



# RE-ENERGISING SOCIAL TRANSFORMATION

Activity Report  
2021-22





# RE-ENERGISING SOCIAL TRANSFORMATION

While the outbreak of Coronavirus affected everyone, it widened social inequalities with the people at the bottom of the pyramid bearing the brunt of the calamity.

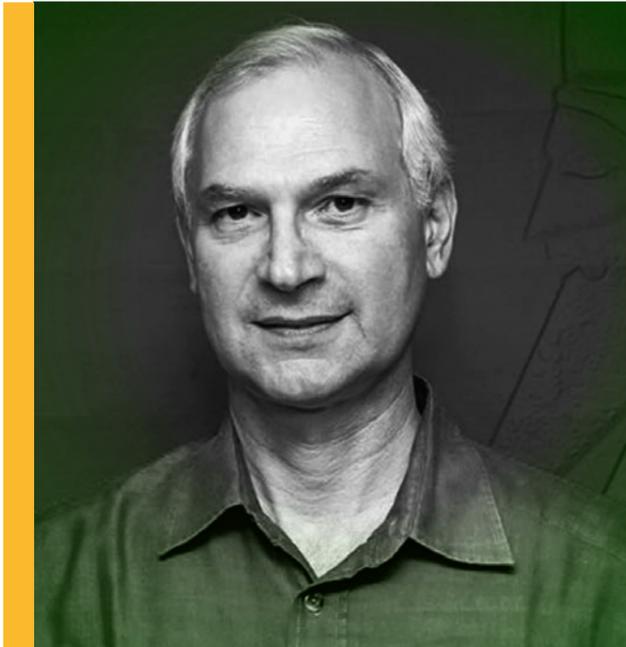
During this challenging time, the CII Foundation redoubled its efforts to serve the people at the grassroots, especially the marginalised and the under-served, by collating and leveraging the strengths of diverse stakeholders and connecting corporates and communities.

As India moves towards a post-Covid world, the CII Foundation remains committed to re-energising the social transformation to drive India's inclusive and sustainable development.



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**Jamshyd N Godrej**

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

**‘Into the same rivers, we step and do not step’ said the Greek philosopher Heraclitus.**

**Indeed, ‘change is the only constant’.**

**C**hange for the greater good and impactful can create a more equitable world where the privileged and the underprivileged have equal opportunities to improve the quality of their lives.

To drive large-scale social change, a cohesive ecosystem with diverse stakeholders who bring different perspectives and expertise and are united by their commitment and dedication to social transformation is essential.

The CII Foundation has emerged as a powerful and trusted platform that brings diverse stakeholders together to create a cohesive ecosystem. It connects corporates with communities to effectively channelise CSR funds towards projects that are impactful and scalable.

In 2021-22, the country was still reeling under the devastating impact of the outbreak of Coronavirus in 2020, which created a humanitarian challenge of a scale never seen before. Around mid-2021, a second wave swept across the country, causing immeasurable loss of livelihood and lives at an alarming speed even as the Government and the medical authorities scrambled to prevent the spread of the virus and find a cure for the dreaded disease.

At such a challenging time, the CII Foundation became the nodal body for the Indian industry’s response to the pandemic, working closely with the Government, local medical authorities, and the communities. It especially reached out to the underserved and marginalised communities in urban slums and rural India through its pan-India initiatives. It strengthened healthcare infrastructure, procured and deployed medical equipment, distributed relief material and facilitated vaccinations.

While Covid-related interventions were an important area of work for the Foundation, its interventions in its thematic areas of work continued to accelerate India’s social development.

Climate change was under the spotlight once again with the advanced heat wave experienced in North India as early as the end of March. This underscored the need to adopt and promote practices that have sustainability at the core. Under the thematic area of climate change resilience, the CII Foundation expanded the geographical reach of its crop residue management initiative to cover 226 villages in 2021. Through its multi-stakeholder interventions,

**To drive large-scale social change, a cohesive ecosystem with diverse stakeholders who bring different perspectives and expertise and are united by their commitment and dedication to social transformation is essential.**

it was instrumental in reducing stubble burning by 84% in the intervened farms in Punjab and Haryana. The initiative also received global recognition and was awarded the 1<sup>st</sup> Prize in the Most Innovative Development Project - Climate Change & Disaster Risk Reduction in Rural Areas, Global Development Network (GDN), October 2021.

