



COLLABORATIVE ACT. SUSTAINABLE IMPACT.

ACTIVITY REPORT 2018 - 2019

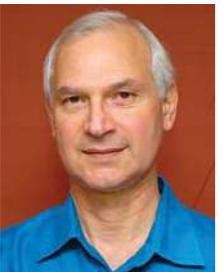
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It's all about the impact of collaboration and other fundamental changes on each level that influence the surroundings.

Our visual identity on the cover here depicts an ecosystem in itself where CII Foundation brings together various stakeholders, leading to the magnanimity and intensity of impact achieved through collaborative efforts.



Jamshyd N Godrej

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

Collaborative action, with inclusive and sustainable growth is the very foundation of social development. Since its inception in 2011, CII Foundation (CIIF) has been enabling collaborative action by pooling CSR funds to implement large scale and impactful interventions on-ground. Recently, we went through an intense scan of our work, assessment of social development gaps, and evaluation of CIIF's strength & positioning, to chart our five-year strategy.

CII Foundation aims to now focus its interventions around three national development priorities - addressing the issue of climate adaption by helping communities, both rural and urban, build resilience, empowering women change makers from grassroots and strengthening early learning ecosystem at Anganwadis. Beyond these, the Foundation will continue to work in the area of disaster relief and rehabilitation, leveraging CII's strength and presence across the country. We hope to create joint collaborations by engaging with industry and connecting with experts & civil society to create an enabling ecosystem for transformation. The aim is to create an open platform for stakeholders to connect, share, implement and learn with a common vision of sustainable change.

To strengthen early childhood education (ECE), CII Foundation is collaborating with state governments and Women and Child Development department to move beyond nutrition and encourage ECE in the Anganwadi Centres. The aim is to create model learning centers for the young minds and prepare them to become school ready.

Responding to the call for action on the national issue of air pollution affecting all, CII collaborated with NITI Aayog to research and identify key sources of air pollution in Delhi-NCR. Taking the learnings from the in-depth research on Biomass Management, CII Foundation demonstrated a successful model on-ground for improved crop residue management. CII now plans to take the initiative to other cities, research on the local factors causing air pollution and implement city level collaborative action plans. Next year will also witness more action packed on-ground projects, implemented by CII Foundation to work towards crop residue management, both through *in situ* and *ex situ* solutions.

Beyond this, the Foundation agenda also includes recognizing women leaders from grassroots and mentoring them to reach the disadvantaged communities. We are rigorously working to not just identify them and bring them to limelight but are also looking at creating a league of new nation builders, transforming communities like never before.

While 2018 has been the year of collaborations and new beginnings, we look forward to 2019 as the year which witnesses large scale expansion of the programs. With all stakeholders working together, one can look forward to better, healthier and safer communities.



Chandrajit Banerjee

Managing Trustee, CII Foundation and
Director General, Confederation of Indian Industry

Confederation of Indian Industry (CII) has always recognized the critical importance of social engagement for industry. The CII theme for 2018-19, India RISE: Responsible. Inclusive. Sustainable. Entrepreneurial; emphasized Industry's role in partnering with the Government to accelerate India's growth and development. The CII Foundation has been leveraging and facilitating collaborations to spearhead the work towards inclusive development and sustainable impact. Since its inception in 2011, CII Foundation has undertaken a range of impactful CSR initiatives in the areas of education, sanitation, disaster management, women empowerment, skilling etc.

Igniting new beginnings while fueling the existing initiatives, 2018 was especially exciting for the Foundation. The year was pivotal as we focused our efforts towards three key areas of work- building climate resilience, empowering women and strengthening ecosystem for early childhood education. CII Foundation is particularly working to creatively catalyze businesses and partner with stakeholders to accelerate inclusive development, in the chosen areas of work.

To promote sustainable agriculture practices and encourage zero stubble burning, CII Foundation undertook a pilot project in 19 villages in Punjab for effective crop residue management. The Foundation enabled multi-stakeholder engagement of experts, corporates, civil society, district administration and farmer groups to enable 75% farmland in select villages in Punjab to remain stubble burning free. The farmers in these villages, have not only adopted the alternative tools and technologies to stubble burning, but are now ambassadors of sustainability and zero stubble burning approach. The message is reaching others, inviting more villages, farmer groups and corporates. Going forward, the Foundation plans to scale up the initiative in Punjab and Haryana.

The CII Foundation Woman Exemplar Program continued to recognize and empower grassroots women - change makers who fought innumerable challenges to become torchbearers for many others in their community. The Foundation has been closely working with these extraordinary women to mentor them, build their capacities and help them increase their outreach and impact.

CII Foundation's journey and success would not have been possible without the generous support of the industry, expertise of partners and finally the communities who took ownership of changing their lives. Envisioning transformation and sustainable impact, we look forward to extensive collaborations with companies, institutions, government, civil society and communities to realize our vision of a more inclusive nation.



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Vision

Enable Industry for Infusing Inclusive Development

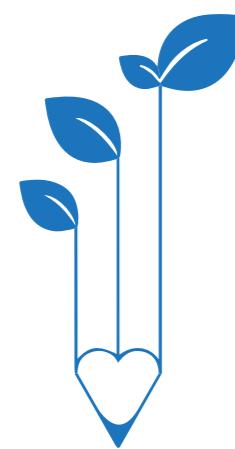
Mission

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

Areas of Intervention

Early Childhood Education,
Women Empowerment,
Climate Change Resilience,
Disaster Relief and
Rehabilitation





EARLY CHILDHOOD EDUCATION



Why ECE is Important



**Maximum
BRAIN DEVELOPMENT
occurs between
the age of
0-5 years**

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

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

Uniqueness of the Initiative

While there has been a lot of focus on nutrition when it comes to Anganwadi Centers in India, there are few programs focusing on ensuring early learning. CII Foundation aims at engaging with diverse stakeholders - Government, corporates and NGOs to bring the focus on strengthening early childhood education.

Area of Intervention

Infrastructure Support: Anganwadi buildings have traditionally been conceived and treated merely as brick and mortar structures. The interface between building design and teaching has received scant attention, and the possibility of using the physical space as a learning resource only sporadically explored. CII Foundation is leveraging Building as Learning Aid, or BaLA

as it is popularly known, in transforming the infrastructure to create learning spaces in Anganwadis- the floors, walls, doors, windows, pillars, corridors, the outdoor spaces and the natural environment- as learning resources.

Capacity Building of Anganwadi Workers:

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

Community engagement: The Foundation aims to engage the community, especially the parents to ensure that they play a more informed and active role in their children's



development and education from their early years. The protective systems such as nurturing parents, quality caregiving, safe home and neighborhood, and supportive social networks help children to thrive and help them become responsible citizens. Involving communities, especially mothers in the implementation and monitoring of ICDS can be used to mobilize additional resources for the anganwadi centers, improve quality of service delivery and increase accountability in the system.

