



10 years
of impacting
lives...



FOUNDATION



ACTIVITY REPORT

10 YEARS

OF IMPACTING LIVES

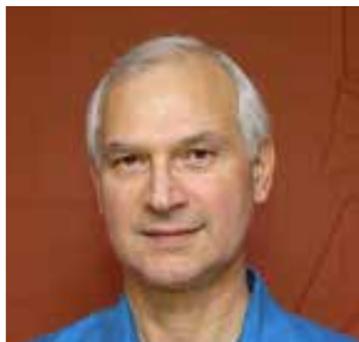


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Messages



Jamshyd N Godrej

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



Chandrajit Banerjee

Managing Trustee
CII Foundation and
Director General
Confederation of Indian Industry

The trajectory of world history changed dramatically in 2020 with the outbreak of Coronavirus.

As the humanitarian cost of the pandemic mounted, India Inc rose to the occasion to connect, network, strategize and implement initiatives to minimise economic and social losses.

The CII Foundation was at the forefront of Indian industry's response to the pandemic. Working closely with the Government, it connected corporates and communities, directing CSR efforts and resources while simultaneously implementing interventions at the grassroots level.

At the end of 2020, the CII Foundation, along with CII and affiliate associations had reached out to over 80 lakh people affected by the pandemic with initiatives continuing into 2021. The CII Foundation successfully used its grassroots connect to reach out to the most underserved and marginalised communities such as daily wage workers, leprosy colonies, banjara groups and musahar community, among others.

Even as it focussed on Covid-19 related initiatives, the CII Foundation took forward its work in other thematic areas during the year.

Under climate change resilience, the CII Foundation continued its multi-stakeholder approach to implement sustainable action in areas such as water management and air pollution. Its crop residue management initiative with farmers of Punjab and Haryana won the Foundation the United Nations

Sustainable Development Goals (UNSDG) Action Award by UNDP in partnership with the Government of Punjab under the category 'Integration, Convergence, Joint Action and Holistic Solution Approach - Industry'. The initiative was scaled up to more than 170 villages in 2020-21 with a firm commitment to address the issue of air pollution.

Fifteen exemplary grassroots women leaders were identified, recognised, and empowered through the CII Foundation Woman Exemplar Program in 2020-21. During the pandemic, the cohort of Women Exemplars, created and mentored by CII Foundation over the past decade, played a key role by reaching out to the marginalised with relief material.

Early childhood education, which was severely impacted due to the pandemic, was strengthened by devising home-based modules and methods by the Foundation which continued to work with Anganwadis, parents and children.

2021 marks the 10th anniversary of the CII Foundation and I look back at its journey with pride. I would like to thank our supporters and communities for being valuable partners as we collectively work towards an inclusive India.

It is my privilege to present the CII Foundation Activity Report 2020-21 which also takes us through the journey of the CII Foundation over the last 10 years. It has been a journey of great learning which we hope will continue as we enter our next decade.

The CII Foundation was launched in 2011 as a meaningful bridge between donors, especially the corporate sector, and marginalised communities to undertake social development initiatives.

The CII Foundation started its journey with disaster relief programmes in Uttarkashi and Sikkim, skilling interventions for youth in Kashmir, and partnering quality education programmes for school children in rural Tamil Nadu.

Since its inception, the CII Foundation has expanded its geographic footprint and activities to include environmental sustainability, women empowerment, early childhood education and public health and sanitation amongst its areas of work.

The past decade has been a learning journey which helped gather rich experience, lessons and forging of new partnerships & interesting collaborations on the way. In these 10 years, as we tried and tested our foothold, we managed to build some very interesting and impactful programs, which you will experience as you leaf through the pages.

Working very closely with the Government, corporates, communities, and other key stakeholders over the last decade, the CII Foundation has emerged as a trusted partner to corporates and donors and as a reliable support to the communities it works with, built on a foundation of deep understanding of all the stakeholders and the symbiotic relationship between them.

I am happy to share that this journey of the last 10 years has led to the creation of a wide network of committed stakeholders on-ground. This network proactively

helped and supported the CII Foundation in reaching out to millions, especially the underserved and marginalised, during the outbreak of Coronavirus in 2020 to provide succour to them.

In 2020-21, the CII Foundation scaled up its ongoing activities while focussing on Covid-19 initiatives across India. In addition to providing relief to the marginalised communities by distributing ration and hygiene kits during the Covid lockdown, it reached out to underserved populations through a unique Tele-ICU project, a remote ICU patient monitoring system, to strengthen the public health systems in some of the deeply affected districts.

Against this backdrop, the Foundation also reshaped its existing programs, whilst being cognizant of the new challenges of social distancing and travel restriction. The Foundation also integrated elements of Covid-19 into the programme design, given the relevance and the need to address and align the issue at the community level.

I would like to thank our partners and supporters, the CII Foundation Board of Trustees, and the communities for their unstinting support over last 10 years. As we move into the next decade, we will strengthen our work, scale up our activities and broaden our horizons. It would mean forging new synergistic partnerships and designing strategic grassroots programs that have large impact.

It is my privilege to share the Annual Report which captures our journey over the last decade even as we move forward, committed to an inclusive India.

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The CII Foundation

An Introduction

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

The Foundation undertakes Projects in diverse areas, often on a pilot basis initially,

and presents a successful model of engagement that is replicable and scalable to amplify impact. Each initiative is led by a committed team of dedicated stakeholders who bring different expertise to the initiative for maximum impact.

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



Our Vision

Enable Industry for Infusing Inclusive Development.



Our Mission

The CII Foundation will work towards inclusive development by providing a meaningful bridge between marginalised communities and donors, specially the corporate sector.

CII Foundation :

The Context

While the Indian economy presented a story of growth and gain through the decades, the social sector remained a picture of gaps. The size and persistence of the challenges, despite several efforts to tackle them, made it abundantly clear that many more informed and structured interventions were urgently required to plug the gaps.

The social sector spend by corporate India has evolved from charity or philanthropy to structured spending and in the last decade, Corporate Social Responsibility (CSR) has moved from voluntary spending to becoming mandatory to establishing itself as an integral part of corporate strategy and operations in the current times.

India, being a diverse country offers a unique kaleidoscope of cultures and natural beauty with a wide-ranging pace of social and economic development. Pockets of affluence

and opportunities can be found alongside pockets of poverty and crippling socio-economic circumstances. Millions of people do not get adequate and appropriate nutrition, education, and job opportunities and fight a losing battle against the damaging fallout of climate change.

Therefore, there is a huge opportunity for moving the needle on creating sustainable social impact in an efficient and effective manner. It was against this background that the CII Foundation came into existence in 2011 with the objective of improving the quality of life of communities across the country by addressing issues of national concern through high-impact and pioneering development initiatives. The Foundation was envisaged to bring about systemic changes within identified areas by supporting long-term strategic interventions and encouraging multi-sectoral partnerships with a broad range of stakeholders including government, industry members, academia, civil



society, research and technical institutions and non-government organisations to implement programmes and create outcomes that would also lead to policy changes in favour of communities in need.

The role of the CII Foundation was designed as a nodal or backbone organisation, offering both convening and project management and implementation services. The convening services were aimed at bringing together various stakeholders, industry members and leveraging this strength to support development initiatives, while the project management services would design the initiative, manage and monitor it.

The CII Foundation started its social development journey in areas where its interventions could result in a meaningful change, especially through industry engagement. These included education, gender equality and women empowerment and

safety, climate change resilience, disaster management, skilling, public health and sanitation. Since its inception, the Foundation has expanded its work in these areas to cover some of the most marginalized communities.

Over the last 10 years, the CII Foundation has responded to both national and topical priorities and has been providing a systematic mechanism to channel public and private sector contribution, fostering multi-stakeholder partnerships, and building the capacity of all stakeholders to ensure effective implementation and collective and sustained impact.

In the years to come, the Foundation aims to create an ecosystem of collaboration that will help synchronize the efforts in a systematic way by addressing the needs of different stakeholders while responding to the clarion call of nation building.

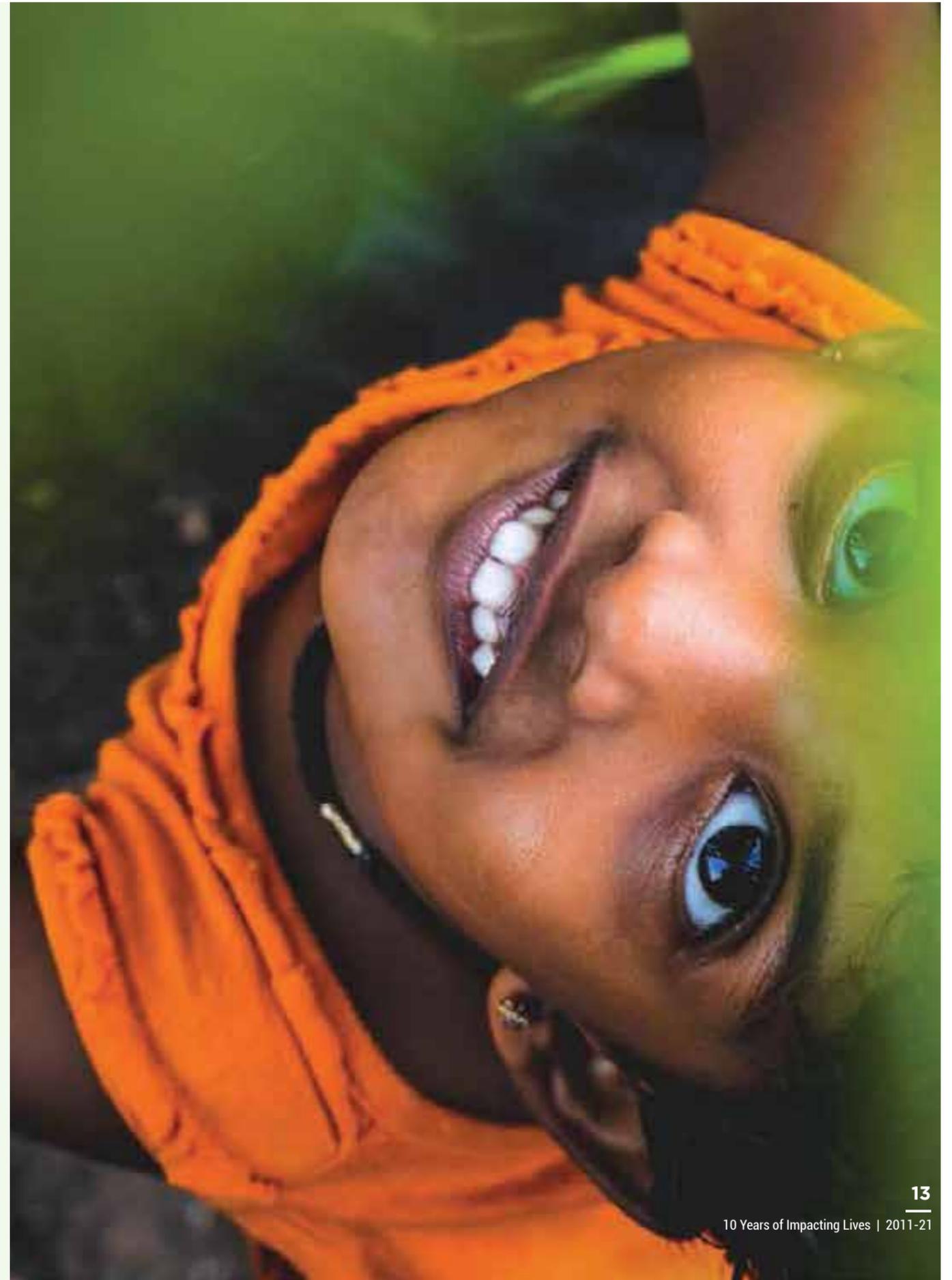
Our **Beneficiaries**

The CII Foundation works in different thematic areas. Through its initiatives in Early Childhood Education, the CII Foundation touches the lives of children in the age group of 0-6 years, helping shape their early years to facilitate their growth and development as individuals.

The CII Foundation Woman Exemplar Program identifies, recognises, and mentors grassroots women who have risen above crippling social and economic circumstances to emerge as leaders in their communities.

Through its initiatives focussed on Climate Change Resilience, the CII Foundation helps improve the lives of farmers and civil society by mitigating the ill-effects of climate change.

The initiatives under Disaster Relief and Rehabilitation provide immediate relief by way of food and medical supplies to millions struck by disasters such as floods and earthquakes and also help in re-building their lives.



10 Years of The CII Foundation Our Journey So Far

2011
Launched
Vision
Enable Industry for Infusing Inclusive Development

Core Areas of Intervention
Education
Gender Equality and Women Empowerment & Safety
Skilling, Employment and Livelihoods
Environment Sustainability including Water
Public Health & Sanitation
Disaster Management

2013-2014
Expands Geographical Footprint & Initiatives
Relief & Rehabilitation in Uttarakhand in the North & Sikkim in the East
Water Management Project Tushar in Maharashtra in the West
Education Anganwadi Adoption Programme in West Bengal

2014-2015
Women Empowerment
33 Woman Exemplars recognised since 2005
Health & Sanitation
Mission Sanitation of Schools launched in Government schools across India under Government's vision of Swachh Vidyalaya
Enhancing Livelihood & Employability
CII Foundation-Symbiosis Finishing School Programme initiated to increase employability for SC/ST students

2015-2016
Sammaan, an online CSR exchange launched by CII in partnership with the Bombay Stock Exchange (BSE) and the Indian Institute of Corporate Affairs (IICA)
Education E-connect program launched in schools in Bihar, Rajasthan & Uttarakhand to bridge the digital divide
Relief & Rehabilitation Flood rehabilitation projects undertaken in Tamil Nadu

2016-2017
CII Foundation **Disaster Response Platform** launched
Women Empowerment
Under the Woman Exemplar Program 45 selected women leaders were trained in Delhi, Kolkata, Chennai and Pune
Relief and Rehabilitation initiatives undertaken in Nepal, Jammu & Kashmir, Tamil Nadu, Maharashtra and Haryana
CII Foundation, in partnership with CII-Triveni Water Institute (CII-TWI) initiates **water resource mapping**, planning and conservation programme in Maharashtra and Haryana

2017-2018
CII Foundation **Restrategizing Initiative** to focus on early childhood education; building resilience among community and businesses against disaster and climate change and empowering women
Woman Exemplar Program
The then President of India, Late Shri Pranab Mukherjee, gives away the awards creating more Exemplars as 'change leaders'
Relief and Rehabilitation undertaken in Nepal with Nyaya Health Nepal (NHN)

2018-2019
Climate Change and Resilience
Crop Residue Management initiative launched in 19 villages in Punjab after a study with NITI Aayog to identify factors affecting air pollution
Surakshit Khadya Abhiyaan
In partnership with CII-Jubilant Bhartia Food and Agriculture Centre of Excellence (FACE) promotion of food safety through FSSAI Certified Food Safety Training and Certification and capacity building programs across the country undertaken

2019-2020
Women Empowerment
Focus on mentoring and amplifying stories of change
Climate Change Resilience
Crop Residue Management initiative expanded to cover 147 villages after the success of the pilot project in Punjab covering 19 villages
Livelihoods and Skilling
Upskilling of Sabai Artisans in Jhargram District of West Bengal undertaken
Covid Relief and Rehabilitation
In partnership with CII and affiliates such as SIAM and ACMA, reached out to more than 80 lakh people across India impacted by the Covid crisis



Highlights of 10 years



Early Childhood Education

The importance of quality education cannot be overemphasized. It shapes the personality of a child and consequently, the character of a nation. Education in a diverse country like India has been imparted through various educational institutions and in different languages depending upon the region.

Early childhood education is critically important. There is substantial evidence through research that shows that maximum brain development occurs between the ages of 0-5 and that quality early childhood education (ECE) plays a seminal role in determining a child's life outcomes in terms of health and income levels. Further

evidence also links the importance of ECE to social returns such as lower crime rates and better citizenship.

Recognizing this, the CII Foundation decided to focus on ECE and works towards strengthening it through strategic alliances with the Government, industry members, and NGOs. Since ECE and early childhood development (ECD) fall under the Integrated Childhood Development Scheme (ICDS), which targets children in the 6-72 months age group through the Anganwadi Centres (AWCs), the CII Foundation began working closely with Anganwadi Centres.



Anganwadi Adoption Programme

The Foundation initiated its work in education by strengthening the Integrated Child Development Services / Anganwadi Centers through a public-private partnership (PPP) model. This was taken up to improve attendance and strengthen learning outcomes and retention to meet the overall objective of setting a strong foundation in education for the children. Towards this, the CII Foundations provided direct support in terms of infrastructure, equipment, and capacity building of the Anganwadi Centres, reducing under-nutrition and ensuring that early childhood education is imparted to all children.

The Uniqueness of the Initiative

While there has been a lot of focus on nutrition at the Anganwadi Centers in India, few programmes focussed on early learning. The CII Foundation concentrated on it and adopted a multi-stakeholder approach engaging with diverse stakeholders - Government, corporates and NGOs to deliver the programme.

Key Components of the Programme



Infrastructure Support: Most Anganwadi Centres were conceived as brick and mortar buildings. The potential of using the building as a learning space was not explored. The CII Foundation leveraged Building as Learning Aid, or BaLA as it is popularly known, in transforming the infrastructure to create learning



spaces in Anganwadis- the floors, walls, doors, windows, pillars, corridors, the outdoor spaces and the natural environment- as learning resources.

Capacity Building of Anganwadi Workers: Most Anganwadi workers focus on monitoring and ensuring the health and well-being of children. With the shift in focus towards education, it is essential that the workers are equipped with the right skill set to groom and engage young minds. The CII Foundation provides frequent training and workshops to Anganwadi workers to build their capacity.



Community Engagement: The Foundation aims to engage the community, especially the parents, to ensure that they play a more informed and active role in their children's development and education from their early years.



Learning Outcomes: The Foundation works with the local administration to ensure that the curriculum defined by the Ministry of Women and Child Development is being followed and reinforced in daily working at the Centre. Innovative and engaging educational games are being utilised to improve learning outcomes.



Developing Parameters and Tracking Outcomes: It is important to monitor and track the learning outcomes in children. To ensure adherence to quality standards, the CII Foundation aims to develop comprehensive, easy-to-use tools for monitoring and evaluating Anganwadi centres and capturing child-level learning outcomes.

In 2018, the CII Foundation accelerated its efforts to mobilise corporate support to create more model Anganwadi Centers in and around Kolkata. The CII Foundation and UNICEF, and the Department of Women and Child Development, Government of West Bengal, also provided additional nutritional supplements. All the 50 adopted centres were painted with child-friendly (lead-free) paint. ECE kits consisting of 30 items like a kitchen set, plastic vegetables and fruits, slates, puzzle games, weighing scale, magnifying glass etc., were distributed to each Centre. Child-friendly toys, mats, water filters and utensils were also distributed. Portable toilets were installed where there were no toilets. Some of the Centres which already had toilets were altered to make them child-friendly and hygienic. Efforts were also made to supplement existing Government supplied meals with an additional protein-rich diet.

The Anganwadi workers and helpers were trained to equip them with management and leadership skills. Additional training programmes like Water, Sanitation and Hygiene (WASH) helped Anganwadi workers and helpers to understand the importance of sanitation and good hygiene practices. This programme was conducted by the Child Development Project Officer (CDPO) and UNICEF.

Continuing this effort, 18 Anganwadi Centres were adopted in Bagbazar, Kolkata, targeting more than 600 beneficiaries, including children of 0-6 years, and pregnant and lactating mothers. Apart from targeted beneficiaries, the project impacted thousands of beneficiaries residing in the project area.

The CII Foundation also began working in Jammu and Kashmir with the goal of improving the quality, access and functioning of AWCs through enhanced capacity of the ICDS functionaries and developing and strengthening community in Ramban District of Jammu & Kashmir.

In 2019, as per the ICDS guidelines, the program created Anganwadi Level Monitoring and Support Committee ALMSCs for all the 50 adopted AWCs in J&K with Gram Panchayat/ward member as the chairperson and Anganwadi workers as the conveners. Each committee also included other community members, including parents of children enrolled in AWC. Regular meetings and capacity building sessions were held to enable the committees to function effectively.