Our CII Foundation Woman Exemplars continue to be beacons of hope for scores of underprivileged women. They proved their mettle during the pandemic, reaching out to the marginalised with relief material and promoting vaccinations. Two of our Exemplars – Ushaben Vasava and Kamal Kumbhar, received the highest civilian award for women, the Nari Shakti Puruskar from former President, Ram Nath Kovind on International Women’s Day this year.

It is my privilege to present the CII Foundation Annual Report 2021-22, which presents the initiatives of the Foundation during the year. I would like to thank all our supporters and look forward to their continuing engagement as we determinedly move ahead to transform India.



### Chandrajit Banerjee

Managing Trustee  
CII Foundation and  
Director General  
Confederation of Indian Industry

The year 2021-22 will be known as the Covid year as the globe continued to be rocked by the disastrous pandemic, impacting lives and livelihood, including in India. Yet, it also demonstrated society's resilience at its best. Every stakeholder put forward their best efforts to address and fight the pandemic. It was all about collaborative effort, which saw partnerships across citizens in all forms, shapes, and sizes.

Corporate India stepped up its social engagement during the year to support the vulnerable and needy sections of society in this hour of need. The CII Foundation played a crucial role in anchoring private-private and private-public partnerships, bringing together the industry to pool in and channel CSR funds to drive Covid-19-related interventions amongst the marginalised and the underserved.

The CII Foundation connected multiple stakeholders, such as Government, industry, NGOs, and communities, to provide relief and rehabilitation pan-India. It helped strengthen the public health systems by setting up Covid-care centres, procuring and deploying medical equipment such as oxygen cylinders, setting up Tele-ICUs in Government hospitals to serve patients in Tier II and III towns where ICU facilities were inadequate, and reaching out to communities, especially in rural India, with relief material.

This year, the Foundation put its force behind strengthening the Covid vaccination program. Notably, it helped dispel myths around vaccinations, setting up vaccination camps and facilitating the vaccination of over 1.5 lakh people from marginalised and underserved communities across India.

I am happy to share that the Foundation has made considerable strides in other areas of work as well. The crop residue management initiative, launched as a pilot project in 19 villages in 2018, was scaled up to 226 villages in 2021, covering 1,99,867 acres of farmland. The CII Foundation brought together corporates, experts, farmers, and state governments to reduce biomass burning by 84% in the intervened villages, with 340,000 tonnes of biomass saved from burning, leading to the mitigation of 30,000 tonnes of CO<sub>2</sub>.

Efforts to empower grassroots-level women leaders through the Woman Exemplar Program were strengthened through capacity-building sessions in 2021. The 100+ strong network of women played a stellar role in reaching out to the marginalised to provide succour against Covid and help restore livelihoods. The Foundation continues to build capacity of these women for a more significant social impact.

**The pandemic has made it amply clear that we must all work together for the social and economic progress of the country, given the disparities that were accentuated over the last two years.**

To address the challenge of urban waste management, a new community-led waste management project was launched in Delhi's Abul Fazal, Okhla. The project aims to complement the efforts of the local municipal corporation while increasing civic engagement to create a zero-waste neighbourhood, becoming an example of a project that can be replicated and scaled up in other urban clusters.

I would call 2021-22 a year of resilience and determination for the CII Foundation, as despite the pandemic and its impact on various aspects of its work, the Foundation continued to move ahead and create impact across all its programs. This journey of the CII Foundation would not have been possible without the support of the corporates, implementing partners and communities, and I would like to thank them for their unstinting support over the years. The pandemic has made it amply clear that we must all work together for the social and economic progress of the country, given the disparities that were accentuated over the last two years.

