

10 years
of impacting
lives...

CII FOUNDATION

Connect

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Seema Arora
CEO
CII Foundation

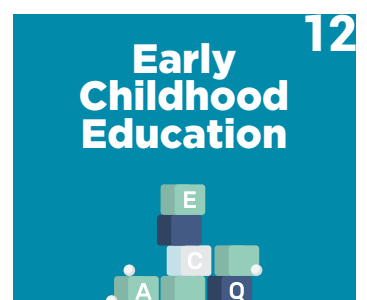
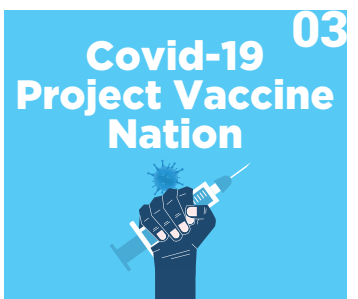
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This year, the CII Foundation starts its journey into the next decade with a stronger commitment and resolve to drive social transformation by being a change-maker that empowers the marginalized and the underserved to propel India's inclusive development. ”

It is said that every ending carries within it the seeds of new beginnings. That amidst loss lies gain, maybe buried and invisible then, but present, nonetheless.

The loss that the second wave of Covid caused was humongous: for millions of people life will never be the same again. Yet from that period of intense loss emerged a better understanding of ways to deal with the Coronavirus and its impact, a stronger healthcare infrastructure and a more wide-spread awareness about the need for accelerating vaccinations to prevent a devastating third wave.

In the last quarter of 2021, the CII Foundation strengthened its vaccination drive across India to vaccinate the underserved communities across India, especially in Tier II and III cities. To reach out to people in urban slums and inaccessible places where last-mile connectivity is a challenge, the CII Foundation set up free vaccination camps supported



by industry and in collaboration with medical authorities and hospitals, NGOs, and community workers. The CII Foundation Woman Exemplars ran a special Covid-awareness and vaccination project and reached out to over 40,000 households across 6 states, ensuring over 15000 vaccinations over a period of one month.

The pandemic accentuated social inequalities and widened the digital divide. To promote digital and financial literacy amongst underprivileged women, especially entrepreneurs and aspiring entrepreneurs, the CII Foundation Woman Exemplars led the E-Vidya project in Rajasthan and Uttar Pradesh, creating hubs of social change. The CII Foundation Woman Exemplars have emerged as powerful change agents and Woman Exemplar Deepa Pawar won the prestigious 5th Martha Farrell Award in the 'Most Promising Individual' Category. Deepa was selected from amongst 66 applicants from across the country for this award, which is given in the memory of the well-known feminist Martha Farrell who lost her life in an attack while working in Afghanistan.

While vaccinating people remained a key focus area, I am happy to share that our work in crop residue management in Punjab and Haryana, under the aegis of CII's Cleaner Air, Better Life Initiative, won the prestigious Global Development Award 2021 under the Most Innovative Development Programme Theme 2: Community-driven Climate-related Disaster Risk Reduction in Rural Areas. The CII Foundation has been working with farmers in Punjab and Haryana using a multi-stakeholder

The CII Foundation Woman Exemplars ran a special Covid-awareness and vaccination project and reached out to over 40,000 households across 6 states ensuring over 15000 vaccinations over a period of one month

approach and applying the principles of a circular economy to curb crop residue burning, a major contributor to air pollution in India's north-west especially during the winters, with significant impact. The work has been covered as a case study by the Indian Institute of Management, Bangalore, and is featured in the Harvard Business Review.

In 2021, the CII Foundation celebrated 10 years of service to the nation. This year, the CII Foundation starts its journey into the next decade with a stronger commitment and resolve to drive social transformation by being a change-maker that empowers the marginalized and the underserved to propel India's inclusive development. Our initiatives are powered by stakeholders from across Government, industry, and the social development sector, and we appreciate their commitment and dedication towards social development, which is now seen as an integral part of any business.

I wish you a very happy 2022 and look forward to your continued support for the CII Foundation.

Covid-19 Project Vaccine Nation

Accelerating Vaccinations in Tier II and Tier III Cities and Rural India



To prevent the spread of Covid-19, and with the looming threat of the Omicron variant, the CII Foundation accelerated its vaccination drive across India in the last quarter of 2021.

