



ACTIVITIES 2013 - 14

CII set up the CII Foundation in 2011 with the objective of providing an appropriate structure to meet members CSR & developmental goals.

Activities between 2011 and 2013 included interventions carried out by CII under the aegis of CII Foundation and these ranged from project Udaan (programme for skilling and employment of youth of Kashmir), Relief activities carried out during the Sikkim Earthquake and the Uttarkashi Flash Floods and project on providing quality education to children in rural areas (Eureka Model Villages).

In 2013, the CII Foundation developed a core purpose and strategy plan for itself which is in line with the recent policy development in terms of the Section 135 of the New Companies Act.

The Foundation's Vision, Mission, Areas of Intervention, Key Structure were accordingly developed.

Vision	Mission	Core Areas of Intervention
Enable Industry for Infusing Inclusive Development	CII Foundation will work towards inclusive development by providing a meaningful bridge between marginalised communities and donors, specially the Corporate Sector.	<ul style="list-style-type: none">• Education• Gender Equality and Women Empowerment & Safety• Skilling, Employment and Livelihoods• Environment Sustainability, including water• Public Health & Sanitation• Disaster Management

ACTIVITIES

The activities during the period 2013-14 continued to be interventions carried out by CII under the aegis of CII Foundation.

MAKING VILLAGES SELF-SUFFICIENT FOR THEIR WATER NEEDS

PROJECT TUSHAR

CII Foundation undertook an initiative on making villages self-sufficient for their water needs in the drought affected Marathwada region of Maharashtra through “Project Tushar”.

The project, managed and implemented by CII-Western Region (WR), aimed at achieving water self-sufficiency and sustainability by extending extensive short term and long term support to the drought affected areas of Marathwada Region.

Over 120 talukas have been officially declared drought prone in Maharashtra. The water situation in the Marathwada region of the state has especially posed serious concerns with the prevalence of drought in many of its districts thus severely impacting livelihoods, crop yield and cattle.

Tushar – a Drop

Given the urgency of the situation, CII Foundation took a step ahead and aptly contributed a drop in the drought through CII WR’s “Project Tushar”.

The project, with support from the local District Administration, was undertaken in the identified villages near Aurangabad to make them self-sufficient for their water needs round the year. The project also aimed at sensitizing CII members to raise funds and extend long term support to the drought affected areas of Marathwada.

The project involved:

- De-silting of one portion of Jaikawadi Dam, the biggest reservoir in the area (which feeds water to entire Marathwada region)



- The silt removed was further utilized by farmers as a manure in their farms to increase productivity.
- Ushering in water harvesting practices

Impact

- In a span of two months, the project created an additional capacity of around 22 crore litres of water.
- Moreover the silt removed was used by the farmers as manure in their farms. This helped them save on Rs. 56 Lakh worth of fertilizer.

RELIEF & REHABILITATION OPERATIONS IN UTTARAKHAND

The continuous rains from 14 -17 June 2013 accompanied by cloudburst caused grave natural disaster in the hills of Uttarakhand impacting five districts - Uttarkashi, Rudraprayag (which also has the Kedarnath Valley), Chamoli, Tehri and Pithoragarh. The tragedy having struck at the time of the Char Dham yatra, both the locals and visiting pilgrims were impacted by the calamity. More than 1 lakh people were rescued in the ensuing rescue effort.

The interventions are being carried out by CII-Northern Region in two Phases . Phase I – Relief and Phase II – Rehabilitation

RELIEF INITIATIVE

The relief initiative held from July – August 2013 reached out to 752 families through 5 relief camps covering 118 villages in districts of Rudraprayag & Chamoli. The Relief operations were held at:

- **Tehsil Jakholi** – Camps held at Sumadi & Chaka. 100 families from 10 villages reached out.
- **Narayanbagar** – 150 families from 37 villages reached out.



- **Agastmuni** –143 families from 18 villages reached out.
- **Ukhimath** – 200 families from 34 villages reached out.
- **Ganganagar** – 159 families from 19 villages reached out.

Materials distributed : Tents, Water purifiers, Solar Lanterns with mobile charging facility, Cots, Mattresses, Quilts, Blankets, Hygiene items, Shoes, Mats & Torches.

REHABILITATION INITIATIVE

Through various consultations with the Government and relevant stakeholders, the following interventions have been identified to be undertaken:

Rebuilding Schools

The project aims at rebuilding completely damaged 8 primary schools in district Tehri Garhwal. The school intervention would include:

- Reconstruction of Schools - Use of the concept of 'Building as a learning aid' will be incorporated in the design
- Providing all Furnishings
- Providing Learning Aids
- Softer Interventions aimed at enhancing the learning experience for children and teaching skills of faculty.

Four schools have been identified and the rebuilding project initiated. CII continuing discussion with the government on identifying the remaining four schools.

Skill Development and Livelihoods

With the support of members we are looking at helping the ITI pass outs & other youth from the disaster impacted areas find placement with industry. The target has been to

Projects carried out by the foundation earlier

Udaan – Programme for the Youth of Kashmir

Project Udaan aims to help the Graduate/Post-Graduate youth of Jammu and Kashmir, who are seeking to enhance and growth in their careers. Udaan will provide skills and consequently employment to youth from Jammu and Kashmir over a 5 year period in key high growth sectors. The program calls for organizations from across the country to select deserving candidates from the state, provide training and place them either within their organization or outside or enable them to become entrepreneurs.

Project Udaan, is an initiative of Government of India implemented through NSDC. Under the programme, CII, through the Foundation, is a partner, and has trained 136 students so far from the



University of Kashmir at the CII Naoroji Godrej Centre of Excellence in Mumbai.