It is my privilege to share the Annual Report, which captures our work during 2021-22, a milestone in our journey towards India's social transformation.

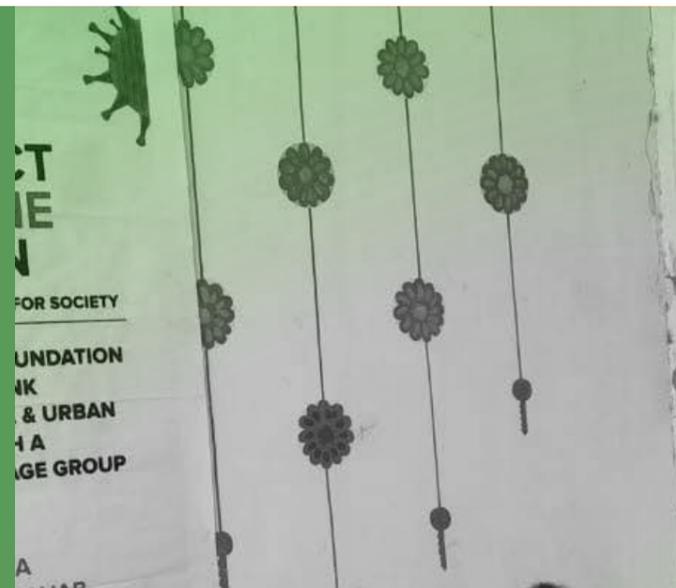
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## Vision

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 Resilience
- Disaster Relief and Rehabilitation
- Early Childhood Education
- Women Empowerment





# CLIMATE CHANGE RESILIENCE

“*Climate Change is simply the greatest collective challenge we face as a human family.*”

**Ban-ki-Moon**  
Former Secretary General of the United Nations

## Crop Residue Management Initiative

As the wintry wind approaches the northern plains, so does a thick grey coat of haze. Every year, the schools begin to shut down as the concern over the choking atmosphere rises. A significant cause of air pollution in Delhi-NCR is farm stubble burning in the northern states of Punjab and Haryana.

More than seven million hectares of crop residues are burnt every year adding to the winter pollution, resulting in weeks-long smog in the national capital region every October and November.

Crop residue burning not only harms the environment but also reduces farmers' income. It has a negative influence on soil health, kills beneficial insects, increases irrigation requirements, and contributes to the already high levels of pollution.

Amidst the growing concern over the depleting air quality, in 2016-17, the Confederation of Indian Industry (CII) partnered with NITI Aayog to study the issue and layout the roadmap to address the problem. A report was released in February 2017 by former NITI Aayog CEO, Shri Amitabh Kant providing recommendations in the report which were utilised in the

development of central government policies and programs in this area.

In 2018, The CII introduced its Crop Residue Management (CRM) initiative, led by the CII Foundation, as a pilot field intervention in Punjab as part of its Cleaner Air, Better Life effort. The project was designed to develop a shared economic model for field interventions for awareness in rural communities of affected areas in the North-Western States. The goal was to persuade farmers to abandon their traditional practice of stubble burning in favour of more feasible alternatives, tools, and ecologically beneficial technologies thereby reducing air pollution.

The field intervention in Punjab was implemented in accordance with the report's conclusions, with technical assistance from the Punjab Agriculture University in Ludhiana (PAU) and the Punjab government. The pilot project targeted 16,000 acres of farmland and 3,000 farmers in 19 villages. The pilot initiative yielded promising results, with stubble burning being prevented in 75% of the project communities and 80% of farmers adopting improved straw management practices.



The CII Foundation is working closely with farmers in Punjab and Haryana in a multi-stakeholder project to reduce stubble burning, a major cause of air pollution, by promoting and facilitating the adoption of environmentally sustainable alternatives.

In the 2021 paddy-harvesting season, the program covered 226 villages in Punjab and Haryana (Ludhiana, Patiala, Raikot, Taran Taran, and Sangrur in Punjab, and Rohtak, Sirsa, Karnal, Jhajjar, and Fatehabad in Haryana), with a total of 2,21,795 acres of farmland and involving 43,180 farmers.