A State Consultation Meet was also organized in Jammu to discuss the scenario of Anganwadi Centres covered under the Anganwadi Adoption Program. The consultation meet was chaired by Shabnum Shah Kamili, State Mission Director, and Ravinder Singh Katoch, Joint Director. During the meeting, a common understanding was developed on the concept of ECE and the role of different stakeholders for ECE provisioning.

Donors:

**Garden Reach
Shipbuilders &
Engineers Ltd. (GRSE)
TIL Welfare Trust
Titan Company Ltd
Aditya Birla Finance Ltd
Aditya Birla Group
Mitsui
J&K R&R Fund
CESC Ltd**

Other Key Initiatives to Promote Education

Supporting Quality Education in Uttarakhand and Jammu & Kashmir

Post the Uttarakhand flash floods in 2013, the CII Foundation undertook various rehabilitation projects to reach the affected communities. With education being one of its focus areas, the CII Foundation completed the reconstruction of eight completely damaged schools in Uttarakhand and strengthened the learning environment in these schools.

The 8 schools were in the villages of Sinjal, Mulaya, Bagwan, Satagad, Hadiyada, Pandaria and Anthwalgaon of Tehri district, Uttarakhand. The construction work included classrooms, toilets, kitchen with chimney, retaining walls and boundary walls, rain-water collection system and ramp. Electrical & sanitary fittings, furniture and teaching-learning aids were also provided. This was supported by DCM Shriram Ltd., Godrej & Boyce Manufacturing Company Ltd., Jubilant Bhartia Foundation, KPMG Foundation and SNS Foundation.



Donors:

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

Location:

**Tehri district,
Uttarakhand;
Baramulla district,
Jammu & Kashmir**

The CII Foundation also set up a library and audio-visual tools for teaching the underprivileged students, built their reading, writing, and speaking capabilities, and sensitised teachers and parents. The community was also engaged to address issues of school dropouts, low enrolment, and absenteeism. The intervention focussed on enhancing enrolment and sustaining the interest of the students in pursuing further education.

The CII Foundation also enabled computer education for students in selected schools of flood-hit Ghat Phalhalan and Ghat Ghopalan, Baramulla district, Jammu & Kashmir. The project included setting up of computer lab, providing infrastructure support, building the capacity of teachers, and providing scholarships to meritorious students.

“
I would like to thank the CII Foundation for rebuilding the 8 schools in Tehri district and providing necessary furniture and stationery to the students. The Orientation Programme given by the Foundation to teachers of the schools has proved to be very beneficial.

Ashok Gusain

District Education Officer, Elementary
Education, Tehri District, Uttarakhand



Digital Literacy

The CII Foundation initiated an E-Connect project to bridge the digital divide by connecting school children with digital literacy in 25 schools across Bihar, Rajasthan and Uttarakhand in 2016. The project was undertaken by the CII Foundation as part of CISCO's CSR project to facilitate basic computer and navigation skills through the 'Get Connected Course' provided by the CISCO Networking Academy. While the Get-connected programme is a self-taught online course module, however teachers from respective schools handheld the students for the course. The project also included creating the provision of computers and the internet in schools.

Number of Students Impacted
5000

Location
Bihar, Rajasthan, Uttarakhand

Donor
CISCO Systems India Pvt Ltd



Adarsh Vidyalaya

The CII Foundation initiated the Adarsh Vidyalaya Project to make Government schools in Saharsa District, Bihar, sustainable through an unhindered supply of electricity and water.

Supported by the Tata Power Community Development Trust, the project leveraged solar energy to resolve electricity and water crises. The project was implemented in two schools, District Boys School and Girls High School in Saharsa, reaching out to over 3500 students.

“
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

Number of Direct Beneficiaries:
3800

Location
Saharsa District, Bihar

Donor
Tata Power Community Development Trust

Climate Change Resilience

India's vast and varied geography makes it a stunningly beautiful country but leaves it susceptible to natural disasters and extreme weather events. While some regions reel under the scorching sun and face months of drought, others face floods due to heavy and incessant rains. The issue is compounded by the erratic, unplanned and overexploitation of natural resources, rapid urbanisation leading to degradation of forests, poor planning, and governance.

Extreme climatic conditions like floods and droughts have a huge economic impact given India's economy, which is still largely

agrarian. The impact on health and loss of lives and livelihoods is immense. The financial cost is also huge, and the Indian industry has often faced setbacks because of climate change.

Managing the impact of extreme climate conditions has largely been reactionary and sporadic. The efforts typically focus on providing immediate relief, with not enough long-term planning.

Therefore, when the CII Foundation was set up in 2011, environment sustainability, including water, was chosen as a key focus area.





Project Tushar

Undertaken with the support of the local District Administration, the Project was implemented in identified villages near Aurangabad to ensure they remain water sufficient all year through.

Maharashtra's Marathwada region is prone to droughts, and the CII Foundation undertook an initiative to make villages self-sufficient for their water needs in this region through Project Tushar.

Undertaken with the support of the local District Administration, the Project was implemented in identified villages near Aurangabad to ensure they remain water sufficient all year through. As part of the Project, CII members were sensitised to support the drought-affected areas of Marathwada.

The Project involved de-silting of one portion of Jaikawadi Dam, the biggest reservoir in the area. The removed silt was utilised by farmers as manure, thereby increasing productivity and helped save Rs 65 lakh worth of fertiliser.

In two months, the Project created an additional capacity of around 22 crore litres of water.

Project Peace

Plantation for Environmental Awareness & Creative Education

The Project, with the support of Godrej & Boyce Manufacturing Co Ltd, was initiated in Kunjo-Maikot village of District Chamoli and aimed at reducing the risk of slope instability by planting trees in and around school premises and the village, rebuilding the recreational facility such as a playground for organising games for school children; making available to school children educational material and other items such as school bags, stationery, solar lanterns and setting up prefabricated toilets in the school premises. Five thousand trees were planted, and a playground and toilets were constructed at the Government Inter College in the village. School bags, stationery, and solar lanterns were also distributed to the children in the village.

“
I am grateful to the CII Foundation for the kind support in the construction of the playground & toilets and providing furniture for our school. The provided facilities have strengthened our school infrastructure, and the students have benefitted from the same.

Devi Prasad Khali

Principal,
Government Inter College,
Kunjo-Maikot village,
Chamoli district, Uttarakhand

”





Water Resource Mapping, Planning and Conservation

The Project, supported by Dow Agro Sciences, Honda Motorcycle and Scooter India, Standard Chartered Bank, Volkswagen and Vertiv, was implemented in select drought-affected districts of Maharashtra.

The CII Foundation, in partnership with the CII-Triveni Water Institute (CII-TWI), initiated a water resource mapping, planning and conservation program in Maharashtra and Haryana. The Project, supported by Dow Agro Sciences, Honda Motorcycle and Scooter India, Standard Chartered Bank, Volkswagen and Vertiv, was implemented in select drought-affected districts of Maharashtra. Through an integrated IT-driven, GIS and remote sensing based planning and assessment tool, WATSCAN, CIIF and CII-TWI facilitated identifying a basket of implementable strategies to help improve the water scenario in the districts. The Project was implemented in 6 districts of Maharashtra and one in Haryana.

Restoration of Water Bodies

The Southern States, especially Tamil Nadu, was in the grip of severe drought; there was 81% less water in the reservoirs compared to the last 10-year average. This drought caused an enormous impact on the farming community. While the State faced floods in 2015, it was followed by a drought. Lack of proper maintenance of the water bodies further depleted the water resource causing huge impact during floods and droughts, eventually affecting the community. As part of the Tamil Nadu rehabilitation initiative, the CII Foundation, with the support of the local administration and companies, including Grundfos, undertook a project to restore water bodies in Chennai and its peripheral regions with support from CII Tamil Nadu R&R funds.

Water Resource Mapping, Planning and Conservation

Work progressed on the water resource mapping, planning and conservation program across villages in 6 districts in Maharashtra and one district in Haryana. The Project was being implemented in select drought-affected districts in partnership with CII-Triveni Water Institute (CII-TWI).

In 2018-19, the Project was supported by Standard Chartered Bank, and based on findings from the water resource mapping, CIIF and CII-TWI undertook an on-ground intervention to manage the supply-demand mismatch and create widespread awareness on water management in four water-scarce villages in Aurangabad district, Maharashtra. The key interventions included installing automatic Weather Stations, constructing check dams, cement nala bunds (CNB), gabion dam and trench with recharge shafts. The community was actively engaged through regular interactions to ensure the sustainability of the implemented strategies.





Crop Residue Management

The Crop Residue Management Initiative was launched as a pilot project in 2018 in Punjab, after an intensive study to identify key sources of air pollution in Delhi NCR

With the levels of air pollution rising across the country, especially in the metros and Delhi's National Capital Region (Delhi NCR), the CII Foundation, in partnership with the Punjab Government, Punjab Pollution Control Board, Punjab Agriculture University (PAU) and industry members initiated a pilot project in 2018 to tackle the issue of crop residue burning, seen as a significant contributor to the rising levels of air pollution.

This initiative was launched based on a thorough study of the issue of air pollution. In 2016, CII had collaborated with NITI Aayog to research and identify key sources of air pollution in Delhi-NCR. Three Task Forces were formed to address the challenges of air pollution and action plans prepared for Biomass Management, Clean Fuel and Clean Transportation. Taking the learnings from the Biomass Management Report, in 2018, CII Foundation, initiated the pilot project covering 19 villages in Ludhiana and Patiala districts of Punjab, targeting 16000 acres of farmland. In Patiala, the CII Foundation jointly collaborated with SIAM to implement the Project.

Taking this collaborative approach, the CII Foundation focussed on:

- Awareness Building and Behaviour Change Interventions

Numerous village-level community interactions were conducted, along with campaigns to create awareness and build the capacity of farmers to adopt alternative methods of managing the straw. Village Gurudwaras served as excellent platforms for community discussions where community-level participation was held to find a viable solution.

- Machinery and Financial Support

Farmers received financial support from CII Foundation to procure the requisite tools for improved in-situ crop residue management practices. CII Foundation provided 73 in situ farm machines to Farmer Producer Organisations (FPOs) in Raikot, Ludhiana and four Farmer Cooperatives in Patiala. The machines were further given out to farmers in the village on paying a nominal rent fee per acre, which was half of the market price. The Cooperatives and FPOs were responsible for

the repair and maintenance of the farm machines. The Foundation also provided high powered tractors and Baler machines to help farmers clear the straw.

- Technical Training and Handholding

Providing farm machines alone wasn't enough without adequate training and capacity building of farmers to use the machines and adopt sustainable farming practices. CII Foundation partnered with PAU, Krishi Vigyan Kendra and District Agriculture Departments of Ludhiana and Patiala to organise numerous farm level demonstrations and training for farmers.

- Facilitating Participatory Monitoring

Nigrani Committees, with farmers and community volunteers as its members, were formed at the village level. These Committees worked under the supervision of farmer cooperatives and maintained close connect with farmers. The Committees also monitored cases of stubble burning, if any, and undertook immediate community level remedial measures.



The Pilot Intervention

16000 acres of land across 19 villages in Patiala and Ludhiana districts, Punjab

Active engagement of over 3000 farmers, 3 Farmer Producer Organizations, and 4 Cooperative Societies

Procurement and deployment of 73 in situ machines

On-field training of farmers by scientists and experts

Outcome

80% farmers adopted alternate methods of crop residue management for the first time

12,000 acres of intervened land became 100% stubble burning free

Reduced local air pollution

Reduced water requirement by 50% and weedicide application by 70%

Restoration and Conservation of Waterbodies

As part of the rehabilitation efforts after the Tamil Nadu floods (in 2015), CII Foundation, in partnership with CII-Southern Region, undertook an initiative to restore water bodies in Chennai, Kanchipuram and Thiruvallur districts of Tamil Nadu.

Waterbody Habitat Restoration

Restoration of depleting water bodies helps increase the tank storage capacity and improve percolation and groundwater recharge. The intervention improved storage capacity through desilting, clearing weeds and garbage, and mechanical channelisation of inlets.

Source Protection

The Project also revived and scientifically improved the traditional drainage and garbage dumping systems to channel water flow into the desired streamlines. This helped reduce the incidence of flooding and inundation during extreme rainfall situations.

Community Participation

A community-based conservation model was followed to facilitate the active participation of the community and the industry.





More than
1 Lakh
acres of farmland covered

147 villages -
full adoption in 105 villages,
demonstration in 42 villages

6 Districts
of Punjab and Haryana

Engaged over
20,000 Farmers

Crop Residue Management

Post the successful rollout of the pilot intervention in 2018 in Punjab, the initiative witnessed a multifold scale-up in the 2019-20 season, expanding its footprint to 147 villages across 6 districts of Punjab and Haryana. Out of this, 105 villages were adopted completely (involving 1,03,500 acres farm area and 20,000 farmers) to make them stubble burning free, whereas, in 42 villages, demonstration of improved straw management practice was done involving selected progressive farmers.

Collaborating for Change

The crop residue management initiative was rolled out in a multi-stakeholder partnership, with unique collaborations with Government, industry members, academia, and farmer groups; leveraging their resources and expertise. Voluntary organisations GBDSGNS Foundation and Doctors For You were also partnered and played a key role in community mobilisation and awareness building.



Location

Partners

Agriculture and Farmer Welfare Departments of Punjab and Haryana, Punjab Agricultural University, Ludhiana

Haryana Agricultural University, Hisar
Punjab Pollution Control Board, Guru Nanak National College, Ludhiana and
Doctors For You, GBDSGNS Foundation

Donors



BPCL, Birlasoft, CLP India Ltd., Cummins, GAIL, Hi-Tech Group, ONGC, PTC Financial Services, PTC Foundation, Rau's Study Circle, ReNew Power, Royal Enfield and Society of Indian Automobile Manufacturers (SIAM)

Impact 2019

Farmers adopted improved straw management technologies in **93% of intervened farmland**

Reduction in local air pollution in the villages

Decline in water and weedicide requirement

Water Resource Mapping, Planning and Conservation

Interweaving technology and community action, the CII Foundation, in partnership with CII - Triveni Water Institute (CII - TWI), implemented the Water Resource Mapping, Planning and Conservation Initiative. Using CII's data-driven WATSCAN tool to devise better water management strategies, the initiative was implemented in four water-scarce villages of Aurangabad to enhance water supply and manage demand in the drought-prone areas.

Supported by Standard Chartered Bank, the initiative focused on mitigating water demand and utilisation by introducing less water consuming agri-based livelihood options, shade nets to control evaporation and temperature, and awareness of better irrigation practices. Alternate and less water-intensive activities such as sericulture clubbed with other good practices are helping curb the water demand in the area.

“
Today as India confronts the coronavirus pandemic, it is clearer that water is central to containing infections, and it's time we engage in catalytic actions to ensure sustainability and security of water as a resource. This resonates with the Hon'ble Prime Minister's message of Jal Sanchay, Jal Shakti Abhiyan and Atma Nirbhar Bharat and entails holistic management of local water sources as well as its efficient use. Standard Chartered Bank, the CII Foundation and CII have come together and undertaken interventions for enabling an improved water scenario guided by digital water evaluation system WATSCAN, in 4 water-stressed villages in district Aurangabad, Maharashtra. We are now catalysing this innovative transformation strategy across 20 more drought-prone villages in Maharashtra, focussing on water demand and supply management that will help in securing both water and livelihoods.

Karuna Bhatia

Head of Sustainability
Standard Chartered Bank, India

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“
Solutions based on integrated approaches and decision support tools such as CII's WATSCAN which identify competing demands and assess trade-offs between different uses to guide decisions are important to move towards an improved water scenario.

Haribhau Bagde

Speaker of Legislative Assembly
Maharashtra

”

“
Shade net give us a new vision of agriculture practices due to climate control irrigation practice with less input and water requirement.

Ganesh Kalyan Bhade

Farmer
Kesapuri village

”

Restoration and Conservation of Water Bodies

The ongoing project, which envisioned comprehensive restoration and improvement of water bodies to enhance their storage and recharge capacity, thereby building resilience against floods and droughts in the fragile city ecosystem, was implemented in a multi-stakeholder partnership, supported by several industry members, and jointly delivered by CII Southern Region Water Alliance and the CII Foundation Tamil Nadu Relief and Rehabilitation Initiatives. Donors included Grundfos, GMMCO, Danfoss Industries, and Pon Pure Chemicals. Balavikasa did the on-ground implementation. Eight lakes were completely restored and handed over to the local community and the Government. The Project resulted in improvement of tank storage capacity and the catchment areas of water bodies, better drainage systems and increased recharge of drinking water sources in the neighbourhoods.

Women Empowerment

Women account for almost half of the population of India, yet most, especially at the grassroots level, receive few opportunities for education and economic independence compared to men. However, despite the odds stacked against them, several marginalised women from the grassroots successfully overcome challenges to create a difference in their lives and of those in their community.

To identify and recognise these extraordinary grassroots level women who have battled the odds to emerge as leaders in their communities, CII instituted the Woman Exemplar Award in 2005. The women are called Exemplars because they lead by example in changing attitudes and beliefs to drive social transformation. Since then, each year, CII combed the length and breadth of the country to find such Exemplars who are nation builders and change-makers.

The Woman Exemplar Award was brought under the aegis of the CII Foundation in 2011.

For the CII Foundation, Gender Equality and Women Empowerment & Safety was a focus area and recognising the impact of the Award on empowering women, the Woman Exemplar Award led to a broader programme, the CII Foundation Woman Exemplar Program, of which the Award became a part.

By the year 2016, elements of capacity building, leadership training and mentorship were added to the Program with the objective of increasing scale and impact of all the Exemplars.

What makes the CII Foundation Woman Exemplar Program unique is that it not only discovers and identifies unsung women, it also works closely with them to mentor them to transform their lives and of many others around them. The Program is creating a network of exemplary women, giving them a platform to connect and learn and collaborate with the industry to increase their outreach and impact.



Key Elements of the CII Foundation Woman Exemplar Program

- Recognition
- Capacity Building through Coaching and Mentoring
- Creating a Network of Grassroots Women Working to Transform India



Recognition

The selection process for the Award is rigorous. Each year, the grassroots ecosystem is scanned to identify women leaders driving change in the most vulnerable communities in India.

Nominations for the Award are invited from across the country, and a thorough review of each application to understand the journey of the nominated person and her contribution to her community is undertaken. This is followed by telephonic interviews in various regional languages depending upon the proficiency and understanding of the shortlisted candidate. Due diligence visits across communities follow the telephonic conversations. Through the visits, the assessors strive to understand the journey and the candidate's work through discussions with the proposer, stakeholders, Government officials and partner organisations. The due diligence visits are followed by the final shortlisting of the 15 Exemplars for the Program in Education, Health and Micro-enterprise categories.

The three winners for the Program are chosen by an eminent jury composing of representation from the industry, media, and Chief Sustainability Officers.

The Awardees are usually recognised at the prestigious CII Annual General Meeting with dignitaries such as the President and Vice President of India at the function. They receive a cash prize, a medallion, and a citation.



Capacity Building and Coaching and Mentoring

The Woman Exemplars joining the Program undergo intensive leadership training organised and conducted by the CII Foundation. Through the course of the training, skills like networking, fundraising, and leadership are covered in depth. To add more value and increase the scale of the work being done by the women at the grassroots, the training then paves the way for the coaching process.

The Exemplars are paired with experts from the industry who help them magnify their work and overcome hurdles that they are facing. The mentors are decided based on thematic similarities and geographic vicinity. Through the process, the mentors and mentees have 6 touchpoints, virtual and in-person. The mentor works very closely with the mentee and helps her achieve the desired goals.

“

It's been a privilege being a part of this Program and serve on its steering committee along with my outstanding colleagues in the committee. The journeys of these women never fail to inspire and astound. I congratulate the CII Foundation team for executing the Program with such honest commitment and rigour.