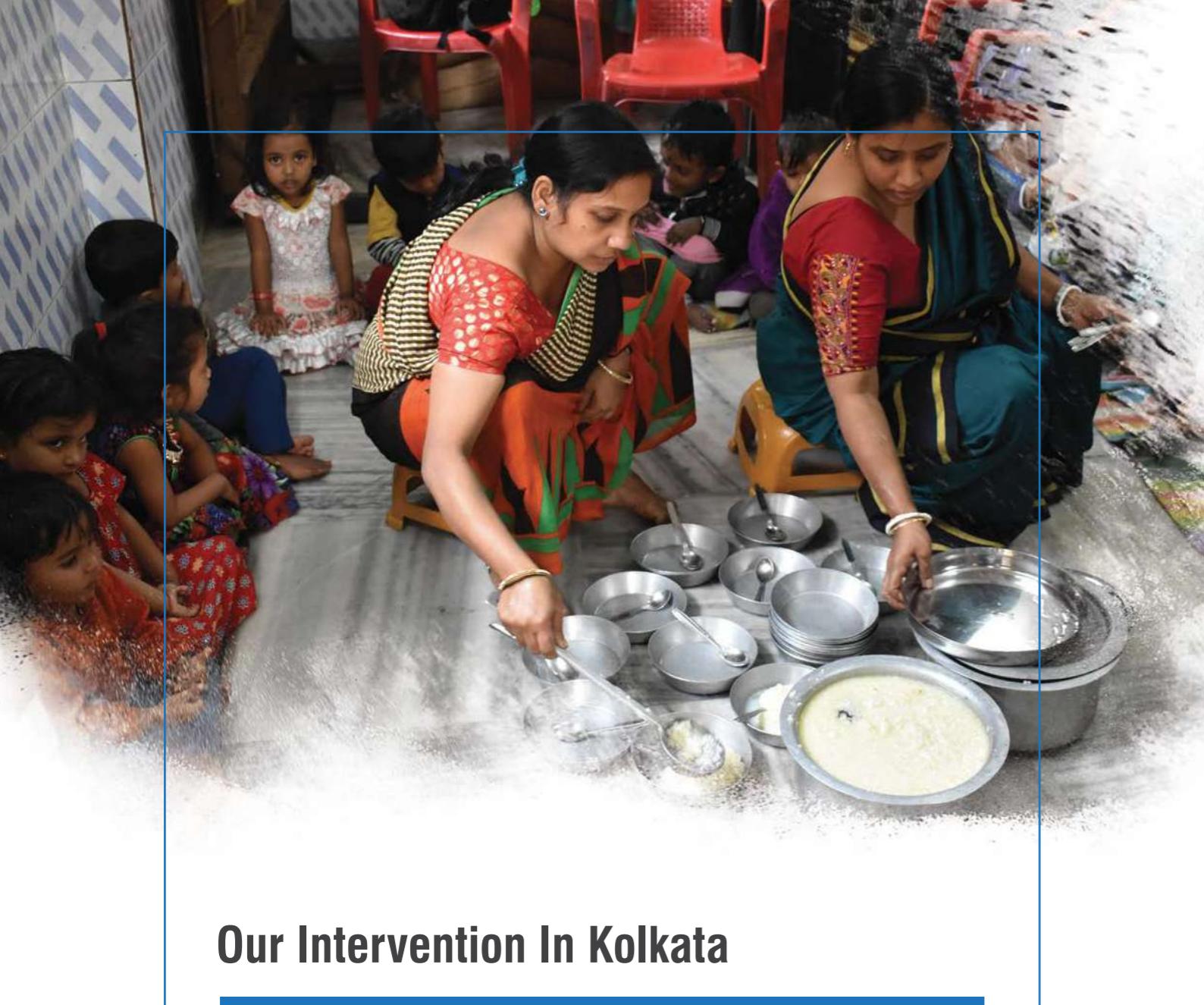
Learning Outcomes: The Foundation works with the local administration to ensure that the curriculum defined by the Ministry of Women and Child Development is being followed and reinforced in daily working at the centre.



Location
West Bengal
Jammu & Kashmir



Donors
Aditya Birla Group
Mitsui
J&K R&R Fund



Our Intervention In Kolkata

CIIF has been mobilizing corporate support to create model Anganwadi Centers in and around

Kolkata

CIIF has been mobilizing corporate support to create model Anganwadi Centers in and around Kolkata. Targeting the most vulnerable groups within society, belonging to poorest of the poor families and living in disadvantaged areas and urban slums, the Anganwadi Adoption Programme provided direct support in terms of infrastructure, equipment and capacity building of the Anganwadi workers; ensured early childhood education; enabled better hygienic practices; reduced malnutrition in children, pregnant and nursing mothers. CIIF, along with UNICEF and the Department of Women and Child Development, Government of West Bengal also provided additional nutritional supplements.



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

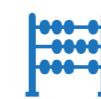
Efforts were undertaken to supplement existing government supplied meals with additional protein rich diet. Monitoring

mechanism was set up to ensure the quantity and quality of food. Anganwadi workers were trained on nutritional assessments, nutritional supplements and early childhood education. Trainings have also been conducted on child psychology, child centered approach, School Readiness Instrument (SRI), use of educational kits and monitoring of development.

Last year, with support of Aditya Birla Group, Anganwadi Adoption programme was implemented in 18 Anganwadi Centers in Bagbazar, Kolkata, targeting more than 600 beneficiaries including children of 0-6 years, and pregnant & lactating mothers. Apart from targeted beneficiaries, the project impacted thousands of beneficiaries residing in the project area. The Anganwadi workers and helpers were trained to equip them with management and leadership skills. Additional training programmes like Water, Sanitation and Hygiene (WASH) helped Anganwadi workers and helpers to understand the importance of sanitation and good hygiene practices. This programme was conducted by the Child Development Project Officer (CDPO) and UNICEF.



Portable child-friendly toilets have been installed



School Readiness Instrument (SRI), use of educational kits



Targeting more than 600 beneficiaries- children of 0-6 years, pregnant & lactating mothers

From Ground Zero

Baby steps towards early learning

"The hours spent in the Anganwadi are some of the happiest and most fulfilling time of the day", shares Rekha Singh, the Helper of Anganwadi Center (AWC) number 13, Ward number 20 located in a slum in North Kolkata. Since many parents are busy with daily routine, Rekha takes on the task of visiting and knocking every door, to fetch children to the AWC. Steadily, the Centre gets filled with 30 children, within the age group of 2-4 years.

As one enters this Anganwadi Centre, one can experience a range of melodious, happy and muddled babbles resonating the room. While some are busy playing and talking to their make-believe friends and toys, others are engaged with a range of blocks, alphabets, books etc.

**Center gets filled with
30 children,
within the age group of
2-4 years**





The day at the Anganwadi has just begun. Soon it will be morning snack time, sourced and distributed as part of CII Foundation intervention. The Foundation has carefully chosen the additional nutrition, to supplement the existing Government supplied meals.

Gauri Basi, who is the Anganwadi Worker (AWW) of the Centre has a huge task at hand; to engage 30 kids through 2 hours, enabling learning through fun filled activities. As the snack time comes to a close, Gauri begins with a story of a thirsty

crow, who uses pebbles to drink water from a pot, which otherwise isn't accessible. The children have heard the story earlier from their Ma'am. Most repeat with her, excited about the fact they could guess the crow's next steps.