The CII Foundation's work on crop residue management received the Global Development Award 2021 under the Most Innovative Development Programme category (Theme 2: Community-driven Climate-related Disaster Risk Reduction in Rural Areas).



## Approach and Key Components of the Program

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

### Awareness Building

To drive behavioural change amongst farmers, the CII Foundation organised several village-level awareness drives with the active participation of local volunteers, Sarpanch, key village leaders and opinion-makers, farmer Co-operative functionaries, and farmers. Partner organisations such as the GBDSGNS Foundation, Doctors for You, Guru Nanak National College, Doraha, Ludhiana, also played an important role in engaging the volunteers and farmers.

Door-to-door campaigns and awareness workshops were conducted and mobile vans were used to move about in the villages, make announcements and raise knowledge about the diverse types of machinery which can assist in managing stubble. Wall paintings, posters, and banners were also displayed in major village locations.

Scientists from Punjab Agriculture University (PAU), Haryana Agriculture University (HAU), Krishi Vigyan Kendras (KVKs) and the Indian Council of Agricultural Research (ICAR) and district administration officials talked to the farmers to dissuade them from stubble burning and adopt viable alternatives. Additionally, a participatory stubble burning monitoring mechanism comprising a cadre of village-level volunteers and village-level 'Nigrani committees' was used to track occurrences of burning and provide rapid counseling and help to the affected farmers.



## Farmers' Training and Farm Demonstrations

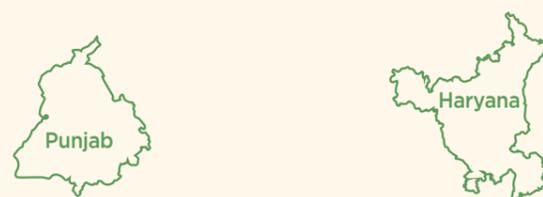


The CII Foundation organised several online and on-field technical training and workshops in the project areas, with scientists, key government officials, and machine manufacturers, in collaboration with the PAU and HAU and active

support from the District Agriculture Offices and KVKs.

In addition, the Foundation organised visits by machinery manufacturers to the program areas for demonstrations and training on technical elements of operating machines.

Serving as the crusaders of change, the experienced farmers were encouraged to visit other villages to inspire farmers there by sharing their own experiences. Throughout the activity season, village level volunteers and master trainers were deployed to provide on the field technical handholding support to farmers.



|  |                                   |     |
|--|-----------------------------------|-----|
| Village level meetings with farmers                                | 600                               | 150 |
| Farmers' meeting on farms  | 1,900                             | 200 |
| Co-operative society level meeting with key members of the village | 300                               | 140 |
| Awareness rally/awareness sessions                                 | 70                                | 20  |
| Nigrani Committee meetings   | 150                               | 30  |
| Awareness message & wall painting in every village                 | 2-3 Per Village                   |     |
| Mobile Awareness Van   | Covered 7,083 KM road of villages |     |
| Awareness message through village Gurudwara/Panchayat office       | Everyday                          |     |
| Field visit by volunteers & door-to-door campaigning               | 4,000                             | 700 |
| Training in partnership with Agriculture Department                | 30                                | 10  |
| Training by PAU/HAU & KVK  | 7                                 | 3   |
| Webinars involving experts & scientists                            | 3                                 |     |
| Webinars by experts from CII                                       | 5                                 |     |

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

The CII Foundation has developed a 'shared economy model' for machinery ownership and use to assist farmers in adopting machinery and promoting in-situ straw management in the program areas since despite Government support, many small and marginal farmers were unable to afford the machinery.

Therefore, the CII Foundation aided Farmer Cooperatives, Farmer Producer Organisations (FPOs) and Custom Hiring Centers (CHCs) by providing 'viability gap funds' or more machinery to supplement what they already had. The CII Foundation has supported the creation of 43 'community machinery banks' to help with the adoption of machinery. The CII Foundation collaborates with 38 Farmer Cooperative Societies, three FPOs and one CHC. These organisations are encouraged and supported to take the lead in delivering agricultural machinery services.