The CII Foundation literally excavates the women change-makers from the grassroots and brings them in front of the world, and then continues to work with them intensively to enhance their scale and impact. CII initiated this Program for encouraging rural women 15 years ago, and that to me exemplifies CII's commitment to encouraging Nation Building wherever it might be happening....even if it is in the remotest of villages.

Vipin Sondhi

Chairperson, Steering Committee
CII Foundation Woman Exemplar Program
MD & CEO, Ashok Leyland

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Creating a Network of Grassroots Women Working to Transform India

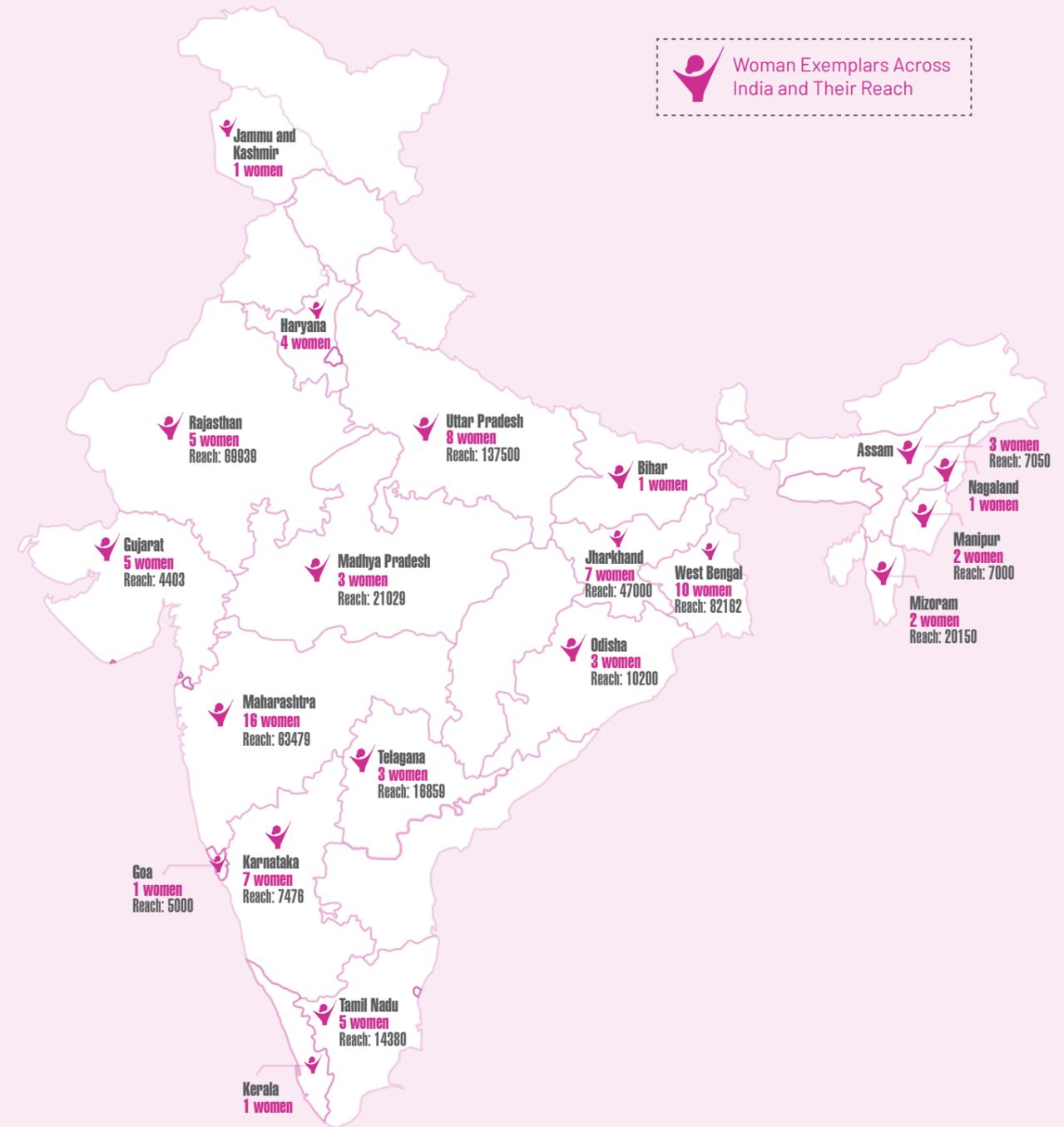
Through the course of the Program, 95 grassroots women leaders have been identified who are leading change in the country's most vulnerable communities. The Exemplars reach out to the last mile communities, which are often extremely difficult to penetrate.

The robust network of women is often used to propagate larger initiatives and pan-India projects. The geographic spread of the exemplars is as under:

95 grassroots women leaders have been identified who are leading change in the country's most vulnerable communities



Woman Exemplars Across India and Their Reach



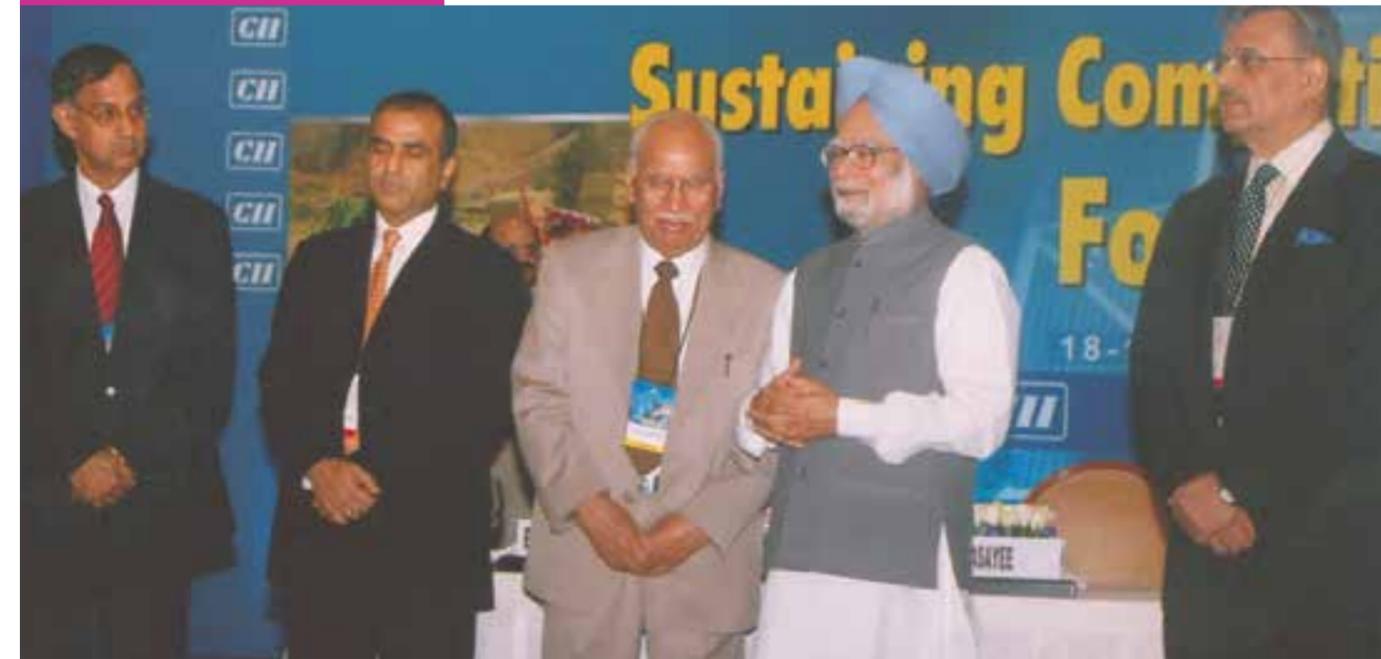
The Woman Exemplar Award Over the Years



The 1st CII-Bharti Woman Exemplar Award was given away by the then Finance Minister, P. Chidambaram, at the CII National Conference and Annual Session in 2005. The three recipients of the Award, Kavita Shinde from Maharashtra (Health), Poonam Sinsinbar from Haryana (Education) and Tejo Devi from Jharkhand (Micro-enterprise), also received a cash prize of Rs 1 lakh and a citation, apart from the Trophy.



From a poor family in the Dumka district of Jharkhand, Tejo Devi made a mark as a self-help group leader among women despite her poor socio-economic condition and family burdens. Poonam acted as an enabler for the women of her community in Neb Sarai by introducing them to vocational training and helping hone their entrepreneurial skills. Kavita Shinde from rural Maharashtra brought about a significant improvement in the lives of the women of her community by becoming an inspired and inspirational community welfare worker who chose to work in an area of critical importance - health education.



Vanita organised 35 Self Help Groups (SHGs) and trained new leaders for each SHG, and helped them get loans to fund their small business enterprises. Vanita served as the co-guarantor on loans that each woman took from Mann Deshi Mahila Bank. She also assisted them with the procurement of raw material and helped market their final products for sale. Sangeeta provided a comprehensive range of services that included antenatal and postnatal care, growth monitoring, nutrition education of children, immunisation, control and management of childhood illness. Identified as the Voluntary Health Worker for her village, Raj Rani undertook one-week training on reproductive and child health issues and helped her community access healthcare.

At the Annual Session and National Conference 2006, Dr Manmohan Singh, then Prime Minister of India, presented the CII-Bharti Woman Exemplar Award to three outstanding woman achievers.

Raj Rani from Daulatabad and Sangeeta Pardhe from Pune, Maharashtra, won the Award for their work in Health, while Vanita Jalindar Pise from Maharashtra won it for Micro-enterprise.



2007

The CII Woman Exemplar Awards in 2007, partnered and sponsored by the Bharti Foundation, were presented by Sheila Dikshit, then Chief Minister of Delhi, during the CII Annual General Meeting in May to Lalithabai from Karnataka (Micro-finance) Noorti Devi from Rajasthan (Education) and Vidya Thapa of Seemapuri (Healthcare).



Lalithabai was instrumental in setting up an enterprise that constructed more than 10,000 smokeless stoves in 3 years at an affordable price. She thus began a new revenue stream for the women of her community. Noorti Devi made a dramatic difference in the lives of the women of rural Rajasthan by introducing them to information technology. She has been at the forefront of the movement for a wage increase for women in the 1980s and has also campaigned to abolish Sati in Daurala. Vidya Thapa promoted holistic health, gender equality and self-esteem at an individual and collective level. Vidya displayed rare leadership ability during the 1984 communal riots and later during the Bhopal Gas Tragedy and the Narmada Bachao Andolan.

2008

In 2008, N Nanda Devi from Manipur won the Award for her work in Health, Shahana KT from Kerala in Education, and S Dhanalakshmi from Tamil Nadu for Micro-enterprise.

S Dhanalakshmi improved family incomes among the destitute and Dalit families in Tuticorin in Tamil Nadu through mushroom cultivation, an innovative idea in that environment. Shahana KT was awarded the Award for her outstanding contribution in implementing e-literacy to bring about transformational social change through Akshaya. N Nanda Devi integrated Health Development Programmes with significant initiatives such as ChildLine, Safe Motherhood camps, HIV/AIDS awareness through Rapid Intervention and Care.

2009

The 2009 Woman Exemplar Awards, sponsored by HSBC, were presented to P Madhavi from Hyderabad for Education, Manorama Ben Jaisawal for Health and Minakshi Swain from Odisha for Micro-finance by Omar Abdullah, then Chief Minister of Jammu & Kashmir at the CII Annual General Meeting in March 2009 in New Delhi.

Minakshi Swain changed the lives of 6000 people of her village through her involvement with issues such as literacy programme, sanitation drive as also the introduction of a Right to Information Act for local issues. P Madhavi has been a champion of child rights in over 32 communities. She has been involved in training and mobilising over 1200 students to successfully get Microsoft Certification for relevant education in this field and for conducting Hyderabad's largest slum children and youth club programmes to change the lives of more than 700 members and participants. Manorama Ben Jaiswal championed the cause of Health Worker Training and extended this service to achieve a substantial lowering of natal, maternal and child mortality.

2010

The 2010 Woman Exemplar Awards, sponsored by ArcelorMittal, were presented during the CII National Conference in May by Late Pranab Mukherjee, then Finance Minister of India. The awardees were Kamlesh Sherawat of Haryana for Education, Pano Hembram of Jharkhand for Health, and Dipali Pramanik of West Bengal for Micro Finance.

Dipali worked on health and education issues and raised general awareness of the people in the area. Kamlesh revived the dysfunctional Village Education Committees (VEC) and successfully motivated the education department to take action on many counts. Pano Hembram raised awareness in the area of reproductive and child health.



The 2011 CII Woman Exemplar Award, sponsored by ArcelorMittal, was presented to Champa Devi Parmar from Rajasthan for Education, M Bhagayamma from Karnataka for Health and Ramrati Devi

from Uttar Pradesh for Micro-enterprise. Sheila Dikshit, then Chief Minister of Delhi, gave away the Awards at the CII Annual General Meeting in April.



Ramrati Devi was recognised for her exemplary contribution to livelihood creation and poverty reduction through Sustainable Agriculture in Sarpataha Village, District Gorakhpur, Uttar Pradesh. Champa Devi Parmar challenged oppressive customs and attitudes. Beginning with voluntary education and guidance of adolescent girls in Vasela village in Kotra Tehsil, she went on to mobilise women through SHGs and challenged the hegemony of landowners on the common property of villagers. She improved educational institutions, promoted participatory grassroots democracy and promoted livelihood projects for the common good. Bhagyamma, herself an HIV positive person, overcame the challenge of negative societal attitudes towards people with AIDS and initiated vocational training programmes, and her efforts have contributed to building a strong, close-knit and able community of people living with HIV/AIDS in Chamarajanagar of Karnataka.

The 2012 CII Woman Exemplar Award was supported by Arcelor Mittal. The awardees were Laxmi Dey from West Bengal for Education, Babai Sathe from Maharashtra for Health and Loukrakpam Indrani Devi from Manipur for Micro-enterprise. Mr Jyotiraditya Scindia, then Union Minister of State for Commerce & Industry, presented the Awards at the CII National Conference in New Delhi in April 2012.



A Compendium: 'Celebrating the CII Woman Exemplars: Changing Communities with Courage and Commitment', carrying the stories of the 21 Women Exemplars who have received the Award since 2005, was released on the occasion. The Compendium traces the journey of the Awardees and talks of the impact of the Award in their lives, their work, and on their community.

Lourakam Indrani Devi trained local underprivileged women in their traditional handicrafts, thereby empowering them financially and creating livelihoods in the Tera Loukrampam Leikai area of Manipur. Laxmi Dey, the daughter of a sex worker, provided outstanding service as a volunteer and peer educator, working on child protection and education programmes for children living in and around the Rambagan area, Kolkata, Paschim Banga. Laxmi worked with almost 250 sex workers and their children in the red-light area of Rambagan. Despite her illiteracy, Babai Sathe trained as a Village Health Worker (VHW) and learned that 80% of health problems could be managed by the people themselves. Babai's continuous engagement with both mother and child from the prenatal stage led to eradicating malnutrition in her village. Babai has also encouraged 344 women to undergo birth control surgeries, thus making a significant contribution to maternal health and well-being.

The 2013 Awards were given away by Rahul Gandhi, then Vice President, Indian National Congress. The Award comprised a gold-plated medallion, a citation, and a cash reward of Rs 1,50,000/- for each Awardee. Mithu Jana from West Bengal won the Award for her work in Healthcare, Priya Chandrasekar won it for her work in Education and G Muniammal from Tamil Nadu for her work under the Micro-enterprise category.



In 2014, the Program was supported by the Bajaj Group. Three outstanding women were recognised. They were Kalpana Gagdekar (Education); Lata Mane (Health) and Devti Baiga (Micro-enterprise).

G Muniammal enabled better livelihoods, independence and financial security for women, mainly from scheduled castes in Vellore, Tamil Nadu, thereby empowering them to be the masters of their destiny. Priya worked hard not only for her personal growth but for the transformation she has brought about in the lives of the intellectually challenged through her determined and persistent training. She has directly trained over 250 youngsters with intellectual disability at the core centre, and through her participation in training and starting new centres pan-India, she has enabled the training of over 1200 youngsters. Mithu Jana has worked on programs encompassing stigma reduction, anti-retroviral therapy, sexual and reproductive health, care and support for those suffering from HIV/AIDS. Through her relentless efforts, she has reached out to more than 190 Panchayats in mobilising the community for collective action against stigma and discrimination.

Devti Baiga enabled better livelihoods, independence and financial security for women, particularly among the Baiga community, the tribal community in the core area of Bandhavgarh National Park. Kalpana was recognised for her work in helping regain dignity and hope for the branded communities and inspiring completely neglected sections of the society to strive, succeed and restore their human rights. Lata Mane was recognised for her catalytic efforts in bringing hope, inspiration, confidence and dignity to female sex workers by fighting social stigma, creating awareness and spreading education in one of the slum areas in Ghatkopar area of Mumbai city of Maharashtra State. Through her relentless efforts, she was able to reach more than 500 female sex workers in mobilising the community for collective action against stigma and discrimination.

2015



In 2015, the Program was presented by the Bajaj Group and recognised Pravasini Bangari from Odisha, who received the Award as a Health Exemplar, while P Thayammal, from Tamil Nadu, was awarded in the education category.

“

The Award changed everything. After I received the Award, it came in the news and the media highlighted it through local TV channels. The popularity has helped me expand my work and get recognition.

P Thayammal

CII Foundation Woman Exemplar 2015, Education category

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Through her persistent efforts, P Thayammal facilitated the admission of 250 children. Besides this, she has enabled more than 40 high school students to avail government schemes for continuing their education in college. Pravasini Bangari organised health camps along with the Primary Health Centre to ensure all women and children in her village get access to immunisation and nutrition services. Through her relentless efforts, more than 200 children and 1000 women received various health and nutrition services and aids under the Government programs.

2016

In 2016, Kalpana Mistry from Maharashtra received the Award under the Education category and Akila Sayyed from Maharashtra was presented with the Award in the field of Health. In the Micro-enterprise category, Dalimi Rabha from Assam received the Award. The Program was supported by Bajaj Group, CISCO Systems (India) Pvt Ltd, and JCB India Ltd.

“

The CII Woman Exemplar Program is a very unique initiative. While the Program primarily recognises unsung grassroots women leaders from across the country, it is designed to extend support to them to achieve scale in their work and enhance outreach. Exemplars of the past decade have proven that the Program has significantly empowered them and inspired several others in the community, propelling them to become leaders of change.

Rumjhum Chatterjee

Then Chair, Selection Committee, CII Foundation Woman Exemplar Program 2015-16 & Group, Managing Director & Head – Human Capital, Feedback, Infra Private Limited

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Dalimi Rabha enabled better livelihood, independence and financial security for marginalised women in the Goalpara district of Assam. Kalpana Mistry's commendable efforts have created a conducive environment for education in slums and have prevented many children in the slums of Mumbai from harassment, trafficking and sexual abuse at the hands of the mafia. She has impacted the lives of more than 6000 women and children. Over the years, Kalpana has been instrumental in rehabilitating more than 6000 trafficked women and children by connecting them with different shelters and training institutes where they could receive skill training for financial independence. With the basic knowledge on diabetes, tuberculosis, common fever and cold, heart diseases, malnutrition, pregnancy issues, prenatal and antenatal care, child care etc, Akila Sayyed provided basic healthcare services to the marginalised in Pimperkhed village of Maharashtra. Akila has provided basic treatment to more than 4500 people for free.

2017



The 2017 CII Foundation Woman Exemplar Award was presented by the then President of India, Late Shri Pranab Mukherjee, to three grassroots women leaders for their extraordinary contribution. Jayamma Bandari from Hyderabad, Manika Majumdar from Kolkata, and Kamal Kumbhar from Maharashtra were conferred awards in the fields of Education, Health, and Micro-enterprise, respectively, at the CII Exclusive Award Session held in New Delhi.



The institution of the CII Foundation Women Exemplar Award in 2005 is a welcome initiative to promote women's empowerment at the community level by discovering and recognising those who have, against all odds, excelled and contributed significantly to the development process in India.