Through the story, Gauri could teach the kids about colors, exploring the idea of differently colored pebbles, crow and the pot itself. Many are pleased to share that they did see the crow flying for real; while some other kid shares his experience of visiting a zoo and meeting another set of animals. Gauri has

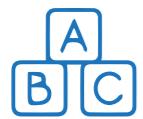
been using various stories, rhymes, activities, colorful books, play kits etc to help children learn alphabets, numbers, develop language skills, and enable personal, social & emotional development.

"I have attended numerous Government and CII trainings, which have helped me to better manage tasks at the Centre and constructively engage kids through numerous interactive activities. While this has made the children and parents happier, the enrollment of children in our centre has increased after CII Foundation's intervention" smiles Gauri.

"After enrolling my daughter, Srija in the Anganwadi Centre, she wants to come even during summer breaks. Compared to earlier, she is now able to speak full sentences and eat food on her own. She loves to sing and hum rhymes, and insists I repeat and sing along." Shobha, mother of Srija, laughs.

Apart from building capacity of Anganwadi workers on ECE, CII Foundation has also provided numerous WASH trainings to the AWWs. The trainings focused on how to maintain the toilets, importance of hand washing and how to teach kids on hand washing steps. The WASH trainings were further organized for the parents, especially mothers to ensure that proper hygiene and cleanliness is maintained at home.

CII Foundation has also provided infrastructure support by renovating the Anganwadi, painting the walls and constructing a toilet.



**Anganwadi Worker has a huge task at hand:
To engage **30 kids** through 2 hours,
enabling learning through fun filled activities**

The Way Forward

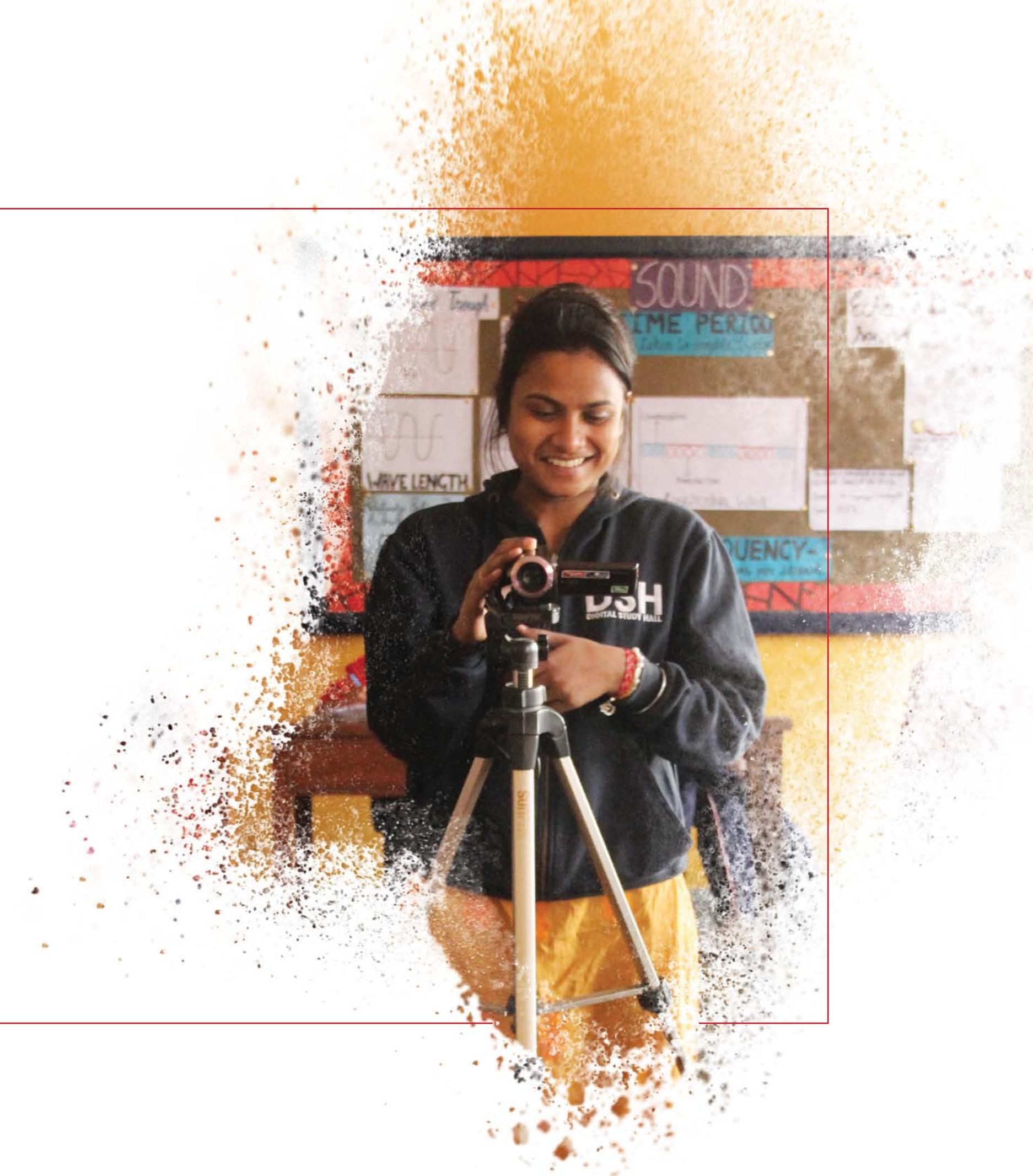
CIIF aims at implementing pilots of the intervention in select states and further collaborate and advocate with the Department of Women and Child Development to scale-up the initiative.

The Foundation has recently collaborated with Jammu & Kashmir Government to undertake intervention in select districts, showcase the model and strengthen early childhood education. The Department of Women and Child Development, Delhi Government and Karnataka Government have also urged CII members to collectively create Model Anganwadi Centres.





WOMAN EXEMPLAR PROGRAM



Why Women Change Makers

Women constitute almost half of the population of India, yet they are deprived of access to resources and opportunities in comparison to their male counterparts and become victims of injustice and lag due to their gender. On the Gender Inequality Index (GII) 2016, India is ranked at 131 out of 147 countries. The 2030 UN agenda promises to put an end to the barriers that prevent women and girls from realising their full potential. But significant challenges lie ahead- A Recent World Bank study on Gender and Land Governance shows that only 13 percent of women in India own land. Also, women are over represented among the poor. In nearly two thirds of the countries, women are more

likely than men to report food insecurity. Women and girls face greater challenges when it comes to access to basic facilities like health, water, education and energy resources.

As the marginalized women from grassroots try to overcome challenges and try to access the resources to reduce the gender gap, they are pulled back due to illiteracy, lack of support from family and community, and various other factors. It is a constant struggle for these women to create a difference in their lives and those of others in community.

Despite the odds stacked against her, there are examples of women who have displayed extraordinary courage and have been constantly striving to close the inequality gap between men and women.

However, most of the time such extraordinary women go unnoticed. There is a need to identify such exemplars, instill pride and self-esteem, build their capacities, further strengthen leadership abilities and help them expand their work.