The Foundation continued to collaborate with medical authorities and hospitals, NGOs, and community workers and with industry's support, set up vaccination camps to vaccinate the underserved communities such as slum dwellers. Simultaneously, an aggressive awareness drive was also undertaken to address vaccine hesitancy and dispel myths surrounding vaccinations to encourage vaccinations.

Vaccination camps were held across India during the quarter. In the West, to vaccinate low-income wage earners, vaccination camps were held in locations such as the Vasai Virar industrial belt in Maharashtra.

To vaccinate slum dwellers and people in peri-urban areas, vaccination camps were organised in Maharashtra, Delhi and Kerala.

Vaccination camps were also held across Noida in Uttar Pradesh, South 24 Parganas in West Bengal, and J&K in the north.

The Hon'ble MP, Shri Hibi Eden, inaugurated the CII vaccination drive held at Penta Menka in Ernakulam.

The CII Foundation Woman Exemplar Deepa Pawar helped vaccinate the tribal communities of Badlapur District in Maharashtra. Door-to-door community visits, auto announcements and street plays have been some of the most powerful tools being used to spread the word.

The CII Foundation appreciates its supporters and partners such as Canon India, HDFC Bank, Apraava Energy, IndusInd Bank and CREDAI for facilitating vaccinations across India.

In the vaccination camps across India, more than 1.5 lakh doses of vaccines have been administered so far and the vaccination drive is continuing.

Rising Kashmir

CII Foundation conducts COVID-19 vaccination camps in JK



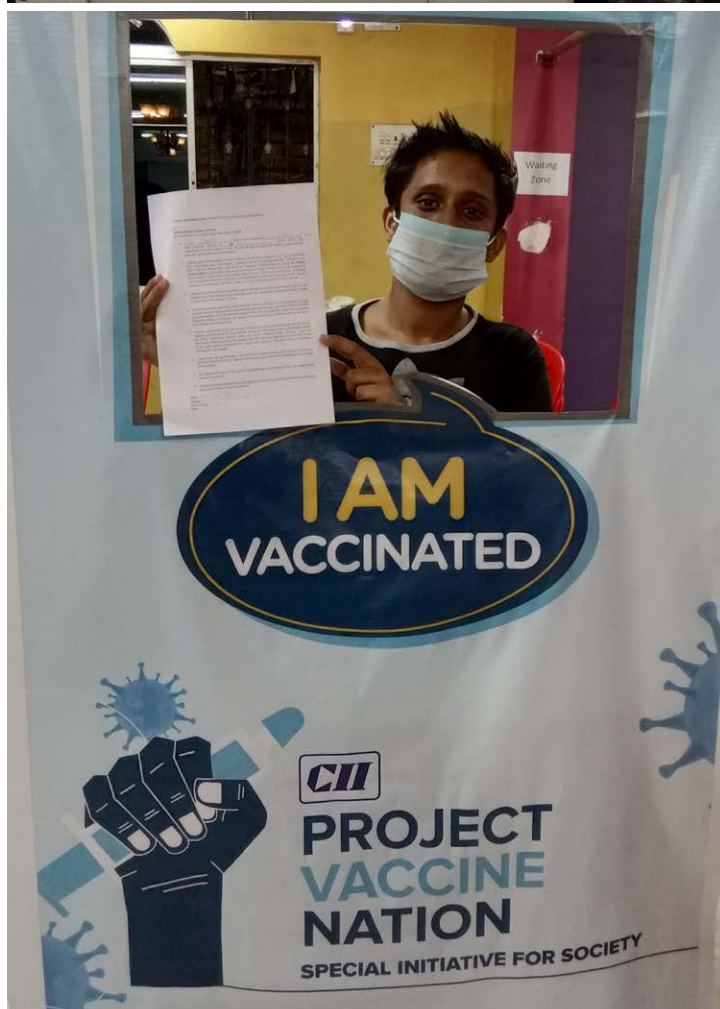
Srinagar, Oct 12: The CII Foundation (CIIF) was set up by CII in 2011 to undertake a wider range of developmental and charitable activities pan India by enabling industry for infusing inclusive development. CIIF works towards inclusive development by providing a meaningful bridge between marginalized 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. Ravish Gulati, Chairman CII J&K Council while giving background about their work said "In 2020, in response to the outbreak of Coronavirus, the CII Foundation along with CII and affiliate associations reached out to over 80 lakh people affected by the pandemic. The Covid-19 response to the second wave

focused on procurement and deployment of medical equipment such as oxygen cylinders, strengthening healthcare infrastructure with initiatives such as setting up Covid-care centres, and distributing relief material. The CII Foundation is now focussing on a pan-India vaccination drive for the marginalised and underserved communities and covering Tier II and III cities and rural India to ensure vaccination for all. The CII Foundation Women Exemplars, grassroots level champions, are playing a stellar role in mobilising communities to get vaccinated.