Late Pranab Mukherjee
Former President of India

2018

In 2018, Munni Begam from Uttar Pradesh won the CII Foundation Woman Exemplar Award in the Education category; Asha from Rajasthan won the Award in the Health category, and Vechulou Kanuo from Nagaland won the Award in the Micro-enterprise category. The Award was supported by JCB India and JK Tyre.

“
I want to photocopy more Munni Begams. There should be 2 women like me in every panchayat.

Munni Begam
CII Foundation Woman Exemplar 2018
Education category



Munni Begam's untiring efforts have enabled functional literacy for women and strengthened women collectives to advocate for their rights and entitlements. She has educated more than 400 women beedi workers and mobilised them to form a collective for creating and enhancing their support network and has transformed the lives of 5,770 illiterate rural women in Jaunpur and Pratapgarh districts. Asha, diagnosed as HIV positive, is a survivor who led the community of people living with HIV, and strengthened community health in Ajmer, Rajasthan. Asha has ensured destigmatised counselling, free treatment, and nutritional supplements to 6011 women, children and men living with HIV. Vechulou Kanuo's transformational leadership has built the rural entrepreneurship ecosystem in the Phek district and spurred the employability of rural Naga youth, especially women. She has introduced modern agriculture and animal husbandry to 10586 women, farmers and youth, seeding thousands of small entrepreneurs in the deep rural interiors of Nagaland.

Kamal Kumbhar, a leader in the local poultry business, 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. Manika Majumdar is West Bengal's first barefoot Mental Health professional. Manika's work has directly impacted 800 persons living with psycho-social distress. Every year, she and her team sensitise 3000 community members across 35 municipal wards on positive mental health. Jayamma Bandari's untiring efforts have enabled children of sex workers to gain education and life skills, further preventing them from trafficking and violence. She and her team have directly impacted 4428 women in sex work, of which 1000 are now engaged in alternative livelihoods.

“
Each of these women, in their own way, has really come up from humble beginnings, struggled but overcome the challenges. Each one of them is an inspiration to all of us. The CII Foundation Woman Exemplar Program has helped in creating a network of such women who are torchbearers of hope not just for themselves but for many others. The corporate sector needs to emulate the passion of these real-life heroes who have striven to create a positive impact.

Mukund Rajan
Then Co-Chair, Steering Committee, CII Foundation Woman Exemplar Program 2017 & Chief Ethics Officer & Chairman of the Tata Global Sustainability Council

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The CII Foundation Woman Exemplar Award 2019 was presented by Suresh Prabhu, the then Minister of Commerce and Industry and Civil Aviation to Bhimavva Chalwadi from Goa in Education, Nilima Tigga from Jharkhand in the Micro-enterprise category, and Vanlalruati from Mizoram in the Health category.

The Awardees received a Trophy, Citation and a Cash Reward of **3 Lakhs**

“

Bhimavva Chalwadi is a pioneer in providing vocational training and alternative learning methods to women rescued from the Devadasi Practice. Her rescue from sex work put her on the path of child protection. Bhimavva counselled and prevented 2500 girls from joining the Devadasi practice. She provided rehabilitation support to 1400 women rescued from sex work. Vanlalruati overcame poverty, drug abuse, violence and family abandonment to become a towering champion for women living with HIV. Discriminated by the state health system, she became one of the first Mizo women to publicly declare her HIV positive status. Vanlalruati founded the Mizoram Positive Women's Network (MPWN) and has directly impacted 20,000 persons living with HIV in the state.

Small savings from an SHG and earnings from her micro-enterprise enabled Nilima Tigga to pull her family back from the brink of starvation. With this conviction, she grew from an SHG peon to setting up Shankhdhara Mahila Vikash Mandal (SMVM), a federation of 1030 SHGs in Lohardargah, Jharkhand, one of the most backward districts of India. Under her leadership, SMVM has created a significant income increase for 15000 women and their families through SHGs and 700 women through micro-entrepreneurship.

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CII Foundation Woman Exemplar Awards: Impact Evaluation After 10 Years

A study was conducted after 10 years of the launch of the CII Foundation Woman Exemplar Award to assess the impact of the Award on the recipients.

The assessment focused on the impact on the winners as individuals, their work, and the community.

Data was collected, and in-depth interviews were conducted with the award winners, their NGO representatives, team and family members, and their community to arrive at the study's findings.

The study revealed that:

- The Award had a significant impact on the winner at a personal level. Most had struggled for years, facing family pressure and social ridicule, while pursuing their work. The public recognition of their work and achievements through the Award, conferred at a high-profile event with VIP dignitaries, increased their self-confidence and made them more proactive as individuals.

Receiving the Award made the winners more confident in dealing with different stakeholders such as vendors and manufacturers, who took the winners more seriously and treated them with more respect.

Moreover, several winners shared their stories at the awards ceremony and felt good about sharing their stories with such a large gathering of people.

The Award and the ceremony associated with the Award left an indelible imprint in their minds.

“

I had never in my life imagined that I would go to Delhi and receive something like this in front of hundreds of people. Being a daughter of a sex worker, it was out of expectation. I never imagined this might happen. I introduced myself and spoke a few words about myself and my organisation for which I came to this place. This Programme and honour I got will remain with me forever in my life.

Lakshmi Dey

2012 Winner: Education Category

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- In most cases, the Award winner's scope of work had also been enhanced. The Award gave the winners respect and recognition that facilitated expanding the scope of their work since many found more support now. Therefore, many winners expanded their geographical reach, going beyond their villages and districts, and scaled up their existing work. The 2006 winner of the award in the Micro-enterprise category, Vanita Pise, used the Award money to scale up her business and found more customers because of the recognition due to the Award. Many went beyond expanding the scope of their work and displayed entrepreneurial spirit by diversifying their product or activity portfolio.
- At the community level, the winners' work was recognised by the community and their family members. This was a hard-won acknowledgement of their work and contribution for most, after years of discouragement and ridicule. The Award legitimised their work and gave them the honour and respect that they lacked earlier. There was collective pride amongst the community members that one amongst them had won this recognition. Not many community people had travelled beyond the village, and the community felt proud that one of their own had travelled far to the capital city of India to receive the Award from a dignitary.

Most winners came back to their villages to a heroine's welcome, where they were showered with flowers and praise. The winners were often felicitated at community-level events and had become role models with people listening more intently, and with greater respect, to what they had to say.

“

I am from a family where the members pushed me to a corner and wanted to hide my face from the others. I was stigmatised by my community and my family. After the Award, the community recognised the importance of my work and permitted me to interact with other families.

Mithu Jana

2013 Winner: Health Category

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“

Earlier, I used to feel I can only do what my organisation needs (me to do). Interactions with my mentor has helped me realise my potential and ability to initiate my ideas. I am filled with a new energy to give shape to my own aspirations and build an identity for myself (as a change leader)

Arshi (Mentee)

Jagdish Giri (Mentor)
Saathi

”

“

My mentoring journey has helped me look within and find the confidence in my own leadership abilities. I have realised that if I focus on myself, it will help me bring about change around me. I had never thought I could design and build ideas on my own. Today, I am confident and look forward to designing and growing my own initiatives.

Srija Chakraborty (Mentee)

West Bengal

”

“

I realised that in order to sustain and grow my work, I need to build more leaders within the community. I never thought that was also a part of my work (as a leader). Now I am training two new community leaders who can advocate for this work along with me. I have learnt what to do (to create space for them to lead).

Asha Jaat (Mentee)

Ajmer

”

Overall Impact of the CII Foundation Woman Exemplar Program

Since the launch of the CII Woman Exemplar Program, a pan-India network of almost 100 Exemplars has been created. These 'nation builders' and 'change makers' have impacted almost 12 lakh lives, ushering in waves of transformative changes across the country.

In 2020, as the country reeled under the impact of Covid-19, the Woman Exemplars reached out to 40,550 people in 6 States.

Other key Women Empowerment initiatives over the years

Project Mandakini- Rebuilding Livelihoods in Disaster Affected Villages in Kedar Valley

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.



Project Mandakini was initiated in June 2014 with the construction of a spinning centre for 83 women at village Devali Bhanigram. This initiative was a part of a larger project that is aimed at benefitting 300 women in some of the worst affected villages of Kedar Valley, Uttarakhand. The women produced handwoven shawls, stoles, etc., with established market linkages.



“

It seemed like I had reached the end of the tunnel (of my life) where darkness was all that existed. But now I have found support in my love for weaving and want to keep working to make my son a big officer.

Meera Tiwari

A widow from Devali Bhanigram village in Uttarakhand

”

The spinning centre, which was inaugurated in April 2015, employed 83 women by the end of 2015 with each woman being able to generate an income of INR 1,800-2,000 per month.

Supporting Socially and Economically Disadvantaged Girls in Jharkhand

In 2015, the CII Foundation supported Yuwa, an NGO that works to uplift underprivileged tribal girls through a unique program of using sports to promote education in Madkama village, Ranchi, Jharkhand. The infrastructure support provided by CIIF directly and indirectly impacted 1500 adolescent girls.

“

Society teaches girls to fit in. Yuwa coaches girls to stand out. We're using the power of football and education to empower a generation of girl leaders in India. In 2015, we started a world-class school for girls in rural Jharkhand, but with just one bus, our reach was limited mostly to girls who can reach Yuwa on foot. By providing two new school buses, bicycles for students, and gear for our football program, the CII Foundation has tripled the number of girls we can transport to life-changing empowerment programmes and brought much greater sustainability to Yuwa.

Franz Gastler

Executive Director & Co-founder,
Yuwa India

”

2013

Uttarakhand

2014

J&K Floods

2015

Tamil Nadu Flood

2016

Nepal

2018

Kerala Floods

2020

COVID-19 Relief and Rehabilitation

Disaster Relief and Rehabilitation

Natural and man-made disasters cause immense loss of lives and livelihood. India, with its vast and varied geographic spread has witnessed several disasters over the decades. From floods to droughts, earthquakes to forest fires, natural disasters are commonplace. They affect lives and livelihood, often causing disruptions that leave their impact for years to come.

The Confederation of Indian Industry has always stepped in with disaster relief and rehabilitation initiatives. It has successfully used its pan-India network of Industry Members, affiliates, and others to reach out to the last mile affected by a disaster.

When the CII Foundation was set up in 2011 to enable the industry to infuse inclusive development, Disaster Management was identified as a core area of intervention. The CII Foundation thus focussed on undertaking disaster relief and rehabilitation initiatives across India.

Relief measures centre around providing essentials as per requirement. These include food and medicines, infrastructure, safety and medical equipment. Relief measures are often mobilised through a hub and spoke model and under the guidance of specially set up Disaster Relief Committees.

Relief work is usually followed by a well-planned and structured rehabilitation initiative that includes rebuilding public spaces such as schools and hospitals and facilitating livelihood generation.

All relief and rehabilitation initiatives are carried out in close coordination with Governments, industry, especially CII Member companies, suppliers, and other stakeholders to maximise support to those affected by a disaster.



Uttarakhand Disaster R&R

Continuous rains in June 2013 accompanied by cloudburst severely impacted Uttarakhand, especially the five districts - Uttarkashi, Rudraprayag, Chamoli, Tehri and Pithoragarh. The tragedy struck at the time of the Char Dham yatra, affecting both the locals and visiting pilgrims, who were impacted by the calamity.

Post the immediate relief operations, the CII Foundation initiated rehabilitation projects in Uttarakhand for the families affected by the floods. These focussed on infrastructure development, community-based livelihood interventions, skill development, environmental awareness and creative education. Key highlights included:

Infrastructure Development - Rebuilding Schools

The project aimed at rebuilding 8 completely damaged primary schools in district Tehri Garhwal. Interventions included reconstruction of schools using the concept of 'Building as a Learning Aid (BALA)'; providing all furnishings and learning aids; and softer interventions aimed at enhancing the learning experience for children and teaching skills of faculty. DCM supported the construction of Primary school- Mulya Shriram and the Primary School- Sinjal was supported by KPMG.

The CII Foundation initiated rehabilitation projects in Uttarakhand for the families affected by the floods. These focussed on infrastructure development, community-based livelihood interventions and skill development



Community-Based Livelihoods Intervention - Project HEAL (Herbs for Empowerment & Livelihood)

The CII Foundation initiated a herbal plantation project supported by Godrej & Boyce at Wachcham Village, Bagheswar. The objective of the project was to provide supplementary income to low income farmers.



Tree Plantation For Environmental Stability and to Boost Incomes

The CII Foundation, jointly with the Eco Task Force, planted trees to reduce slope instability in Kunjo Maikot village of Chamoli district, Uttarakhand. Five thousand trees, including Guava and Khumani fruit trees, were planted that provided nutritional supplements to the children and acted as an additional income source to the neighbouring families. Also, a playground and toilets were constructed at the Government Inter College in the village. School bags, stationery and solar lanterns were also distributed to the children.

Five thousand trees, including Guava and Khumani fruit trees, were planted that provided nutritional supplements to the children and acted as an additional income source to the neighbouring families. Also, a playground and toilets were constructed at the Government Inter College in the village.

J&K Flood R&R

Disastrous floods were caused by torrential rainfall in many districts of J&K in September 2014. To reach out to the victims of the disaster-hit State of Jammu & Kashmir, CII formed a Special Task Force, which worked aggressively in coordination with the district administration.

Relief camps cum Control Rooms were set up at Jammu and Srinagar. These camps played a key role in seamless and faster distribution of relief material to the needy and helped enhance coordination and liaising with Army and local authorities.

CII, under the aegis of the CII Foundation, dispatched sustainable relief material for J & K flood survivors.



Rebuilding Lives and Re-creating Opportunities

Shakeela, a widow and mother of three children from Shahgund village in Bandipora district, found it extremely difficult to make ends meet. A class 7 school dropout, Shakeela was running her home on widow fund and community support, totalling to a monthly income of Rs 800. Her village being cut off from other villages & towns due to poor connecting roads offered meagre livelihood opportunities. The 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 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 started earning around Rs 6000 per month. The CII Foundation, with Implementing Partners Koshish and Help Foundation, provided new/ alternate livelihood support to 130 vulnerable families in 37 villages of Baramulla and Bandipora districts in J&K.



Tamil Nadu Flood R&R

The Indian State of Tamil Nadu was devastated by floods in 2015. The CII Foundation not only supplied immediate relief measures but also undertook rehabilitation to help people who had suffered due to the flood. The CII Foundation provided infrastructure support to provide access to proper hostel facilities to the SC/ST students in Cuddalore district who did not live within commuting distance of the school. The pool funded project also supported rebuilding nine Anganwadi Centers in Tiruvottiyur, Tamil Nadu, to create a conducive environment for the children from the underprivileged section of society to learn and play.

Restoration of Water Bodies

As part of the Tamil Nadu rehabilitation initiative, the CII Foundation, with the support of local administration and companies, including Grundfos, undertook a project to restore water bodies in Chennai and the peripheral areas. The objectives of the intervention were to improve and restore water bodies, thereby increasing tank storage capacity, prevent flooding and channelise the flow of water into desired streamlines, improve groundwater recharge, ensure harmonious co-existence of all life forms, build capabilities of communities for better water management, and develop tourism & cultural activities.

www.disasterresponse-ciifoundation.in

To enable effective, coordinated and collaborative efforts to disasters, the CII Foundation launched an online inventory platform in October 2016. The CII Foundation disaster response platform enables disaster preparedness and bringing about convergence of efforts of various stakeholders, in particular, donor companies providing aid and support to relief operations and suppliers of goods and services needed on the ground. The website facilitates inventory mapping by donors and manages relief supplies and supplier database. The website also showcases relief requirements of goods, equipment and services in case of a particular disaster for a quick and efficient response. The CII Foundation has been engaging the Indian industry to facilitate immediate relief as well as implement long-term rehabilitation measures for the affected communities.

2016



Nepal Earthquake R&R

To increase access to medical facilities both for short-term relief and long-term medical needs, the CII Foundation, along with its implementing partner Nyaya Health Nepal (NHN), constructed three prefabricated clinic units/health posts and equipped them in Lapilang, Jhyaku and Orang in Dolakha District. On completion of the health posts, the Foundation handed the buildings, furniture and medicines over to the local government authority. This was supported by Godrej & Boyce, CIIF Nepal R & R fund with contribution from various companies.

The CII Foundation, along with its implementing partner Nyaya Health Nepal (NHN), constructed three prefabricated clinic units/health posts and equipped them in Lapilang, Jhyaku and Orang in Dolakha District.

2018



Kerala Floods R&R

Causing severe damage to more than 1 lakh buildings and displacing over 1.4 million people, the devastating floods of August 2018 have been regarded as the worst deluge of the century. Fourteen districts were severely affected, with 10,000 km of roads and highways and hundreds of bridges washed away. The floods ravaged the State's agriculture causing massive loss of tea and rubber plantations. The CII Foundation worked closely with CII, its members, and the State Government to mobilise immediate support to the flood victims.

1400 volunteers from CII member companies and **200 Young Indian Members** were deployed for immediate relief measures

400 CII Member companies extended their support in cash or kind

3 Emergency Response Centres were set up in Kochi, Trivandrum and Chennai for demand assessment and relief work coordination

60 Relief Camps were set up in 10 Districts

10 warehouses were set up in Kerala to stock and distribute relief material

20 Collection, Aggregation and Forwarding Centres were set up pan India

2020

Covid-19 Relief and Response

The Coronavirus or COVID - 19 presented humankind with an unprecedented set of challenges. Declared as a Global Pandemic by the World Health Organization (WHO) and Notified Disaster by the Ministry of Home Affairs, COVID - 19 indiscriminately disrupted lives and crippled the economy. The coronavirus spread like wildfire and tested health systems across the world, with citizens bearing the pandemic's economic, social, and psychological cost.

In such tumultuous times, CII and the CII Foundation took up the relief and rehabilitation interventions, mobilising industry support to reach out to some of the most underserved and vulnerable communities pan India, including daily wage labourers, migrant workers, farmers, elderly, children, women workers and nomadic tribes.

The CII Foundation (CIIF), Young Indians (Yi), CII Indian Women Network, India Business & Disability Network (IBDN) and CII Regional and State Offices

mapped the requirements and mobilised relief and rehabilitation support. The Interventions included distributing Personal Protective Equipment, hygiene kits, ration kits and other daily essentials among the communities. Awareness regarding the recommended hygiene and safety practices was taken up among industrial workers and poorer neighbourhoods. The Relief efforts were undertaken across 28 states.

CII Foundation took up relief and rehabilitation interventions, mobilising industry support to reach out to some of the most underserved and vulnerable communities pan India.



Outreach

28 states

Over 80 lakh beneficiaries supported

66 lakh units of hygiene materials distributed

1,700 tonnes of food grains distributed

20.50 lakh ration kits distributed

24 lakh cooked meals distributed

19 disinfection tunnels set up by CII and Yi

“

I lost my husband 2 years ago and have been raising my child alone ever since. I depend on daily wages for a living. I am very thankful for the provisions given to us at this time of need.

Geeta

A daily wage worker in Tonk, Rajasthan area, covered by CII Foundation Woman Exemplar Rama

”



Other Initiatives

Post-liberalisation in 1991 in India, tremendous socio-economic changes swept across India. However, given India's size and population, the impact of the changes has been uneven. For instance, while some places have seen significant improvement in literacy levels, others have extremely high levels of illiteracy. To accelerate India's inclusive

development, the CII Foundation has, over the last decade, undertaken several initiatives across the country working with marginalised sections of society in areas such as health and sanitation, skill development, and employability to accelerate India's inclusive growth.





Skill Development

The CII Foundation- Symbiosis Finishing School Programme

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

Under the aegis of the CII Foundation, the programme was managed and implemented by the CII-Pune Zonal Office in association with Symbiosis' English Language Teaching Institute of Symbiosis (ELTIS). The programme was unique since the course curriculum was designed with inputs from both Industry and Institutes.

The first batch of the CII Foundation-Symbiosis Finishing School commenced on 25 January 2014 with 35 SC/ST students.

A joint certificate by CII-Symbiosis was awarded to the students on completion of this course.

In 2015-16, to provide livelihoods to the youth affected by the Uttarakhand floods, CII Foundation, in partnership with the Uttarakhand Skill Development Society and SNS Foundation, trained the youth in two-wheeler auto technician and electrician courses. Apart from the technical training, English speaking skills, computer literacy and financial literacy were also covered in the course curriculum.