The tool banks enabled the deployment of 498 farm machines in 226 villages through viability gap funding or machine donations. This comprised 105 pieces of farm equipment in 2020, 317

agricultural machines in 2019, and 74 farm machines in 2018. The funds required for the purchase of the machines under CSR were provided by the CII's corporate partners.

The machines have been installed in Co-operative societies and FPOs, and farmers have been encouraged to use them as needed for a reasonable rent. The rent collected (by Co-operative, FPO, or CHC) is utilised for the maintenance of the machines.

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

Ex-situ solutions that are appropriate can open doors for farmers. In Raikot, Ludhiana, for example, a paddy straw-based small bio-gas unit was established at the village level with a technical partnership with PAU.

IARI's microbial consortia are being tested in the field on 250 acres in a pilot project. The microbial spray intervention's efficacy is being examined.

Till now, 498 farm machines have been procured with support from the project.

Details of Pilots conducted in the Project

| Ex-situ Pilot                   | Details   | Location           | Date of Initiation             |
|---------------------------------|---|--------------------|--------------------------------|
| Paddy straw-based bio-gas plant | 1 bio-gas unit  | Ludhiana           | In operation since August 2020 |
| Microbial consortia spray       | Composting spray on 7 acres of land in 2019 and 250 acres in 2020 | Patiala, Fatehabad | October 2020                   |

## Amplifying the Voices

Over the year, the CII Foundation has used various platforms to promote environmentally sustainable practices and showcase the project to different audiences.



On the occasion of World Environment Day, June 5, 2021, CII Foundation promoted the plantation of trees in Punjab and Haryana.

A tree plantation drive was undertaken in the Maghanwali village of Ratia block of Fatehabad, Dhamar Village of Rohtak district of Haryana. The President of Thakur Agriculture Society, Fatehabad & Bharat Multipurpose Co-operative society Rohtak, farmers and Sarpanch from villages participated in the drive. Another drive was undertaken in the Jasoo Majra, Mungo and Palia village of Nabha block of Patiala, Punjab. The Secretary of Jasso Majra Co-operative societies & Phalia Co-operative societies, farmers and sarpanch from villages participated in the drive.



On the occasion of India's 75<sup>th</sup> Independence Day, SDM Raikot appreciated the CII Foundation for its significant work on environment protection, health, and improved farming through its Crop Residue Management project in Punjab.

In February 2022, the CII NR Sustainable Paradigm event with the theme Reengineering a Resilient Ecosystem, was held. Diverse stakeholders, deliberated on subjects such as green energy and carbon emission reduction techniques, with the goal of bridging the gap between sustainability targets and verifiable impact.

Through multiple sessions, deliberations on definitive actions that should be taken to realise the green ambitions, and the practical levers to achieve net-zero goals, took place. The CII Foundation participated to share its views and its crop residue management initiative to promote sustainable agricultural practices.

## Participation in the Krishi Melas



The CII Foundation participated in the Krishi Darshan Kissan Mela at Hissar in Haryana from 12-14<sup>th</sup> March 2022 by putting up a stall. The Foundation team showcased its work with farmers in Punjab and Haryana to promote sustainable agriculture. The Mela was attended by key Government officials, and many farmers from Punjab, Haryana, UP, Rajasthan and Himachal Pradesh. The CII Foundation stall attracted many people with key Government officials and farmers visiting the stall to

understand how the CII Foundation is promoting sustainable agriculture practices to reduce environmental damage, especially air pollution. Few regional media houses, namely, Krishi Helpline, Sandhya Border Times, and Fasal Kranti covered the event and the CII Foundation initiative.

The CII Foundation also put up a stall at the Kharif Kisan Mela organized in Karnal from 15-16 March 2022. The Mela drew huge crowds with farmers from Karnal district, agriculture department officials and school children, and members of the community attending it.

## The Impact



Incidents of stubble burning have been checked in the 226 program villages due to the interventions with a 84% reduction in biomass burning.

