

TRANSFORMING COMMUNITIES THROUGH PARTNERSHIPS

Transforming Communities Through Partnerships

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.

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Message from the Chairperson

Jamshyd N Godrej

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



**“Do the best you can until you know better.
Then when you know better, do better.”**

- Maya Angelou

Tracing the journey of India Inc.'s role in social development reveals an interesting trajectory of significant evolution. It began as voluntary philanthropy, transitioned into a mandated compliance and is now an integral part of business strategy.

As India Inc.'s understanding of the social landscape and its potential for making a powerful impact deepened, so did its commitment and

contribution. Corporate Social Responsibility (CSR) spends grew from Rs 17098.57 crore in FY 2017-18 to Rs 26278.71 crore in FY 2021-22, and it continues to rise.

At the CII Foundation, we have seen significant growth in 2023-24: we have launched projects in a new thematic area and across various geographies, while expanding the footprint and impact of on-going projects. We have also onboarded many new

corporate donors as valuable supporters who have helped accelerate our work.

This year, we added Healthcare as a new thematic area of work with the launch of a project to create awareness on health in schools across 3 States, and a project to strengthen healthcare infrastructure in medical facilities in Andhra Pradesh for better health delivery.

We took up a lake restoration initiative in Chennai (Tamil Nadu) for the comprehensive restoration of water bodies to create urban climate resilience.

After the success of the waste management project in Delhi's Abul Fazal, similar projects have been launched in diverse geographies: Kochi (Kerala); Leh (Ladakh) and in Gurugram (Haryana).

Our on-going projects continue to expand and create more positive outcomes. The crop residue management project to mitigate stubble burning and promote sustainable agricultural practices was expanded from 300 villages in season 2022 to 432 villages in Punjab and Haryana in season 2023. The project interventions led to a 91% reduction in stubble burning in the adopted villages.

We added 16 grassroots women leaders working in the areas of Health, Education and Micro-enterprise to the cohort of over 100 Woman Exemplars under our Woman Exemplar Program. Together, these women are impacting the lives of 3 million people annually.

Under disaster relief and rehabilitation, we have reconstructed and handed over medical facilities and schools affected by the devastating Kerala floods of 2018 to positively impact the lives of 5 lakh people annually.

While we feel a sense of pride when we see the strides made in achieving greater social transformation, much remains to be done.

If one were to look at CSR spending, the geographical disparity is stark. Some states and urban areas receive a large portion of the CSR spend while others get overlooked. According to

CSR data, Maharashtra received Rs 5290.19 crore while Assam received just Rs 400.03 crore in FY 2021-22. Sectoral imbalances are clearly visible too. Education and healthcare attract substantial CSR funds while areas such as disability support and rural livelihood remain underfunded. Moreover, a large proportion of CSR funds is directed towards high-visibility projects that yield quick returns rather than long-term programmes that will drive systemic changes which will change the trajectory of social development. Lastly, the lack of standardised reporting results in variability in quality and comprehensiveness of reporting, which results in inadequate and sometimes incorrect evaluation of project impact.

With a deeper understanding of the social landscape and the gaps, we need to collaboratively work together to promote equitable geographical and sectoral distribution of CSR funds, prioritising long-term systemic changes and standardising impact reporting to enhance the impact of CSR initiatives.

At the CII Foundation we remain committed to social transformation by fostering powerful multi-stakeholder platforms that bring together diverse stakeholders such as Government, industry, technical experts and communities together.

It is my privilege to present the CII Foundation Annual Report 2023-24 which presents key initiatives of the Foundation during the year. I look forward to your continuing support as we embark on another year of collaborative change.

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Message from the Managing Trustee

Chandrajit Banerjee

Managing Trustee
CII Foundation



In 2024, India stands at the cusp of change where strategic partnerships will play a pivotal role in shaping a new India. Recognising this, CII chose 'Globally Competitive India: Partnerships for Sustainable and Inclusive Growth' as its theme for 2024-25.

As a leading developmental institution, CII has been instrumental in driving change in India by forging partnerships at the national and international level. We bring together diverse groups of people with different viewpoints and expertise to create robust ecosystems through policy advocacy and on-ground initiatives to accelerate sustainable and inclusive development.

To maximise the social impact of CSR funds, CII established the CII Foundation in 2011. Leveraging industry connections, the CII

Foundation forms powerful multi-stakeholder partnerships with Industry, Government, and communities to address pressing social development issues. The Foundation develops and launches projects, often, on a pilot basis initially, and then amplifies them to create change at a scale that is truly transformative.

In 2023-24, the CII Foundation entered a new area of work – Healthcare, while deepening and widening its work in areas such as climate change, women empowerment, waste management, disaster relief and rehabilitation, and early childhood education.

Climate change resilience has assumed greater urgency given the severe heat waves affecting India.

The CII Foundation has been successfully running a crop residue management project to mitigate stubble burning, a leading cause of air pollution, since 2018. Under the project, farmers are supported with know-how, machinery and technical support to adopt in-situ and ex-situ methods to manage farm stubble. This year while, strengthening in-situ solutions, the emphasis was on developing robust ex-situ methods and devising new methods to utilise the straw. Bio-gas plants, bio-compost pits and bio-pelletisation have been initiated to utilise the farm straw thereby changing its perception from waste to worth. The crop residue project reduced stubble burning in 91% of the intervened 432 villages in Punjab and Haryana in season 2023 and is now being implemented in almost 600 villages.

Improved waste management practices reduce air and water pollution and our community waste management project in Delhi's Abul Fazal has demonstrated the success of the model with 70% of the households now segregating waste and a specially set up waste composting unit treating 111 tonnes of wet waste to turn it into manure, saving it from reaching landfills. Plastic waste poses a significant environmental and health hazard, and our plastic waste management initiative focusses on efficient collection, processing, and recycling of plastic waste. An integrated plastic waste recycling centre set up in June 2023 is enhancing sorting, packaging, and aggregating plastic waste for resale.

Additionally, to maximise reach and benefit for those affected by disasters, the CII Foundation employs a multi-stakeholder approach, drawing on Industry connections and collaborating with local governments, NGOs, hospitals, and other stakeholders. Past interventions in Kerala and Tamil Nadu are a testament towards the cause.

Our program on early childhood education was intensified in Jammu and Kashmir where we trained Master Trainers who in turn would train other trainers to amplify impact, developed curriculum and a Teaching Material Kit to enhance delivery of ECE through the Anganwadi Centres we work with. The project was also launched in Karnataka this year.

Recognising the need to improve health awareness and healthcare delivery, the CII Foundation has

launched a project in select schools in Delhi, Haryana and Uttar Pradesh to drive behavioural change and practices related to health. Another initiative was launched in Guntur, Andhra Pradesh, to strengthen infrastructure for better health delivery, focussing on maternal healthcare, for improved outcomes.

In 2005, CII launched the Woman Exemplar Award to identify, recognize and empower grassroots women leaders from isolated and marginalized rural areas. Annually, three women are chosen from a shortlist of 15 outstanding nominees. These remarkable individuals have surmounted significant social challenges, shattered barriers, and overcome adversity to emerge as influential community leaders and drivers of social change.

Going forward, we will continue to intensify our work while accelerating our new flagship programme on healthcare.

It is heartening to see the transformation as a result of the on-ground interventions, and we are confident that our partnerships will create a truly inclusive and resilient India. All this would not have been possible without the unwavering support of our partners.

The CII Foundation Annual Report 2023-24 presents the story of this change with the title 'Transforming Communities Through Partnerships' and I hope you will be a part of our transformative journey in the coming year.

To maximise the social impact of CSR funds, CII established the CII Foundation and it is heartening to see the transformation as a result of our on-ground interventions.

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Vision

Enable Industry for
Infusing Inclusive
Development

Mission

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

Areas of Intervention

Climate Change

Disaster Relief and
Rehabilitation

Early Childhood Education

Healthcare

Women Empowerment

Waste Management



Climate Change

**13** CLIMATE ACTIONSDG
GOAL 13

**Take Urgent Action to
Combat Climate Change
and its Impacts.**

Key Targets

- > **13.1** Strengthen resilience and adaptive capacity to climate related hazards and natural disasters in all countries.
- > **13.2** Integrate climate change measures into national policies, strategies and planning.

[Click here to read more: https://sdgs.un.org/goals/goal13](https://sdgs.un.org/goals/goal13)

Crop Residue Management



“The pollution problem in our village has significantly decreased as a result of the crop residue management initiative. Ever since our village acquired the Rotavator and Super Seeder machines, the amount of stubble burned by farmers has reduced, resulting in less pollution and easier wheat sowing, both of which have greatly benefited the farmers.”

Karnail Kaur
Sarpanch, Kamalpur
Sangrur, Punjab

While there are several causes of air pollution, crop residue burning in the farms of India's northwestern states such as Punjab and Haryana at the onset of winter, exacerbates the pollution. Farmers, especially small and marginal farmers with land holdings of under 5 acres, often resort to burning crop residue due to lack of viable alternatives.

This practice of burning crop residue not only leads to a host of health issues such as respiratory ailments, but also causes significant environmental damage and soil degradation, resulting in nutrient loss, reduced farm yield and farmer incomes over time.

To address the issue of crop residue burning and promote sustainable agriculture practices, the CII Foundation launched a pilot project on crop residue management in 19 villages in Punjab in 2018 under CII's Cleaner Air, Better Life initiative.

Given the complexity of the issue, the project was launched in partnership with the Government, industry, agricultural universities and the farmer community to create a zero-stubble burning movement.

Under the project, farmers were advised and supported to adopt environment-friendly alternatives to stubble burning.

The results of the pilot project were encouraging: of the 14,947 acres of farmland covered, 80% of farmers adopted the new approach of straw management and 75% of the farmland in the adopted area became stubble burning free.

Over the years, the crop residue management project has been expanded to cover more villages across Punjab and Haryana.

Dousing The Fire - 2018 to 2024

	2018-19		2019-20		2020-21		2021-22		2022-23		2023-24	
No. of Villages	Punjab	Haryana	Punjab	Haryana	Punjab	Haryana	Punjab	Haryana	Punjab	Haryana	Punjab	Haryana
	19		93	14	138	24	163	72	228	72	355	77
	19		107		162		235		300		432	
Farmland Covered (in Acres)	14947		87421	15980	129137	28830	135997	87922	227927	87922	401612	96072
	14947		103392		157967		223919		315849		497684	
No. of Farmers	2220		8842	4125	13761	7755	16211	22805	26137	22085	64379	23670
	2220		12967		21516		39016		48222		88049	

In 2023-24, the project was implemented in 432 villages adopting a 70:30 approach. This strategy involves recycling 70% of crop residue/biomass in-situ (in the farm itself) and managing the remaining 30% through ex-situ measures. In-situ recycling of straw enriches the soil by augmenting organic matter and carbon. Ex-situ measures entail mechanized collection of biomass from the farms and its utilization for industrial purposes, along with value-addition to straw. It also opens new avenues for increasing incomes of farmers.

The project was supported by the Government and leading corporates such as Apraava Energy, Birlasoft, Goodyear, Fidelity International, Indian Oil Corporation Ltd, Cummins, PTC India Financial Services Limited, HDFC Bank, and SBI Card. Over 100 youth volunteers from the villages have been actively engaging with the farmers to support them in adopting improved crop residue management practices.

Key Components of the Program



Awareness Building



Machinery Support Through Community Tool Banks



Farmers' Training and Farm Demonstrations



Biomass Management Alternatives - Mechanised In-situ & Ex-Situ Straw Management and Composting

Location

Punjab and Haryana

Key Supporters

Apraava Energy, Birlasoft, Cummins, Fidelity International, Goodyear, HDFC Bank, Indian Oil Corporation Ltd., PTC India Financial Services Limited, SBI Card

Awareness Building: Engaging Farmers and Mobilizing Communities

Continuous engagement with farmers is critically important and regular meetings with the farmer community, door-to-door campaigns, nukkad natak, pamphlets, wall paintings and awareness vans were extensively used in the project villages to disseminate information about the ill-effects of stubble burning and encourage farmers to join the project.



Over 2800 field visits were undertaken during the year to engage with the farmer community and additionally, project volunteers trained by the CII Foundation visited farmer households, to promote adoption of new technologies to manage stubble.

Over 96 employee/volunteer visits by corporate donors were also undertaken during the year. Employees of Birlasoft visited their project villages in Sangrur to interact with the farmer community.



Over 2800 field visits were undertaken during the year to engage with the farmer community

Community engagement was further strengthened through village Gurudwaras and local schools where children were sensitized to the damage due to stubble burning. Twenty-one school activities were organized with school children in 2023-24.



A participatory monitoring mechanism established under the project, 'Nigrani Committees', monitored instances of stubble burning to take quick remedial action.

The CII Foundation team also participated in the Farmers Fair hosted by Punjab Agricultural University, Ludhiana, in March 2024 accompanied by farmers from the CRM initiative. The fair provided insights into the latest agricultural technologies.

The crop residue management event was showcased at Raahgiri Day on 29th October underscoring its commitment to reducing air pollution and promoting a healthy, sustainable environment.



The awareness building initiatives have successfully driven large-scale behavioural change with an increasing number of farmers recognizing the long-term damage due to stubble burning and adopting viable alternatives to stubble burning.

Machinery Support Through Community Tool Banks

Many small and marginal farmers struggle to access the machinery needed to manage stubble effectively due to lack of funds and availability of machines. To make mechanized solutions accessible, the CII Foundation created 'Tool Banks', a shared economy model of machinery ownership and use, with Farmer Cooperative Societies and Farmer Producer Organisations. These Tool Banks house appropriate machinery for efficient stubble management and farmers can access the machinery at affordable rental rates, empowering them to adopt mechanical solutions for stubble management.

135 Community Tool Banks have been supported till 2023 with the help of 151 Farmer Cooperative Societies. In 2023-24, 162 machines such as Rotavators, Super Seeders, Mulchers, MB Ploughs, and Balers were deployed and accessible to farmers for stubble management.

Through this model, the CII Foundation has effectively catalysed the adoption of machinery in the project villages, leading to a significant reduction in stubble burning.



162 machines such as Rotavators, Super Seeders, Mulchers, MB Ploughs, and Balers were provided to farmers for stubble management.

Farmers' Training and Farm Demonstrations

To help farmers optimally use the machines to manage stubble, comprehensive training sessions and on-field demonstrations in collaboration with Punjab and Haryana Agricultural Universities and Krishi Vigyan Kendras were organised. Youth volunteers and experienced farmers further conducted training sessions.

A one-day training camp in Rania and Bhuna organized by the CII Foundation, in partnership with NRFMTTI Hisar, focused on equipment handling, repair, and maintenance. Approximately 50 farmers participated.

During the year, a total of 824 training sessions were held to help farmers adopt mechanization of stubble management.

Training Sessions Organised in 2023-24

37 with Punjab and Haryana Agricultural Universities

94 with Agricultural Departments

693 with Village Volunteers and Experienced Farmers



Biomass Management Alternatives

While continuing with in-situ mechanised solutions for straw management, this year the work around ex-situ straw management and composting was accelerated. The ex-situ management of straw encompasses a range of innovative strategies aimed at harnessing the potential of stubble, traditionally considered a waste product. Stubble is being utilized to produce gas and manure and 4 biogas plants and 2 bio-compost units have been installed. Paddy Biogas plant can use 1.6 MT of biomass of straw and 0.4 MT of cow dung for a 3-month cycle to turn it into cooking gas sufficient for a small family.