Health & Sanitation



Ensuring Sanitation in Schools through Mission Sanitation of Schools

In his Independence Day speech on 15 August 2014, the Hon'ble Prime Minister announced that all schools should have toilets, with separate toilets for girls, and that this target should be completed within one year.

The CII Foundation took up Mission Sanitation in Schools (Mission SoS) towards accomplishing this time-bound national endeavour and converging the CSR initiatives of companies for sanitation, especially the construction of toilets in schools.

The activities under this Mission included constructing toilets in schools, creating awareness and sensitisation on sanitation and creating mechanisms for maintenance of the toilets.

Location in 2015-16
Bihar, Chhattisgarh, Tamil Nadu, Maharashtra, Delhi, Rajasthan

This was multi-stakeholder-driven initiative where the CII Foundation engaged with companies, NGOs/CBOs and the Government towards achieving the overall vision of Swachh Vidyalaya by 2015.

A number of companies, such as Bosch and SRF, partnered with the CII Foundation for this initiative.

The CII Foundation continued its work on Mission Sanitation of Schools over the years and undertook projects to construct toilets in Government schools in Bihar, Chhattisgarh, Tamil Nadu, Maharashtra, Rajasthan in 2015-16. Along with the construction, operation, and maintenance (O&M) of toilets, WASH training was given to the students and teachers of the intervened Government Schools in Maharashtra, Bihar and Tamil Nadu. Committees comprising of teachers were constituted to oversee the day-to-day cleanliness of the toilets. On completing the first phase of the campaign, the CII Foundation launched the second phase of Mission SoS to support Open Defecation Free (ODF) communities.

Key Donors 2014-16
Bosch and SRF
Blue Star Ltd., Desiccant Rotors International Pvt. Ltd., Forech India Ltd., Havells India Ltd., SRF Foundation, Tata Power Community Development Trust, The Hi-Tech Gears Ltd., Walson Services Pvt. Ltd., Confederation of Indian Industry

During 2016-17, under the second phase of Mission SoS, the CII Foundation continued its engagement 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 CII Foundation to construct 15 public toilet blocks in Delhi.

The CII Foundation also worked with the Indian Railway Catering and Tourism Corporation (IRCTC) to construct 15 prefabricated NAMMA public toilets in and around railways stations through CSR across seven cities, including Mumbai, Varanasi, Jammu, Katra, Amritsar, Vijayawada and Lucknow.

To address sanitation challenges in select locations of flood-hit Jammu & Kashmir (J&K), CII Foundation also constructed 128 household toilets in three villages of Bandipora district, J & K.

To encourage use of toilets, the CII Foundation undertook various pilot projects to bring about behavioural change in communities. The Foundation and its implementing partner, Feedback Foundation, initiated a one-year Sanitation Pilot project in Ekta Camp and JJ Bandhu Camp slums of South Delhi to create and sustain open defecation free status.

Leveraging community participation, the project integrated and provided technical support based on the plan of the Municipal Corporation, built

capacity of garbage producers and collectors, and sensitised urban local bodies and its line departments to improve system efficiency and performance. Another such intervention, Phenk-Mat, initiated by CII and CII Foundation, in partnership with the Municipal Corporation, Mumbai and State Government, aimed to leverage digital technology to engage youth and stir citizen action for behaviour change in the city.

The CII Foundation, in partnership with the Himmothan Society, set up by the Tata Trusts, also initiated a WASH project in Kith and Kund villages of Tehri Garhwal district Uttarakhand. The two-year project, which began in April 2016, aimed to bring potable water and enable 100% sanitation of the villages, benefiting around 118 households and 789 individuals to make the villages open-defecation free. Additionally, these water-scarce villages were also provided with potable water through this project.

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

Locations in 2016-17
Delhi, Mumbai, Varanasi,
Katra, Jammu, Amritsar
Vijayawada and
Lucknow; Bandipora,
Jammu & Kashmir

Key Donors 2016-17
DCM Shriram Ltd,
IRCTC Ltd, JCB India Ltd,
JK Tyre & Industries Ltd,
Mitsubishi Electric
Automotive India Pvt Ltd

“
We never thought that residents of the camp would switch from going out in open to using community toilets within such a short span. Now women and girls of our camp are safe from shame and disgust that they used to face in the open everyday.

Ganesh

Community leader, Dalit Ekta Camp,
 A slum in New Delhi

“
DCM Shriram is delighted to associate with CII Foundation for its initiatives in the area of sanitation. CII's approach towards the selection of sites, quality of construction and timely completion of projects are particularly gratifying. We hope that the Foundation continues its efforts in the area and focus on the impact of these facilities. Wishing all success to the Foundation in its future endeavours.

Rajesh Gupta

President
 Corporate Strategy, DCM
 Shriram

In 2017-18, the CII Foundation, in collaboration with the Uttar Pradesh Government, initiated sanitation interventions to facilitate the construction of public toilets and support behaviour change interventions in the Fatehpur and Gorakhpur districts in UP.

The work of the CII Foundation along with its implementing partner Feedback Foundation in South Delhi's Dalit Ekta Camp and JJ Bandhu slums to create and sustain open-defecation free status and improve on solid waste management of 879 households continued this year.

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

“
Earlier, we had to constantly face the fear of eve-teasing and sexual harassment while defecating in the open, especially at odd hours. Post CII'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



In 2018-19, the CII Foundation, in partnership with the Uttar Pradesh Government, launched the construction of household toilets in 11 villages in the Fatehpur district of UP, reaching out to more than 8000 individuals to make the villages Open Defecation Free.

The CII Foundation also engaged with community, industry and urban local bodies to facilitate the construction of 13 public toilets in Delhi NCR.

Key Donors in 2018-19
Honda Siel Power Products
Jakson Welfare Trust,
ReNew Power,
Godrej Consumer Products Ltd.
Dixon Technologies
Ambica Steel
DCM Shriram Ltd
JCB India Ltd
JK Tyre & Industries Ltd
Mitsubishi Electric Automotive
India Pvt Ltd.

Location
Fatehpur, UP, Delhi NCR



Livelihoods and Employability

Enabling Employment Opportunities for the Specially-Abled through Job Fairs for Persons with Disabilities

There were around 2.68 crore persons with disabilities, according to Census 2011. These included people with visual, hearing, speech, locomotor and mental disabilities.

The Confederation of Indian Industry (CII) has always worked towards empowering persons with disabilities (PwDs) by promoting and enabling inclusion. To mainstream PwDs into the workforce, the CII Foundation organised a series of job fairs across the country in 2014-15.

The Job Fairs brought together prospective employers and deserving candidates to enable on-the-spot job interviews. The retail, hospitality and IT sectors led in offering jobs. Some leading employers included Aegis, Wipro, Concentrix, Reliance Retail, Vishal Mega Mart, EXL, TCS, Lemon Tree and Max Fashion. Aegis, the National Foundation for Corporate Governance (NFCG) and the National Handicapped Finance and Development Corporation (NHFDC) partly supported the initiative.

Education

Buniyadi Suvidha in School Campaign – Infrastructure Support

A majority of Government Schools in Prayagraj in UP lack basic classroom amenities such as tables and chairs. Classroom furniture, especially benches, is one of the most important facility to improve the learning experience in school. As part of the Buniyadi Suvidha in School campaign, the CII Foundation, in partnership with corporates, provided infrastructural support for students in 15 Government Primary Schools and three Kasturba Gandhi Balika Vidyalaya (KGBV) in 2018-19.

Students Benefited
3366

Location
Prayagraj, Uttar Pradesh

Donors
**Honda Siel Power Products,
Jakson Welfare Trust
ReNew Power, Godrej
Consumer Products Ltd.
Dixon Technologies**



Strengthening School Infrastructure & Creating Open Defecation Free Villages in Uttar Pradesh

CII and the CII Foundation, along with the Industry members, partnered with the Government of Uttar Pradesh and implemented the Social Development Project - an on-ground intervention to help improve the sanitation and education facilities in Fatehpur and Allahabad districts, respectively.

As part of the Buniyadi Suvidha in School campaign, CII Foundation, in partnership with

Location
Fatehpur and Lucknow

Donors
**Honda Siel Power
Products
Jakson Welfare Trust
ReNew Power
Godrej Consumer
Products Ltd
Dixon Technologies
Ambica Steel**

corporates, provided infrastructural support for students in 15 Government Primary Schools and three Kasturba Gandhi Balika Vidyalaya (KGBV) in Lucknow. The CII Foundation also constructed household toilets in 11 villages in the Fatehpur district to make the villages Open Defecation Free. The initiative culminated in 2019 with the handing over of the household toilets to the community.

“
Earlier, the students would have to remove their shoes before sitting on the floor and would often complain of having exchanged their shoes with other students. Since we got the desk and benches, this problem does not occur. The students use the benches and attend classes with dignity and pride. This has also improved their posture and concentration in class.

Dr Ranjana Singh

Principal, Model Primary School
Haripur, Uttar Pradesh



Upskilling of Sabai Artisans

The CII Foundation has been focussing on the skill development of underprivileged people. Along with CII – Eastern Region, the CII Foundation undertook training and upskilling the Sabai Grass Artisans in the Jhargram district, considered one of the most densely populated districts of West Bengal in 2019-20. The local economy in this region, which has abundant Sabai grass, is driven by agriculture and allied work. However, several youth migrated from the villages to urban cities over the last few years, searching for alternate livelihood options. This migration adversely impacted livelihoods and the crafts associated with Sabai grass.

Therefore, to revive the craft and enable exposure to business-related financing and market linkages, the CII Foundation began training artisans. The programme also aimed to address issues pertaining to the empowerment of women and entrepreneurship in the community.

Key activities undertaken during the initiative:

- Community mobilisation at the grassroots level through awareness drives, public announcements, meetings, advertisements, and collaboration with the local administration to bring the community together and instil a sense of ownership.
- Training of the artisans on grass braiding and developing eco-friendly products.

Location
West Bengal

Donor
EXIDE Industries Ltd



Outreach

100 Women - Sabai Grass Artisans, including school dropouts, especially abled and below poverty grassroots women.

Impact

Increase in the average income of the households

Sharpening of skills of the artisans

Significant increase in the confidence levels of the women

Artisans have also been registered under the Government pension scheme

Unlocking of business opportunities through public and private market linkages

The artisans have received work orders from the "Mahasangha", under the SHG-SE department of Government of West Bengal and have been actively participating at various government fairs

Stories from the Field

Sombari Murmu Tudu lost her right hand in an accident when she was a child. Since then, her disability has been the cause of various challenges in her life. Her husband is an agricultural labourer. Sombari used to make rope from Sabai grass, but the income from that was too low. She encountered the Sabai Artisan training programme and enrolled in it. Post the initial training, she was able to develop products with just one hand. The training programme helped her refine her skills and enhance her income by 30-40%.

Mamoni Soren had to drop out of college during her 2nd year due to financial challenges. Her family sells handmade Sabai grass products in the market. Enrolling in the Sabai Artisan training programme helped her hone her skills in intricacies of the Sabai handicrafts and allowed her to become financially independent. Now, Mamoni is able to afford expenses involved in completing her education and is also supporting her family.

Promoting Agriculture and Food Safety

Surakshit Khadya Abhiyan

The CII Foundation, along with the CII Jubilant Bhartia Food and Agriculture Centre of Excellence (CII-FACE), promoted food safety through awareness campaigns, training and capacity building of food SMEs, food vendors, and midday meal suppliers in schools, farmers, and consumers to sensitise and strengthen the food safety ecosystem in the high impact sectors and advance food safety in the country during 2019-20.

The Project was being implemented in collaboration with State Governments, organisers of mid-day meals, IRCTC division of Indian Railways, trustees of places of worship, ICDS for Anganwadi centres, and school authorities.

The CII Foundation and the CII Surakshit Khadya Abhiyan also worked with Herbalife Nutrition International India Ltd. and Mondelez International across Karnataka, West Bengal, and Delhi. The initiative has impacted more than 13,000 food handlers and close to 2.4 Crore meals annually.

Location
Pan India

Donor
GlaxoSmithKline Consumer Healthcare Limited
Herbalife Nutrition International India Ltd
Mondelez International

Promotion of Farmer Producer Organisations

While there has been a significant shift in the agriculture sector with respect to farm technologies and a shift from subsistence farming to agri-business-oriented farming, many small and marginal farm holders cannot enjoy the benefits of the modern farming systems. Lack of access to technologies, training on skill sets, fluctuating market prices, inability to undertake processing and value addition are some of the challenges they face.

Aggregation of small farm holdings to a Farmer Producer Organization (FPO) at the village level could be one option to facilitate scale for improved production, input mobilisation, value addition and market linkage.

To empower small farmers, especially women, the Farmer Producer Organisation was established by CII Foundation in association with the National Agro Foundation. The FPO was formally registered in February 2020. Through the initiative and various awareness-building activities, 500 women farmers have formally joined the FPO. These members come from 18 villages, where 21 village-level Farmer Interest Groups (FIGs) have been formed. With the support and trainings provided, some members have taken up organic agri-input making and organic farming.

Location
Cuddalore District,
Tamil Nadu

Donor
Blue Star Limited





Key Activities in 2020-21



Early Childhood Education

2020-21



Research has shown that the early years of a child's life lay the foundation for his/her survival and holistic development. Maximum brain development is said to occur between birth to 5 years. Therefore, the quality of early childhood education (ECE) becomes critically important for the academic success of the child in later years and ultimately in shaping the life of the child. To build a solid foundation vis-à-vis education, the CII Foundation is strengthening ECE by forging strategic alliances with the Government, industry members, and NGOs. Conventionally, early childhood education/development (ECE/ECD) comes under the purview of the Integrated Childhood Development Scheme (ICDS), and ICDS targets children in the 6 - 72 months age group through Anganwadi Centers (AWCs) since the Anganwadis have been entrusted with providing nutrition and education to pre-school children. The CII Foundation is working with 20 AWCs across Kolkata, West Bengal and 50 AWCs in Ramban, Jammu & Kashmir towards strengthening ECD for 1500 children under the age of 6 years.

The outbreak of Coronavirus in 2020 disrupted the activities being undertaken and necessitated changes at the strategic and operational level. The focus was on keeping the entire ecosystem of parents, children and other functionaries engaged in the best way possible, especially during the lockdown in 2020. The pandemic period interventions specially focused on ways to continue and facilitate ECCE delivery through online and telephonic mediums. As a process, mobile crèches (project technical partners) train the Anganwadi workers on the ECCE curriculum; the workers, in turn, train the parents and parents conduct activities with their children.

The CII Foundation, therefore, adopted a multipronged strategy to reach out to all stakeholders.

In J&K, virtual interventions were actively started in June 2020 to reach out to the Anganwadi workers/trainers and parents.

Approach and Key Components of the Programme:

- **Infrastructural support: Building as Learning Aid, or BaLA**
- **Capacity Building of Anganwadi Workers**
- **Community Engagement**
- **Improving Learning Outcomes Through Teaching Material**
- **Providing Nutritional Support**
- **Creating Anganwadi Level Monitoring and Support Committees**

The objectives of the virtual training were:

- **To develop online curriculum activities and supporting material for virtual training.**
- **To build the capacity of facilitators' and Anganwadi workers (AWWs) on conducting telephonic training with the parents on pre-school (ECCE) activities.**
- **To build understanding among the parents on the importance of early learning and conducting age-appropriate activities with the children at home.**



To further strengthen ECE in J&K, the CII Foundation focussed on the following:

Designing Child-Friendly Anganwadi Centres:

To make the Anganwadi Centres child-friendly, attractive places for the children to want to come to, the Foundation worked on designing the 50 Anganwadi Centres with child-friendly artwork on the walls which would stimulate learning. Once the design is complete, the Anganwadi Centres will be furnished with carpets/matting to make them more attractive and comfortable for the children.

Re-activation of Anganwadi Level Monitoring and Support Committee (ALMSC):

The Committees comprise of parents, gram sabha members, and Anganwadi workers and were formed to bring key stakeholders together to discuss, through monthly meetings, issues related to Anganwadi's and coordinate with the Anganwadi workers to implement the ICDS program at the village/ ward level effectively.

From March 2021, the project team has started in-person interactions with ALMSCs to reactivate the members. As the Anganwadi Centres re-open, the program will build the capacities of ALMSCs and support them in organising meetings so that they function effectively.

Weekly Virtual Training on State ECCE Curriculum with Anganwadi Workers:

To build capacities of Anganwadi workers to continue and facilitate ECCE delivery, especially during the lockdown in the AWCs and associated communities in J&K, the CII Foundation developed a program that was delivered online and through telephonic mediums. Through this program, parents and caregivers were provided support, encouragement, and practical, actionable ideas to support their children for their development – covering all the nurturing care components.

During the process, six themes were completed: Me, Myself, Birds and Animals, Tree and Plants, Water, Vegetables and Fruits.

Impact

Through the capacity building of Anganwadi workers and Using Building as a Learning Aid (BALA), the program impacted the lives of over 1500 children between the age of 0-6 years in 2020-21. The first phase of the program implementation saw ECE activities being conducted in more than 90% of the adopted Centres.

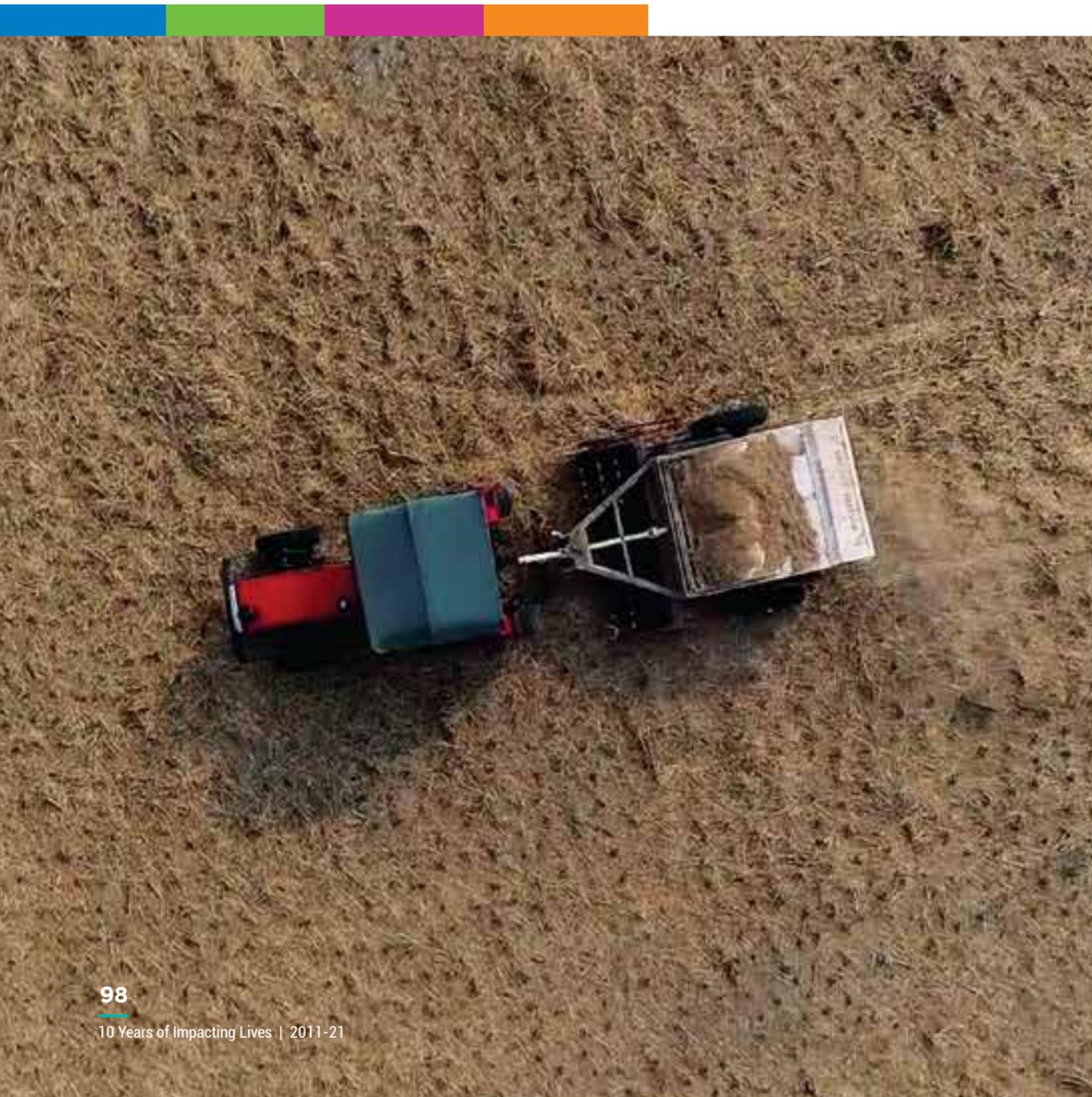
After completing the six themes, child assessments were conducted to ascertain the development and growth of the children in the pandemic situation. The assessment results showed that 50% of the children performed well on the four development parameters: physical, language, cognitive, and socio-emotional.