Pan-India Vaccination Drive





CII Foundation Woman Exemplar Covid Awareness and Vaccination Project

Eight Woman Exemplars are driving a special Covid awareness and vaccination project across locations in India.

Nirmala in Madhubani District, Bihar; Minakshi Birajdar in Aurangabad, Maharashtra; Chandrika Makwana in Bharuch, Gujarat; Vechulou Kanuo in Phek, Nagaland; Munni Begum in Maharajgang, Jaunpur, UP; Kana Mondal in Sunderbnans, West Bengal; Manisha Ghule in Beed District, Maharashtra, and Kanchan in Jaunpur District UP are creating awareness about Covid- appropriate behaviour and mobilising communities such as the Banjaras and the Musahars through Nukkad Natak (street plays), folk dances and door-to-door campaigns. They are using communication material, such as flyers and posters provided by the CII Foundation to address vaccine hesitancy and drive behavioural change.

In several communities across India, there is tremendous vaccine hesitancy due to misconceptions and lack of knowledge. Many people are averse to medical interventions and vaccinations. A large number of people are also worried about possible side-effects with fears ranging from infertility to death. The CII Foundation Woman Exemplars are thus working hard to dispel misconceptions amongst communities and mobilise them for vaccinations.

Through collective efforts and interventions, these trailblazers have been motivating people to get vaccinated and follow Covid-appropriate behaviour at all times. Having reached out to over 40,000 household across 6 states, these Exemplars have ensured over 15000 vaccinations over a period of one month.

The CII Foundation Woman Exemplar Covid Awareness and Vaccination Project is supported by Apraava Energy and is being implemented with the help of local health departments, Panchayats, Anganwadi and Asha workers and youth groups and volunteers.



Climate Change Resilience

Crop Residue Management



As winter approaches, air pollution levels in India's north west rise to alarmingly high levels. Schools are shut down intermittently, and many people suffer major respiratory issues.

To address this environmental challenge, the CII Foundation along with NITI Aayog studied the issue and once crop residue burning in the farmlands of Punjab and Haryana was identified as a major contributor, devised a multi-stakeholder programme to reduce crop residue burning.

In 2018, the CII Foundation launched a pilot project in 19 villages in Punjab, and observing the demonstrated success of the project, expanded coverage each year.

Given the magnitude of the problem as well the many dimensions to it, CII brought together diverse stakeholders from industry, agriculture universities and farmers to work together, adopting a multi-stakeholder approach. Some of the key stakeholders include Apraava Energy, Birlasoft, SIAM, PTC Financial Services, Fidelity, GAIL, ONGC, Cummins and SBI Cards, who helped support viability gap funding to enable procurement of requisite farm machinery. Field partners such as GBDSGNS Foundation, Doctors for You and the Guru Nanak National College Trust along with farmer co-operatives, helped build awareness and garner support for the crop residue management programme. In partnership with Punjab Agriculture University,



Ludhiana; Department of Agriculture and Farmer Welfare of Punjab and Haryana a large number of technical training and awareness sessions were conducted. CII Foundation has built a network of over 100 youth volunteers who are playing a key role in farmer to farmer learning and awareness building.

The CII Foundation has expanded the geographic footprint of the initiative from 19 villages in 2018, to 105 villages in 2019, to 172 villages in 2020, to 226 villages in the current season. It covers 2,21,795 acres and about 43,180 farmers.

The efforts have yielded meaningful results. Though the data is in the process of being analyzed, preliminary ground data suggests that 92% of the farm area has been prevented from burning in this season.

The CII Foundation team also facilitated the clearing of crop residue in the farmland of Punjab and Haryana. It helped clear over 3025 tonnes of crop residue, thereby preventing it from being burnt in the fields.



The Indian Institute of Bangalore did a **case study** on the Crop Residue Management Initiative which has been published by Harvard Business Review. The study showcases the work undertaken and its impact with empirical evidence of the advantages of choosing eco-friendly CRM solutions compared to traditional crop residue burning.

The CII Foundation Team continues to work closely with farmers and other key stakeholders to reduce crop residue burning to improve the air quality.