Biogas Plant

A straw-based compost unit has been set up with a capacity of turning 16 MT of paddy straw into 32 MT of compost per month. This high-quality compost is available for use by farmers within 30-35 days. During the year, 75 composting pits have been created to turn straw into compost, a rich source of organic manure for our farmers.

The ex-situ management of straw also involves collection and storage of straw for industrial and other productive uses. Through these multifaceted approaches, the project is successfully shifting the farmer's perception of straw from a waste to a valuable resource.



Biocompost Plant

National Workshop on Clean & Green Solutions



The National Workshop on Clean and Green Solutions for Rice Straw Management, organized by CII and the Ministry of Agriculture and Farmers Welfare in September in Delhi brought together government officials, industry experts, and farmers to deliberate on critical issues related to sustainable agriculture.

The revised policy guidelines on crop residue management were shared, emphasizing ex-situ management and promoting public-private partnerships. Exemplary farmers from zero-stubble burning villages were felicitated for their contribution.

Two technical tracks were held during the day focusing on Actionable Solutions at the Farm-level and Clean and Green Economy Solutions for Rural Areas.

The workshop underscored the importance of collaboration between the private sector and civil society to scale solutions for a clean and green economy.

Expanding Geographic Footprint: Strengthening Partnerships

The crop residue management initiative continues to gather momentum due to its significant on-ground impact. A host of prominent corporates support the initiative and this year some new corporates supported the project while existing donors expanded the geographic footprint of their projects.

Birlasoft adopted an additional 16 villages in the Dhuri Block of Sangrur District, Punjab, with four Cooperative Societies covering 11,600 acres of farmland and supporting 1,300 farmers.

Fidelity International has also adopted an additional 20 villages in the Amargarh district of Malerkotla, encompassing six Cooperative Societies spanning 15,900 acres of farmland and benefiting 2,470 farmers.



Apraava Energy has extended support to an additional 5 villages in Haryana. An MoU regarding the same was signed on 29th September. Apraava is already engaged with the project across 34 villages in Haryana, covering 54,620 acres of land and 12,300 farmers.



Indian Oil Corporation Ltd, encouraged by the success of Project Vayu Amrit, launched Vayu Amrit 2.0 at a field event in Bhamna. The coverage was expanded to 16 villages in Patiala District, covering 15,439 acres and benefiting 2,618 farmers.



Present at the field event were senior officials from the Government such as Ms Sakshi Sawhney, DC Patiala, Ms Anuprita Johal, ADC – Rural Development, Mr Charanjit Singh, SDM – Samana. Other eminent participants included Mr S.K. Kanojia, Executive Director, NRPL, Indian Oil Corporation Ltd; Mr Chandrakant Pradhan, Lead – Climate Resilience, CII Foundation, Mr Harjinder Singh Jauremajra, representative of Shri Chetan Singh Jauremajra, Cabinet Minister, Government of Punjab; Mr Gurnam Singh, Chief Agriculture Officer, Patiala, and Mr Sarbeshwar Singh Mohi, Deputy Registrar, Cooperative Societies.

HDFC Bank joined hands with CII Foundation to support the project in Ludhiana District. The project was launched on 6th November in Ludhiana district, targeting two blocks, Jagraon and Khanna, supporting 134 villages, 1,20,285 acres of farmland and 15,463 farmers. The launch event was attended by over 500 farmers and senior Government officials such as Sub-divisional Magistrate Jagraon, Ms Manjeet Kaur, Mr Tarunpreet Singh Sond, MLA, Khanna and Mr Baljinder Singh Dhillon, SDM Khanna.

The second phase of the Goodyear supported project was launched on 17th November in Barnala, taking total coverage to 44 villages and more than 1.1 lakh acres of farmland in Barnala.



The launch ceremony was held at Dhaula village supported by the District Administration in Barnala. Present on the occasion were several officials from Barnala, Dr Jagdish Singh, Chief Agriculture Officer, Dr Tejesver Singh, Deputy Registrar, Mr Gopal Singh, Sub-divisional Magistrate, Ms. Punamdeep Kaur, District Collector, Mr Rupinder Singh, Assistant Registrar, Mr Satnam Singh, Agriculture Development Officer, Mr Anuj Thakkar, VP, Farm &

Commercial, Goodyear India and Mr George Varughese, Advisor, CII Foundation.



Farmer Outreach Events – Highlights

Throughout 2023-24, a series of farmer outreach events were organized to champion sustainable agricultural practices, foster knowledge exchange and honour farmers and other stakeholders for their invaluable contribution towards the zero-stubble burning movement.

A farmer outreach event was convened in Village Mohammadpuria, Sirsa, on 25th October marking the collaboration between Apraava Energy and the CII Foundation in combating stubble burning. A notable highlight of the event was the inauguration of a Biogas unit and a straw-based compost unit by Mr Ranjeet Singh, Minister for Power and Jail, Haryana Government, and Ms Sunita Duggal, Member of Parliament, Sirsa.



A field event was organized in Malerkotla, in collaboration with Fidelity and Birlasoft on 31st October in Banbhaura. Pradhans and secretaries of 14 Cooperative societies were facilitated for their instrumental role in supporting the project. Farmers

pledged to refrain from stubble burning and champion the zero-stubble burning campaign.



Under the aegis of HDFC Bank's CSR brand Parivartan and the CII Foundation, farmer outreach events were organized in Jagraon and Khanna Blocks 19th and 21st March this year. Cooperative societies and farmers were recognized for their active participation and support in adopting environment-friendly agricultural practices. New machinery was handed over to enhance access to farm equipment for effective crop residue management.



Studying the Success of the Crop Residue Management Initiative

EDF Trading Team Visit

A team representing EDF Trading, led by Brice Perombelon, Carbon Portfolio Manager, and Nirmal Beura, Head of Project Development, Climate Partner Impact GmbH visited Fatehgarh Sahib district in Punjab on 12th and 13th December to gain first-hand knowledge of the project, its interventions and impact. The visit provided them with valuable insights into the

community-driven approach of the project and its transformative impact.



Result and Impact

91%
of Straw Managed from Being Burnt

432 villages
4,97,000 lakh acres of farmland

Environmental Impact

39889.1
million litres
of water
saving

Avoided Air Quality Impacts*

4912.5 t
Fine Particulate Matter (PM 2.5)
5980.5 t
Volatile Organic Compounds (VOCs)
3502.9 t
Ammonia (NH3)
1666.0 t
Oxides of Nitrogen (NOx)
247.8 t
Sulphur dioxide (SO2)

Avoided Global Warming Impacts*

1042.6 kt
Carbon Dioxide (CO2)
8201.8 t
Methane (CH4)
546.8 t
Black Carbon (BC)

* Source: CII-CESD analysis based on emission factors from Shrestha et al (2012)

Capacity Building Initiative for Farmer Producer Organizations in Himachal Pradesh



A new Capacity Building Initiative for Farmer Producer Organizations (FPOs) in Himachal Pradesh, facilitated by the CII Foundation's Business Support Unit (BSU) and supported by BlueStar was launched this year.

This initiative aims to promote and enhance the capacity of FPOs across India. Implemented in partnership with CII FACE and ground assistance from Peepal Foundation, the program is designed to equip FPOs with essential skills and knowledge to boost productivity and ensure sustainable growth. Presently, the project targets the apple

value chain in three districts of Himachal Pradesh: Shimla, Mandi, and Kullu.

A one-day on-farm training program was organised in collaboration with CII FACE and Blue Star Limited on Apple Orchard Management for members of the Janja Valley Cooperative Farmer Organization in Village Kungash, District Kullu, Himachal Pradesh. The program attracted over 100 farmers, including a significant number of women farmers.

The interactive sessions with experts from industry, grassroots organisations, start-ups, the state government and farmers covered various aspects of apple farming, including soil management, balanced nutrition, pest and disease management, micro-irrigation techniques, and government schemes.

The program attracted over 100 farmers, including a significant number of women farmers.



Urban Climate Resilience - Restoration of Water Bodies



Waterbody degradation in India is a pressing issue, causing significant biodiversity loss and water shortages. Twelve percent of Indians risk facing Day Zero, with little to no access to water. Poorly managed water systems are exacerbating extreme climatic events, ranging from devastating floods to severe droughts. In recent decades, Chennai has lost over 650 waterbodies. Many historic tanks in Kanchipuram and Tiruvallur have been encroached upon and turned into dump yards. This water crisis is a socio-economic, political, and environmental challenge that demands immediate action.

In 2023, the CII Foundation partnered with Kemin Industries to revive three waterbodies in Chennai—Eswaran Pond, Karuperi Kullam Pond, and Panpakkam Pond in Gumudipoondi, Thiruvallur District. This project, facilitated by CII-Southern Region as part of their Water Alliance Initiative and implemented in partnership with the local government, aims to address water management issues and enhance resilience to extreme climatic conditions such as flooding.

The water storage area of the selected ponds was reduced due to silt accumulation at the bottom and the tank. The tanks and the bunds were covered with bushes, with no channels in the tanks. Consequently, during monsoons the surrounding

areas would get flooded due to the reduced water storage capacity and absence of inlet.

Under the project, comprehensive restoration activities were undertaken starting with de-watering to remove water to be able to clear the silt, removal of accumulated silt, cleaning and clearing blocked passages, bund laying and strengthening and improving drainage systems to increase water holding capacity of the ponds. Additionally, efforts were made to beautify the place by planting trees and developing recreational spaces.





To enhance community awareness and engagement, street plays were held in the villages and panchayat schools, educating residents on water conservation, preventing garbage dumping, and maintaining clean surroundings. Informational boards were placed around the ponds to reinforce these messages.

The Eswaran Pond and Karuperi Kullam Pond were handed over to the community and the government on October 13, 2023 in the presence of Ms Kriya Shakthi, Deputy Superintendent – Gummidipoondi, Tiruvallur District, Government of Tamil Nadu; Mr Sureshkumar, President, Kemin Industries South Asia Pvt Ltd; Mr Sreejith Janardhanan, Vice

President – Finance & Company Secretary, Kemin Industries South Asia Pvt Ltd; and Mr Raj Kumar, RDO, Tiruvallur District, Government of Tamil Nadu and the community members.

A children's play area, dedicated to the community was completed and handed over on February 29, 2024 in the presence of Mr Waghe Sanket Balwant IAS, Sub Collector, Ponneri, Tiruvallur District, Government of Tamil Nadu; Mr Sureshkumar, President, Kemin Industries South Asia Pvt Ltd; Mr Devendra Dixit, Vice President – HR, Kemin Industries South Asia Pvt Ltd and Mr George Joseph, Vice President – Operations, Kemin Industries South Asia Pvt Ltd. local leaders and residents.



Key outcomes of the initiative include:

- Increased water storage by over 80 lakh liters at Karuperi Pond and over 20 lakh liters at Eswaran Pond
- Enhanced water percolation, raising groundwater levels in the neighbourhood
- Improved irrigation access for 65 farmers
- Reduced incidence of waterborne diseases like typhoid, cholera, jaundice, and diarrhea due to cleaner groundwater
- Decreased mosquito breeding, lowering the risk of malaria and dengue
- Created play areas and benches, fostering community interaction and a sense of belonging

Building on the success in Chennai, the CII Foundation is scaling up this initiative with a new project in rural Gurugram, Haryana, supported by PTC India Financial Services Limited. This project aims to restore 10 waterbodies in partnership with Gram Panchayats, contributing to a healthier and more sustainable environment.



Voices from the Field

“

We did not know about the new machines in the villages before but after the project started in our village, we received timely information about them. Now we can dispose of the stubble by taking the machine as per our requirement. We feel satisfied that we are not burning our soil and harming the trees, birds, and many soil organisms.

Farmer Manjit Singh

Ghulal Village, Ludhiana, Punjab



“

As a farmer with a 3-acre ancestral land, I burnt stubble like my father. We had trouble sowing the wheat as the Cooperative Society and the Custom Hiring Centre (CHC) lacked the necessary equipment.

We learnt about the project through the announcements by the awareness vans, and village volunteers. After the project intervention, we were able to get the necessary tools and training. Compared to other service providers, the rent is less, which benefits small landowners like me who cannot afford expensive machinery.

Farmer Devender Singh

Balona, Assandh, Karnal, Haryana



“

Because of the project, I discovered that burning affects the environment and leads to air pollution, as well as making the soil infertile. The project has benefited me financially, helping me save time and money invested in growing crops. It has also resulted in health benefits. As a responsible citizen of the village, I recommend every farmer in my village to abandon burning and encourage non-burning methods to manage crop residue.

Farmer Pyara Singh

Nagri village, Sangrur, Punjab



“

I have only 7 acres of land. Due to a lack of knowledge of machinery, I used to burn the paddy straw in my fields and, unconsciously, did a lot of harm to the environment in the past. But it changed with the project, which gave me proper guidance on stubble management and machinery support. After this, I realized that I do not have to burn the paddy straw in my fields. Since I get machinery and knowledge of how to use this machinery from the team.

Farmer Raj Singh

Banbhaura, Malerkotla, Punjab



“

Before the introduction of crop residue management project, we were totally dependent on burning to clear our field for the sowing of next crop. After the project was launched, we got the machineries that we utilized for stubble management. A year later we got excellent results in crop production as well as our surrounding environment.

Farmer Bijender Singh

Digoh, Fatehabad, Haryana



“

The crop residue management initiative has helped many farmers in our village by providing machinery support, technical trainings through camps and other activities, which has helped us understand why crop burning is not good for air and our soil. Non burning cultivation has helped us in increasing production of wheat and maintaining soil health and pollution level.

Farmer Pragat Singh

Bhuna, Fatehabad, Haryana



“

Under the crop residue management project, a number of machines have been donated to the Tool Banks. The cost of Tool Bank machinery is much lower compared to other sources. In minimum time we were able to complete our sowing just because of easy access to the necessary machines and we are able to maintain our fields through non-burning.

Famer Dharma Singh

Nakora, Sirsa, Haryana



“

In my village, paddy is cultivated and before 2019, paddy stubble was burnt because the farmer did not have any equipment, with the help of which he could mix the straw in the field or take it out of the field to clear the field for wheat sowing. Under the project, we are supported through machines and training. The machinery given is new and of modern technology, which has helped us to remove the stubble from the field by making bales with the baler and soil incorporation with Super Seeders. So, today our village is a green zone with no stubble burning.

Farmer Ramesh Kumar

Maghawali, Haryana



Media Coverage - Highlights

To amplify the message of zero-stubble burning through media, **media familiarisation trips** were organized in 2023. Teams from **Doordarshan News (Hindi), Mint and Financial Express** were taken to the field to see first-hand the project interventions and speak to farmers and other on-ground stakeholders. Several other news outlets covered our efforts and impact throughout the year.



A 4.30 second program on crop residue management initiative led by CII Foundation



Curbing stubble burning



एच



एफसी बैंक, सीआईआई ने पंजाब में क्रॉप



TRANSFORMING COMMUNITIES



Launch of bilingual (Hindi & Punjabi) Facebook Page for Enhanced Communication Outreach

On January 18, 2024, the CII Foundation unveiled a dynamic bilingual Facebook page in Hindi and Punjabi to reach out to farmers in their native languages. Through compelling narratives, the page chronicles the journey undertaken under the crop residue management initiative, highlights the impactful measures implemented, the positive changes observed, and provides a platform for farmers to share their invaluable insights and feedback.