In the future, the CII Foundation will continue to work with multiple stakeholders to strengthen early childhood education.

Climate Change Resilience

Crop Residue Management Initiative

2020-21



The CII Foundation's work on Crop Residue Management has been awarded the United Nations Sustainable Development Goals (UNSDG) Action Award by UNDP in partnership with the Government of Punjab under the category 'Integration, Convergence, Joint Action and Holistic Solution Approach - Industry'. The SDG Action Awards recognise efforts of change makers who are working towards making the world a better place.

Air pollution levels have been rising over the years, and in the last decade, they have led to the closure of schools in the winters and a significant increase in respiratory ailments, especially in North India. One of the major causes for a sudden and dramatic spike in pollution levels is the burning of crop residue in the farmlands in the Northern region, primarily the Indian states of Punjab and Haryana.

To address the issue of air pollution, CII, in partnership with NITI Aayog, studied the causes in 2016-17, and a report was released in February 2017 by NITI Aayog CEO Shri Amitabh Kant. The report's recommendations played a key role in designing central government policies and schemes in this regard.

Under its Cleaner Air, Better Life initiative, CII then launched its Crop Residue Management (CRM) initiative, implemented by the CII Foundation, as a pilot field intervention in 2018 in Punjab. The initiative aimed to encourage farmers to discontinue their traditional practice of stubble burning and replace it with viable alternatives, tools, and environmentally-friendly technologies.

The field intervention in Punjab was rolled out in line with the findings of the report, with technical advice from the Punjab Agriculture University, Ludhiana (PAU) and the Government of Punjab. The pilot project covered 19 villages targeting 16,000 acres of farmland and 3,000 farmers. The pilot project showed encouraging results with burning checked in the project villages in 75%

area while 80% of farmers adopted improved straw management practices.

In the 2020 paddy-harvesting season, the programme covered 218 villages across 8 districts in Punjab and Haryana (Ludhiana, Patiala, Barnala, Taran Taran and Sangrur in Punjab and Rohtak, Sirsa, and Fatehabad in Haryana), with full adoption in 172 villages covering a total of 1,57,924 acres of farm area and involving 29,038 farmers.

“
There are several good machines which farmers can use but our farmers needed economic support to do so. CII has played a very important role - it provided financial support to farmers and also trained them in the use of the machines. CII is a technical partner to PAU and through a joint effort with CII, we could manage paddy straw in thousands of acres, and that is a wonderful achievement.
”

Dr Baldev Singh Dhillon

Vice Chancellor, Punjab Agriculture University

Coverage of CII Crop Residue Management Programme Coverage

| | 2020 | 2019 | 2018 |
|--|--|-----------------------------------|------|
|  218 villages* (172 full adoption & 46 villages on demonstration basis) | 147* (105 villages full adoption & 42 villages on demonstration basis) | 19 villages | |
|  Ludhiana, Patiala, Barnala, Taran Taran and Sangrur in Punjab and Rohtak, Sirsa, and Fatehabad in Haryana | Ludhiana, Patiala, Barnala in Punjab and Rohtak, Sirsa, and Fatehabad in Haryana | Ludhiana and Patiala, Punjab | |
|  29,038 Farmers Supported | 20,000 Farmers Supported | 2000 Farmers Supported | |
|  1,59,024 Farmland Covered | 1,02,000 Farmland Covered | 16,000 Farmland Covered | |
|  105 Machinery Supported | 317 Machinery Supported | 74 Machinery Supported | |

*Cumulative of new villages and villages adopted in previous years

The Approach

The CRM initiative is an industry-led multi-stakeholder partnership promoting viable and long-term solutions for farm stubble burning through on-ground programme implementation, research and stakeholder engagement. The initiative is being implemented in a spirit of complementarity with governmental efforts to play a catalytic role on the ground.

The intervention includes:

- Awareness Building
- Farmers' Training and Farm Demonstrations
- Community Machinery Banks (Catalysing In-situ Technology Adoption at Village Level)
- Piloting of Ex-Situ Straw Management and Bio-decomposer of Straw

“
I am happy to say that CII is working with the agriculture department of Punjab since 2017. The only way to manage stubble is to use machinery, and CII is providing machinery to farmers and all the training support and awareness campaigns with farmers. CII adopted a huge number of villages in Patiala, Ludhiana and Sangrur districts of Punjab, and every year the adopted area is increasing and the number of farmers is rising. With the combined efforts from department and industry, farmers are getting benefitted day by day. I hope CII will work with the Government of Punjab in the same way for the long term.

Dr. Manmohan Kalra

Nodal officer, Crop Residue Management & Joint Director Agriculture - Punjab Agriculture Department





Awareness Building

The CII Foundation team engages extensively with the community, especially the farmers, to create awareness about the need and ways to reduce stubble burning and adopt alternative methods of managing the straw. The challenge was to bring about a behavioural change with conversations that resonated with the stakeholders. The help of local volunteers, community elders and other such influencers was enlisted to bring about a gradual attitudinal change.

Several awareness drives were organised at the village level with the active involvement of local volunteers, key village leaders and opinion-makers, including a sarpanch, functionaries of farmer cooperatives and progressive farmers. In addition, partner organisations such as GBDSGNS Foundation, Doctors for You and Guru Nanak National College, Doraha, Ludhiana played a crucial role in engaging with the volunteers and farmers.

Door-to-door campaigns with community volunteers were organised, and awareness sessions were also held in Gurudwaras and panchayats. In addition, mobile vans were deployed for moving around in the villages, making announcements and building awareness about how different types of machinery can help manage stubble. Additionally, wall paintings, posters and banners were put up at prominent village locations.

Lending a more significant push and credibility to the cause were visits of scientists from PAU, HAU, KVKs, ICAR and district administration officials who spoke to the farmers. In addition, a participatory stubble burning monitoring mechanism was followed involving a cadre of village-level volunteers and village level 'Nigrani committees' for tracking cases of burning and providing immediate counselling and offering support to the concerned farmers.



The harmful effects of stubble burning have hampered our environment, and it is upon us, as a community, to ensure a better tomorrow. I commend the efforts of the CII Foundation, which is nationally collaborating with organisations across Punjab and Haryana to educate farmers about the ill-effects of archaic farming practices. We have forged a partnership with the Foundation for Project Shodhan, where Birlasoft volunteers visit farmers from the hinterlands of "wheat bowl" states, providing the tools, technology and education on modern agricultural practices and informing farming communities on the negative impact of stubble burning. Thanks to this collaborative programme, we have been able to bring significant change across 50 villages, covering approximately 43,000 acres of farmable land.

Dharmender Kapoor

Chief Executive Officer
Birlasoft



Farmers' Training and Farm Demonstrations

The CII Foundation, in partnership with the Punjab Agricultural University, Ludhiana (PAU), Haryana Agriculture University, Hisar (HAU), along with active support from the District Agriculture Offices and KVKs, organised several online and on-field technical training and workshops in the project areas, with scientists, key government officials and machine manufacturers as resource persons.

To enable demonstrations and training on technical aspects of operating machinery, the CII Foundation facilitated the travel of machinery manufacturers to the programme villages.

Additionally, experienced farmers were engaged to visit villages to share their experiences and motivate other farmers. Finally, village-level volunteers were deployed to provide on the field technical handholding support to farmers during the activity season.



Crop residue burning, a practice widespread in northwest India, significantly contributes to the air pollution concerns in the region. Further, this harmful practice negatively impacts soil quality and farm ecology. Addressing crop residue management adequately was the need of the hour. This will not only help improve the air quality but also improve the well-being of the community around. We are glad to have partnered with CII in Haryana in April 2019, and the project is already making a telling difference on the ground. Encouraged by positive findings, we have expanded the scope and included more villages to benefit from the project. I am sure our concerted efforts will inspire many more to join hands in this battle.

Gopinath Govindan

Director, Human Resource
CLP India



Details of Awareness Building Measures, Trainings and Workshops Conducted in the CII Crop Residue Management Project Villages in 2020.



| | Punjab | Haryana |
|---|----------------------------------|---------|
| Village level meetings with farmers | 600 | 150 |
| Farmers' meeting in farms | 1900 | 200 |
| Cooperative society level meeting with key members of the village | 300 | 140 |
| Awareness rally/awareness sessions | 70 | 20 |
| Nigrani Committee meetings | 150 | 30 |
| Awareness message & wall painting in every village | 2-3 Per Village | |
| Mobile Awareness Van | Covered 7083 KM road of villages | |
| Awareness message through village Gurudwara/Panchayat office | Everyday | |
| Field visit by volunteers & door-to-door campaigning | 4000 | 700 |
| Training in partnership with Agriculture Department | 30 | 10 |
| Training by PAU/HAU & KVK | 7 | 3 |
| Webinars involving experts & scientists | 3 | 3 |
| Webinar by experts from CII | 5 | 5 |



Community Machinery Banks (Catalysing In-situ Technology Adoption at Village Level)

To help farmers adopt machinery and promote the adoption of in-situ management in the programme areas, the CII Foundation has created a 'shared economy model' for machinery ownership and use. This was done because it was observed that while there are Government schemes to support machinery purchase and use, a significant gap still exists, with many small and marginal farmers unable to afford the machinery.

The CII Foundation, therefore, helped farmer cooperatives, FPOs, and Custom Hiring Centres by way of 'viability gap funding' or additional machinery to what they already possessed. It has supported the establishment of 42 'community machinery banks' to address machinery adoption challenges. The CII Foundation works with 38 Farmer Co-Operative Societies, 3 Farmer Producer Organisations (FPO) and 1 Custom Hiring Centre (CHC). These groups are encouraged and supported to play a proactive role in providing machinery services to farmers.

“We are very happy to get the Rotavator at a reasonable rate as most big farmers have their equipment and connections to get the machinery. It is us, the small farmers, who find it difficult to get machinery in the season. We have used the Mulcher and are now using the Rotavator for our land. The machinery is good, and no problem has been faced till now. We are getting information on every alternate day about the next step to be taken after sowing as the post sowing treatment is very important with these new machines.

Sunderpaal Singh, (Farmer)
Dholu Village, Fatehabad





Deployment of 496 farm machines was possible in 218 villages through the tool banks through viability gap funding or donation of machines. This included procurement of 105 farm machines in 2020, 317 machineries in 2019, and 74 machines in 2018. CII's corporate partners supported the funds required for procurement of the machines under CSR.

The machineries have been placed in the Cooperative societies and FPOs, and farmers were encouraged to avail the services as needed on payment of affordable rent. The rent collected (by Cooperative, FPO or CHC) is used to upkeep, repair, and maintain the farm machines.

In addition to 496 machines supported by the CII Foundation, the 42-community groups supported by the project have procured 250 machines from their own cost and under government schemes.

“
It was very difficult to breathe due to the smoke produced from the stubble burning. Moreover, farm fires near the road increased the number of accidents due to low visibility due to the smoke. Stubble burning would also severely harm the soil quality. The machines that have been provided to us are extremely useful. Not only are they helping reduce the pollution in the villages, but the soil is also becoming more fertile and richer in nutrients and minerals such as phosphorus. We hope it will continue to improve over the next few years.

Jagdish Singh, (Farmer)
 Mungo Village, Nabha, Patiala



Piloting of Ex-Situ Straw Management and Bio-decomposer of Straw

Ex-situ solutions suitable for farmer level adoption can create avenues for farmers. For example, a paddy straw-based small bio-gas unit has been installed at the village level in Raikot, Ludhiana, with technical partnership with PAU.

The microbial consortia developed by IARI is being applied in the field in 250 acres on a pilot basis. The result of the microbial spray intervention is being monitored.

“
I have not burnt stubble in nearly 2 years. On our fields, we first use the Mulcher and then the plough, and this time we didn't spray any fertiliser on the crops. This is the greatest benefit for the farmers; with the green manure, the crops become stronger and more resilient to diseases. This also prevents damage to crops and human health due to excessive use of fertilisers. It is also quite economical and helps save on the costs incurred on the fertilisers. The company has invested in and provided the cooperative societies with machines and technical training to manage the stubble at a very reasonable rent. The machines are helping us keep the environment and ourselves healthy. Moreover, they are also helping in enhancing the soil quality and germination.

Ravinder Singh, (Farmer)
 Mungo Village, Nabha, Patiala



Details of Pilots Conducted in the Ex-Situ Straw Management and Bio-decomposer of Straw Project

1 Paddy straw-based bio-gas plant

1 bio-gas unit



Ludhiana



Initiation in operation since August 2020

2 Microbial consortia spray

Composting spray on 7 acres of land in 2019 and 250 acres in 2020



Patiala, Fatehabad



Initiation in October 2020

The Impact

Incidents of stubble burning have been checked in the 172 programme villages due to intervention on 1,34,292 acres (89%) of farmland.

“

In 2018, we launched a small campaign by our college to raise awareness about the problem of burning. During this time, we learnt from the people that the biggest reason behind the burning was the lack of machinery and proper training. I started trying to fulfil this need, and this effort was successful when I met with the CII Foundation. We have been getting the required machines, field support and other help for the last two years. We are now able to help needy farmers in every village in our area. I would like to thank the CII team on behalf of our college and extension cell.

Dr Loveleen Bains

Dean Extension Cell, Guru Nanak National College, Doraha, Ludhiana

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Project Result 2020

| Districts | Blocks | Villages Covered | Acres Covered | Paddy Land | Farmers Supported | Area without Burning (In-situ Straw Management or Baling) | % Area without Stubble Burning | |
|--------------------------|---------------------|------------------|---------------|------------|-------------------|---|--------------------------------|--------|
| Punjab | Ludhiana | Raikot | 39 | 44314 | 44314 | 5491 | 39668 | 90% |
| | Ludhiana | Doraha | 12 | 6020 | 6020 | 745 | 5583 | 93% |
| | Barnala | Mehal kalan | 73 | 52657 | 47736 | 10226 | 42095 | 88% |
| | Patiala | Nabha | 21 | 21133 | 18566 | 4501 | 14769 | 80% |
| | Sangrur | Malekotla | 3 | 5200 | 5200 | 400 | 4555 | 88% |
| Sub Total - Punjab | | | 148 | 1,29,324 | 1,21,836 | 21,363 | 1,06,670 | 88% |
| Haryana | Sirsa | Rania | 13 | 13,220 | 13,220 | 2,440 | 12108 | 92% |
| | Fatehabad | Ratia | 5 | 5,380 | 5,380 | 1,200 | 5090 | 95% |
| | Rohtak | Rohtak | 6 | 11,100 | 11,100 | 4,035 | 10424 | 94% |
| | Sub Total - Haryana | | | 24 | 29,700 | 29,700 | 7,675 | 27,622 |
| Total - Punjab & Haryana | | | 172 | 1,59,024 | 1,51,536 | 29,038 | 1,34,292 | 89% |

As a result of the intervention of 2020, 295,661 tonnes of farm stubble was checked from burning, and approximately 75% of it has been recycled back into the soil. An impact assessment study for the 2019 programme was conducted by the CII-ITC Centre of Excellence for Sustainable Development, which showed a 76% reduction in stubble burning cases in the adopted villages. Consequently, 183,000 tonnes of rice straw was not burnt and was recycled back in the soil, resulting in saving an estimated 1.3 thousand tonne PM 10, 770 tonne PM2.5 and other greenhouse gases. In addition, an estimated 158,000 tonnes of organic matter was added to the soil and 10 billion litres of water saved.

“
We have been working with the farmers for the last 2-3 years to stop stubble burning, but due to lack of machinery and training partners, it was a hectic task to convince the farmers to stop stubble burning without any machinery as at the end, farmers demand machinery. After the adoption of villages by PTC & PFS Foundation & CII Foundation, we got the training partners for any technical help and machinery for the farmers for those villages. The rent for the machinery has been kept very nominal so that each farmer can use it along with the technical training and consultation, which has been provided to farmers as and when required.
 ”

Dr Harminder Singh Sidhu
 GBDSGNS Foundation Ludhiana



Way Forward

CII is undertaking a comprehensive study and evaluation of the programme, including research towards understanding farmer perceptions and concerns. CII plans to substantially scale up the initiative in the next few years in collaboration with industry and in partnership with PAU, HAU, Government and other institutional partners to cover other hotspot districts in the region.



Media Coverage

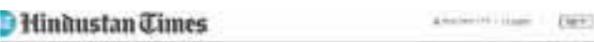


BusinessLine
Stubble burning: India Inc pitches in to solve the recurring issue in North India
Microdata Wires Andhra Pradesh TV Issues / New Delhi / Updated on November 26, 2020 / Published on November 26, 2020



Programs by PepsiCo, DCM Shriram, ITC, CII aim at addressing this issue effectively

As Northern India gets shrouded in smog clouds in yet another winter season, the spotlight is



Hindustan Times
Ludhiana: Farmers, industry body join hands to fight stubble trouble
CII sets up an equipment bank to lease out farm machinery to farmers so that they can give up the age-old practice of stubble burning without spending more on machines





CSRBOX
The Promise of Clean Air from a Community of Farmers
By Anurag | March 2021



India is home to 21 of the top 29 cities of the world that suffer from air pollution. We are aware that air pollution is the cause of over two million premature deaths in India. While the major cause of air contamination is through industries and polluting vehicles, it is impossible to ignore the alarming 17% caused by crop burning. The life expectancy, as a result, has reduced by 2.3 years for an average Indian resident.



CII Vs AIR POLLUTION
 ON NEWS TV
 BATTLING POLLUTION HAZARDS AMID PANDEMIC

CHAIRMAN, CII: CHANDRAKANT PRADHAN
 EXECUTIVE EDITOR: [Name]
 ADVISOR: WITTI KAPOOR

MOD & CEO, PFI: [Name]
 PFI, LUDHIANA: [Name]



SOCIALSTORY
How CII Foundation, ONGC Foundation are working with farmers to fight toxic stubble burning
By Diya Rishy George | 28th Feb 2021



Stubble burning is a contributor to air pollution levels, but the age-old practice continues as farmers have no viable options.

Every year, farmers across Uttar Pradesh, Haryana, Punjab, and Rajasthan set fire to the paddy harvest residue in their fields to prepare the soil for the sowing of the wheat crop. The controversial practice, called 'stubble burning,' follows the 'combine harvesting' method, where the straw is not cut close enough to the soil.



NEWSMOBILE
Combating Air Pollution In Delhi-NCR Through Crop Residue Management Initiative
By Navdeep Singh | February 4, 2021



Levels of air pollution escalate sharply in parts of North India in early winters every year primarily due to residual stubble burning in the agricultural heartland of India - Punjab, Haryana, and parts of UP, Rajasthan and Delhi. Although it is a seasonal activity, its impact is severe and it disrupts life, especially in the Delhi National Capital Region.

After a joint study with NITI Aayog in 2017, the CII Foundation launched an initiative in 2018 in select villages in Punjab. The pilot project covered 19 villages in Ludhiana and Patiala targeting 16000 acres of farmland and 3000 farmers. The pilot project showed encouraging results and burning was checked in the project villages in 75% area while 80% of farmers adopted improved straw management practices.