**13 percent
of women in India own land**



Uniqueness

We believe that women are extraordinary change makers, especially the ones who have demonstrated capability in overcoming innumerable challenges and transforming their lives and that of others.

CIIF Woman Exemplar Program celebrates the indefatigable spirit of women leaders at the grassroots. The Program discovers and identifies such unsung women works with them empowers them mentors them change makers from the grassroots, and then work with them, empower them, and mentor them to transform lives of many others around them. The Program is creating a network of

Women are rewarded with Trophy, Citation and a Cash Reward of ₹ 3 Lakhs

exemplary women, giving them a platform to not just connect with each other and learn, but also collaborate with the industry to increase their outreach.

Methodology

Identification of women exemplars

The program identifies last-mile grassroots level under-privileged women, from either rural or urban resource-poor areas, who have excelled as social change leaders in the fields of education, health and micro-enterprise. Each year, the Foundation seeks hundreds of nominations from NGOs across the country and follows a 4-step rigorous selection process to shortlist 15 women. The final selection of 3 winners is done by an eminent jury panel, including members from industry, civil society and experts.

From building sustainable village ventures, to mobilizing local resources in forgotten tribal



forests, to overcoming illiteracy & intellectual disabilities, the CII Foundation Women Exemplars have battled social injustice, stigma, poverty, and exploitation to triumph and further ignite the spirit of empowerment in others.

Recognition: The CII Foundation Woman Exemplar Awards

Each year, the program recognizes three exemplary women leaders, one each in education, health and micro-enterprise. The women are presented with a Trophy, Citation and a Cash Reward of ₹ 3,00,000/- (Rupees three lakhs) each. The awardees selected in each category are recognized in the presence of dignitaries such as the President and Vice President of India, amongst others.

Capacity Building and Coaching

Over the years, the program has brought forth outstanding women and capable organizations which they have built or have been a part of. Therefore, the program goes beyond the award to work closely with all the 15 finalists and their associated organizations to provide them with skills, information and platforms that would enhance their potential. A majority of grassroots women leaders require infusion of financial capital,

systematization of their initiatives, institutional linkages, strengthening of leadership and management skills and, ongoing mentoring and handholding support to reach the next level of their enterprise

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

- Building the Leadership Capital of Woman Exemplars through leadership training and coaching
- Building the social capital of Woman Exemplars through networks and collaborations between exemplars, leading to the development of a country-wide exemplar community.

The capacity building and training the women has a multiplier effect, as they become more capable to train and mentor many others around them. It encourages women to form their second league of leaders at grassroots.



**15 Women Leaders
of WEP 2018**

**15 Finalists selected from over
200 nominations**

Finalists from across 9 states

**The Finalists directly impacted
over 2 Lakh people in their
communities**

**The Leadership training helped
them identify their gaps and
pressure points preventing them
from amplifying change**

**Through the training and capacity
building workshops, a lot of
cross sectorial initiatives were
identified among the exemplars**

**Accelerating change by providing
varied networks and platforms
for collaboration**



In January 2019, the Foundation organized a capacity building workshop for the 30 women finalists of last two years in Gurgaon focusing on developing their leadership skills, improve fundraising, develop strategic thinking and enabling peer learning.

The Foundation is also nominating its exemplars for other awards including World Bank Award, Nari Shakti Pushkar and NITI Aayog's Women and Child Development Award. The women have been actively participating in various CII national events and conferences, talking about their work, networking and connecting with corporates.

Supporters
JCB India, JK Tyre



"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
Health, Maharashtra



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

Munni Begam
Education, Uttar Pradesh



From Ground Zero

Empowering women
through education



**Munni Begam has educated
more than 400 women**



**Munni Begam, Woman Exemplar 2018,
Education Category**

Munni Begam was nominated by Tarun Chetna Sansthan, for her outstanding work in the field of education in Uttar Pradesh. From being a tailor to becoming a sewing tutor, educator, and Zilla Panchayat member; Munni's story is truly an inspiration. Munni's untiring efforts have enabled functional literacy for women and strengthened women collectives to advocate for their rights and entitlements.

Born into a family of farm laborers, Munni was married at the age of 12 and schooled herself by writing with coal on waste paper discarded by her neighbours. Overcoming poverty, combatting deep rooted social discrimination and the Patriarchal fabric, she is a leading advocate for women's functional literacy, campaigner for women's education and advisor to the Gram Panchayat. She has

educated more than 400 women beedi workers and mobilized them to form a collective for creating and enhancing their support network. This 'Malala of Eastern UP' has transformed the lives of 5,770 illiterate rural women in Jaunpur and Pratapgarh districts.

She nurtures an unquenchable thirst for knowledge that adds to her dynamic personality. This constant pursuit of knowledge is what strengthens her fearless self. Her drive to improve people's lives, especially those of women, stems from a deep-rooted sense of empathy.

 **5,770 people
directly impacted**

 **5,000 women
organized in
collectives**

 **1,000+ cases
of domestic violence
addressed**

 **650 women
provided literacy**

 **120 women
trained in tailoring**



Leading a community of people living with HIV



Asha, Woman Exemplar 2018, Health Category

Married at the age of 9, a daily wage labourer at 11; widowed, diagnosed as HIV positive, and lost her newborn child by the age of 16; Asha is a survivor, leading the community of people living with HIV and connecting them to the national public health system, care services and government welfare schemes.

An epitome of courage and willpower, Asha founded Saksham, the Ajmer chapter of the Positive Women's Network to eliminate the stigma associated with HIV by opening access to government health services & welfare schemes for people infected and affected by HIV. Working in Nasirabad, Rajasthan's most high-prevalence HIV belt, Asha has ensured destigmatized counseling, free treatment and nutritional supplements to 6,011 women, children and men living with HIV. As a result of Asha's advocacy and referrals, maternity ward nurses and midwives at Nasirabad Government Hospital were able to demand for HIV test kits in their labor rooms.

Asha aims to ensure steady growth and fundraising for Saksham and to ensure consolidation and training for her team.



6,011 women, men and children directly connected to government ART centers



50 women provided with livelihood opportunities



85 women provided nutritional supplements directly from Saksham

Creating Livelihoods

Vechulou Kanuo, Woman Exemplar 2018, Micro-enterprise

Vechulou's transformational leadership has built the rural entrepreneurship ecosystem in Phek district in Nagaland and spurred employability of rural Naga youth, especially women.

Vechulou Kanuo grew up in an isolated village on the Indo-Burmese border, managing farm work and domestic chores. Her capacity for back-breaking work enabled her to transform a bankrupt organization to one of the most successful livelihoods ventures in the state.

With no orientation, training or understanding of the NGO sector, Vechulou succeeded in forging strategic partnerships with various organizations to promote community livelihoods, tribal development and financial linkages. She has introduced modern agriculture and animal husbandry to 10,586 women, farmers & youth, seeding thousands of small entrepreneurs in the deep rural interiors of Nagaland. Vechulou has also trained drop outs and educated unemployed youth in weaving and tailoring, putting them on the path of self-employment. The only woman to be invited to traditional Naga tribal council meetings, Vechulou represents the voice of Naga women in the state.