Activity Report

Disaster Relief & Rehabilitation



SDG
GOAL 11

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

Key Targets

- > **11.1** By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums
- > **11.2** By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

[Click here to read more: https://sdgs.un.org/goals/goal11](https://sdgs.un.org/goals/goal11)

Disaster Relief & Rehabilitation



“As part of their Kerala Flood Rehabilitation initiative, the CII Foundation has provided support to our institution, the North Paravur Taluk Headquarters Hospital. With their assistance, we were able to establish a maternity complex, an ophthalmology operation theatre with a post-operative ward, and a men's ward. This endeavour consolidated maternity services, previously scattered, into a cohesive structure. The construction of a new ophthalmic operation theatre now offers modern facilities for patients. With the new ward, we can accommodate up to 47 patients simultaneously.”

Dr. Asha K John

Superintendent
North Paravur Taluk Headquarters Hospital, Kerala

Due to its vast and varied topography, India is frequently affected by floods and other natural disasters.

The CII Foundation has been at the forefront of disaster relief and rehabilitation initiatives across India, responding to calamities like the devastating floods in Kerala and Assam, earthquakes in Jammu and Kashmir, and cyclones in Tamil Nadu.

To maximise reach and benefit for the disaster-affected, the CII Foundation employs a multi-stakeholder approach, leveraging industry connections and collaborating with local governments, NGOs, hospitals, and other stakeholders. From immediate relief measures to long-term rebuilding efforts, including the restoration of vital institutions like schools and hospitals, the Foundation remains dedicated to fostering resilience and recovery in the face of adversity.

In 2023-24, the CII Foundation's disaster relief and rehabilitation efforts covered different parts of the country and ranged from immediate relief to handing over re-constructed buildings undertaken as part of the rehabilitation efforts.

To maximise reach and benefit for the disaster-affected, the CII Foundation employs a multi-stakeholder approach, leveraging industry connections and collaborating with local governments, NGOs, hospitals, and other stakeholders.

Key Components of the Program



Establishing a Robust Disaster Response System

Utilizing the extensive CII network to effectively execute disaster relief efforts, and facilitating a comprehensive relief and rehabilitation process.



Distribution of Relief Material

Providing essential aid such as food, ration, and medicine to affected regions.



Rehabilitation Initiatives

Undertaking the reconstruction of impacted infrastructure like schools and health centers, coupled with livelihood programs for affected communities.

Location

Pan India

Key Supporters

Pool-funded project supported by multiple CII members

Kerala Relief & Rehabilitation

Following the 2018 floods in Kerala, CII and the CII Foundation initiated relief work in collaboration with the Government of Kerala to complement the efforts of the Government for 'Nava Keralam.' An extensive rehabilitation initiative was then planned and renovation/ construction of Government Lower Primary School (GLPS), Kayanad and six Public Health Centres (North Paravur, Moothakunnam, Chittattukara, Puthuvyppu, Mulavukadu, and Avoly) was approved.

Through the years, reconstruction and renovation activities have been underway and in January 2022, the reconstructed GLPS Kayanad was handed over to the school authority. In the first half of 2023, out of the six health centres, four were handed over to the Government.



On 23 December 2023, the Family Health Centre at Puthuvyppu, Ernakulam, was inaugurated by Hon'ble MP Shri Hibi Eden. The event was graced by dignitaries such as Shri K N Unnikrishnan, MLA; Shri S Sharma, Former Minister and MLA and Shri K K M Kutty, Past Chairman of CII Southern Region & Kerala, and Managing Director, Sealings & Jointings and Smt Rasikala Priyaraj, Panchayat President, Elamkunnappuzha Grama Panchayat.



Shri K K M Kutty handed over the key of the newly constructed building to Smt Rasikala Priyaraj in the presence of MLA, Shri K N Unnikrishnan and other ward members of Elamkunnappuzha.

The state-of-the-art facility spans 5563 sq. ft. and is equipped with advanced amenities and a Medical Officer room, laboratory, pharmacy procedure room, nursing station, observation room, primary and secondary waiting areas, feeding room and immunization room.

The newly constructed facilities at North Paravur Taluk Headquarters Hospital were inaugurated by Shri V D Satheeshan MLA, Paravur Constituency on 6 February 2024.



Dignitaries including Shri K K M Kutty, Past Chairman of CII Southern Region & Kerala, and Managing Director, Sealings & Jointing's, Smt Beena Sashidharan, Chairperson of North Paravur Municipality, Dr Asha K John, Medical Superintendent, and other officials from North Paravur Municipality and the Hospital Management Committee were present on the occasion. A maternity block, ophthalmology block, and men's medical ward have been constructed. These modern additions, spanning 21,000 sq. ft., are expected to benefit over 3 lakh individuals annually, significantly improving healthcare accessibility in the region.

Appreciating the work by the Foundation, Shri V D Satheeshan spoke of the transformative impact of these facilities, highlighting how 7 new dialysis units and the 3 by Hon'ble MP Shri Hibi Eden and a new ophthalmology operation theatre in the ophthalmology block will make North Paravur Taluk Headquarters Hospital one of the main hospitals in the district.



Result and Impact

5,00,000 people benefiting annually

Tamil Nadu Relief & Rehabilitation

Tamil Nadu faced unprecedented rainfall and flooding following Cyclone Michaung, impacting thousands and causing extensive damage to property and infrastructure. The regions most affected included Chennai, Tiruvallur, Kanchipuram, Chengapattu, and some districts in Andhra Pradesh.

In response, the CII and CII Foundation mobilized efforts in collaboration with the Government and local authorities to assess the situation and provide urgent relief. Immediate relief measures

included the distribution of essential dry ration kits to displaced families in Tiruvallur district, offering support to those temporarily sheltered.



Voices from the field

“The construction of a new building housing the maternity block, male ward, and ophthalmic wing operation theatre has significantly enhanced the quality of service provided to patients. Previously, these services were housed in an old building that posed a risk of collapse. The new facility not only ensures safety but also gives the hospital a fresh appearance. As members of the staff, we are also invigorated to work in these updated facilities.”

Smt Sreekumari

Nursing Superintendent,
North Paravur Taluk Headquarters
Hospital, Kerala



“I am a retired teacher and I am proud to say I am sending my grandchildren to this Government School. After getting the newly constructed school we parents and the school teachers along with Panchayat have taken all necessary steps to improve the learning experience of children in the new improved facilities. We have constructed a park and open stage. All these facilities we were able to add because we had a good building that was constructed for our children.”

Shri K K Bhaskaran

Parent, PTA President,
GLPS Kayanad, Kerala



“We are grateful for the work done to ensure that we get a good building for our Primary Health Centre in place of the one damaged by the 2018 floods. A good building to render services is the starting point for rendering quality medical care. We appreciate the effort they took to do their might for this lesser known, yet needy village community in Vypin Islands.”

Dr Anju Angel Alex

Medical Officer, Family Health Centre,
Puthuvyppu, Kerala



“Elamkunnappuzha is the most densely populated Panchayat in the state and after floods our health center was working in a single room. After the intervention we have a modern building with spacious rooms allocated. I am sure this will be helpful for our people for delivery of quality healthcare.”

Ms Resikala Priyaraj

President,
Elamkunnappuzha Grama
Panchayat, Kerala



Media Coverage - Highlights



പറവൂർ താലൂക്ക് ആശുപത്രിയിൽ നിർമ്മിച്ച പുതിയ കെട്ടിടം പ്രതിപക്ഷനേതാവ് വി.ഡി.സതീശൻ ഉദ്ഘാടനം ചെയ്യുന്നു. എം.കെ.ബാനർജി, ശ്യാമള ഗോവിന്ദൻ, സജി നമ്പിയത്ത്, ബീന ശശിധരൻ, ടി.വി.നിമിൻ, എം.ജെ.രാജു, അനു വട്ടത്തറ തുടങ്ങിയവർ സമീപം.

പറവൂർ താലൂക്ക് ആശുപത്രി: കെട്ടിടം ഉദ്ഘാടനം ചെയ്തു

പറവൂർ • കോൺഫെഡറേഷൻ ഓഫ് ഇന്ത്യൻ ഇൻഡസ്ട്രിയുടെ (സിഐഐ) ധനസഹായത്തോടെ പ്രളയ പുനരുദ്ധാരണ പ്രവർത്തനങ്ങളുടെ ഭാഗമായി 3 കോടി രൂപ സിഎസ്ആർ ഫണ്ട് ഉപയോഗിച്ചു താലൂക്ക് ആശുപത്രിയിൽ നിർമ്മിച്ച കെട്ടിടം പ്രതിപക്ഷനേതാവ് വി.ഡി.സതീശൻ ഉദ്ഘാടനം ചെയ്തു.

പ്രസവ വാർഡ്, മെയിൽ മെഡിക്കൽ വാർഡ്, ഓഫ്താൽമോളജി വാർഡുകളാണ് 20,250 ചതുരശ്രയടിയിലുള്ള ഈ കെട്ടിടത്തിൽ ഉള്ളത്. മെഡിക്കൽ വാർഡ്, പ്രസവ വാർഡ് എന്നിവ സിഐഐ മുൻ ചെയർമാൻ കെ.കെ.എം.കുട്ടി ഉദ്ഘാടനം ചെയ്തു. നഗരസഭാധ്യക്ഷ ബീന ശശിധരൻ അധ്യക്ഷയായി. ഉപാധ്യക്ഷൻ എം.ജെ.രാജു, സ്മിരസമിതി അധ്യക്ഷരായ സജി നമ്പിയത്ത്, അനു വട്ടത്തറ, ശ്യാമള ഗോവിന്ദൻ, വനജ ശശികുമാർ, കൗൺസിലർമാരായ വി.എ.പ്രഭാവതി, ടി.വി.നിമിൻ, ഡി.രാജ്കുമാർ, ജി.ഗിരീഷ്, ഗീത ബാബു, ജെസി രാജു, ലിജി ലൈലോഷ്, ജഹാംഗീർ തോപ്പിൽ, എം.കെ. ബാനർജി, പി.ഡി.സുകുമാരി, സിഐഐ ഡയറക്ടർ ബി.ജയകൃഷ്ണൻ, കോസ്റ്റ് ഫോർഡ് പ്രോജക്ട് ഡയറക്ടർ സ്കന്ദ കുമാർ, ആശുപത്രി ലേ സെക്രട്ടറി ചന്ദ്രൻ, ആശുപത്രി സൂപ്രണ്ട് ഡോ.ആശ കെ.ജോൺ, എച്ച്.എം.സി അംഗം പി.എൻ.സന്തോഷ് എന്നിവർ പ്രസംഗിച്ചു.

പറവൂർ താലൂക്ക് ഗവ. ആശുപത്രിയിൽ പുതിയ കെട്ടിടസമുച്ചയം പ്രതിപക്ഷ നേതാവ് വി.ഡി. സതീശൻ ഉദ്ഘാടനം ചെയ്തു. കോൺഫെഡറേഷൻ ഓഫ് ഇന്ത്യൻ ഇൻഡസ്ട്രി (സി.ഐ.ഐ.) യുടെ ധനസഹായത്തോടെ പ്രളയ പുനരുദ്ധാരണ പ്രവർത്തനങ്ങളുടെ ഭാഗമായി മൂന്നുകോടി രൂപ സി.എസ്.ആർ. ഫണ്ട് ഉപയോഗിച്ചാണ് കെട്ടിടസമുച്ചയം നിർമ്മിച്ചത്. പ്രസവവാർഡ്, മെയിൽ മെഡിക്കൽ വാർഡ്, ഓഫ്താൽമോളജി തിയേറ്റർ ഉൾപ്പെടെ 20,250 ചതുരശ്ര അടി വിസ്തീർണത്തിലാണ് നിർമ്മാണം. മെഡിക്കൽ വാർഡ്, പ്രസവവാർഡുകളുടെ ഉദ്ഘാടനം സി.ഐ.ഐ. മുൻ ചെയർമാൻ

കരുമാലൂർ ബജറ്റ് കൃഷിക്കും ഫാം സുറിസത്തിനും ഉപയോഗിക്കും.

ആലങ്ങാട് • കൃഷി, റിസത്തിനും. ഊന്ന കരുമാലൂർ പഞ്ചായത്ത് വർഷത്തെ ബജറ്റ് ചു.

43.08 കോടി 42.67 കോടി രൂപ ലക്ഷം രൂപ മിച്ചവും. ന ബജറ്റാണ് കരുമാലൂർ വെസ് പ്രസി. മേനോച്ചേരി അവതരിപ്പിച്ചത്. അടക്കം പദ്ധതികൾക്കായി 4.5 പയും കൃഷിക്കും മൃഗത്തീനുമായി 1.94 കേ വകയിരുത്തി.

പഞ്ചായത്ത് പ്രലത ലാലു അധ്യക്ഷരസമിതി അധ്യക്ഷബു, പഞ്ചായത്ത് കെ.എം.ലൈലു, ഫെ. ജി.വി.പോൾസ അലി, ടി.കെ.അയ്യപ്പ പ്രസംഗിച്ചു.

ബജറ്റ് അവയിൽ ജില്ലാ പഞ്ചായസിൽ കയറി തുടർന്നു പ്രതിപക്ഷ ബജറ്റ് ബഹിഷ് അറിയിച്ചിരുന്നു. ത പഞ്ചായത്ത് അംഗന്ദ്രൻ സ്വന്തം ഇഷ്ടവേദിയിൽ നിന്നു തുടർന്നാണ് ബജച്ചതെന്നും പഞ്ചായ പ്രസിഡന്റ് ജോർജ് പറഞ്ഞു.

സമ്മാനങ്ങളുമായി സ്റ്റുഡന്റ് പൊലീസ് കെഡറ്റുകൾ

വരാപ്പുഴ • കുഞ്ഞനുജന്മാർക്കും അനുജത്തിമാർക്കും സ്നേഹസമ്മാനങ്ങളുമായി സ്റ്റുഡന്റ് പൊലീസ് കെഡറ്റുകൾ.

കുന്നമ്മാവ് സെന്റ് ഫിലോമിനാസ് സ്കൂളിലെ എസ്.പി.സി യൂണിറ്റിലെ അംഗങ്ങളാണ് എൽ.പി വി ഭാഗത്തിലെ കുട്ടികൾക്കായി സ്നേഹ സമ്മാനങ്ങൾ കൈമാറി നൽകിയത്.



കണക്കൻകടവ് റഗുലേറ്റർ കം ബ്രിജിന്റെ ഷട്ടറുകളുടനം വൈകുന്നതിൽ പ്രതിഷേധിച്ച് അഖിലേന്ത്യാ കിരത്തൻവേലിക്കര പ്രാദേശിക സഭ നടത്തിയ ധർമ്മ സമരം കെ.വി.വസന്തകുമാർ ഉദ്ഘാടനം ചെയ്യുന്നു.



പറവൂർ താലൂക്ക് ഗവ. ആശുപത്രിയിൽ പുതിയ കെട്ടിടസമുച്ചയത്തിന്റെ ഉദ്ഘാടനം പ്രതിപക്ഷ നേതാവ് വി.ഡി. സതീശൻ നിർവഹിക്കുന്നു.