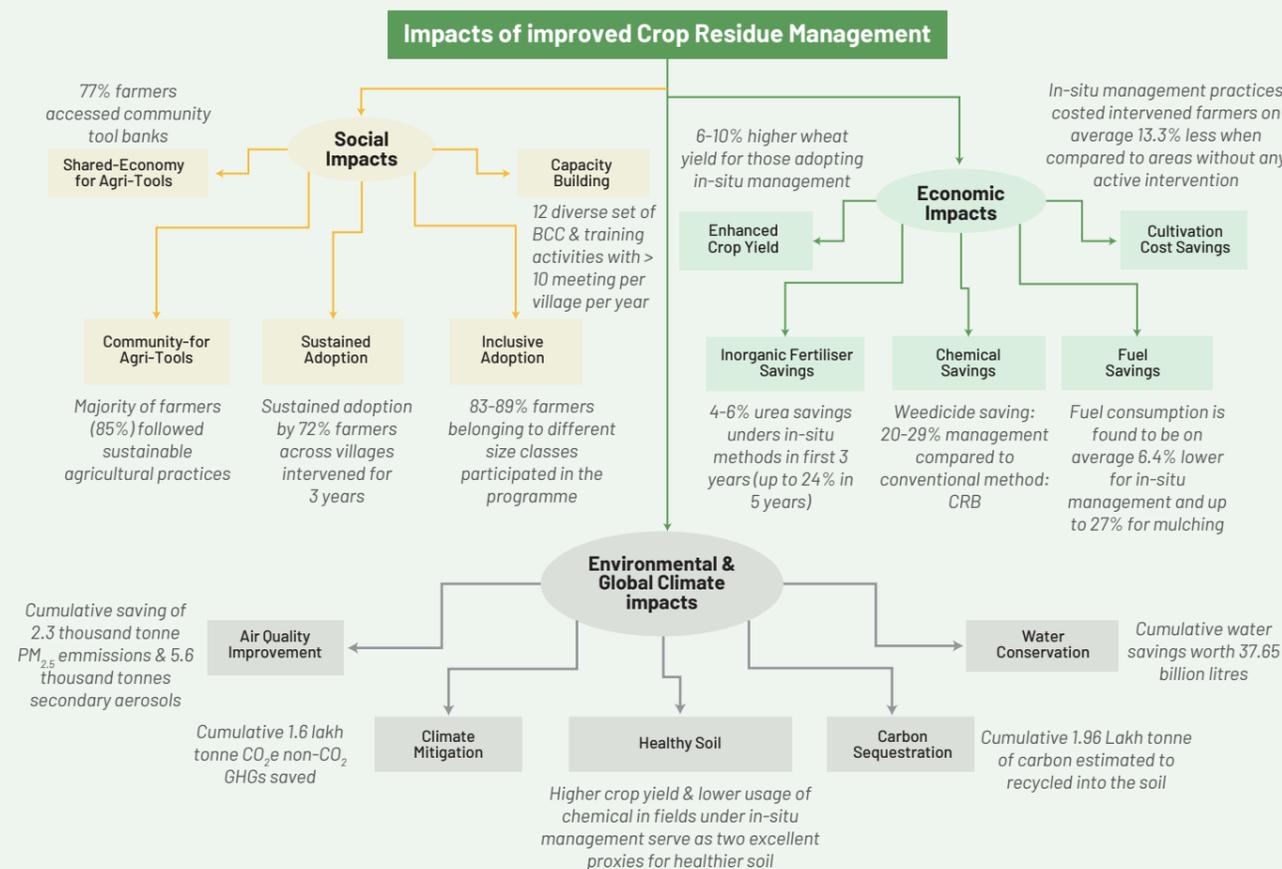
As per an impact assessment study for 2020-21 which was conducted by the CII-ITC Centre of Excellence for Sustainable Development, now a greater number of farmers realise the importance of curbing stubble burning to safeguard their families from the detrimental impact of the

resulting air pollution. But farmers across the intervened Northwest (NW) Region need practical solutions to existing challenges on ground around the availability and affordability of tools, training and advisory to change their practices.

