilience is yet to get its due attention. Experts are of the view that India's GDP could go up by an approximate 2 percent if resilience becomes an integral part of disaster management.

CIIF proposes to work in collaboration with other units in CII, to facilitate the industry members to actively partner with the government, communities and other stakeholders to enhance measures for disaster and climatic risk reduction, resilience, preparedness and effective response.

# ACTIVITY REPORT 2017-2018

#### **CII FOUNDATION BOARD OF TRUSTEES 2017-18**



**CHAIRPERSON** 

Shobana Kamineni President, CII and Executive Vice-Chairperson, Apollo Hospitals Enterprise Ltd (AHEL)



**MANAGING TRUSTEE** 

Chandrajit Banerjee
Director General,
Confederation of Indian Industry



Rakesh Bharti Mittal President Designate, CII and Vice Chairman,

Bharti Enterprises



Uday Kotak
Vice President, CII and,
Executive Vice Chairman &
Managing Director
Kotak Mahindra Bank Ltd



Naushad Forbes Immediate Past President, CII and Co-Chairman, Forbes Marshall Pvt Ltd



Ajay Shriram

Past President (2014-15),
CII and Chairman &
Senior Managing Director DCM Shriram Ltd



Rahul Bajaj Past President (1999-2000), CII and Chairman, Bajaj Auto Limited



N Kumar President, CII (1997-98) Vice Chairman, The Sanmar Group



Jamshyd N Godrej
President, CII (1993-94) and
Chairman & Managing Director, Godrej &
Boyce Manufacturing Company Ltd



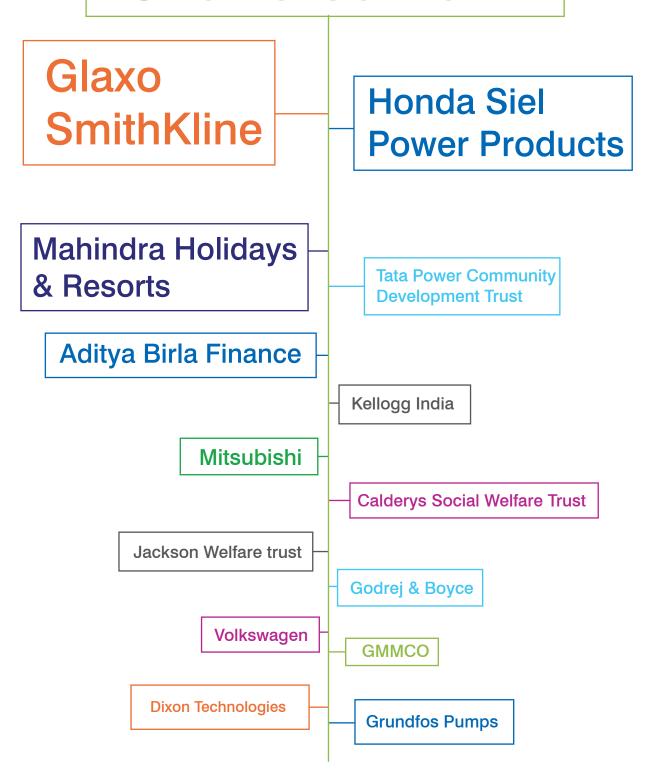
Kiran Karnik
Chairperson of Oxfam India
and Indraprastha Institute
of Information Technology



Rukmini Banerji CEO, Pratham

#### A FEW SUPPORTERS

## Standard Chartered Bank





































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: Education; Public Health and Sanitation; Skills Employment and Livelihoods; Gender Equality, Women Empowerment and Safety; Environmental Sustainability, including water; 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.

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