പറവൂർ താലൂക്ക് ആശുപത്രിയിൽ പുതിയ കെട്ടിടസമുച്ചയം തുറന്നു

പറവൂർ • താലൂക്ക് ഗവ. ആശുപത്രിയിൽ പുതിയ കെട്ടിടസമുച്ചയം പ്രതിപക്ഷ നേതാവ് വി.ഡി. സതീശൻ ഉദ്ഘാടനം ചെയ്തു. കോൺഫെഡറേഷൻ ഓഫ് ഇന്ത്യൻ ഇൻഡസ്ട്രി (സി.ഐ.ഐ.) യുടെ ധനസഹായത്തോടെ പ്രളയ പുനരുദ്ധാരണ പ്രവർത്തനങ്ങളുടെ ഭാഗമായി മൂന്നുകോടി രൂപ സി.എസ്.ആർ. ഫണ്ട് ഉപയോഗിച്ചാണ് കെട്ടിടസമുച്ചയം നിർമ്മിച്ചത്.

പ്രസവവാർഡ്, മെയിൽ മെഡിക്കൽ വാർഡ്, ഓഫ്താൽമോളജി തിയേറ്റർ ഉൾപ്പെടെ 20,250 ചതുരശ്ര അടി വിസ്തീർണത്തിലാണ് നിർമ്മാണം. മെഡിക്കൽ വാർഡ്, പ്രസവവാർഡുകളുടെ ഉദ്ഘാടനം സി.ഐ.ഐ. മുൻ ചെയർമാൻ

കെ.കെ.എം. കുട്ടി നിർവഹിച്ചു. നഗരസഭാ ചെയർപേഴ്സൺ ബീന ശശിധരൻ അധ്യക്ഷത വഹിച്ചു.

വൈസ് ചെയർമാൻ എം.ജെ. രാജു, സ്റ്റാൻഡിങ് കമ്മിറ്റി ചെയർമാൻമാരായ സജി നമ്പിയത്ത്, ശ്യാമള ഗോവിന്ദൻ, വനജ ശശികുമാർ, അനു വട്ടത്തറ, കൗൺസിലർമാരായ ടി.വി. നിമിൻ, ഡി. രാജ്കുമാർ, ജി. ഗിരീഷ്, ഗീത ബാബു, വി.എ. പ്രഭാവതി, ജെസി രാജു, ലിജി ലൈലോഷ്, ജഹാംഗീർ, എം.കെ. ബാനർജി, പി.ഡി. സുകുമാരി, സി.ഐ.എ. ഡയറക്ടർ ബി. ജയകൃഷ്ണൻ, ആശുപത്രി സൂപ്രണ്ട് ഡോ. ആശ കെ. ജോൺ, പി.എൻ. സന്തോഷ്, ചന്ദ്രൻ എന്നിവർ സംബന്ധിച്ചു.



പറവൂർ താലൂക്ക് ആശുപത്രിയിൽ നിർമ്മിച്ച പുതിയ കെട്ടിടം പ്രതിപക്ഷനേതാവ് വി.ഡി.സതീശൻ ഉദ്ഘാടനം ചെയ്യുന്നു. എം.കെ.ബാനർജി, ശ്യാമള ഗോവിന്ദൻ, സജി നമ്പിയത്ത്, ബീന ശശിധരൻ, ടി.വി.നിമിൻ, എം.ജെ.രാജു, അനു വട്ടത്തറ തുടങ്ങിയവർ സമീപം.

പറവൂർ താലൂക്ക് ആശുപത്രി: കെട്ടിടം ഉദ്ഘാടനം ചെയ്തു

പറവൂർ • കോൺഫെഡറേഷൻ ഓഫ് ഇന്ത്യൻ ഇൻഡസ്ട്രിയുടെ (സിഐഐ) ധനസഹായത്തോടെ പ്രളയ പുനരുദ്ധാരണ പ്രവർത്തനങ്ങളുടെ ഭാഗമായി 3 കോടി രൂപ സിഎസ്ആർ ഫണ്ട് ഉപയോഗിച്ചു താലൂക്ക് ആശുപത്രിയിൽ നിർമ്മിച്ച കെട്ടിടം പ്രതിപക്ഷനേതാവ് വി.ഡി.സതീശൻ ഉദ്ഘാടനം ചെയ്തു. പ്രസവ വാർഡ്, മെയിൽ മെഡിക്കൽ വാർഡ്, ഓഫ്താൽമോളജി തിയേറ്റർ ഉൾപ്പെടെ 20,250 ചതുരശ്രയടിയിലുള്ള ഈ കെട്ടിടത്തിൽ ഉള്ളത്. മെഡിക്കൽ വാർഡ്, പ്രസവ വാർഡ് എന്നിവ സിഐഐ മുൻ ചെയർമാൻ കെ.കെ.എം.കുട്ടി ഉദ്ഘാടനം ചെയ്തു. നഗരസഭാധ്യക്ഷ ബീന ശശിധരൻ അധ്യക്ഷയായി. ഉപാധ്യക്ഷൻ എം.ജെ.രാജു, സ്മിരസമിതി അധ്യക്ഷരായ സജി നമ്പിയത്ത്, അനു വട്ടത്തറ, ശ്യാമള ഗോവിന്ദൻ, വനജ ശശികുമാർ, കൗൺസിലർമാരായ വി.എ.പ്രഭാവതി, ടി.വി.നിമിൻ, ഡി.രാജ്കുമാർ, ജി.ഗിരീഷ്, ഗീത ബാബു, ജെസി രാജു, ലിജി ലൈലോഷ്, ജഹാംഗീർ തോപ്പിൽ, എം.കെ. ബാനർജി, പി.ഡി.സുകുമാരി, സിഐഐ ഡയറക്ടർ ബി.ജയകൃഷ്ണൻ, കോസ്റ്റ് ഫോർഡ് പ്രോജക്ട് ഡയറക്ടർ സ്കന്ദ കുമാർ, ആശുപത്രി ലേ സെക്രട്ടറി ചന്ദ്രൻ, ആശുപത്രി സൂപ്രണ്ട് ഡോ.ആശ കെ.ജോൺ, എച്ച്.എം.സി അംഗം പി.എൻ.സന്തോഷ് എന്നിവർ പ്രസംഗിച്ചു.



Early Childhood Education



SDG
GOAL 4

Ensure Inclusive and
Equitable Quality
Education and Promote
Lifelong Learning
Opportunities for All.

Key Targets

- 4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
- 4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.

[Click here to read more: https://sdgs.un.org/goals/goal4](https://sdgs.un.org/goals/goal4)

Early Childhood Education



“ We didn't have proper Anganwadi Centres here for a long time, but ever since the CII Foundation partnered with JKASW to start the Early Childhood Education program in Banihal, children are attending the Centres regularly. Parents are thrilled with what their children are learning and how they come home with new stories and learnings every day. ”

Muzamil Ahmad Dar

Representing Jammu & Kashmir
Association of Social Workers (JKASW)

Early childhood education (ECE) plays a pivotal role in laying the foundation for a child's learning

abilities, significantly influencing their life outcomes. ECE has been linked with lower dropout rates in school and better cognitive and social development. This benefits students, while also enhancing the efficiency of the education system.

ECE is delivered in India through Anganwadi Centres under the Integrated Child Development Services (ICDS) Scheme. This Scheme caters to children up to the age of 6 years, pregnant and lactating mothers and women between 16-44 years of age through Anganwadi Centres (AWCs). Many AWCs are ill-equipped to deliver quality early childhood education. They lack appropriate infrastructure and Anganwadi workers (AWWs) whose capacity is built on a regular basis for effective delivery of ECE for improved outcomes.

Since Early Childhood Education is delivered through Anganwadi Centres (AWCs) in India, the CII Foundation works with AWCs using a multi-stakeholder approach, collaborating closely with state governments, industry, and local NGOs.

Recognizing the importance of AWCs in strengthening ECE, the CII Foundation works closely with adopted AWCs using a multi-stakeholder approach, collaborating closely with state governments, industry, and local NGOs, thus bringing the expertise of different stakeholders to create more powerful on-ground impact.

Currently, the CII Foundation is working with AWCs spread across Jammu and Kashmir, Karnataka, and Kerala focusing on improving learning by creating model Anganwadi Centres.

Key Components of the Program



Infrastructure Support to Develop Model Anganwadi Centres

Anganwadi infrastructure is transformed into child-friendly learning spaces through wall art and other creative means under the Building as a Learning Aid (BaLA) concept.



Capacity Building of Anganwadi Workers

Comprehensive training sessions, group discussions, workshops and educational multimedia are used to enhance the skills of the Anganwadi workers so that they are better equipped to work with the children and monitor their growth and progress.



Developing Age-Appropriate Curriculum

The Foundation supports the development and implementation of age-appropriate curriculum. In places where there is a State mandate on the curriculum, the CII Foundation ensures compliance.



Engaging the Community

Through the program, community engagement is enhanced so that the community and the Anganwadi workers work together towards the common goal of improving learning outcomes and nutritional levels of the children.

Location

**Jammu & Kashmir,
Karnataka & Kerala**

Key Supporter

Volvo Group Trust

Anganwadi Adoption Program, Jammu & Kashmir

The CII Foundation has been working in Jammu and Kashmir since 2019 to strengthen Early Childhood Care and Education (ECCE) after a baseline study revealed that while children were enrolled in the AWC, it was primarily for the hot meals available at the Centre.

In the first phase of the project, the focus was on infrastructure development. Traditional brick-and-mortar Anganwadi infrastructure was transformed into child-friendly learning spaces with wall art and other means under the concept of Building as a Learning Aid (BaLA) to create model AWCs which are child-friendly and more conducive to learning. Interventions were also undertaken to build the capacity of AWWs for effective use of the play-way method of teaching for accelerating learning amongst children.



In 2023-24, the CII Foundation strengthened its interventions in the region for greater impact.

Building on the success of Phase I of the Anganwadi Adoption Program in Jammu & Kashmir, the Foundation launched Phase II in partnership with the Mission Directorate, POSHAN, J&K. Under this phase, 80 AWCs across four blocks in three districts –Banihal and Gool in District Ramban, Breng in District Anantnag and Narwah in District Baramulla – were identified to enhance cognitive learning, school readiness of children enrolled in the Centres and nutritional awareness among parents and communities located near AWCs.

Capacity Building – Skill Training Sessions

Building the capacity of AWWs on ECE practices, nutrition and growth monitoring is a key component of the project. A multi-model approach is adopted for training purposes with presentations, screening of short films/documentaries and group activities to strengthen practical knowledge and skills. To amplify the reach of training, the CII Foundation adopts a cascading model approach wherein Master Trainers are trained, who in turn, train AWWs thereby creating ripple effects of change.

A series of training sessions were undertaken during the year. As a result, the AWWs have become proficient in conducting engaging and interactive ECE sessions regularly. They now design activities that are developmentally appropriate, incorporating effective play-way techniques.

A training module was developed by ECCE Specialist, Dr Rashim Pal, in line with the NEP 2020 and NIPUN Bharat Guidelines and in May 2023, a skill training session was held where 40 Master trainers (MTs) received training on Early Childhood Education and Nanhe Kadam. The state ECCE curriculum 'Nanhe Kadam' rolled out by the Mission POSHAN Directorate, J&K, was discussed. Participants were trained on the holistic development in children, addressing their physical, emotional, social, and cognitive needs, linking every activity back to the age-appropriate learning outcomes. At the end of the training sessions, participants received certificates.



A similar training session was conducted for AWWs from 8th June to 19th July in which over 800 AWWs participated. The training included sessions on early childhood development, early childhood education, scope of ECCE and the importance of hygiene and sanitation in ECCE settings.

Another skill training session, conducted as part of the program's objective to enhance the capacity of Integrated Child Development Services (ICDS) functionaries and strengthen Community institutions like the Anganwadi Level Monitoring & Support Committees (ALMSC) in line with NEP 2020, took place in three phases. 40 Master Trainers underwent comprehensive training on the topic 'Nurturing Knowledge for Better Nutrition and Growth Monitoring of Children' as well as the induction of the Nutrition Package created by the CII Foundation.

The training sessions covered diverse topics through engaging, hands-on activities, videos and practical demonstrations. Participants learnt about health, hygiene, growth monitoring, nutrition for various target groups, identifying development milestones, growth monitoring in AWCs, as well as crucial insights on nutrition for pregnant women and the importance of exclusive breastfeeding,



ensuring the effective delivery of health and nutrition services. Mr Jahangir Hashmi, DPO, Ramban, briefly attended the Training and commended the collaborative efforts in enhancing the capacities of ICDS functionaries.

Master Trainers played a pivotal role in disseminating crucial knowledge to AWWs and the training sessions empowered AWWs with essential skills. This positive shift wasn't limited to the 80 Model Anganwadi Centres under the project but also extends to other Centres due to the successful cascading model.

Engaging The Community

Under the project, efforts are made to strengthen community engagement to achieve the common goal of improving learning outcomes and healthier children.

To enhance community engagement, Anganwadi Level Monitoring and Support Committees (ALMSC) have been created for all the adopted AWCs. The objective was to involve community and invoke a sense of ownership towards AWCs and sensitization towards ECCE. These Committees comprise 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.

Under the project, 80 ALMSCs have been formed as per ICDS norms. A framework for ALMSCs has been developed for 6 sessions including team orientation and five sessions of ALMSC have been carried out successfully at almost all 80 Model AWCs, with work ongoing on the sixth.

At an Anganwadi Support and Monitoring Group (ASMG) meeting, the Sarpanch highlighted a noticeable shift in parental attitudes: parents who previously insisted on sending their children to private playschools have now willingly enrolled their children in the AWCs owing to the quality of ECE being provided.

Developing Age-Appropriate Curriculum

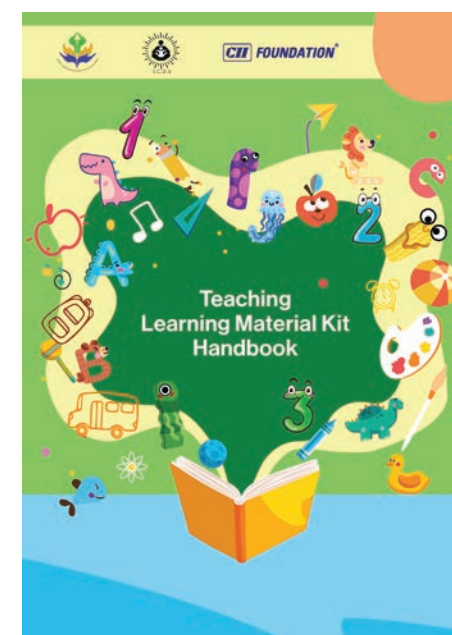
The Foundation supports the development and implementation of curriculum that is age- and culturally- appropriate. In areas where there is a specific curriculum mandated by the State, the CII Foundation ensures compliance.

Enhancing ECE by Developing a Teaching Learning Material Kit

Age-and socio-culturally appropriate teaching learning material (TLM) not only encourages inquisitiveness, imagination and promotes a sound foundation for learning, it also makes delivery of ECE by AWWs much more efficient. It is pivotal for enhancing learning in children.