Crop Residue Management – Amplifying The Stories

At a session on Agritech at the DST-CII India Portugal Technology Summit on 8 December 2020, Chandrakant Pradhan Lead – Climate Change Resilience, CII Foundation, shared the experience of accelerating adoption of ecofriendly technologies to tackle farm stubble burning and other ecological challenges in the agricultural heartland of North India.



INDIA PORTUGAL TECHNOLOGY SUMMIT
 27 December 2020

Meet Session Panelists | Session: Agritech

Mr. Suresh Kumar Singh
 Mr. Pratik Mishra
 Mr. Anand Kulkarni
 Mr. Anand Kumar
 Mr. Anand Kumar
 Mr. Anand Kumar

December 8, 2020 | 1430 - 1600 hrs (IST) #TechSummit2020

Water Resource Mapping, Planning and Conservation

Maharashtra is prone to severe droughts and to improve the water scenario in drought prone villages in the state, water supply and demand management strategies integrating community and technology have been implemented in partnership with CII-Triveni Water Institute and supported by Standard Chartered Bank.

CII's WATSCAN Tool was successfully applied across 4 villages of Aurangabad, over 2017-2019, resulting in increased water availability in Paithan Kheda village by 1500-1700 cu.m/ha, reducing demand by

2300-2500 cu.m/ha, thereby bridging the demand-supply gap at the farm level. With these interventions, the groundwater level in the village is stabilising and water tables are improving.

CII is also promoting sericulture in the region. The intervention has demonstrated multiple benefits to participating farmers/champions. In addition to 20-25% water savings per acre of land (compared to existing crops), lower production risks and higher incomes have been achieved.



Sericulture is a multi-cycle crop that serves as a drought resistant strategy. The losses incurred in one crop cycle get minimized by gains in subsequent crop cycles. The Program has demonstrated about 2.5-3 times higher returns to the beneficiaries who adopted sericulture as compared to wheat and cotton cultivation in the area.

Another drought-resistant intervention, with high water saving potential demonstrated under the Program is promotion of evaporation control measures such as shade nets. Shade nets, when combined with micro irrigation systems and practices such as mulching, have enabled 25-30% water savings by reducing water loss and preserving soil moisture, with 1.5-2 times increased income.

The benefits to the participating farmers have garnered support in the vicinity with others keen on uptake of similar initiatives. Shivnai village for instance, where farmers were initially reluctant to partner in the earlier Phase, have joined the Program by co-investing in input costs for mulberry cultivation to take up sericulture.

Transformation is a gradual process, pilot projects as these show pathways for transformation leading to stabilising incomes and resources. Successful on-ground implementation based on application of advanced tools such as WATSCAN, behaviour change and community stewardship, are helping villages in Paithan taluk to transit from being drought prone to drought proof.

Woman Empowerment

2020-21



Women in India, especially at the grassroots level, have traditionally faced several social and economic challenges. Despite these challenges, many women show extraordinary courage in battling the odds to break free from the shackles that bind them to emerge as leaders in their communities.

The CII Foundation strives to identify, recognise, empower, and amplify the work of these grassroots women leaders who are 'changemakers' through its Woman Exemplar Program. The women are recognised through the CII Foundation Woman Exemplar Award in three categories: Health, Education, and Micro-enterprise. Going beyond the recognition, the Program builds the capacity of the exemplars to make them hubs of change and strong advocates on issues of health, education and livelihood and create new women leaders within their communities.

“

Any social change must start at the grassroots level, and I believe it is these women who are driving real change. Over the years, the Program has built a cohort of almost 100 Exemplars who bring about impactful social transformation. The focus now is on leveraging the 'collective' power of these 'nation builders' through capacity building and coaching to provide the Exemplars with the skills, information and platforms to enhance their potential.

Vipin Sondhi

Chairperson, Steering Committee
CII Foundation Woman Exemplar
Program and Managing Director & CEO,
Ashok Leyland Limited

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Our Approach

- Identifying Exemplars
- Recognition
- Capacity Building and Leadership Training



Identifying Exemplars

Each year, the grassroots ecosystem is scanned to identify 15 women leaders driving change in the country's most vulnerable communities. The nominee and proposers of the 15 women are both interviewed to understand the magnitude and the depth of their work in the communities. The shortlisting process takes the nominees' struggles and professional milestones into account, and the assessors strive to identify the springboard driving change in the women's life and her community. Through the conversations with the proposer and other stakeholders, the personal growth of the nominee/finalist is understood. The telephonic discussions are followed by due diligence visits across India to meet the finalists.

The due diligence visits are planned across 2 days per finalist. The CII Foundation team spends time with the finalist through the visits,

understanding her journey and work. To get a 3rd person perspective on the finalist's journey, a detailed interaction is held with the proposer and through community visits and stakeholder meetings. The tangible and intangible changes that the finalists have brought about are discussed with the community members through large group discussions and meetings with the key decision-makers of the villages. The collaborative and networking skills of the finalists are ascertained by speaking to Government officials of the region and the partner organisations, both of which add more dimensions to the work being done by the finalist in the community.

The due diligence visits are followed by the final shortlisting of the 15 Exemplars for the program in Education, Health and Micro-enterprise categories.



Associating with the Woman Exemplar Program has been an extraordinary experience for me. I have met amazing women from across India, from a woman making a small business of soya products in rural Maharashtra to another developing pond digging skills in Jharkhand. It has taught me the definition of leadership, which comes from knowledge, authenticity, being rooted to the ground and understanding one's environment. From the young Muslim woman who gave up a call centre job to help young women and men to overcome misogyny in the public domain to another young woman who popularised empowerment of women through martial arts, there was so much to be inspired by. Associating with the jury of accomplished women who took time out from their busy schedules also made me understand the value of their expertise, empathy and ethics. It is a privilege for which I am forever grateful.

Kaveree Bamzai

Member, Steering Committee CII Foundation
Woman Exemplar Program and Author &
Journalist



Recognition

All the 15 women who join the Program cohort are presented with a Certificate and a Citation. The 3 winners receive a Trophy and a cash reward of ₹ 3,00,000/- (rupees three lakh) along with the citations. They receive this honour before dignitaries, usually at a national-level event, to add gravitas to the woman's work and increase her standing within the community.



Capacity Building and Leadership Training

The program goes beyond the Award to work closely with all the 15 finalists and their associated organisations to provide them with skills, information and platforms that would enhance their potential. Most grassroots women leaders require financial capital, systematisation of their initiatives, institutional linkages, strengthening of leadership and management skills and ongoing mentoring and handholding support to reach the next level of their enterprise.

This part of the program is designed and implemented as an impact acceleration program. The primary objective of this initiative is to enable exemplars to upscale and sustain their initiatives while building out an India-wide network and momentum for the Woman Exemplar Program. The accelerator takes a two-pronged approach:

1. Building the Leadership Capital of Woman Exemplars through leadership training and coaching
2. Building the Social Capital of Woman Exemplars through networks and collaborations between exemplars, leading to developing a country-wide exemplar community.



Community Resilience

In 2020, the CII Foundation focused on community resilience projects to prepare communities better to face disasters. This is a natural progression to the efforts undertaken by the Exemplars in providing relief and rehabilitation to the marginalised, who were affected by the outbreak of the Coronavirus in 2020. The leadership displayed by the Exemplars during the time demonstrated the tremendous potential to leverage their strength to undertake community programmes.

Under the Covid resilience projects supported by CLP India, Woman Exemplars led projects in 3 states of the country with the most vulnerable communities.



Woman Exemplar Mana Mandlekar transforms adolescent children into agents of change in 20 villages of the Harda District. Along with the self-defence classes, the children participate in regular awareness sessions, the curriculum for which is designed to make the communities more resilient towards disasters of various magnitudes. The children are informed about helpline numbers, access to officials, ways to identify correct news from authentic news sources and avoid following rumours from social media. The children conduct larger community sessions like rallies, street plays etc as a medium to pass on the same information to the elders in the communities. The project activities are designed and formulated by the CII Foundation, providing the organisation capacity-building support at regular intervals.



Woman exemplar Rama Sharma is preventing dropouts from the Banjara Muslim communities of Tonk District. As the name suggests, the Banjara Muslims are on the move, and therefore, the worst hit in this displacement are the children. Girls often are the first ones to drop out of schools and are expected to take care of the younger siblings. Through the Project, the girls are enrolled in bridge courses and mainstreamed into educational institutions. Three hundred girls have benefitted through this Project from 6 villages in the Tonk district in Rajasthan. With the guidance and support from CIIF, Woman Exemplar Rama Sharma is also working towards creating a cadre of second-rung leaders in the communities, restrengthening their systems and making the community resilient.



Woman Exemplar Deepa Pawar is strengthening the Notified, and De Notified tribal communities in the Thane District of Maharashtra. The 6 semi-urban communities that the initiative is covering are highly vulnerable and at the brink of displacement due to a lack of opportunities. The interventions in these communities focuses on upskilling the community leaders through capacity building in disaster management. This is being achieved through Training on Leadership, Disaster Management, Emergency Response, and Prevention activities guided and monitored by the CII Foundation.

The Impact

Since its inception in 2005, the Woman Exemplar Program has built a network of about 100 women change leaders who are cumulatively impacting over 12 lakh people across the country.

Woman Exemplars create transformative change through the 4 Rs: Resistance, Resilience, Relationships and Resurgence of new leaders.

- **Resistance and Resilience:** Woman Exemplars change the world by changing themselves first. They build resilience through creative problem-solving. They build a positive solutions approach to address the immediate problems facing their lives. In the process of overcoming deep social and economic exclusion, they build their life purpose and mission.

They then amplify their personal experiences to create lasting change in similarly disadvantaged communities.

- **Relationships:** Woman Exemplars change the world by building collaborative relationships. They collaborate extensively with local governments, local businesses, and the media. In the process, they start building larger ecosystems of change and create allies for change from among local stakeholders.

- **Resurgence of New Leaders:** Woman Exemplars change the world by creating the next generation of leaders. They have the appetite and ambition to create a large-scale impact.

They recognise that scale can only be possible if the next generation of grassroots leaders are created.

“

These women are, in a way, the first responders, breaking shackles and changing social norms, being brave in circumstances which would have immobilised most of us. The Covid-19 situation is the most recent example where these women have acted as frontline workers. It's been a privilege being associated with this Program since its inception and seeing it grow from strength to strength. I congratulate CII Foundation for this robust Program.

Rumjhum Chatterjee

Member, Steering Committee
CII Foundation Woman Exemplar
Program & Group Managing Director,
Feedback Infra Pvt Ltd

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Stories of Transformation - Winners of the CII Foundation Woman Exemplar Award 2020



Rekha Bhandare

Education Category

The direction of Rekha Mallama Bhandare's life was determined even before she was born. As the only daughter of a devadasi mother and born into a scheduled caste family, she was dedicated to the goddess Yellamma at the age of ten years, condemned to years of sexual violence, social stigma, and discrimination. However, as a result of the Karnataka Devadasis (Prohibition of Dedication) Act, 1982, she was rescued by her mentor Lathamala, who worked for the Mysore Resettlement and Development Agency (MYRADA).

Starting out as a volunteer with MYRADA, an NGO partner to the government of Karnataka, Rekha has worked for 27 years to eliminate the exploitative practice of devadasi dedication from her district, Belgaum.

She is one of the founders of Mahila Abhivruddi Mattu Samrakshana Samsthe (MASS), or Women's Development and Protection Agency / Organization, a society for ex-devadasis that works to end the devadasi system and to secure livelihoods, rights, and justice for former devadasis and their children. Today, MASS has 3,700 women members who have walked out of the system and has supported 2,500 children with their education. Rekha has successfully advocated for policy changes.

The Impact

It is estimated that Rekha has directly impacted 7,500 women and children and around 48,000 women indirectly through her work.

“

Daughter of a devadasi, Rekha was committed to this practice at the age of 11. She had two daughters by the age of 14. Today, this champion of education and child protection has transformed the lives of 6,200 at-risk girls and women. Through advocacy at the district and state levels, her organization, MASS, has ended the devadasi practice in Belgaum.

Rekha Bhandare

Education Category

”

Direct Impact

- MASS has 3,700 ex-devadasi members who are organised in 400 SHGs in Belgaum. The devadasi system has been almost eradicated in the district.
- Rekha has trained 150 volunteers from Belgaum on setting up SHGs, establishing bank linkages, and accessing government schemes.
- Two thousand nine hundred children of ex-devadasis have benefitted from the 117 child activity centres set up by MASS.
- Six hundred children of ex-devadasis have secured admission in special schools run by the government for free and quality education (Navodaya and Morarji Desai).
- 5,000 SHG members and 2,336 adolescent girls have been trained on menstrual hygiene in the Belgaum district.
- MASS has tangibly supported its members by mobilising housing finance, providing working capital to members' SHGs from its funds, starting an education fund to benefit members' children, creating a death relief fund to perform the last rites of ex-devdasis, and offering other need-based support.
- One thousand seven hundred thirty-three members have received loans through NABFINS to start a business.
- Through various donations, MASS has provided 448 loans to members amounting to Rs. 9.14 crore.
- Four hundred seventy children have benefitted from interest-free education loans provided to their mothers.
- Rekha has trained 50 police officers from four taluks on the provisions of the Karnataka Devadasi (Prohibition of Dedication) Act, 1982





Chandrakali Markam

Micro-enterprise Category

Chandrakali Markam, daughter of Adivasi wage labourers, pulled her family out of extreme poverty through small SHG savings. This experience of economic empowerment drove her to grow a federation of 507 SHGs in the Dindori district, spread across 53 villages in Samnapur in Madhya Pradesh. This federation has built webs of livelihoods and savings for women in densely forested belts of Madhya Pradesh that are affected by Naxalism. Today, the SHG federation of 6,000 Adivasi women has an annual turnover of Rs. 70 crore. She accomplished this with support from PRADAN, a grassroots organisation that facilitates marginalised communities to develop their livelihood solutions and initiatives. Chandrakali spearheaded the formation of a poultry cooperative, Rani Durgawati Murgipalak Sahkari Samiti Maryadit, Samnapur, in 2006. It currently has 360 producer members from 23 villages. Most of the producers are landless Adivasis. In 2018-2019, the cooperative had a turnover of Rs. 14.5 crore and a net profit of Rs. 8 lakh. Her poultry members have reported 10x increase in annual family incomes, and SHG members have increased their savings by 40x.

In the remote interiors of a region that has remained untouched by the ecosystem and culture of entrepreneurship, Chandrakali is moving women from landless families to think of businesses such as mushroom cultivation and promote village ventures.

The Impact

Chandrakali has helped raise the annual household income of poverty-stricken families and brought about systemic changes in the entire ecosystem. She has also helped change the patterns of family decision making and the burden sharing of chores and responsibilities.

- 6,000 women are members of the district poultry federation, whose annual turnover is Rs. 70 crores; there are 507 SHGs spread across 53 villages in Samnapur block.
- Three hundred sixty women from the federation have started value-added broiler chicken farms, which provide an income of around Rs. 7,000 per cycle, which is 30-45 days in duration. Producers in 23 villages in two blocks have been benefitted.
- The cooperative had a turnover of Rs. 14.5 crores in 2018-19, with a bonus amount of Rs. 8 lakh divided among the women.
- Most of the supervisors are class 10 pass, and the children of the producers are given first preference while selecting a supervisor.

Chandrakali has ensured the adoption of several innovative best practices by the community of producers. In 2019, they introduced ripe maize grain as chicken feed as opposed to unripe maize grain, which had been the practice thus far. This has reduced the mortality rate to a great extent.



Sumitra Gagrai

Health Category

Born into the indigenous Ho tribe, Sumitra fought poverty and illness to emerge as a health change agent. Working in the interiors of Jharkhand, she and her team have impacted 36,000 tribal women, reducing maternal and neonatal deaths.

Losing her sister to depression and suicide moved Sumitra to launch a rural model for community mental health care. Run by 30 tribal youth counsellors, this model provides destigmatised mental health and telepsychiatry services in 24 villages.

Sumitra joined Ekjut, a pioneering rural health program, at the age of 17 when she was struggling with her own health challenges. She has gone on to become a ground-up health champion who has initiated several of the organisation's key programs. By building linkages between maternal and neonatal health, nutrition, gender-based violence, and mental health, Sumitra is creating a culture of health awareness and care in West Singhbhum, a district with India's worst health indicators.

The Impact

Starting at the age of 17, Sumitra, in a decade of work, has impacted 36,000 individuals by building their health-seeking behaviours and improving their maternal and infant health practices. Her efforts at twinning gender violence and mental health programs have reached a population base of 20,000 individuals. Thirty Yuva Sathis trained by Sumitra today stand tall as local role models and go-to health champions. The community rural mental health model initiated by Sumitra is the first of its kind in Jharkhand.



CII Foundation Woman Exemplars of 2020



Poverty, violence, and corporal punishment forced Aarti to dropout of school twice. Today, she is a teacher-changemaker in Prerna, a school for disadvantaged girls from urban poor communities in Lucknow. Through feminist pedagogy and a gender empowering model of education, Aarti has transformed 4,500 Prerna students into change agents. She also leads Veerangana, a movement of girl champions, that has reached 7,500 slum residents, moving them to commit to the completion of their daughters' education.

Aarti Singh

Education Category
Lucknow, UttarPradesh



Bharti's birth led to the banishment of her parents from their village. Beating poverty and patriarchy, she found purpose in socially engaged theatre. Working in rural government schools of Haryana, Bharti runs Taaron Ki Toli, an adolescent and youth leadership program that combines life skills, gender empowerment, and theatre. She has trained 10,400 adolescents and 480 youth leaders who are rising to make gender-based violence unacceptable. Together, they have impacted 25,000 community members and government officials.

Bharti

Education Category
Karnal, Panipat, Haryana



Child marriage, domestic violence, and murder attempts on her life led Nirmala to find her purpose. This champion of child protection is building active village child protection committees (VCPCs) across the hazardous district of Madhubani to protect all at-risk children from harm. By turning 1,452 youth, adolescents, teachers, parents, and government officials into barefoot child protection experts, Nirmala has revived a defunct government system, stopped 200 child marriages, and directly impacted 11,241 individuals.

Nirmala

Education Category
Madhubani, Bihar



Born in the most impoverished slum of Mumbai, Anjum is leading a movement for safe public toilets. She has trained slum residents, including disabled and transgender persons, to become civic rights leaders. They conduct toilet surveys from the lens of gender, privacy, safety, and hygiene. Then, using data and evidence, they partner with municipalities to construct, repair, and maintain toilet blocks across Mumbai. Anjum's movement has brought dignity and safety to the lives of 2,000 individuals.

Anjum Shaikh

Health Category
Mumbai, Maharashtra



Laxmi was married at the age of eight to her maternal uncle. Surviving domestic violence, she raised her family on meagre earnings as a village health worker. Today, she leads a mass-based organisation dedicated to advancing the rights of rural single women in Maharashtra. Laxmi has trained 190 single women leaders like her self. Together they have lifted more than 17,000 women and families out from poverty and violence.

Laxmi Waghmare

Health Category
Marathwada region, Maharashtra



Married at the age of 15, Pushpa lost several pregnancies and landed up in hospital frequently due to grievous spousal violence. Today, she has transformed 5,500 women survivors of violence into change agents. They, in turn, have enabled 14,000 Dalit, Muslim and Adivasi women to build agency and walk out of domestic abuse. To create a culture that makes violence against women unacceptable, Pushpa has led campaigns and trainings that have impacted 1,49,859 government and community leaders.

Pushpa Devi

Health Category
Banda, Uttar Pradesh



Rising from her own experience of violence, Reshma is the proverbial 2.00 a.m. friend to thousands of Muslim women in Baroda who face daily communal and domestic violence. She and her team are building agency among Muslim women through gender and sexuality awareness, leadership trainings for peace, and access to livelihoods. Her work has impacted 5,000 families. Reshma has also amplified the issues of safety of minority women to the national state apparatus.