Quality Education for Children

Eureka Model Villages, is an initiative to provide quality education to children through after school centers. CII Foundation partnered with Eureka Super Kidz After-school Centers with a vision of ensuring quality education for school going children in Kannamanayakanur village in Coimbatore, Tamil Nadu. The programme involved setting up after school classes and training of local village teachers and tracking the children's skill outcomes on a monthly basis. The project also sought to ensure parental engagement and local accountability in these centers. 50 children were covered under the programme.

Relief Operations

Disasters Relief operations carried at Utrakhnad, Skkim, North Bengal and Assam.

place 75 to 100 youth. Till date placement of 88 youth from the disaster impacted areas have been facilitated.

Placement Initiatives:

- **Minda Corporation**, Pantnagar: 9 candidates from interviewed by Minda Corporation, Pantnagar. 3 have been offered placement
- **Honeywell Electrical Devices and Systems India Limited**, Dehradun: 139 candidates participated including girls. 21 candidates have been offered placement. The selected candidates will now undergo on the job training in electrical assembly for 2 years. A stipend would be paid during the training period.
- **Maruti Suzuki India Ltd**, Haryana - A campus selection of apprentices was organized at ITI Srinagar. 52 NCVT pass out candidates participated. 44 have been offered placement.
- **Tupperware India Pvt Ltd**, Selaqui Unit – 95 youth participated in the recruitment drive of which 21 candidates were shortlisted.
- **Akums Drugs & Pharmaceuticals Ltd**, Haridwar – 120 students from the Government Degree College, Tehri and ITI Srinagar participated. 12 candidates were shortlisted.

In addition to this we are also looking at training another 75 to 100 youth in employment oriented service trades.

Rebuilding ITI Srinagar

ITI Srinagar has been deluged with the mud and is proposed to be rebuilt at a new location. The ITI runs 15 trades and caters to 350 + students. The Foundation would be contributing in the rebuilding of the ITI by providing furnishings & equipments for a state of the art IT Center at the ITI. The rebuilding work has been initiated and under progress.



ENHANCING PROGRAMS ON LIVELIHOOD AND EMPLOYABILITY

CII Foundation-Symbiosis Finishing School Programme

An Affirmative Action initiative being undertaken by providing soft skills coaching towards enhancing employability of undergraduate / post-graduate SC/ST students.

Under the aegis of CII Foundation, the programme is being managed and implemented by CII-Pune Zonal Office in association with Symbiosis's English Language Teaching Institute of Symbiosis (ELTIS).

The objective of the Program is to provide soft skills coaching to the Semi-Final & Final year students from various trades like Engineering, Law, MBA, etc in order to equip them with various soft skills thereby improving employability of these students. The uniqueness of this Finishing school is that the course curriculum is designed with the inputs from both Industry and Institutes.

Faculty from Symbiosis & co-faculty from industry are appointed to train these students from industry & institute point of view. Employees from various CII Member companies have given their inputs in designing and defining the syllabus of this course on points such as interview techniques, personal grooming, presentation skills, etc to these students. A joint certificate by CII-Symbiosis is awarded to the students who have successfully completed this course.

The first batch of the 'CII Foundation-Symbiosis Finishing School' for the year commenced on 25 January 2014 covering 35 SC/S students.

KNOWLEDGE PIECE

A Compendium on Development Initiatives by Members of Parliament

An initiative of researching, collating and compiling a compendium capturing case studies of 25 development initiatives undertaken by MPs from across the country.

The compendium will be a knowledge sharing publication especially at the policy level that will showcase the development efforts by progressive Members of Parliament.



The Compendium is an answer to MPs need to share knowledge of development efforts and learn from each other to best address the development needs of their constituencies.

Research work and development of the Compendium will take place over a period of 4 months.

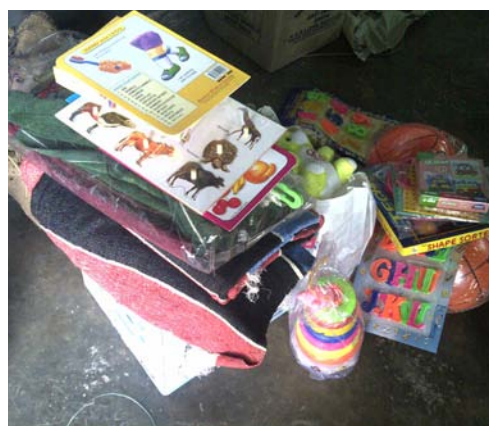
ANGANWADI ADOPTION PROGRAMME

The Foundation has chosen to rehabilitate the Integrated Child Development Services / Anganwadi Centers in West Bengal (in both rural and urban settings) through a PPP model. The objectives of the project are to, provide direct support in terms of infrastructure, equipments and capacity building to the Anganwadi Centres, reduce under-nutrition and ensure that the community-facility-community paradigm is maintained, ensure early childhood education is imparted to all children making them school-ready, monitor the nutritional growth and development of the beneficiaries of the Anganwadi Centres and ensure adequate training in Early Childhood Education (ECE) as well as nutrition occurs on a continuous basis.

Each Anganwadi Centre supports 50-70 children and about 20-30 pregnant and lactating mothers. Thus the number of direct beneficiaries for each Anganwadi Centre is approximately 70-100 women and children.

At present, six such Anganwadi centres have been adopted in Metiabruz area of Kolkata, where the infrastructural changes are evident. Also the workers of those centres have been trained on nutritional and educational aspects.

The ultimate outcome of this project is a healthy and properly nourished, in both body and mind, group of children in one of the most underdeveloped areas of the city.



ACTIVITIES 2013-14



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