Coverage and Impact of Crop Residue Management Programme

| Year    | Geography                          | Villages Adopted | Number of Farmers | Acres Covered | Acres where Improved Biomass Recycling Adopted & Biomass Burning Checked | % Farm where Improved Biomass Recycling Adopted & Biomass Burning Checked | Qty of Biomass Recycled in Soil (Tonnes) | Qty of CO <sub>2</sub> avoided by burning (Tonnes) | Qty of Water Saved (Billion Litres) |
|---------|------------------------------------|------------------|-------------------|---------------|--|---|--|--|-------------------------------------|
| 2021-22 | 10 Districts in Punjab and Haryana | 226              | 40,080            | 1,99,867      | 1,67,888   | 84%   | 354764                                   | 320075   | 30                                  |
| 2020    | 8 Districts in Punjab and Haryana  | 172              | 27,863            | 1,59,000      | 1,39,920   | 88%   | 319000                                   | 287808   | 24.78                               |
| 2019    | 6 Districts in Punjab and Haryana  | 105              | 20,000            | 1,01,000      | 87,870   | 87%   | 161600                                   | 145799   | 10.15                               |
| 2018    | 2 Districts in Punjab and Haryana  | 19               | 2,000             | 16,000        | 12,000   | 75%   | 25000                                    | 22556  | 2.5                                 |

Summary of key impacts evaluated in the CII Study across three years



“ The training provided to us, helped in using the machines the right way and interactions with scientists also helped us to properly look after our crops. ”

**Hardeep Singh**  
Farmer, Dhangeria Village, Nabha, Patiala

“ CII Foundation joined hands with us to stop stubble burning. CII Foundation has fully adopted 21 villages of Malerkotla block of Sangrur district. The organisation is filling the gap of machines in the villages; not only that, but they are also creating platforms for farmers with training support. I would also request CII Foundation to adopt more villages of Malerkotla block of Sangrur district so that more farmers are benefitted from their efforts. ”

**Mr Vikranjeet Panthey**  
SDM, Malerkotla, Sangrur

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

**Mr Sunderpaal Singh**  
Farmer, Dholu Village, Fatehabad

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

**Mr Manmohan Kalia**  
Nodal Officer, Crop Residue Management & Joint Director Agriculture - Punjab Agriculture Department

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

**Mr Dharmender Kapoor**  
Chief Executive Officer, Birlasoft

“ Through a joint effort with CII, we could manage paddy straw in thousands of acres, and that is a wonderful achievement. ”

**Dr Baldev Singh Dhillon**  
Vice Chancellor, Punjab Agriculture University

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

**Mr Gopinath Govindan**  
Director, Human Resource, Apraava

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

**Ravinder Singh**  
Farmer, Mungo Village, Nabha, Patiala

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

**Jagdish Singh**  
Farmer, Mungo Village, Nabha, Patiala

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

**Dr Harminder Singh Sidhu**  
GBDSGNS Foundation Ludhiana

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

**Dr Loveleen Bains**  
Dean Extension Cell, Guru Nanak National College, Doraha, Ludhiana

## Media Coverage

### The Tribune

ਬੰਗਾਬੀ ਟਰਿਬਿਊਨ ਦੈਨਿਕ ਟਰਿਬਿਊਨ

## Stubble burning: Doraha college shows the way

Succeeds in bringing 13, 671 acres under crop residue management scheme



Student volunteers of Guru Nanak National College, Doraha, enact a play to spread awareness about the menace of stubble burning, in Sahnewal. file photo.

Lovleen Bains

Doraha, January 9

In a first-of-its-kind initiative in the state, the extension cell of Guru Nanak National College here has succeeded in bringing a sea change in the perception of the farming community in the past four years by controlling the menace of stubble burning and bringing 13, 671 acres under the crop residue management scheme with the active support of the Agriculture Department, Punjab, and the CII Foundation, New Delhi.