GDN.INT/GDAC
GDN

Global Development Awards Competition 2021
Japanese Award for Most Innovative Development Project (MIDP)
Community-driven Climate-related Disaster Risk Reduction in Rural Areas

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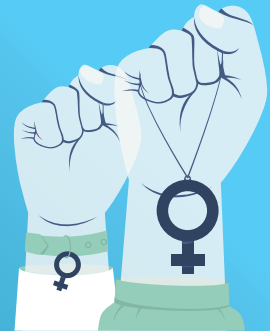
International Aid Services Kenya (IAS K), Kenya
Capacity building of local community against climate change and improved livelihood, Tharaka North County Kenya

CII Foundation/Confederation of Indian Industry (CII), India
Cleaner Air Better Life - Crop Residue Management

GDN.INT/GDAC
GDN

The Confederation of Indian Industry (CII)'s work on crop residue management to curb air pollution received the Global Development Award 2021 under the Most Innovative Development Programme Theme 2: Community-driven Climate-related Disaster Risk Reduction in Rural Areas. The award recognised the work for "a promising approach to impact the life of local communities in a holistic way while addressing climate change impacts." The award has been instituted by the Global Development Network (GDN), a public international organization that supports high-quality, policy-oriented, social science research in developing and transition countries.

Women Empowerment



The empowerment of women at the grassroots level has a cascading effect on social transformation. Therefore, since 2011, the CII Foundation has been working on women empowerment through its Woman Exemplar Program, which identifies and recognises grassroots women leaders through the Woman Exemplar Award. The award is given to women in the categories of Health, Education and Micro-enterprise and the Foundation helps the women amplify the impact of their work through mentoring and coaching.

The CII Foundation Woman Exemplars have been exemplary leaders during the pandemic. Going beyond their regular areas of work in areas such as education, they have stepped up their engagement with their communities to provide relief, create awareness about Covid-appropriate behaviour and mobilise communities for vaccination.

For grassroots women, driving social change is fraught with additional challenges because of their social status which makes them more vulnerable to threats, risks and challenges. Yet the Woman Exemplars soldier on, fighting poverty, caste-based and other forms of social discrimination to drive social change. One such brave nation builder, Woman Exemplar Deepa Pawar won the award for the 'Most Promising Individual' Category in the 5th Martha Farrell Award, given in memory of the well-known

feminist Martha Farrell who lost her life in an attack while working in Afghanistan. Deepa was selected from amongst 66 applicants from across the country.

Some of the CII Foundation Woman Exemplars shared their pandemic experiences at the CII National CSR Summit in December 2021. At the Summit, deliberations centered around the theme of the Summit, 'Unprecedented times: Rewriting the path for CSR' and as corporates discussed CSR and how they could strengthen India's inclusive development, the Exemplars shared their on-the-ground reality and perspectives.



In a conversation with Kaveree Bamzai, Author and Columnist, Woman Exemplars Rupali Shinde from Maharashtra; Sumitra Gagrai from East Singhbhum, Jharkhand; Minakshi Birajdar from Soygaon, Aurangabad, Maharashtra, and Reeta Kaushik from Kushinagar, Uttar Pradesh not only spoke of how the pandemic had adversely impacted the lives of the marginalised, but they also sought greater support for Covid-related initiatives such as establishing a residential school for children from the Dalit and Musahar families of the Kushinagar district of Uttar Pradesh, promoting digitalisation and economic empowerment.



Reeta Kaushik from Uttar Pradesh shared how when schools suddenly went online due to the outbreak of Coronavirus, only about 27% of the families owned smart phones in her area. "As a result, thousands of children dropped out of schools. I want to establish a residential school for such children coming from the Dalit and Musahar families of the Kushinagar district of Uttar Pradesh", Kaushik said, seeking industry support to help such children.

Sumitra Gagrai urged all corporates working on health to focus on mental health issues and invited them to Jharkhand to help address the issues and work on the wellbeing of all.



Rupali Shinde from Maharashtra shared her efforts in taking the Prime Minister's initiative of Digital India forward. "We have started with 10 villages in Mahswad, but me, along with Mann Deshi Foundation wish to take it to the whole country. Join hands with us and help us make India go online" she said.

Minakshi Birajdar expressed her desire to help her community battle poverty. "I wish to provide financial stability to all the young women struggling to make ends meet in the far-fledged belt of Soygaon village in Aurangabad. Come to our village, see the condition of the families and help us climb out of poverty by establishing clusters of small-scale business", she said.