A six-day workshop on Teaching Learning Material (TLM) development was conducted from 3rd-9th August 2023 in Srinagar to develop a TLM Kit. Guided by Dr. Rashim Pal, the Technical Partner for the Project alongside the Implementation Partner, JKASW, the workshop aimed to create age-appropriate learning tools aligned with NEP 2020, Nanhe Kadam (J&K Curriculum), and inspired by Jadui Pitara launched by the Ministry of Education.

The workshop emphasized play-way learning methods to stimulate curiosity and imagination among children, focusing on their wholistic development including physical and motor skills, cognitive skills, language and communication skills, socio-emotional development, and creativity.



The TLM material developed during the workshop was tested through a pilot project, followed by a vetting and review consultation with experts from the field of ECE including Prof. (Dr) Vineeta Kaul, Founder Member CECED, AUD University, New Delhi, Dr. Suneeta Singh, Faculty SES, AUD University, New Delhi, Ms. Amita Jain ECE Consultant, Mobile Creches, New Delhi and Dr Rashim Pal, Consultant, ECE & Child Pedagogy.

Nutrition Awareness Package

A comprehensive Nutrition Awareness Package, containing 3 flipbooks, was developed in three languages, namely, English, Hindi and Urdu. The books contain 12 themes related to Nutrition addressing malnutrition, growth monitoring, breastfeeding, complementary feeding, nutrition during pregnancy and lactation, and so on.

Outcome

A State Review Meeting was convened on 29th February 2024 in Srinagar to assess the progress of the initiative. During the meeting, the Nutrition Awareness Package, developed jointly with the Mission Director, POSHAN, J&K, and a TLM Kit along with a Handbook for AWWs, were unveiled and launched.

The Mission Director lauded the project's impact in the 3 Districts of Baramulla, Anantnag & Ramban, adopted by CII Foundation under the Anganwadi Adoption Program. Notably, the 80 Model Anganwadi Centers in 4 blocks (20 in each block) were highlighted as a replicable and sustainable infrastructure model for scaling up across the state. Additionally, a cadre of 40 Master Trainers (MT) across 3 districts from Jammu and Kashmir that have trained hundreds of Anganwadi workers in effective delivery of ECCE were recognized for their contribution.

A notable achievement for the project came with the MD POSHAN's announcement that the Anganwadi Level Monitoring and Support Committees (ALMSCs), formed and actioned to engage community members to spread awareness about, support and demand all the services provided at the Anganwadi Centres, will be replicated and constituted in all districts, and the MTs will be mobilized to share the learnings from the project to other districts and centres.



Anganwadi Adoption Program, Karnataka

In rural Karnataka, the CII Foundation, supported by the Volvo Group Trust is working with Anganwadi Centers across Dharwad, Karwar, Hoskote, Nellamangala, and Chamrajnagar. The initiative aims to improve infrastructure and enhance the capacity of AWWs to deliver high-quality Early Childhood Care and Education (ECCE) services.

Infrastructure Development

Significant strides were made in infrastructure development and strengthening efforts with the construction of compound walls to ensure safety and the installation of hand wash sinks to promote hygiene practices. Notably, the completion of the resource center in Hoskote, which will serve as a hub for ECE services, stands as a testament to the program's commitment to enhancing early childhood education infrastructure.



On 3rd October 2023 Anganwadi Centres in C.B Colony, Yalachahalli 1, and Yalachahalli 2 were inaugurated in the presence of Mr. Kamal Bali, President & Managing Director of Volvo Group India Pvt Ltd, and Mr. Sharath Bachegowda, MLA of Hoskote Assembly Constituency. The resource centre in Hoskote was inaugurated on 29th February 2024. Present at the occasion were members from the Volvo team, as well as local state authorities. Sri Kamal Bali, President & Managing Director, Volvo Group India Pvt Ltd., Sri G V Rao, Director, CSR, Volvo Group India Pvt Ltd., Sri S Gangadhar, Volvo Trucks Plant Head, Volvo Group India Pvt Ltd., Smt Vidya A Vastrad, Child

Development Project Officer, Hoskote, Government of Karnataka and Smt Swetha, Child Development Project Supervisor, Hoskote, Government of Karnataka graced the occasion. Over 50 Anganwadi workers and 12 Anganwadi children were also present at the occasion.

Capacity Building Initiatives

Building on the achievements, the program is expanding its focus to include comprehensive capacity-building training sessions in Hoskote and Karwar. These sessions aim to equip AWWs with the foundational knowledge necessary for early childhood education, holistic child development, along with guidance on maximizing the utilization of Teaching Learning Material (TLM) to achieve optimal learning outcomes.

The Anganwadi Adoption Program in Karnataka continues to make significant strides in fortifying early childhood education infrastructure and enhancing the capacity of Anganwadi workers. With continued support from the Volvo Group Trust and collaboration with local stakeholders, the program remains steadfast in its mission to provide quality ECCE services, ensuring the holistic development and welfare of children in rural Karnataka.



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

Launch of First Mobile Creche in Kerala



Amidst the surge of migrant workers settling in Kerala, particularly in Vengola due to its numerous plywood factories, support for migrant families becomes crucial. Several workers leave their children unattended during the day as they look for employment or are at work.

Recognising this, the CII Foundation launched Kerala's first mobile creche in Vengola which will

operate from 7 am to 7 pm. The Foundation is also enhancing its child-friendly ambience by providing learning and play material and conducting training sessions for key workers.

Mr Umesh NSK, IAS, District Collector of Ernakulam inaugurated the creche on 7th August 2023. Shri Aju Jacob, Chairman of the CII Kerala State Council and Joint Managing Director of Synthite Industries Pvt. Ltd, symbolically handed over the key to the mobile creche to Shri Shihab Pallikkal, President of Vengola Gram Panchayat.

The initiative is supported by key stakeholders such as the Sawmill Owners and Plywood Manufacturers Association (SOPMA), Ernakulam District Administration, ICDS, and the Vengola Grama Panchayat.

Result and Impact

- Developed a **scalable and sustainable infrastructure model**, exemplified by the AW Resource Centre in Hoskote, Karnataka.
- Increased enrolment and attendance of children** at Anganwadi Centres through the upgradation of AWCs using the BaLA concept across states.
- Achieved better learning outcomes in children through the **upskilling of Anganwadi Workers**, promoting play-based and spatial learning methods, and improving the delivery of other services like health and nutrition to beneficiaries at the centres.
- Launched resources** like the TLM Kit, conceptualized as supplementary material to the ECE curriculum 'Nanhe Kadam' followed across J&K, and the Nutrition Awareness Package, both of which have proven beneficial in promoting the holistic development of children.
- ALMSCs** have been recognized as a successful model of community engagement by the State and will be replicated across all districts, as announced by MD, Mission Poshan.

Healthcare



SDG
GOAL 3

Ensure Healthy
Lives and Promote
Well-being for All
at All Ages

Key Targets

- 3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births
- 3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

[Click here to read more: https://sdgs.un.org/goals/goal3](https://sdgs.un.org/goals/goal3)

Healthcare



“My classmates have started keeping the classroom clean. They throw the waste after sharpening their pencils in the dustbins. They also get their food wrapped in butter paper and tissue paper instead of foil paper and have also reduced the use of plastic.”

Tasmeen

HOPE Initiative Health Ambassador, Class 8,
Aakash Public School, Gurgaon, Haryana

Fostering Health Awareness in Schools

To drive a shift in knowledge, attitude, and practices concerning health, a health programme for school students was launched in partnership with HOPE Initiative (Health Oriented Programmes & Education). The programme uses the chain schools model covering 35 schools across Delhi, Haryana, and Uttar Pradesh.

Under the program, a multifaceted educational experience using audio-visual presentations, interactive games, and thematic activities was undertaken with a strong emphasis on student-led initiatives. Select students were appointed as health ambassadors, and this peer-led approach not only amplified the program's reach but also ingrained a sense of responsibility and leadership among students, creating a ripple effect of change.

Over 200 sessions covering various topics such as sanitation and hygiene including menstrual health, substance abuse/lifestyle disorders, mental health/moral values were held with each session lasting about an hour.

Improving health awareness, especially amongst children, and healthcare in India is critically important to create healthy, resilient communities. Enhanced healthcare infrastructure and better training for healthcare professionals will have significant positive outcomes as better healthcare reduces the disease burden and enhances productivity of individuals, thereby promoting economic growth.

In 2023-24, the CII Foundation took up Healthcare as a key thematic area of work with several initiatives aimed at enhancing healthcare delivery. It worked with multiple stakeholders across different geographies in India.

The programme uses the chain schools model covering 35 schools across Delhi, Haryana, and Uttar Pradesh.

The health education project was further expanded to six schools in Varanasi by equipping schools with washrooms infrastructure and safe drinking water along with holding awareness sessions on prioritizing health and well-being.



Strengthening Healthcare Infrastructure in Guntur, Andhra Pradesh and Tiruvallur District, Tamil Nadu

Quality maternal healthcare is not readily accessible to many women in India, often due to inadequate and poor-quality infrastructure and a lack of privacy. This undermines trust in healthcare facilities, dissuading women from seeking healthcare before, during, and after childbirth, posing serious risk to maternal and infant health.

Recognising the importance of maternal health in national development and its role in promoting equity and poverty reduction, the CII Foundation rolled out interventions to strengthen health

delivery by improving infrastructure at district level hospitals and health centres.

A pilot project was launched to create a model maternity ward for post-natal care at the Government General Hospital in Guntur, Andhra Pradesh. This project included infrastructure upgrades and capacity-building workshops on infection control, fire safety, and disaster management, among other aspects while also building the capacity of healthcare staff. The model post-natal ward was inaugurated by Ms. Vidadala Rajini, Minister of Health, Family Welfare, and Medical Education, Andhra Pradesh.

Additionally, diagnostic equipment was provided to the District Public Health lab and 16 health facilities across six blocks of Tiruvallur District in Tamil Nadu. These efforts were aimed at supporting maternal and child healthcare, as well as preventive and curative care for various diseases.



Result and Impact

A significant **behavioural shift** was visible in many school children under the CII Foundation HOPE project.

The interventions at the Government General Hospital in Guntur, which caters to approximately 6,000 pregnancies annually, and serving a population of 2.1 million resulted in **improved healthcare delivery**.

In Tamil Nadu, **reduced infant and child mortality** was observed because of quality early screening and diagnosis and curative care. Also, early detection, treatment and referrals for various non-communicable diseases helped reduce the disease burden/ better monitoring of disease/ quality care of NCDs in the area.

Women Empowerment



SDG
GOAL 5

Achieve Gender
Equality and
Empower All
Women and Girls

Key Targets

- > 5.1 End all forms of discrimination against all women and girls everywhere
- > 5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

[Click here to read more: https://sdgs.un.org/goals/goal5](https://sdgs.un.org/goals/goal5)

Woman Exemplar Program



“The CII Foundation Woman Exemplar Program has played a crucial role in broadening my impact. With their support, I have expanded my work from 10 villages to 30 villages, focusing on empowering single women through Self-Help Groups (SHGs) and raising awareness about government schemes. The mentorship program gave me invaluable insights. The Woman Exemplar network has also been instrumental in amplifying my work through advocacy and networking, strengthening our collective efforts toward women's empowerment.”

Minakshi Birajdar

Women Exemplar 2019
Micro-enterprise Category

Women, especially at the grassroots, bear the brunt of poverty and gender-based discrimination. Deprived of good nutrition and education, many struggle throughout their lives. In rural and resource-poor areas, generations of women are caught in a cycle of deprivation and exploitation. However, given an opportunity these women can

not only better their lives, but also become a source of inspiration for others, and help them break the shackles that bind them.

To identify, recognize and empower grassroots women leaders from inaccessible, marginalised rural areas, CII launched the Woman Exemplar Award in 2005. Each year 3 women received the award from a shortlisted cohort of 15 exemplary women. These remarkable women have confronted and defeated formidable social hurdles, broken barriers and triumphed over adversities to emerge as community leaders, catalysing social change.

In 2011, this initiative transitioned into the CII Foundation, and in 2017, evolved into a comprehensive Woman Exemplar Program. The Program goes beyond identification and recognition to build capacity of the women leaders, amplify their work and make them a part of a powerful network of Woman Exemplars. It uses a multi-stakeholder approach leveraging industry connect of CII to amplify the social impact of these transformative leaders.

Key Components of the Program



Identification
and Recognition



Capacity Building
and Mentoring



Amplifying
Stories of Change



Strengthening the
Woman Exemplar Network

Location

Pan India

Key Supporters

Apraava Energy, Godrej

Identification and Recognition

To identify grassroots women leaders, a rigorous, multi-step process is undertaken, commencing with a call for nominations from NGOs and development sector organizations nationwide. The nominations received are scrutinised and evaluated through telephonic interviews and field visits where the team meets each nominated woman, her proposer, government officials and community members to better understand the challenges and the social impact of her work. The final shortlisted candidates are evaluated by a jury drawn from industry, media and social development sector. The jury selects the winners in the categories of Health, Education and Micro-enterprise.

For the CII Foundation Woman Exemplar Award 2024, the call for nominations was launched in August 2023 using a multi-pronged and multi-lingual approach. An online application platform was introduced as an extension of the CII Foundation website, featuring a dedicated registration page with forms in Hindi, Tamil, Marathi, Bengali, and English with a provision to upload videos. A robust social media campaign, #LeadlikeaNaari showcased inspiring stories of earlier Exemplars using carousel posts, reels, and videos with paid promotions targeting specific geographies and interests, driving engagement and nominations. Simultaneously, an Electronic Direct Mailer (EDM) was dispatched to social development sector organizations, featuring program details.

The outreach for nominations was broadened by leveraging the nation-wide network of exemplars, including Minakshi Birajdar, Kanchan, Rama Sharma, Nirmala, and Mana and GivFunds as the Due Diligence Partner organization, facilitating on-ground initiatives, pamphlet distribution, and awareness campaigns across the country. The outreach initiative was bolstered with the use of paid marketing and garnered over 850 registrations and 300+ applications from 21 states and 1 Union Territory.

From October to December 2023, the forms were reviewed and 16 women shortlisted for the next stage of assessment comprising of due diligence visits. Throughout January to March 2024, the CII Foundation team met the 16 nominees, engaging in face-to-face interactions with the women and the communities they serve, witnessing firsthand the transformative changes catalyzed by these remarkable leaders in their communities.





Following this, a jury comprising eminent people such as Rumjhum Chatterjee, Co-founder and Managing Trustee of the Infravision Foundation and Radhika Bharat Ram, Joint Vice Chairperson, The Shri Ram Schools selected three winners—one each from the fields of Health, Education, and Micro-enterprise. These winners were honoured at the CII Annual Session on 17th May 2024 by Ms Nirmala Sitharaman, Minister of Finance and Corporate Affairs, receiving a trophy and a cash prize of Rs 3 lakh as the award. Such recognition at a national-level platform and in the presence of

dignitaries from international organisations, Government, industry, media and the social development sector facilitates increased support from stakeholders, particularly from Indian industry.

The winners receive a trophy and a cash prize of Rs 3 lakh. The finalists receive a certificate and starting this year, a cash award of Rs 1 lakh each.

Meet the Winners of the CII Foundation Woman Exemplar Award 2024

Education



Ranjita Pawar
Osmanabad,
Maharashtra
Age: 39 Years

Ranjita Pawar, a fearless advocate from the Laman Banjara community in Osmanabad, is empowering 27000+ children, 1000 youth leaders and 20,000 adults from the Nomadic Tribes and De-notified Tribes (NTDNT) by providing foundational education to overcome challenges of migration, and the label of being a 'criminal tribe'.