Vechulou aims to take forward the eco-system building work for entrepreneurship in Nagaland, through more advocacy and, government and business partnerships.

10,586 people directly impacted



3,965 women impacted in 305 SHGs



4,395 agriculture and piggery farmers impacted



1,500 youth provided employment



726 women linked to night classes





I would encourage the corporate India to come forward and support the CII Foundation Woman Exemplar Program and recognize that these women are truly examples of developed India. Women are changing India like never before.

Vipin Sondhi

Chairperson, Steering Committee,
CII Foundation Woman Exemplar Program,
and MD & CEO, JCB India Ltd



The Woman Exemplar Program is a very special initiative by CII Foundation that identifies, nurtures and felicitates women leaders. These women exemplars are the real life heroes and would inspire many other women to travel on path shown by these courageous women leaders.

JK Tyre feels proud to be associated with Woman Exemplar Program of CII Foundation which is truly inspiring and empowering these women exemplars to excel in their respective work, scale up and enhance their outreach, so a large number of women may get benefited.

Anupam Bajpai

Corporate Social Responsibility
JK Tyre & Indus Ltd, New Delhi



It's always a learning experience when I read the stories of these unstoppable women of India. They are selfless, they work tirelessly and they are actually building the nation. Would like to thank CII Foundation for showcasing their work and bringing them to limelight, else so many people wouldn't have even known about them.

Radhika Bharat Ram

Member, Steering Committee,
CII Foundation Woman Exemplar Program and
Joint Vice Chairperson, The Shri Ram Schools



One of the things with social change is that it's so difficult to measure because there are no growth rates, no GDP numbers to fudge or to project. But with these women you can see it in the attitudinal change. Recently, I shared the stage with Dulari, one of the 15 finalists of WEP 2019 during a panel discussion at CII National Conclave on Women Empowerment. And I felt extremely proud, listening to her story and achievements. Each of the 15 women leaders identified under WEP is extraordinary.

Kaveree Bamzai

Member, Steering Committee,
CII Foundation Woman Exemplar Program and
Team Lead, India Today

The Way Forward

Going forward, we will also connect and link the women exemplars with industry, institutes and experts to help these women chart long-term progress, improve skills and attain adequate funds for scale-up over the years.

CII Foundation also plans to strengthen the Woman Exemplar Network, to enable peer learning, mentoring and connect with numerous stakeholders across corporates, Government and civil society.





CLIMATE CHANGE RESILIENCE



Crop Residue Management

Why Stubble Burning is an issue

Air pollution today is the fifth largest killer in India, taking lives of more than 1.5 million people every year. 39 million tonnes of paddy straw burnt every year in North Western states, adds to air pollution. In 2017, around 12.4 lakh deaths were recorded due to air pollution in India. In 2016, 1800 primary schools in Delhi were closed down temporarily due to poor air quality posing a major health hazard.

Crop Residue Burning is not only degrading the environment but also putting a dent in farmers' income. It negatively impacts the soil health, kills beneficial insects, increases irrigation requirements, and significantly adds on to the already prevalent pollution. It is a major health hazard leading to diseases beyond respiratory ailments. Moreover, India loses \$30 billion every year due to crop residue burning, especially in Punjab and Haryana.

**India loses
\$30 billion
every year due to crop
residue burning,
especially in
Punjab and Haryana**

A Collaborative Action

To address the age-old practice of crop residue burning, CII brought together diverse stakeholders and charted a long-term action plan with policy advocacy, pilot intervention on ground, research and scaling-up.

In 2016, CII collaborated with NITI Aayog to research and identified key sources of air pollution in Delhi NCR - Transportation, industries and domestic sources. To combat air pollution, three task forces were formed, and action plans were prepared for Biomass Management, Clean Fuel and Clean Transportation.

Taking the learnings from the Biomass Management report, CII Foundation initiated

a pilot intervention to manage the crop residues in Punjab.

CIIF Intervention

In 2018, CII Foundation, in partnership with the Punjab Government, Punjab Pollution Control Board, Punjab Agricultural University (PAU) and Industry members initiated the pilot project covering 19 villages in Ludhiana and Patiala districts of Punjab, targeting 16000 acres of farmland. In Patiala, CII Foundation jointly collaborated with SIAM to implement the project.

Awareness Building and Behaviour Change Interventions

CII Foundation conducted numerous village level community interactions and



Partners

 **Punjab Pollution Control Board; Department of Agriculture and Farmer Welfare, Government of Punjab; Punjab Agricultural University**

Donors

 **ReNew Power, ONGC, Birlasoft, Society of Indian Automobile Manufacturers (SIAM), Cummins, Rau's IAS Study Circle**

campaigning to create awareness and build capacity of farmers to adopt alternate methods of managing the straw. The project team brought gradual attitudinal change through constant dialogue with the farmers and adopting a positive discussion approach. Local volunteers, cooperative society functionaries and village leaders played a key role in leading this discussion. Village Gurudwaras were important platforms for community discussions and united the whole village on proposed solution of stubble burning.

Machinery and Financial Support

CII Foundation provided financial support to farmer groups to procure required farm tools

to facilitate adoption of improved *in situ* crop residue management practices.

CIIF provided 73 *in situ* farm machines to three Farmer Producer Organizations (FPOs) in Raikot, Ludhiana and four Farmer Cooperatives in Patiala. The machines were further given out to farmers in the village on paying a nominal rent fee per acre, which was half of the market price. The Cooperatives and FPOs were also responsible for repair and maintenance of the farm machines.

The Foundation also provided high powered tractors and Baler machines to help farmers clear the straw, particularly in cases where tractors required for running



73 *in situ* farm machines were provided by CIIF to Farmer Groups in Punjab



the *in situ* machines weren't available and or where the soil type allowed the use of Baler only.

In 3 villages in Samana Block, in Patiala, instead of providing machinery support, farmers were provided financial support to rent out machines from farmer cooperative or any other source and use these as per their own convenience.

Technical training and handholding

Providing the farm machines alone isn't enough, without adequate training and capacity building of farmers to use the machines and adopt sustainable farming practices.

CII Foundation partnered with PAU, Krishi Vigyan Kendra and District Agriculture Departments of Ludhiana and Patiala, to organize numerous farm level demonstrations and trainings for farmers.

Village level volunteers and master trainers were deployed to provide on the field technical handholding support to farmers.

Positive Messaging, bringing the entire village together



Addressing specific village level issues



Taking help of local change agents such as farmer cooperatives, progressive farmers, village sarpanch etc. to motivate others



Involvement of Gurudwaras in spreading positive message

Proactive, rather than Reactive Engagement



Door to door visits by volunteers - reaching out to farmers with a helping hand



Awareness drives by farmer groups, children, corporate volunteers



Campaigning through mobile vans



THE PILOT INTERVENTION

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

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

Procurement and deployment of 73 *in situ* machines

On-field trainings of farmers by scientists and experts

OUTCOME

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

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

Reduced local air pollution

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

From Ground Zero



Reinventing the Solution

In Bhorey village where stubble burning was a regular practice, thinking of a new approach was remote; let alone adopting a new technology.