Reshma Vohra
Health Category
Baroda, Gujarat



Small earnings as a Balwadi worker gave Geeta the courage to fund the expensive medical treatment of her children. Walking out of a violent marriage, she set up an organisation that connects Dalit and tribal women with entrepreneurship opportunities in the poorest districts of UP. Geeta has collectivized 22,207 SHG members, equipped 5,180 women with remunerative livelihoods, and launched 800 rural business leaders. The women have increased their annual family incomes by 70-100 percent.

Geeta Tiwari
Micro-enterprise Category
Sultanpur, Uttar Pradesh



Breaking dominant Rajput traditions, Kailash Kanwar is one of the first women of her community to walk out of her violent family and become economically-independent. Having studied till class 5, Kailash harnessed her skills as a tailor to spearhead a crafts-based social enterprise where 2900 women like her have become skilled craft producers and earn rewarding wages. As a community leader, Kailash is a role model to more than 20,000 women of her area.

Kailash Kanwar
Micro-enterprise Category
Tilonia, Rajasthan



Born into the nomadic Lambadi tribe, Neela studied till class two. She went on to put the forgotten Lambadi craft traditions on the national map. From growing organic cotton to reviving the traditional embroidery styles to building retail networks, Neela's venture has generated revenues of Rs. 3.12 crore. Women employed by Porgai have re-learnt their crafts and increased their family incomes by 70%, leading to a 60% reduction of migration in their community.

Neela Rantham
Micro-enterprise Category
Sittilingi, Tamil Nadu



Rupali was married to a man who treated the carcass of dead animal. She transformed his caste occupation into a thriving business in leather-based musical instruments. Rupali has mentored 1,000 drought-affected women to start up their own ventures. Known as the 'rural digital guru', she has trained 5,500 women entrepreneurs in technology-based financial transactions, putting them on the highway of digital and financial inclusion.

Rupali Shinde
Micro-enterprise Category
Satara, Maharashtra

Media Coverage

Woman Exemplars in the Media



Once Abused, Laxmi Waghmare Now Helps 17000 Women And Stops Child Marriages

[READ MORE](#)



I Was Forced into Prostitution As A Teen, But Rescued 1200 Girls From Trafficking

Bhavna Chakwal, a resident of Vrinda, Goa, was forced into sex work at the age of 13 but has since worked for the rescue and rehabilitation of child sex workers, for which she won the CI Women Empower Award in 2019.

Few define the words 'strength' and 'resilience' the way Bhavna Chakwal does. Today, the 33-year-old is a confident woman, who has helped hundreds of women escape trafficking circumstances to be able to stand on their own feet. But 20 years ago she believed this day would never come.

She grew up in the slums of Vrinda, Goa, with an alcoholic father, a mother who single-handedly provided for her family on a rag picker's salary, and two sisters. At the age of 13, Bhavna was "kidnapped" as a prostitute—young girls who are "traded" to an old lady in Vrinda and a common eventually for their sex trade and exploitation by her parents.



Extraordinary Indians: How Chandrakali Markam transformed her small Adivasi community through the power of microenterprise

INSPIRING TO EMPLOYERS AND GOVERNMENT, WOMAN IN BUSINESS, UP THE VALUE CHAIN TO INCREASE REAL TIME & LIFE. Chandrakali Markam took the focus into her own hands.

SMART WOMEN
November 2017 | 100 | 11-12-17-18



THE WOMAN WHO RAISED A VILLAGE

Chandrakali Markam, 55

Born into the family of a poor Adivasi farmer from the Agria tribe in Barga, a village in the Dindori district of Madhya Pradesh, the effervescent Chandrakali Markam has overcome poverty, regressive norms and limited education to the world beyond the surrounding forests left Barga's residents struggling to think any further than the next meal.

Disaster Relief and Rehabilitation

2020-21



The year 2020 will go down in history as Coronavirus spread like wildfire across the globe, flattening economies, causing large-scale disruption of livelihoods, and tremendous loss of lives. It caught the world unprepared. Country after country was brought down by the virus and left grappling with many questions, sick people, and dead bodies.

India, too, was deeply affected, and in March 2020 a nationwide lockdown was announced to curb the spread of the virus and arrest its devastating impact. While this timely move did help in reigning in the spread, the economic cost was severe and extremely high.

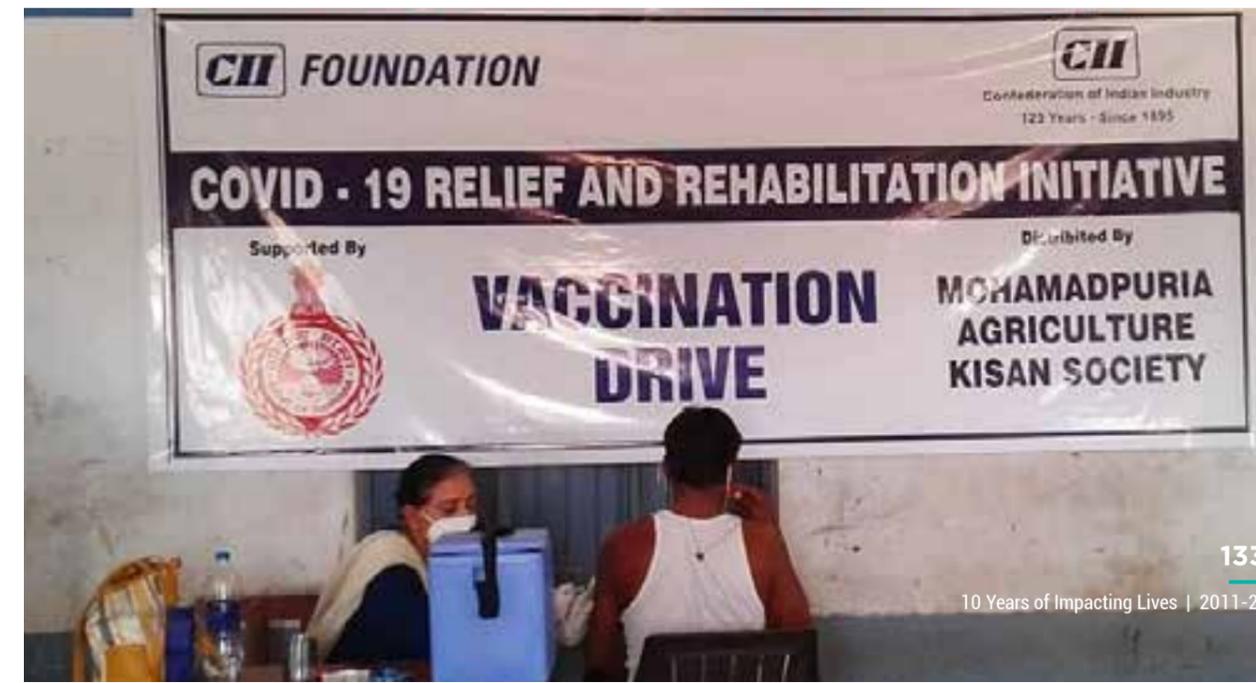
The outbreak of Coronavirus is perhaps the first and only pandemic in the living memory of an entire generation. The turmoil and swirls of misery it raised and continues to raise are unprecedented.

In such turbulent times, the CII Foundation and CII took up relief and rehabilitation initiatives across the country. Working closely with Governments at the Centre and States and leveraging industry support, the CII Foundation reached out to millions of people, especially the underprivileged and marginalised, such as migrant workers, daily-wage earners, the elderly and children, persons with disabilities and nomadic tribes.

Working very systematically, the CII Foundation, together with CII, CII initiatives such as Young Indians (Yi), CII India Business and Disability Network (CII-IBDN) and affiliate associations, mapped requirements of essentials such as food and medicines and personal protective kits (PPEs). Relief operations to provide these requirements were undertaken in 28 States in India.

By June 2020, over 80 lakh people - including daily wage labourers, migrant workers, people with disabilities, marginal farmers, elderly, children, women workers, and nomadic tribes, etc. were supported with the provision of food. 24 Lakh cooked meals, 20.50 Lakh Ration kits, and 1,700 food grains were provided to the needy. 66 lakh hygiene material, including 24 lakh masks, 12.65 lakh gloves, 1.39 lakh PPEs and 28 lakh sanitisers/soaps, were distributed among the vulnerable population, policemen and medical workers. In all, CII Foundation and CII reached out to 80 lakhs+ people with relief material.

In addition to the direct relief by way of provisions and medical supplies, the CII Foundation also undertook awareness drives and relief work in 150 villages in six districts in Punjab and Haryana, including making provision of ration and hygiene kits for over 8,000 farm labourers and marginal farmer households.



The CII Foundation Woman Exemplar Network also undertook awareness drives and distributed ration kits among 7,900 households from marginalised communities in UP, Rajasthan, West Bengal, Gujarat, and Maharashtra.

CII Foundation and RTI International, with the support of CLP India, also undertook a community-based COVID-19 surveillance and management project in Uttar Pradesh's Kanpur, Unnao, and Fatehpur districts. The model leverages the existing frontline workers by upskilling them to use a tailored digital platform for syndromic surveillance and combines it with teleconsultation and real-time data inputs to

local health authorities, enabling rapid identification and containment.

The model aimed to reverse the current care-seeking pathway by managing those with mild to moderate risk at the village level. Only serious cases were escalated to the nearest health facilities, thereby alleviating the pressure being felt by the primary health infrastructure. It also aimed to formulate a model of delivery contextual to rural settings that can be adopted across different services in the fight against Covid-19.

The relief work was followed up with focused projects to supplement health interventions in

tier II and III towns and build community resilience of the marginalised. The CII Foundation partnered with Springer Health Systems and started the Tele-ICU Initiative, a 24*7 remote ICU patient monitoring system aided by real-time, two-way audio-visuals and smart alerts. The Tele-ICU Service interlinks far-end hospitals along with ICU, the cloud servers, and a command centre as a solution to triage, diagnose and manage the patients in isolation and ensure that a trained clinician is available 24X7 to manage the patient without the need to be physically present at the site.

While the healthcare systems, whether private or Government, are doing their best to provide the infrastructure and resources for diagnosing and treating the COVID-19 cases, there is a shortage of PPE and trained medical/paramedical resources to handle the situation. The Tele-ICUs are serving as a solution to triage, diagnose and manage the patients in isolation.

Operational in Haryana and Maharashtra, 9 Government hospitals and 233 ICU beds are being supported under this initiative. In Haryana, these are in Rohtak, Sonapat, Nalhar, Faridabad, and Maharashtra in Solapur, Aurangabad, Nagpur, Jalna, Manchar & Bhor (Pune).

Kerala Relief and Rehabilitation Work

The CII Foundation undertook relief and rehabilitation work in Kerala after the state was devastated by floods in 2018. Several meetings with different Government Departments and senior officials were held, and support towards education and health was identified as a priority area.

A detailed survey and data collection on the damaged schools and health facilities was undertaken in coordination with district administration. The findings were submitted to the National CII Task Force on Kerala Flood Relief and Rehabilitation, Co-Chaired by Mr Kris Gopalakrishnan, Past President, CII & Dr Naushad Forbes, Past President, CII.

Memorandums of Understanding (MoUs) were signed for the 6 Health Centres and 1 primary school in November 2019 to roll out the rehabilitation initiatives.

The aim was to build a green school that focuses on a healthy environment conducive to learning, environment protection, disaster



resilience, and improved healthcare access with improved infrastructure and new health facilities.

Restoration/construction work is underway in the Government Lower Primary School (GLPS) Kayanad and 6 Public Health Centres (North Paravoor, Moothakunnam, Chittattukara, Puthuvyppu, Mulavukadu, and Avoly).

The work at the Health Centres in Mulavukadu, Avoly and Chittattukara is nearly complete. These Health Centres have been upgraded with facilities to convert them from Primary Health Centres to Family Health Centres. The facilities at these Centres now included conference/ yoga halls, immunisation rooms for children, waiting areas, biomedical waste management units and toilet blocks.

At the other Centres, work is under different stages of progress. At the Government Lower Primary School, Kayanad, more than 75% of the work has been completed. Presently the plastering work is progressing and is expected to be completed soon.

“



We, the health staff team at PHC Puthuvyppu, are grateful to CII Foundation for the timely intervention and help in rebuilding the PHC, which was declared unfit by the Panchayat after floods. It is the only PHC in one of the most densely populated islands, where the majority of the people depend on fishing and allied business. The plan for the new building was developed after detailed discussions and in keeping with FHC norms.

Dr Anju Angel Alex
Medical Officer, PHC Puthuvyppu

”

CII & CII Foundation Kerala Rehabilitation Initiative Progress Report: March 2021

75%
Government LPS Kayand

25%
Taluk Head Quarters
Hospital, Paravoor

25%
Government CHC
Moothakunnam

15%
Government PHC Puthuvyppu

95%
Government PHC Chittattukara

100%
Government PHC Mulavukadu

100%
Government PHC Avoly

Around 5 Lakh people are expected to receive help from these initiatives.



Other Initiatives

2020-21



Upskilling of Sabai Artisans

West Bengal's Jhargram district, a densely populated area, has huge natural reserves of bamboo and Sabai grass. The local economy is powered by agriculture and allied work. The district is home to a large number of Sabai artisans who are adept at making handicrafts out of Sabai grass and bamboo. However, the last couple of years has seen tremendous rural-to-urban migration with several young people moving out of the district in search of better livelihood opportunities. This migration has impacted the local economy, with a pronounced impact on local skills and traditional products.

To help the local economy and reduce migration due to lack of opportunities in the district, the CII Foundation, along with CII Eastern Region began training and upskilling the Sabai grass artisans in the area. The aim of the initiative is to undertake tangible skill development training interventions with the long-term objective of improving livelihood security of the marginal sections of society (in particular for women artisans) by improving their skill sets. Apart from training, efforts are underway to help with business-related financing and market linkages for the people to be able to sell their produce as well as promote ecofriendly products.

The CII Foundation and CII Eastern Region are also working on empowering women and promoting entrepreneurship.

After the basic intervention in the first phase of the project, in 2020-2021, the CII Foundation focused on strengthening the base of the intervention through further capacity building of the artisans by resuming production.

Given the impact of Covid-19, the CII Foundation also focused on relief measures and distributed rations amongst the people.

Location:
**Jhargram District,
West Bengal**

Donor:
EXIDE Industries Limited

The Approach

- Need Assessment
- Mobilizing and Selecting Target Beneficiary
- Reskilling and Upskilling
- New Design Development
- Facilitating Market Linkage

Impact

Rs 3000 per head has been distributed as stipend among all the beneficiaries

Ration and preventive materials have been supplied to each beneficiary and her family members during Covid-19 pandemic

Bank accounts have been opened for all the beneficiaries

Linkages has been established with buyer groups like Aranyasundari Mahasangha, Paul Design Centrum, Aranyak

Beneficiaries are participating with their artifacts in various Government promoted fairs like Shramik Mela, Sabala Mela, Jungle Mahal Utsav

Work Order of Rs 3,81,571 has been accumulated

“
I was faced with questions like can you do it? Gladly, things are changing and now, they can see me doing it.

Sombari Murmu

”

“
I am very happy as I can support my children's education with my own money.

Tapashi Mahato

”

“
“CII Foundation has really helped us to rejuvenate this dying art and gear up the economic status of the families involved in this.

Gram Panchayat Pradhan, Kenduagari GP

”

Going forward the CII Foundation and CII Eastern Region will focus on

Capacity building of the beneficiaries which will be done in such a way so that they can form a Collective like a Producer Group Company, Cooperative so that the Collective can run the business model in future and can enjoy the advantages like limited liability, perpetual existence, social service, open membership, tax advantages, State assistance and democratic management.

Effective branding of the Sabai made products.

Explore the scope of sustainable and diversified use of Sabai grass along with scope of processing fibre from Sabai.

The CII Foundation **Board of Trustees 2020-21**

The CII Foundation is guided by a team of stalwarts from industry and the social development sector. The Board of Trustees take a deep interest in the activities that the Foundation undertakes to bring about impactful changes.

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DCM Shriram Ltd



N Kumar

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CII (1997-98)
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The Sanmar Group

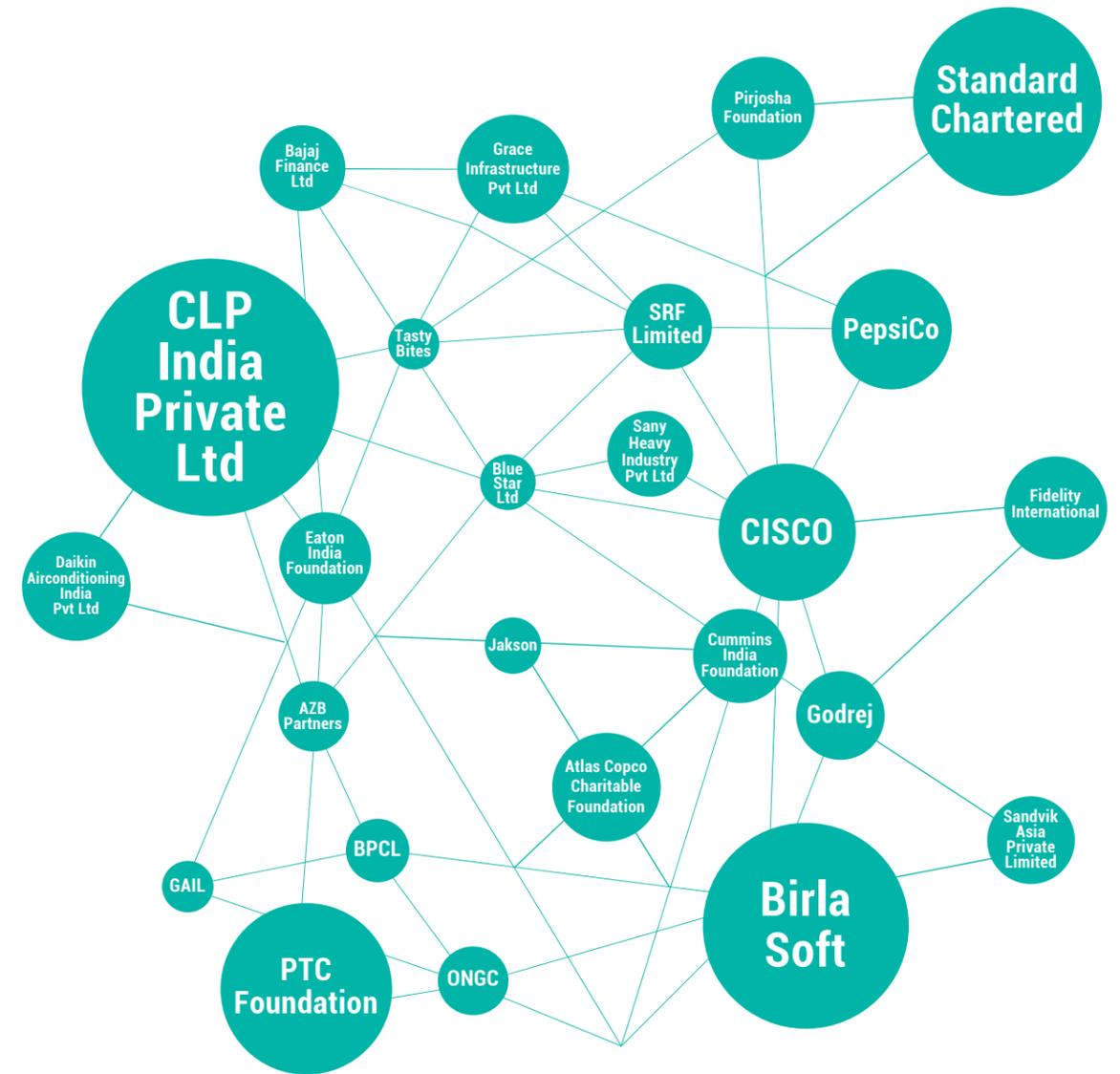


Rukmini Banerji

CEO, Pratham



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Technical Partners for Crop Residue Management Initiative

Punjab Agricultural University
Deptt of Agriculture, Punjab
Haryana Agriculture University
Deptt of Agriculture, Haryana
Krishi Vigyan Kendra

Field Partners for Crop Residue Management Initiative

GBDSGNS Foundation
Guru Nanak National college
DoctorsforYou



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

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

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

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

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