Health



Rumi Perween
Kishanganj,
Bihar
Age: 23 Years

Battling poverty and an abusive marriage, Rumi decided to stand her ground to pursue higher education, a decision that unfortunately marked the end of her marriage. Being outcasted from her own family, Rumi started volunteering at the young age of 14. Striving to change the health indicators in her community, Rumi is enhancing TB patient services and advocating for increased awareness on menstrual and reproductive health in rural Bihar directly improving the health indicators for over 4,000 lives.

Micro-enterprise



Saraswathi Malluvalasa
Vizianagaram District,
Andhra Pradesh
Age: 48 Years

Having survived a marriage plagued by domestic violence and fighting harassment at work, Saraswathi's journey is a tale of resilience and determination. Observing the link between gender violence and food security, Saraswathi set up her own organization focusing on millet cultivation. From convincing women farmers to grow millets, reviving millet based recipes in communities and setting up a FPO and 2 processing units, Saraswathi has impacted the lives of over 20000 women.

Meet the 2024 Cohort of Woman Exemplars

Education Category



Basmati Gagrai
Lamjhari Block,
West Singhbhum District,
Jharkhand
Age: 32 Years

Basmati overcame financial adversity, a meagre education, and a traumatic assault at 17 years, and went on to establish a residential school that now imparts holistic education to 230 children, and extends rights-based awareness to over 42,000 forest-dwellers belonging to the tribal belts of Jharkhand



Bideshni Patel
Sundargarh District,
Odisha
Age: 31 Years

Born in the Sundargarh district of Odisha, Bideshini overcame an abusive childhood and a turbulent marriage, and organised communities from 10+ villages against the mining exploitation. Through her learning centres, she enables the spread of forest rights awareness, directly empowering 50,000 lives and impacting over 1,00,000 community members.



Pramila Chauhan
Khandwa District,
Madhya Pradesh
Age: 35 Years

Pramila Chauhan, from Khandwa, Madhya Pradesh, fought both poverty and deprivation to establish 'Hunar ki Paathshaala', an initiative that offers education, vocational training, and awareness programs in Kurku language across 52 villages, impacting over 4,000 young individuals of the marginalized Kurku community.



Sandhya Devi
Hatimunda, Khorda
District, Odisha
Age: 54 Years

Sandhya Devi, a social activist from Khorda district in Odisha, emerged from a childhood marred by caste discrimination and poverty and went on to secure land rights for Scheduled Castes (SCs) and Scheduled Tribes (STs), raising awareness and promoting education among 50,000 individuals on fundamental rights.

Health Category



Chandravati Nigam
Jaunpur, Uttar Pradesh
Age: 36 Years

Witnessing the brutal murder of her father at an early age, Chandravati was forced to roll bidis for a living. Scarred by the violence that she witnessed around her, Chandravati uncovered a significant correlation between violence against women, their declining mental health, and the lack of knowledge about their rights. Committed to change this, Chandravati is providing counseling services to more than 5350 survivors of violence and has worked with 36,000 women on rights-based awareness.



Khiroda Mahto
West Singhbhum District,
Jharkhand
Age: 43 Years

Born in an indigenous town of Jharkhand, Khiroda was married off early, widowed soon after, with 2 infants to feed alone. Strengthened by her resolve to shield her children from the poverty and discrimination she faced, Khiroda became a community mobilizer, increasing immunization and reducing the maternal mortality rate as an ASHA worker, thus impacting over 5000 tribal women of Jharkhand.



Maina Jaat
Tonk District, Rajasthan
Age: 27 Years

A disappointment as the third daughter of the family, Maina was married off at the tender age of 6, marking the beginning of the battle to strive for an education. Despite being subjected to episodes of violence, lack of food for days at end and her books being set on fire by her in-laws, Maina completed her education and started working in the community to realise that many girls like her were devoid of basic rights including access to health services. Maina has committed herself to ensure a healthier life for young girls in her region by spreading awareness on sexual and reproductive health, gender, menstruation and nutrition, impacting over 35000 people.



Meena Singh
Mehroni, Lalitpur,
Uttar Pradesh
Age: 51 Years

A fierce advocate of women's rights, Meena has been battling gender-based discrimination and violence against women for years together, having been a victim of child marriage and discrimination herself. Meena's 'Sehjani Siksha Kendra' has become a safe-space for women, where Meena provides medical aid, training on mental health and legal aid coupled with counselling to victims of abuse and violence, thus impacting over 14000 women.

Micro-enterprise Category



Amitaben Kamleshbhai Patel
Kaprada, Valsad, Gujarat
Age: 44 Years

Born amidst extreme poverty and patriarchal norms, Amitaben was forced into child labour and an early marriage. Restrictions and lack of basic facilities fuelled Amita's ambition to create a life of purpose and become a woman of force and substance. Working with the most improvised tribal communities, she has transformed the lives of over 12,750 women through various income generation activities.



Anuradha Bharadwaj
Varanasi, Uttar Pradesh
Age: 36 Years

Born into a hotbed of patriarchy and denied access to education for being a girl, Anuradha knew early on that life won't be easy. Married early into a patriarchal setup, the last straw for Anuradha was when she did not have enough to provide for her child. Starting as a primary school teacher, Anuradha went on to join the National Rural Livelihood Mission and has impacted over 5000 women through diverse income generation activities.



Godavari Maravi
Barga village, Dindhori district,
Madhya Pradesh
Age: 42 Years

From leading a life of poverty and social constraints, to becoming a Janpad Panchayat member for her village, Godavari has come a long way. She has mobilized more than 10000 women through an SHG movement, initiated organic farming practices, and kickstarted the production of the near-extinct millets through her FPO, empowering women all along the way.



Lilabati Mohanta
Jashipur, Mayurbhanj, Odisha
Age: 48 Years

Coming from a forest area with limited resources and means of livelihood, Lilabati wanted to bring about a change. Seeing women being deprived of basic facilities as a result of social exclusion, Lilabati fought hard to get a basic education, turning every challenge into a stepping stone for success. Having transformed into a dynamic entrepreneur, Lilabati has created 1000 more entrepreneurs and impacted the lives of 25,000 individuals leading to significant behaviour change and upliftment of women.



Sangita Gaikwad
Soygaon, Aurangabad,
Maharashtra
Age: 53 Years

Powering through adversity, Sangita has become a catalyst for social change. Overcoming mental and physical abuse, Sangita remained resilient in finding means to support her family and young children. Today, with her exceptional entrepreneurial spirit, she is a beacon of hope for over 17,000 women. She has established women-led SHGs across 19 villages, mobilizing them to take on various leadership roles, resulting in increased representation in the gram panchayat, family decision making and economic contributions by women.

Capacity Building: Leadership Training and Mentorship

Under the Woman Exemplar Program, a series of capacity building initiatives are undertaken through training and mentorship to equip the Woman Exemplars with essential skills and broaden their perspectives to help them scale up their work.

In May 2023, a two-day training session was held at the CII Gurugram office. This was followed by masterclasses with professionals from the business and development sectors sharing their knowledge and expertise to empower the women. An online masterclass on 2nd August 2023 on 'TechShop for Exemplars' was led by experts Joy Daniel Pradhan, a Media and Outreach Expert from the Ministry of Women & Child Development, Government of India, and Ravisha Poddar, a seasoned Communication professional to help the exemplars embrace AI tools like ChatGPT to enhance their work. Another masterclass, 'MindMatters' on 22nd August addressed mental health challenges in both rural and urban communities and was facilitated by Sumitra Gagrai from the 2020 cohort of exemplars and Program Coordinator at Ekjut and Dr. Sachin Barbde, Community Mental Health Specialist.

"Be a Storyteller – A Creative Storytelling Workshop to Amplify your Work" masterclass on 9 September, facilitated by Rushikesh Kulkarni, an expert in areas such as People Strategy, Managerial and Leadership Development, Entrepreneurship, Non-Fiction, and Fiction Writing, explored the art of storytelling to help the exemplars create compelling videos sharing their stories and community experiences.



Building on the momentum, the Woman Exemplar Program's Leadership Training 2023 began in October with sessions on "Empowering Women Leaders for Impact," focused on recognizing and harnessing leadership abilities and additional sessions to help participants hone their communication skills including narrative building. Networking sessions emphasized collaboration and forging strategic partnerships for scaling up impactful work.

Through engaging sessions, practical exercises, and peer interactions, participants acquired the essential skills and strategies needed for effective leadership and project success.



MASTERClass

Unleashing the Power of Soft Skills, Digital Tools, and Communicative Brilliance!

TechShop: For CII Foundation Woman Exemplars

Wednesday, August 2nd 2023
2:30 - 4:30 PM

FACILITATORS

Joy Daniel Pradhan
Media and Outreach Expert,
Ministry of Women & Child
Development, Government of
India

Ravisha Poddar
Communication Professional

Amplifying the Voices

The CII Foundation actively promotes the Exemplars across different platforms to showcase their worth and accelerate social change.

Session on the Role of Rural Women in a Future-Ready India at the CII Annual Session 2023

The CII Foundation hosted a session titled "Role of Rural Women in a Future-Ready India" which discussed the contributions and resilience of rural women in shaping a progressive India. Ms. Chetna Gala Sinha, Founder Chairman, Mann Deshi Bank and Mann Deshi Foundation spoke with Woman Exemplars of the 2023 cohort, Pushpa Shukla, State Level Consultant & Assistant Teacher, Government Primary School, Sahispara Rajim, Chhattisgarh; Sunita Chauhan, Block Resource Person, EFICOR, Madhya Pradesh; Jaspreet Kaur, Project Manager, Youth Football Club, Rurka Kalan Punjab; P Anna Vilasani, Centre Coordinator, My Choices Foundation, Telangana and CII Foundation Woman Exemplar from the 2020 cohort Rupali Shinde, Bschool Program Director, Mann Deshi Foundation about their journeys and the changes they have brought about in their communities.



Woman Exemplar Rupali Shinde Receives BRICS Women Innovation Award for Transformative Impact

CII Foundation Woman Exemplar Rupali Shinde received the prestigious BRICS Women Innovation Award and Certificate for her contributions in promoting digital literacy in Satara District, Maharashtra. She received the award at an award ceremony which took place in Beijing, China in June last year.

Hailing from a Dalit family, Rupali overcame adversity and transformed a caste occupation into a thriving business of leather-based musical instruments. Rupali mentored 1,000 women affected by drought.



Woman Exemplar Rama Sharma receives the prestigious 'Woman of Wonder Award' in the Social Work category

On 29th July, Rama Sharma from the 2019 cohort of exemplars received the prestigious 'Woman of Wonder Award' in the Social Work category in Jaipur, Rajasthan. Ms Vasundhara Raje, the National Vice-President of the Bhartiya Janata Party (BJP) and former Chief Minister of Rajasthan presented Rama Sharma with the award. In the rural areas of Rajasthan, Rama Sharma is rewriting the destinies of young girls from the most underprivileged communities.

Rama has also worked with 21 schools in Chakshu and Tonk District of Rajasthan through the Young Leaders for Active Citizenship (YLAC) program training more than 100 teachers and close to 3700 students in a span of 8 months on digital literacy.



Four of our Woman Exemplars, Zahida Amin, Laxmi Rani, Poonam Paul, Kana Mondal, won the Yuukke's Beyond Barriers Award, which recognises exceptional women from the grassroots who are breaking barriers, impacting communities, and inspiring others along the way.

Stories of Courage on International Women's Day

This year, International Women's Day resonated globally with the theme "Invest In Women: Accelerate Progress". To mark this significant day, the CII Foundation spotlighted the voices of women from diverse backgrounds through various media platforms. Two of our Woman Exemplars, Minakshi Birajdar (Cohort of 2021), and Rama Sharma (Cohort of 2019) shared their journey of emerging stronger and paving the way for a better life for women through their work, since they won the CII Foundation Woman Exemplar Award and received training and support through the program.

CII Foundation
6,525 followers
2w •

Highlighting this year's theme of International Women's Day, 'Invest in women: Accelerate progress', let's celebrate the remarkable journey of Rama Sharma, CII Foundation Woman Exemplar, 2019. As a former program coordinator at an NGO, she led Project 'Pehchaan' which educated drop out students, Dalits and enabled girls from the marginalized Banjara community, to enter and succeed in the formal schooling system. Rama faced uncertainty when the project concluded in 2020 amidst the COVID-19 pandemic. Undeterred, she embarked on a new chapter, founding her own NGO, Bhavi Nirman Society.

Through one-on-one sessions and mentorship programs, she gained valuable insights into navigating the complexities of starting an NGO, from documentation to registration processes.



Result and Impact



The CII Foundation has created a powerful **network of 120+ Woman Exemplars** who are positively **impacting nearly 3 million lives annually**.

Voices from the field

“For the past 25 years, I have dedicated myself to empowering Dalit, tribal, and vulnerable communities. My goal is to uplift our communities both socially and economically. Through our Farmer Producer Organization, we collectively pursue various livelihood activities to strengthen our bargaining power and create a robust supply chain. When I started my work, I faced numerous obstacles. Overcoming them has been a challenging yet rewarding journey. I'm extremely happy to be chosen as one of the winners of the Woman Exemplar Award. It's a huge achievement for me.

Saraswathi Malluvalasa

Winner of the Woman Exemplar Award 2024
Micro-Enterprise Category



“I have been working since 2012 to break the stigma around menstruation and create a safe space for women and girls. Many girls skip school during their periods due to fear of staining clothes and societal judgment. Through my efforts among adolescent girls, mothers, and teachers, I aim to change this mindset and raise awareness about reproductive health and menstrual hygiene. I am dedicated to abolishing taboos and myths surrounding periods and ensuring every woman feels empowered and confident.

Rumi Perween

Woman Exemplar Award Winner 2024
Health Category



“I work with the most marginalized Adivasi women in rural Jharkhand. My vision is to ensure that every woman trained by me becomes a master trainer so that they can increase their income. This would help them send their children to school. Through financial independence they can avoid forced child marriages and make their own decisions. I also aspire for them to achieve equal status within their families and society.

Bobby Mahato

Woman Exemplar 2021
Micro-Enterprise Category



“I received the Woman Exemplar Award in 2018, and it has given me great strength and motivation to work harder. My vision is to empower women and girls to pursue education without worrying about money. The respect that CII has given me, I wish to extend to the most backward regions, helping them progress in their lives. This recognition has driven me to ensure that every woman and girl can move forward and achieve their dreams.

Munni Begum

Woman Exemplar 2018
Education Category



“I grew up in poverty, facing familial struggles that no child should endure. But through education and resilience, I found my voice. Today, I advocate for women's and tribal rights, a journey fueled by my own hardships. Mobilizing communities against injustice has become my mission. By empowering youth and establishing educational centers, we're shaping a brighter future. I'm honored that our work has gained recognition and hope it serves as a model for change, inspiring others to stand up for justice and equality.

Bideshini Patel

Woman Exemplar 2024
Education Category



“I am deeply grateful to the CII Foundation for selecting me as one of the exemplars. Through Ekatmik Krushi va Grameen Vikas Sanstha (EKGVS), we focus on providing vocational training to single women, empowering them to achieve financial independence and uplift their livelihoods. It is an honor to work alongside Minakshi Birajdar, a Woman Exemplar Awardee from 2019 and to be part of this remarkable network that fosters collaboration and mutual growth among previous and current exemplars. I aim to make a positive impact on our community by enhancing opportunities for women and increasing livelihood options.