"With an average annual income of Rs 2.5-3 Lakhs, farmers are risk averse and follow traditional farm practices of crop residue burning", 27 years old Brijender from Bhorey village, Nabha block in Patiala begins.

When majority of youth of his age group dreamt and planned of settling down in Canada, Brijender was learning about new farming practices. "I have always liked working in the fields and have been operating tractor since the age of 9. A majority of my college days were engaged in travelling across the country in train, interacting with farmers and understanding good farm practices." Brijender is an ambassador of *in situ* technology, especially using Happy Seeder to manage the straw and ensuring good soil quality.

He was introduced to the benefits of using Happy Seeder by his cousin from Sangrur village, who had attended several trainings from the Punjab Agricultural University (PAU). Brijender later became the first villager to buy and use Happy Seeder in his 28 acres of land.

Brijender was fortunate to have had the learning experience of adopting a zero stubble burning approach and using the

in situ technology. Most farmers though are either not financially stable to buy the Rs. 1.7 lakhs machine or are not trained enough to use such machines in the field. He explains "Happy Seeder rolls out on the field for about 1 week duration in a year. The investment of lakhs of money for such short duration isn't viable for small farmers. They would buy a tractor, rather than purchasing a Happy Seeder with that money. Many a times, given the climate conditions, even

a minimal profit isn't feasible for farmers." This leaves burning as the only viable option for most farmers.

CIIF through its on-ground intervention addressed these issues by providing machines, creating awareness and handholding farmers to use alternate technology and not burn the stubble. "I was very excited when Balwinder ji, the Secretary of Farmer Multipurpose Cooperative Society Bhorey told me about this initiative. I have been continuously working with him to spread the word and create awareness among farmers", he shared.

Creating awareness and influencing others to use technology isn't easy though. Brijender has been experiencing it, especially in the initial years of using Happy Seeder in his farm. People would often call him fool to be risking everything with a machine, which doesn't clean the field and straw remains present. This is unlike the case of burning which relatively makes the field look more 'clean and beautiful'.

Brijender was actively engaged in various farmer meetings organized by CIIF to create

awareness among farmers. Such meetings were very useful to break the common myths of stubble burning and using *in situ* machines. "After burning crop residues, from tilling to sowing, on an average, one would require 20 litres of diesel per acre, while in case of non-burning it's 4 litres per acre. Also, there is a drastic reduction in weeds after using Happy Seeder and increase in the crop yield", he would say, addressing the farmers in such meetings.

CII Foundation, along with volunteers and experts from PAU provided continuous handholding support in the field for optimal results. The farmers are already observing and understanding the direct and indirect benefits of using *in situ* machines including Happy Seeder, Rotavator etc. The unprecedented rains and hailstorm which hit the region in Feb 2019, haven't caused much damage to the fields cultivated using Happy Seeder. The straw absorbed the extra water, thus protecting the crop from damage. Farmers are witnessing better yield and, drastic reduction in weedicide & cost of irrigation as well.



The investment of lakhs of money on *in situ* machinery for such short duration isn't viable for small farmers

Winds of change

"This is perhaps the first time that holidays at school doesn't sound like fun."

Amandeep added, "Pollution causing school to shut down. Didn't see that coming."

"Of course you didn't see that coming. The pollution doesn't let you see anything." They all joked. But their joke held the harsh truth that they were all well acquainted with.

It was the November of 2017, when Amandeep and his friends, 8th graders of Boparai Khurd Government High School were engaged in an evaluation of the Principal's announcement on their school being shut down. The Punjab government had ordered closure of all government, private, aided and recognised schools throughout the state for three days owing to accidents taking place due to dense fog and inclement weather.

The farmers and their families are the first ones to inhale the polluted air, caused due to stubble burning. The pollution itself wasn't a stranger to the citizens of the Boparai Khurd village. In fact, over the years they had started anticipating it and scheduling their lives around it. But red skies and smog of '17 were taking a toll on their lives like no other.

Remembering the earlier times, Nirpal Singh, Principal of Boparai Khurd Government High School said "We have been taking various steps for cleaner air in the school and nearby

area. We recently planted saplings to improve the air quality in school premises. But with rampant burning of stubble, planting trees could do little to clean the air"

"When the CII Foundation team and Sarpanch ji came to meet us and discussed on the initiative of adopting alternate technology to manage crop residues, I was pleasantly surprised. We started engaging students to create awareness in the village, especially through rallies." The Principal said. Awareness on the after effects of stubble burning was also introduced in the morning assemblies, art competitions, debate sessions and school functions.

"Wise Men say we don't burn the land which gives us food"

It was the morning assembly of Nov 2018, when a student announced the thought of the day to all students. This was followed by the students discussing at length on the causes of air pollution in their village, why stubble burning is a bad idea and importance of farmers pledging on not burning the stubble.

At their own level, the children of Boparai Khurd could feel the impact of CII's initiative and were contributing in their own way. Students advocating and discussing the issue of stubble burning was just the right conduit for influence and change.

The outcomes were as clear as the days of Nov 2018.

There was 15% increase in attendance in the school in winters of 2018, when most students would usually be absconding due to pollution related illnesses.

The change though isn't limited to children.

"As I went out to burn the stubble in my fields, my grandfather stopped me midway and threatened me to disinherit me if I try to set fire to the stubble in our field.", Amandeep shared.

Cutting through the conventional practices clouding their judgement, people are now taking a stand against stubble burning and embracing the invigorating winds of change.





CII is playing the role of a conduit between the farmers and the technology available to be able to address the issues the farmers are facing. It's important that different stakeholders come together and deepen the engagement to make the impact of the effort sustainable.

Vaishali Sinha

Chair CII Task Force on Making NCR Less Polluted
and Chief Sustainability Officer,
ReNew Power



We have seen exemplary results this season with 90% farmers adopting the zero burning approach. We need to scale up the initiative further and more corporates need to partner in order to arrest the problem of stubble burning at scale.

Samit Deb

Chief People Officer, Birlasoft



ONGC supported CII in taking up the initiative of crop residue management and promoting sustainable farming practices. ONGC was instrumental in providing support to farmers in Ludhiana to build their capacities, adopt alternate tools and technology, and create awareness; which further helped farmers in saving water, reducing chemicals and ending stubble burning.

Alka Mittal

Director, HR
Oil and Natural Gas Corporation Limited (ONGC)



SIAM and CII took up the project to not only enable farmers to adopt zero stubble burning approach, but also use crop residues for mulching and as fertilizer in the soil. This has helped reduce air pollution in the local areas and in the cities of northern India. It is a win-win situation for the farmers as well as the urban dwellers.

Vishnu Mathur

Director General, SIAM

The Way Forward

CII will scale up the *in situ* management of straw, by at least 10 fold in Punjab and Haryana

Building on the learnings and outcomes of the pilot, CII plans to expand the initiative significantly, bringing about change in the straw management practice among a critical mass of farmers, significantly solving the stubble burning problem in Punjab and Haryana.