The Woman Exemplars inspired and impressed everyone with their determination to face the challenges aggravated by the outbreak of Coronavirus to improve the lives of millions of underprivileged people.

E-Vidya Project in Rajasthan and Uttar Pradesh

To promote digital and financial literacy and provide new opportunities for livelihood to women and adolescents in the backward communities across north India, three CII Foundation Woman Exemplars are leading a special project, E-Vidya, in select districts of Rajasthan and Uttar Pradesh.

In Rajasthan's Tonk District, Woman Exemplar Rama Sharma is leading the project amongst Banjara muslim communities, educating women who are supporting their families and are all first-generation learners.

In Uttar Pradesh's Kushinagar District, Woman Exemplar Reeta Kaushik is leading the project to benefit extremely backward communities comprising of the Dalits and the musahars of the region, while in Sultanpur district, Woman Exemplar Geeta Tiwari is training women entrepreneurs coming from extremely difficult situations and landing last in the minority index.

The E-Vidya project, supported by Birlasoft and with Mann Desh Foundation and InFacto Consulting as Knowledge Partners was launched after a study commissioned by the CII Foundation to understand the pre-intervention knowledge, access and practice among women and adolescent girls in all three districts with respect to financial and digital literacy revealed that:



The decision-making authority for family expenses were the menfolk: Majority of the respondents (83%) relied on some male figure for decision making for family expenses.

48% of respondents reported that their husbands decided the priorities on family expenses, and 31% that their father decided.

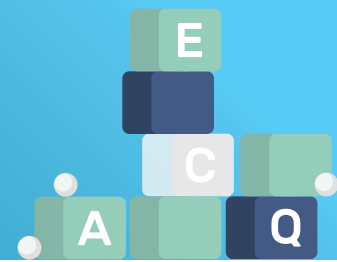
Knowledge and practice on banking services: 84% of the respondents had a bank account in their own name (among those, 42% had Jan-Dhan account). However, among respondents who had a bank account in their own name, 40% reported knowing the process of opening a bank account.

Debit and Credit card use: 16% of respondents had heard of debit card, out of which 15% reported having it. Only 8% of the debit card holders had used debit card in shop for service through POS machine.

Use of Internet: 63% of the respondents had heard of internet, out of which 49% had used internet in the past, of which 82% used it on daily basis.

A specially-designed course curriculum covers aspects of financial literacy such as financial planning and savings flow and budget, banks and banking services. Under digital literacy, use of the internet, Whatsapp and Whatsapp Business will be covered.

Early Childhood Education



The early years of a child's life are critically important for their learning and holistic development. There is substantial research to show that the maximum development of the brain occurs from 0 to 5 years. Thus, the CII Foundation focusses on improving the quality of early childhood education.

Capacity Building Session

The CII Foundation conducted a 6-day training programme in collaboration with the Jammu & Kashmir Association of Social Workers (JKASW) and Mobile Creches in Ramban, J&K, for ICDS field functionaries, focussing on the early development of children and State Early Childhood Care and Education (ECCE) curriculum. Supervisors, Aanganwadi workers and Aanganwadi helpers were imparted training under this programme.

The Deputy Commissioner, Ramban, Mussarat Islam inaugurated the training programme.



BOLD NEWS

DC Ramban inaugurates 6 day skill development training programme for Supervisors, AWWs, Helpers



RAMBAN, OCTOBER 04: Deputy Commissioner, Ramban, Mussarat Islam today inaugurated a six-day skill development training programme on State ECCE Curriculum which simultaneously commenced at three locations including at JKTDC Cafeteria Ramban, Dak Bunglow Ramban, and Malik Resorts Hotel Nashri.

The workshop was also attended by CDPO Ramban, Ravinder Kour; Project Manager, CII Foundation Tariq Ahmad; Project Manager, JKASW, Sajad Ahmed Mandloo and Trainers from Technical Partners Mobile Creches, Delhi.

The CII Foundation also conducted a 4-days Training of Trainers (ToT) on capacity building on the ECCE Program for Child Development Project Officers (CDPO's) / Supervisors in December 2021.

The Training session was well attended by enthusiastic participants. The Child Development Project Officer, Ramban, addressed the participants and said that the work with the parents has helped increase enrollments in Aanganwadi Centres and also helped improve the development of the children.

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

For feedback and suggestions please contact Priya Shirali, Head - Strategic Communication at Priya.Shirali@cii.in

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