Sangita Gaikwad

Woman Exemplar 2024
Microenterprise Category



“I come from the red-light area of Kolkata (Kalighat) and work to make a change. Families married off daughters who often ended up in prostitution. Customers abused children, treating them as private property. I needed to stop this to ensure that our second generation could live happily. We abolished second-generation prostitution and punished abusers under the POCSO Act. I could only study till class 11, but now children here complete degrees and secure good jobs. My aim is for every child to know their rights and seek justice.

Tumpa Adhikari

Woman Exemplar 2021
Health Category



“I am not afraid to take on new challenges as I can turn to my team, our stakeholders and advisors and we can resolve any problem when we think through it together.

Deepa Pawar

Woman Exemplar 2018
Health Category



Empowering Champions of Change in Assam



The CII Foundation, in collaboration with Apraava Energy, launched a project in Assam to empower grassroots women to accelerate social change in the region. This program identifies and recognizes 15 visionary women leaders catalysing change. Under the program, each woman will receive a stipend of Rs 25,000 and undergo comprehensive training to enhance capacity for greater social impact. Additionally, they will be encouraged to undertake community development projects funded and supported by the CII Foundation and Apraava Energy.

Key Components of the Program

- Identification of women leaders
- Recognition through certificate and cash award
- Capacity building through training and networking
- Initiating Community projects to amplify scale and impact of woman leaders

Identification

To identify women from marginalized communities actively engaged in empowering women and children across eight districts of Assam, an application form was developed and distributed to over 20 regional organisations including SeSTA,

ANT, BTAD, and NRML for targeted outreach. Additionally, GivFunds was engaged as an outreach partner to conduct targeted efforts. EDMs, emailers and on ground collaterals were developed and utilized. The Call for Nominations commenced in the first week of November, with over 100 outreach emails sent and 70+ calls made. Over 50 applications spanning 8 districts of Assam were received.

The applications were reviewed thoroughly to understand the work of each woman and 25 applicants shortlisted through desk reviews. Subsequently, telephonic calls with each candidate helped further shortlist 17 candidates for Due Diligence Visits.

Due Diligence Visit

During February 2024, the team with the partner organisation, Giv Funds covered 20+ villages, 15 blocks and 8 districts in a span of 1 month. Through face-to-face interactions with the women, the proposing organizations and the communities they serve, the team delved into the heart of their work, gaining valuable insights into the real-world impact of their initiatives. Fifteen women were chosen basis their exemplary leadership qualities, unwavering commitment to social transformation and social impact.



Recognition

On 15th March 2024, the 15 women were recognized at a prestigious award ceremony in Bongaigaon in the presence of distinguished guests such as Mrs. Bijaya Boro, General Manager of Bongaigaon & Kokrajhar Circle, alongside Mr. Rakesh Yadav, State AMI Lead at Apraava, Ms. Srushti Bangera, CSR Manager at Apraava's Corporate office, and Mr. Pintu Dekaraja, CEO of Bongaigaon, Apraava, among others. Each woman received an award, certificate, and a stipend of INR 25,000. The highlight of the event was the unveiling of a special booklet containing the inspiring stories of these women, showcasing their resilience and determination to effect change within their communities.



Orientation Program

An immersive orientation program was conducted on 14th of March, 2024 for the 15 women where interactive sessions and project planning exercises were held which equipped them with the knowledge and skills necessary to drive positive change within their communities.

Activities were undertaken to help the women bond better and enable participants to understand the Project, its objectives and why they were chosen for the program as well as discuss the community projects to be developed and implemented.



Empowering Champions of Change Cohort 2024

District	Woman Leader
Bongaigaon	Pampi Kalita Rima Ray
Chirang	Fala Khatun Hasina Ahmad
Dhubri	Nur Yesminara Begum Morjina Yeasmin
Goalpara	Jyotshna Bordoloi Sharma Promila Ray Ratna Rabha
Golaghat	Junti Chutia
Jorhat	Dipamoni Pachani Junaki Rajuwar
Kokrajhar	Rashida Begam Lokhimoni Hembrom
South Salmara Manachar	Asrafa Ahmad



Voices from the field

“ I am very grateful to the CII Foundation for giving me the opportunity to be a part of the Empowering Champions of Change. The orientation program that we had was very enlightening and a very new experience as I stayed with people who shared the same ideology as me. This orientation program taught me how I can grow myself and my society together through our teamwork and dedication.

Ratna Rabha
Goalpara



“ We are elated by the respect bestowed upon us by the CII Foundation and Apraava Energy. While working on the ground, we were simply going with the flow, never accounting for any personal gains. But the respect we received through this award has truly inspired us and provided us with the motivation to work even harder for society. We have always done our part, but moving forward, we commit to working with even more strength and passion. All the inspiring women who have won the award have pledged to dedicate themselves to societal betterment. A special thanks to Bijaya Boro Madam, who inspired us with courage and enthusiasm, and to all the team members of APDCL.

Dipamoni Pachoni
Jorhat



“ I am very happy to have received this opportunity. I can't believe it myself. For the first time in my life, I have received so much love, and through this program, we have learned a lot and has encouraged me to work with my team members more passionately. The continuous support will help us progress even further to work in our communities which are largely neglected.

Nur Yesminara Begum
Dhubri



“ Firstly, I would like to thank the CII Foundation. They have shown us the way forward and given us a push. They have indeed helped us gather the courage to move ahead. I would also like to thank all of us. Because if we hadn't gathered the courage ourselves and come out of our homes, we wouldn't have been able to progress this much. Since each one of us has acted with courage, we have been able to reach this far. Joining hands with the CII Foundation and Apraava Energy, we pledge to work tirelessly for our communities.

Fala khatun
Chirang



Waste Management



SDG
GOAL 6

**Ensure Availability
and Sustainable
Management of
Water and Sanitation
for All.**

Key Targets

- > 6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all
- > 6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

Click here to read more: <https://sdgs.un.org/goals/goal6>

Waste Management



“ CII Foundation has been driving change over the last two years. The start was small – educating residents on the importance of segregating waste, distributing dustbins to each household, urging residents to segregate dry and wet waste. The response was overwhelming, with over 70% of households actively participating. Through the project, a new source of income has been created through recycling of dry waste; dumpsites have been converted into parks but the true significance lies in transformation of community attitudes towards waste management. **”**

Fahad

Joint Secretary
Residents Welfare Association,
Abul Fazal Enclave, Part 1, New Delhi

According to the Central Pollution Control Board (CPCB), the average individual in India produces approximately 490 grams of waste daily. While this seems modest in comparison to western nations, the sheer scale of India's population magnifies the issue to worrisome levels. Solid waste production in Indian urban centers is projected to increase by 1.3% annually, reaching an estimated 700 grams

per capita per day by 2025. With the urban population expected to rise from the current 28% to 45%, the problem is poised to escalate unless immediate action is taken. Improper waste disposal and inadequate management contribute to environmental degradation and pose significant risks to public health.

Recognising the magnitude of the waste management issue, the CII Foundation adopted a collaborative approach to devise a community-led waste management initiative to be rolled out in partnership with industry, the Residents Welfare Associations (RWAs) and community.

In 2021, the CII Foundation in collaboration with PTC Foundation and PTC India Financial Services Limited launched a waste management project in Abul Fazal, Okhla, New Delhi, a densely populated urban cluster. Complementing the efforts of the local municipal corporation, the project aimed to create a zero-waste neighbourhood. A baseline survey highlighted several issues such as lack of awareness about waste segregation and the principles of reduce, reuse and recycle (3Rs); insufficient waste management infrastructure and inadequate incentives for waste collectors.

The project interventions focused on creating awareness about waste management and supporting the community to adopt improved waste management practices.

Building on the success of this project, similar projects were launched in Leh, Ladakh, and Farrukhnagar, Gurugram in the North, and Kochi in the South. Simultaneously, efforts were intensified to fortify the initiative in Okhla, New Delhi.

Key Components of the Program



Creating awareness and catalysing civic engagement



Promoting waste segregation at source and safe waste collection



Promoting recycling waste locally and value-addition in bio-degradable waste with the involvement of RWAs



Segregating and recycling non-biodegradable/dry waste such as plastic



Building skills of waste workers and enhancing their safety

Location

Okhla, Delhi
Farukhnagar, Gurugram
Leh, Ladakh
Kochi, Kerala

Key Supporters

PTC Foundation and
PTC Financial Services Ltd
HDFC Bank
General Insurance Company India
(GIC Re)

Waste Management Initiative, Abul Fazal, Okhla

The Clean Abul Fazal project, launched in June 2021, covers approximately 60,000 people with about 30% hailing from economically disadvantaged backgrounds. About 8-10 tonnes of waste was generated daily in Abul Fazal. The project's first phase prioritized awareness-building, bolstering waste collection and management processes and infrastructure and training waste workers for efficient operations and their safety.

To promote waste segregation and recycling, households were given dustbins and compost bins. Additionally, a special waste composting unit was



set up and operationalized in January 2022 with a capacity to process 500kg/day of wet waste daily. Push-carts were given to waste collectors to facilitate the transport of bio-degradable waste to the Composting Centre.

To manage and process dry waste, baling and grinding machines were installed, handling up to 1 tonne of dry waste daily. Recognising the risks associated with waste management, particularly hazardous waste, waste workers were organized into the Safai Abhiyan & Aid Foundation (SAAF) and trained for safe collection and disposal of waste. To increase community engagement, the Okhla Community Forum, a Leadership Committee was set up.

In 2023-24, the Okhla initiative continued its remarkable progress.

Creating Awareness and Catalysing Civic Engagement

Throughout 2023-24, a series of awareness campaigns and initiatives were executed to advocate for sound waste management practices. 45 awareness drives were conducted during the year, taking the cumulative tally under the project to 75.

Community meetings were held with residents, RWAs, and volunteers to strengthen the initiative by addressing specific challenges and needs.



Over 13 meetings with Safai Abhiyan & Aid Foundation (SAAF) aggregators, recyclers, and waste workers were held to enhance waste segregation practices, improve collection and transportation, and identify sustainable solutions for waste processing and disposal. Through these engagements, a powerful platform for dialogue and collaboration has been created, driving collective action towards a cleaner environment.

Promoting Waste Segregation at Source and Safe Waste Collection

A key focus in Abul Fazal has been encouraging household and community composting through waste segregation at the source. A dedicated team, supported by SAAF, monitors segregation and assists residents and waste workers. This collaborative effort has resulted in more than 70% of households participating in waste segregation and management, significantly improving waste management.

To promote waste segregation, over 2200 dustbins were distributed to residents in 2023-24, facilitating the separation of waste at the source, bringing the total to 6,900 dustbins. Additionally, 50 home composting bins were provided to encourage households to compost their wet waste, leading to increased adoption of this eco-friendly practice.

To facilitate large-scale composting, a Community Compost Centre was established in January 2022, with an initial capacity of processing 500 kg/day. Last year this capacity was expanded to process up to 4 tonnes of organic waste daily. Since its inception, the Centre has treated over 111 tonnes of wet waste, producing nutrient-rich compost used to enhance the greenery of Abul Fazal.

Key Highlights 2023-24

- 45** awareness drives held
- 50** home composting bins distributed
- 2200** dustbins distributed

Segregating and Recycling Non-biodegradable/ Dry Waste Such As Plastic

Plastic waste poses a significant environmental and health hazard and a comprehensive plastic waste management initiative was launched, focusing on efficient collection, processing, and recycling of plastic waste.



An Integrated Plastic Waste Recycling Centre was set up in June 2023 to improve sorting, packaging, and aggregating plastic waste for resale. In August 2023, collective efforts with SAAF and the Okhla Community Forum (OCF) resulted in the collection of 5.3 tons of plastic waste which was processed and sold to recyclers. A visit to Karawal Nagar, Delhi, provided an opportunity to engage with potential buyers and showcase the superior quality of the processed plastic waste.

A series of meetings were convened during April and May 2023 with key stakeholders including recyclers, aggregators, OCF and SAAF Members to discuss strategies to improve the plastic recycling rate, overcome challenges and devise effective solutions. In May 2023, the team visited a plastic waste management facility at Shram Vihar, Okhla, to discuss implementation of safety measures to ensure a secure working environment.

Building Skills of Waste Workers and Enhancing their Safety

Empowering waste workers and community members with essential skills and knowledge is vital and training sessions conducted, in collaboration with SAAF, emphasized technical skills, safety measures, and environmental impact reduction. Two sessions, one in July and one in November, focused on machine maintenance and covered

machine operation techniques and safety protocols, significantly boosting workforce capacity.

Promoting Greening of Abul Fazal

Under the project, former waste dumping sites have been transformed into beautiful vibrant parks. In April, one such site was converted into a seating area to provide a space for the elderly to relax and socialize and in May, another dumping site was cleared to plant trees. Fifty Anganwadi women have been entrusted to care for the trees, promoting environmental sustainability.

Abul Fazal Waste Management Project – A Role Model

On 18th August CSR teams from different companies visited Abul Fazal and engaged in a meaningful session with the local community, gaining insights into the project's community-driven approach. Additionally, they explored a local recycling facility, witnessing firsthand the transformation of waste into valuable resources. This immersive experience left a lasting impact on the CSR teams, inspiring them to consider similar initiatives in their respective organizations and further contribute to sustainable development.

Ration Distribution

The initiative goes beyond waste management itself and focuses on improving the working conditions of waste workers and providing essential facilities such as waste carts, safety kits, insurance coverage and ration support. 110 ration kits were distributed amongst waste workers in May 2023.

Result and Impact



Adarsh Village Waste Management Initiative Farrukhnagar, Gurugram

To address the waste management challenges in Farrukhnagar, Gurugram, Haryana, Project Adarsh Village was launched in July 2023. The project is implemented in 4 villages in Farrukhnagar: Tajnagar, Judola, Hajipur and Ghoshgarh, each with a population of under 5,000 engaged mainly in small-scale industries like pottery and metal-working. Despite having primary and secondary schools, these villages lack proper infrastructure and access to basic services like clean water, sanitation, and healthcare. With inadequate waste management systems, public health concerns and environmental hazards have intensified over the years.

Key Problems

- No waste collection from households, shops
- Open Dumping/Burning of waste on roadsides
- Lack of Infrastructure to transport, store & treat waste
- Choked drains, channels with plastic waste polluting local waterbodies

The project was launched in Taj Nagar village on 9th January 2024 in the presence of officials from the Government, Sandeep Agarwal, SDM Gurgaon, and Krishna Yadav, Mandal Adhyaksh of Pataudi and community members. Block Development Officer Naresh Kumar flagged off the E-Cart for waste collection.



On 1st February 2024 the project was launched in Hajipur village with a symbolic flagging off of an E-Cart for waste collection by Block Development Officer Naresh Kumar. Present on the occasion were other government officials and a large number of people from the community.

A number of activities were undertaken during 2023-24 to drive behavioural change and improve waste management practices in the project areas.

Field Visits

Four comprehensive field visits were undertaken to assess initial on-ground challenges and map mindsets of the Panchayat towards the project. Village sheds were assessed to determine the work required to establish a waste recycling infrastructure in the village.