CII will intervene on this issue on multiple aspects, including on-field programme intervention (with farmers, for making villages stubble burning free), straw value chain development (with village entrepreneurs, start-ups, and industry players), awareness building and citizen involvement (school children, youth, corporate volunteers), research and facilitating stakeholders' meetings and deliberations, and policy advocacy.

During the Pilot intervention, CII worked primarily on *in situ* methods of straw management which will be scaled up significantly, by at least 10 fold, in Punjab and Haryana.



Restoration and Conservation of Waterbodies

Cities such as Gurgaon and Chennai have lost **389 and 650 waterbodies** respectively in last few decades

While floods cost the Indian economy more than \$7 Billion every year; water scarcity is expected to cause a loss of 5% of GDP by 2050. Indiscriminate exploitation of water resources and lack of proper maintenance of waterbodies has left most of the southern states susceptible to floods and droughts alike. Choking of drainages and degradation of water bodies are among the major factors abetting events of recurring urban flash floods. Cities such as Gurgaon and Chennai have lost 389 and 650 waterbodies respectively in last few decades.

Restoration and comprehensive improvement of the depleting waterbodies and drainage systems are measures for building resilience against flood and other such extreme weather events.

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





Through the initiative, CII Foundation aims to

- Map water resources & drainage channels
- Restore dying waterbodies & recharge wells
- Address issues of pollution & garbage dumping
- Eco-restoration, landscape development & afforestation
- Thrust on environmental education, building awareness & engaging communities

CIIF Intervention

Waterbody Habitat Restoration

Restoration of depleting waterbodies helps increase the tank storage capacity and improve percolation and ground water recharge. The Intervention is working towards improving storage capacity through desilting, clearing weeds & garbage, and mechanical channelization of inlets.

5 water bodies rejuvenated

Restoration of 5 water bodies in process

More than 25,000 families benefited so far



Donors
Grundfos Pumps India, GMMCO, Pon Pure Charities, and Danfoss Industries

Source Protection

The project has also revived and scientifically improved the traditional drainage and garbage dumping systems, to channelize the flow of water into the desired streamlines. This will help reduce the incidence of flooding and inundation during extreme rainfall situations.

Community Participation

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

Employee engagement is an essential component of the initiative, where companies form employee committees to ensure regular monitoring post the project time frame. Trainings are held for the volunteers from the community on cleaning and maintenance of waterbodies to ensure sustainable impact.

The initiative is expected to increase availability of drinking water, improve agriculture and horticulture productivity, improve water use efficiency and develop better drainage systems, and create a healthy ecosystem to reduce instances of water-based calamities.



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It is satisfying to know the CSR funds are well utilised and directly benefiting the community. The local community ownership and participation on the water body maintenance is very encouraging to take more such projects

H Jayaram
Managing Director
GMMCO Ltd

Making Water Digital

Water Resource Mapping, Planning and Conservation

330 million people in India are in the grip of drought, resulting in acute water shortages and agricultural distress. Water storage availability in India's 91 major reservoirs has dipped. Increasing uncertainties in monsoons are resulting in unsustainable extraction and overuse of groundwater; and eventually leading to its depletion. Groundwater levels in India are now more critical than ever before.





CII Foundation in partnership with CII-Triveni Water Institute (CII-TWI), initiated water resource mapping, planning and conservation program across villages in six districts in Maharashtra and one district in Haryana. In 2017, CII's WATSCAN Tool was applied in Aurangabad district for undertaking water resource assessment at the district's watershed level. The Water Planning & Assessment Tool (WATSCAN) is an IT driven, GIS and Remote Sensing based information system for comprehensive watershed evaluation. The tool scientifically identifies areas as high & low water

generation, accumulation and losses, which further helps in creating strategies for an improved water scenario.

On the basis of findings from the water resource mapping, CII and CII-TWI have undertaken an on-ground intervention to manage the supply-demand mismatch and create widespread awareness on water management in four water scarce villages in Aurangabad district, Maharashtra. The four water scarce villages- Paithan Kheda, Shivnai, Keshapuri and Pangra in Paithan Taluk are also covered under Jalayukt Shivar Abhiyan and Social Transformation Mission.

The key interventions include installation of Automatic Weather Stations, constructing check dams, cement nala bunds (CNB), gabion dam and trench with recharge shafts. The community is actively engaged through regular interactions to ensure sustainability of the implemented strategies. Interdepartmental coalition has also been instrumental in identifying and bridging the supply-demand gaps for optimal generation and usage of water resources.

To enable measurement of real time data on rainfall and temperature, two Automatic

Donor
Standard Chartered
Bank

Weather Stations (AWS) have been installed at Group Gram Panchayat Offices in Pangra and Paithan Kheda villages. This data is periodically being collected and will be further used to analyze climatic conditions, sensitize farmers and build awareness on improved crop management.

Mapping existing Water Harvesting Structure (WHS) and construction of Rain Harvesting Units in schools

Mapping Open Wells and Bore wells

15 wells identified for periodic monitoring of ground water levels

2 Automatic Weather Stations for improved crop management

Mapping potential water recharge zones

Drones for monitoring the sites

The Way Forward



Through the initiative, CIIF and CII-TWI, aim to improve and stabilize water resources to enable provision of safe and clean water. Activities for diversified agriculture practices, alternate livelihood options and adoption of techniques for improved soil moisture are being undertaken as part of the next phase of initiative.

“

Standard Chartered Bank, through its flagship programme - WASHE (Water Sanitation Hygiene Education) – recognises India's rapidly increasing demand for water; already a scarce resource. Another focus area for the Bank is access to safe and clean water which is crucial for sustainable development in societies. Our intervention in Aurangabad (Maharashtra), builds on the outcomes of the WATSCAN tool assessment which was applied in 2016 across six drought-prone districts of Marathwada and Vidarbha regions, to assess the water availability in these areas. We are now creating a water secure future through the WeSURE project with CII Foundation and CII – Triveni Water Institute. The integrated approach to water resource management through WeSURE, facilitated by an enabling framework and multi-stakeholder partnership will directly impact the self-sustainability of the districts during drought years. It is expected to improve their groundwater table, groundwater quality, enable better flow of existing streams, channels and ponds, and increase the crop yield, resulting in fewer resource-related conflicts which are crucial for social transformation. In the long run it will also possibly enhance the health and employment prospects of an estimated population of 5,000 villagers across the four selected villages.

Karuna Bhatia

Head of Sustainability, India
Standard Chartered Bank



DISASTER RELIEF AND REHABILITATION



Kerala Relief Initiative



14 districts were severely affected with **10,000 km** of roads and highway, and hundreds of bridges washed away

Causing severe damage to more than 1 lakh buildings and displacing over 1.4 million people the devastating floods of August 2018 have been regarded as the worst deluge of the century. 14 districts were severely affected with 10,000 km of roads and highways, and hundreds of bridges washed away. The floods ravaged the State's agriculture causing massive loss of tea and rubber plantations.

CII Foundation in Action

CII Foundation worked closely with CII, its members and the State Government to mobilize immediate support to the flood victims.

- 1400 volunteers from CII member companies and 200 Young Indian Members deployed for immediate relief measures
- 400 CII Member companies extended their support in cash or kind
- Three Emergency Response Centres set up in Kochi, Trivandrum and Chennai for demand assessment and relief work coordination
- 60 Relief Camps set up in 10 Districts
- 10 warehouses in Kerala to stock and distribute relief material
- 20 Collection, Aggregation and Forwarding Centres pan India
- 400 tonnes of relief material transported from across India



- Water Purification tablets, disinfectants, personal hygiene products, and medicines disbursed. RO plants and mobile toilets set up at several locations.

Rehabilitation Initiatives

CII Foundation is envisaging rehabilitation interventions aimed at restoration of Government run Health facilities and schools in the area.



More than 8,000 pairs of gumboots airlifted and delivered in 4 days



21 metric tonnes of Bleaching Powder made available



More than 20,000 families aided

Other Initiatives





Infrastructure Support

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

Sanitation

CII Foundation's vision of improved sanitation aligns with the Swachh Bharat Mission engaging everyone in a collective quest of cleaning their surroundings. CII, in partnership with the Uttar Pradesh Government, launched the construction of household toilets in 11 villages in Fatehpur district of UP, reaching out to more than 8000 individuals, in a pursuit to make the villages Open Defecation Free.

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



Students Benefited
3366



Location
Prayagraj,
Uttar Pradesh



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



Location
Fatehpur, UP
Delhi NCR



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

DCM Shriram Ltd
JCB India Ltd
JK Tyre & Industries Ltd
Mitsubishi Electric Automotive India Pvt Ltd.



Behavioural Change

CII Foundation undertook behaviour change interventions to promote the importance of sanitation and hygiene through its School Led total Sanitation, by enabling WASH facilities and creating awareness, covering 100 schools in Rudyraprayag district of Uttarakhand. 83 student clubs were formed in schools to appoint students as ambassadors of hygiene encouraging use of toilets among their communities.

Universal Access to Sanitation

A coalition of private players in sanitation was catalysed, in partnership with the International Toilet Board Coalition to trigger a robust business sector and deliver universal access to sanitation.



**Students
Benefited**
5500



Location
**Rudraprayag,
Uttarakhand**

Surakshit Khadya Abhiyan

Food safety, nutrition and food security are interlinked. Unsafe food creates a vicious cycle of disease and malnutrition, particularly affecting infants, young children, elderly and the sick. Today, India is the largest producer of agricultural commodities and is one of the fastest growing economies in the world. In 2017, CII Foundation, in partnership with CII-Jubilant Bhartia Food and Agriculture Centre of Excellence (FACE) took up promotion of food safety through FSSAI Certified Food Safety Training and Certification and capacity building programs for Food Safety Supervisors (FoSTaC), MSME Food Business Operators and Mid-day Meal Operators across the country.

The initiative was further expanded and focused approach was particularly adopted to improve food safety in places of worship and schools. Capacity building trainings were provided to railway caterers, mid-day meal suppliers, street vendors and small-scale suppliers.

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

Joydeep Sen

CSR-Lead, GSK Consumer Healthcare Ltd

	Location Pan India
	No. of trainings 96
	Donors GlaxoSmithKline Consumer Healthcare Ltd, Kellogg India

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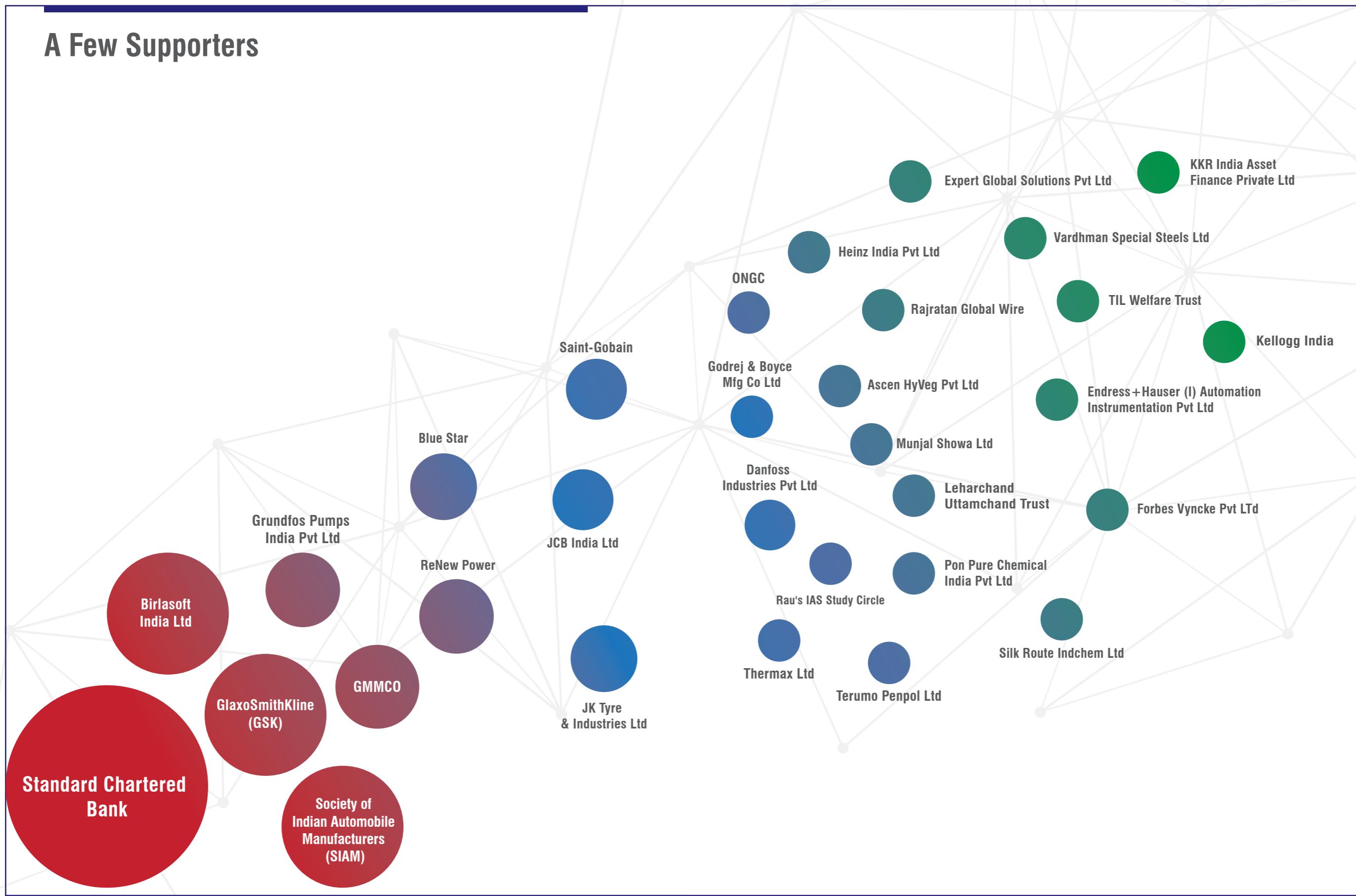
Archana Esther

Senior Associate, Tamil Nadu

Jacob Jose

Senior Associate, Kerala

A Few Supporters







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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