Community Meetings

Regular engagements with the Gram Panchayats were organized to assess project receptivity. These meetings helped resolve doubts uncertainties and helped firm up the project's way forward.



Key outcomes from project interventions so far include:

Shed repair and preparation including general repairs such as fixing roofs, doors, and fencing for machine safety, along with setting up water and electricity facilities to support waste management infrastructure.



Waste collection staffing with two individuals from each village hired for waste collection and recycling, strengthening community participation in waste management.

Volunteer finalization with a cadre of volunteers created for mobilising the community and conducting awareness activity along with monitoring the ongoing activities.

Procurement of recycling infrastructure such as E-carts, composting machines, and dustbins for efficient waste recycling across villages.

Strengthening the Waste Management Process

- 4** E-carts distributed, one for each village
- 4** Composting Machines distributed, Capacity-200Kg/day, one for each village
- 8** Waste workers engaged with the Gram Panchayat for waste collection
- 100%** door-to-door waste collection in the 4 villages
- 100** Community dustbins distributed, 25 per village
- 2000** Dustbins for households distributed, 500 per Village

Chelode Chellanam Waste Management Initiative Kochi, Kerala

Chellanam, a coastal village located in the southwestern coast of India in the Ernakulam district of Kerala, is known for its picturesque coastal setting with the Arabian Sea on one side, and the backwaters and canals of Vembanad Lake on the other. The village thrives on its vibrant fishing community and has a population of 41,000 people.. Chellanam faces significant waste management challenges which have serious implications for the environment, and overall well-being of its residents.

Key Problems

- No proper waste management system
- Lack of infrastructure for waste storage and treatment
- Low awareness and community participation
- Waste dumped in water bodies harming marine life and affecting livelihoods since main source of employment is fisheries in the region

The project was launched on 6th March 2024 in Chellanam with Mr Aju Jacob, Chairman, CII Kerala & Joint Managing Director, Synthite Industries Pvt Ltd handing over a Safety Kit to Haritha Karma Sena members in the presence of Mr K L Joseph, President, Chellanam Gram Panchayat, and Mr Subramaniam, Additional Director, LSGD, Ernakulam. Also present on the occasion were Ms Sneha Nair, Assistant General Manager, General Insurance Corporation of India,



Fr Solomon Charanghat, Vicar St Francis Xavier's Church, Mr Berly Cyriac, Convenor, CII Kerala Clean Kerala Panel & Director, Medivision Scan & Diagnostic Research Centre Pvt Ltd, Mr Zakaria Joy, Convenor, CII Kerala Clean Kerala Panel & CEO Northamps and other ward members of Chellanam Gram Panchayat.

During 2023-24 a number of activities were undertaken to strengthen the waste management process.

Field Visits: Ten field visits were conducted to collaboratively plan with the Panchayat to address on-ground challenges including training and interaction with stakeholders. These visits helped identify places for waste segregation and storage, strengthening Haritha Karma Sena members who operate in the area.

Community Meetings: Regular meetings with the Gram Panchayat facilitated understanding their perspective towards waste management and find solutions to be implemented through project interventions.



Training for Haritha Karma Sena Members: Forty-four Haritha Karma Sena members, selected by the Panchayat from Kudumabashree, underwent two training sessions and an empowerment program. These members, working in pairs for the 21 wards of the Panchayat, will play a vital role in waste management.

Recruitment of Project Staff: One staff member has been appointed to coordinate and implement the project initiatives, ensuring seamless coordination between Panchayat and the project team for ensuring smooth implementation.



Cleanliness Drive: A cleanliness drive was organized at Chellanam on 24th March 2024, with the support of the Panchayat, Haritha Karma Sena members and residents. During the drive, an 800-meter stretch of roadside was cleaned, and non-biodegradable waste was collected. A total of 5 tons of waste, including plastic, clothes, shoes, bags, beds, leather waste, and thermocol, was collected and segregated into 112 sacks. The collected waste was then transported to a recycling facility. The efforts received appreciation from many people.



Strengthening the Waste Management Process

1
E-cart

121

Bio bins for households have been procured for initiating home composting

10,000

cloth bags for households for storing dry waste for ensuring better collection

First Aid and Safety Kit for all Haritha Karma Sena Members have been procured

Waste Management Initiative in Leh, Ladakh

In February 2024, the CII foundation team visited Leh, Ladakh to enhance waste management practices and establish partnerships with local stakeholders. Meetings were held with Mr. Thinley, CII Member, Syed Sajjad Qadri, Director of Rural Development Department and Panchayati Raj, UT Ladakh and Mr. Rizvi, Chairman Imamia School, Chuchat.

Discussions centred around extending the waste management project to rural areas, forming village committees, and organizing workshops involving village representatives, Ladakh administration and media. The team explored synergies with the existing government project 'Tsangda' on waste management and opportunities for plastic recycling. The meetings led to proposals to strengthen waste management through increased information, education and communication activities, infrastructure provision, empowerment of self-help groups and involving school students in waste management.

A field visit to the waste segregation centre in Basgo, Leh, provided insights into existing practices. The center employs 5-7 individuals for waste sorting, baling and transportation, serving nearby villages.

Key Problems

- Due to limited accessibility and transportation difficulties, waste collection and management is a challenge.
- Inadequate infrastructure such as waste collection facilities, recycling centers, and landfill sites for a population of 60,000.
- Surge in waste generation during tourist season, especially non-biodegradable waste like plastic bottles, packaging materials, and litter.
- Improper waste disposal practices which have severe environmental consequences in ecologically sensitive regions like Ladakh, affecting local ecosystems, water bodies, and wildlife.

On 28th March 2024, the community waste management initiative was launched in Leh, initially targeting 25 villages to increase citizen's participation, train waste workers and engage them in managing the recycling of waste and create waste treatment facilities to treat wet and dry waste, especially plastic waste. The project is being implemented in Nubra, Chuchat Yakma, Chuglamsar and Spituk, Leh covering a population of 60,000 people.



Cleanliness Drive

A highly impactful cleanliness drive was held in Kharu Main Market, Leh with the collective efforts of UT Administration of Ladakh, Kharu Market/merchant association, community members to demonstrate a shared commitment towards clean and green Leh along with focusing on environmental sustainability in the region.



Voices from the field

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Earlier, garbage used to pile up everywhere in our area. But now, with the new waste bins, waste is being managed properly. Our streets and colonies have become really clean and beautiful. It's a big change for us. We're very grateful for the CII Foundation's waste management project. It has made a huge difference in our everyday lives.

Sheeba TareenResident of F Block,
Abul Fazal, Okhla, Delhi

“

Since the waste management project started two years ago, we have developed the habit of home composting. Now, we also segregate waste at home—plastic, paper, metal—everything is sorted into different bins. This transformation has significantly improved how we manage our waste, leading to a much cleaner neighborhood. It's incredible to see how our habits have changed and the positive impact on our community.

Ayyub KhanResident of G Block,
Abul Fazal, Okhla

“

The Okhla Community Forum has really brought us together. Every month, we come together to discuss and plan initiatives to keep our area clean and beautiful. These regular meetings have instilled a strong sense of community and cooperation. We're proud of the progress we've made and the positive changes in our neighborhood. It's rewarding to see our collective efforts making a real difference.

Haider AliMember Okhla
Community Forum (OCF)

“

The waste management system in our panchayat used to have many limitations. We lacked proper Material Collection Facilities (MCF) and transportation vehicles, which made waste collection very difficult. However, the Chelode Chellanam initiative has provided effective solutions to these problems. Additionally, the Haritha Karma Sena received essential supplies like bags, water bottles, and medical kits, which have greatly improved our efficiency and ability to manage waste. This support has made a significant difference in our work and the cleanliness of our community.

Rajeswari PrakashanPresident, Haritha Karma Sena,
Chellanam Panchayat

Media Coverage - Highlights

**Chellanam panchayat eyes zero-waste panchayat tag**

Kochi: Chellanam grama panchayat is gearing up to become a zero-waste panchayat with the implementation of an innovative project for waste processing and removal. Named 'Chelode Chellanam', the project is being implemented by the Confederation of Indian Industry Foundation and General Insurance Corporation (GIC Re) in association with the panchayat. "Chelode Chellanam gets well with the Confederation of Indian Industry's vision of competitive and sustainable Kerala@100 project, addressing social empowerment and ecological challenges. Cooperation between various stakeholders will help attain good progress in waste processing and create a green future," said CII Kerala chairman Aju Jacob. The project was inaugurated on Wednesday at the St Xavier's Parish Hall. Panchayat president, members, representatives of CII Foundation and GIC Re along with other dignitaries attended the inaugural ceremony.

ചന്ദ്രിക**മാലിന്യ സംസ്കരണ സംരംഭത്തിന് തുടക്കമായി**

കൊച്ചി: ചെല്ലാനത്തെ മാലിന്യ പ്രശ്നത്തിന് ശാശ്വത പരിഹാരം കാണുന്നതിനായി സിഐഐ ഫൗണ്ടേഷനും ജനറൽ ഇൻഷുറൻസ് കമ്പനിയുമായി ചേർന്ന് നടപ്പിലാക്കുന്ന ചേലോടെ ചെല്ലാനം പദ്ധതിക്ക് തുടക്കമായി. എറണാകുളം എൻഎസ്ജിഡിയുടെ അധീഷ്ഠനായ ഡയറക്ടർ സുബ്രഹ്മണ്യം, ചെല്ലാനം പഞ്ചായത്ത് പ്രസിഡന്റ് കെ.എസ്. ജോസഫ്, സിഐഐ എം കേരള ചെയർമാൻ അജു ജേക്കബ്, ജിഐസി എജിഎം സന്തോഷ് നായർ, രാജേശ്വരി പ്രകാശൻ, സിഐഐ കൺവീനർ ബെർലി സിറിയക്, പ്രോഗ്രാം ലീഡർ ചന്ദ്രികാൻ പ്രധാൻ തുടങ്ങിയവർ ചടങ്ങിൽ പങ്കെടുത്തു.

മലയാള മനോരമ**ചേലോടെ ചെല്ലാനം പദ്ധതിക്ക് തുടക്കം**

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സി.ഐ.ഐ. ഫൗണ്ടേഷനും ജനറൽ ഇൻഷുറൻസ് കോർപ്പറേഷനും ചെല്ലാനം ഗ്രാമപഞ്ചായത്തും ചേർന്ന് നടപ്പിലാക്കുന്ന 'ചേലോടെ ചെല്ലാനം' പദ്ധതിയുടെ ആദ്യ കിറ്റ് സി.ഐ.ഐ. കേരള ചെയർമാൻ അജു ജേക്കബ് കൺവീനർഷ്യം പ്രസിഡന്റ് രാജേശ്വരി പ്രകാശൻ കൈമാറുന്നു. പഞ്ചായത്ത് പ്രസിഡന്റ് കെ.എസ്. ജോസഫ്, പ്രോഗ്രാം ലീഡർ ചന്ദ്രികാൻ പ്രധാൻ, സുബ്രഹ്മണ്യം, ബെർലി സിറിയക്, ബ്ലോക്ക് നായർ, ഫാ. സോളമൻ ചരങ്ങാട്ട് തുടങ്ങിയവർ സമീപം

**ചെല്ലാനത്ത് മാലിന്യ സംസ്കരണ സംരംഭത്തിന് തുടക്കം**

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विकसित भारत संकल्प यात्रा के तहत हर पात्र को मिल रहा है योजनाओं का लाभ: रितु यादव**फरुखनगर मुकेश सेनी**

विकसित भारत संकल्प यात्रा के तहत मंगलवार को गांव ताजपुर में आयोजित कार्यक्रम में जिला पार्षद रितु यादव ने कहा कि जनकल्याणकारी योजनाओं की जानकारी हर एक व्यक्ति तक पहुंचाने के लिए प्रत्येक पंचायत में संकल्प यात्रा शिविर आयोजित की जा रही है। विकसित भारत संकल्प यात्रा का मुख्य उद्देश्य जनकल्याणकारी योजनाओं का प्रचार-प्रसार के साथ योजनाओं में पात्रों को लाभ देना है। उन्होंने कहा कि पंचायतों में मोदी जी की गारंटी वाली वाहन पहुंचने पर ग्रामीणों को योजनाओं की जानकारी दी जा रही है। जिला पार्षद ने ग्रामीणों को विकसित भारत बनाने की शपथ दिलाई। साथ ही प्रधानमंत्री आवास योजना, उज्ज्वला योजना, स्वास्थ्य विभाग, पशुधन विकास विभाग,



प्रधानमंत्री विरवर्मा योजना और सरकारी समिति के स्टाल का निरीक्षण कर अधिक से अधिक ग्रामीणों को लाभ देने के निर्देश दिए। संकल्प शिविर में योजनाओं की जानकारी दी जा रही है, प्रधानमंत्री के मंत्रानुसार अंतिम व्यक्ति तक प्रचार प्रसार कर जागरूक किया जा रहा है। इन संकल्प शिविरों में क्षेत्र के जनप्रतिनिधियों और पंचायत पदाधिकारियों के साथ ही बड़ी संख्या में ग्रामीण जन उत्साहपूर्वक सम्मिलित हुए। मुख्यातिथि द्वारा

सीआईआई के तहत कृष प्रबंधन की गाड़ी को हरी झंडी दिखाकर रवाना किया गया। सरपंच शिवराज की अध्यक्षता में मुख्यातिथि सहित सभी मंचासीन गणमान्यजन का अभिनंदन किया गया। कार्यक्रम में राजस्व, खाद्य, कृषि, स्वास्थ्य, पशुधन विकास विभाग, महिला एवं बाल विकास विभाग, सड़क विभाग के द्वारा स्टाल लगाकर पात्रों को योजनाओं से लाभान्वित किया गया। संकल्प यात्रा कार्यक्रम में स्कूली बच्चों के द्वारा सांस्कृतिक कार्यक्रम की भी प्रस्तुति दी गई। साथ ही एलईडी वैन के माध्यम से शासन की योजनाओं सम्बन्धी जानकारी तथा प्रधानमंत्री श्री नरेन्द्र मोदी के विकसित भारत संकल्प सन्देश को ग्रामीणों ने ध्यानपूर्वक सुना। इसके साथ ही स्वास्थ्य विभाग के स्टाल में

आयुष्मान कार्ड प्रदाय, प्रधानमंत्री उज्ज्वला योजना, प्रधानमंत्री आवास योजना से लाभान्वित करने के लिए पात्र व्यक्तियों से आवेदन पत्र भरवाया गया। इस दौरान सरपंच शिवराज, भाजपा नेता एवं जिला सचिव जयंती चौधरी, मंडल महामंत्री शिवचरण सिमर, एसडीएम संदीप अग्रवाल, नामच तहसीलदार नरेन्द्र कुमार, बीईओ रमणस खटाना, अरविंद चौहान, बीडीओ नरेश कुमार, मेहरचंद गांधी, तेलंगना से वैभव और उनकी टीम, भाजपा नेता जयभगवान खंडेलवा, रोहतास नंबरदार, लखवीम सुखेदार, रमेश पंडित, सतपाल मास्टर, भाजपा नेता हरीश कुमार आदि सहित जिला प्रशासन के विभिन्न विभागों के अधिकारी-कर्मचारी तथा क्षेत्र के पंचायत पदाधिकारी और बड़ी संख्या में ग्रामीण जन उपस्थित रहे।

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

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

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

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

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