This sowing season, the cell worked in 30 villages and assisted 770 farmers with agri-machinery, focusing on small and marginal ones on a priority basis.

In a first-of-its-kind initiative in the state, the extension cell of Guru Nanak National College here has succeeded in bringing a sea change in the perception of the farming community in the past four years by controlling the menace of stubble burning and bringing 13, 671 acres under the crop residue management scheme with the active support of the Agriculture Department, Punjab, and the CII Foundation, New Delhi.

### The Tribune

ਬੰਗਾਬੀ ਟਰਿਬਿਊਨ ਦੈਨਿਕ ਟਰਿਬਿਊਨ

## Benefits of direct rice seeding inspire Ajnaud farmer to go for it



Sukhdev Singh sows rice with the help of DRS technique.

Lovleen Bains

Doraha, June 8

Sukdev Singh of Ajnaud village has adopted the DSR technique for sowing rice on his four acres of land with the help of the Extension Cell of Guru Nanak National College, Doraha, working in collaboration with Agriculture Department and CII Foundation, New Delhi for environment resurrection.

A street play was staged on the theme of water scarcity in Ajnaud village and farmers were urged to use direct sowing techniques to save water. Motivated by the message of water conservation given by the team, Sukhdev Singh decided to adopt the DSR technique.

### The Tribune

ਬੰਗਾਬੀ ਟਰਿਬਿਊਨ ਦੈਨਿਕ ਟਰਿਬਿਊਨ

## PAU launches 'Green and clean campus' drive



Tribune News Service

Ludhiana, September 17

A 'Green and clean PAU campus' drive was launched at the agriculture university here on Saturday.

"A green and clean environment serves as the base of sustainable development," said Dr Sathir Singh Gosal, Vice-Chancellor (VC), Punjab Agricultural University (PAU), while launching a 'Green and clean PAU campus' drive at Dr MS Randhawa Library lawn here.

The event supported by Confederation of Indian Industry (CII) hosted Dr MS Kang, former Vice-Chancellor, officials of the university, head of departments, faculty and students.

Explaining further, Dr Gosal said one would always find people littering relatively dirty areas and not littering clean places. This is inertia, the VC said. Citing Mahatma Gandhi's words, "Be the change you wish to see in the world," Dr Gosal called upon students to become champions of greenery and cleanliness.

### Harvard Business Review | Store

## Ecofriendly Solution to Crop Residue Burning

by Haritha Saranga and Shashikant Kumawat

### Product Description

Publication Date: November 15, 2021

Industry: Agriculture sector

Source: Indian Institute of Management-Bangalore

The case describes the problems in agricultural practices in the north-western states of India and the efforts of a non-governmental organization, CII-ITC Centre of Excellence for Sustainable Development (CESD) and CII Foundation (CIIF), to address those problems. Through the journey of the CIIF team in learning about the problem and piloting the solutions, the case describes the nature and scale of the problem of crop residue burning (CRB) after harvesting the paddy crop. The case explains the decision-making pattern of farmers and the factors that compel them to adopt the unsustainable practice of CRB. The case sensitizes students to the adverse impact of such unsustainable agriculture practice not just in the local ecology but also in the air quality of the nearby region of Delhi NCR. The students can not only learn about the various technical solutions but also about non-technical aspects such as how successful collaborations between various governmental and non-governmental

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.



# DISASTER RELIEF AND REHABILITATION

“*There's no harm in hoping for the best as long as you're prepared for the worst.*”

Stephen King  
Author

## Reaching the Last Mile: COVID-19 Interventions

In the last three years, the world order has transformed significantly. An unprecedented and rare catastrophe, the coronavirus, claimed many lives and flattened economies as it spread across the world. Repeated lockdowns, strict quarantining and social distancing became the norm rather than the exception, leaving people staring anxiously at an uncertain future.

The CII Foundation reached out to the underserved and the marginalised to provide relief and promote vaccinations. It anchored the COVID-19 related initiatives undertaken by CII, Young Indians (Yi), and related associations.

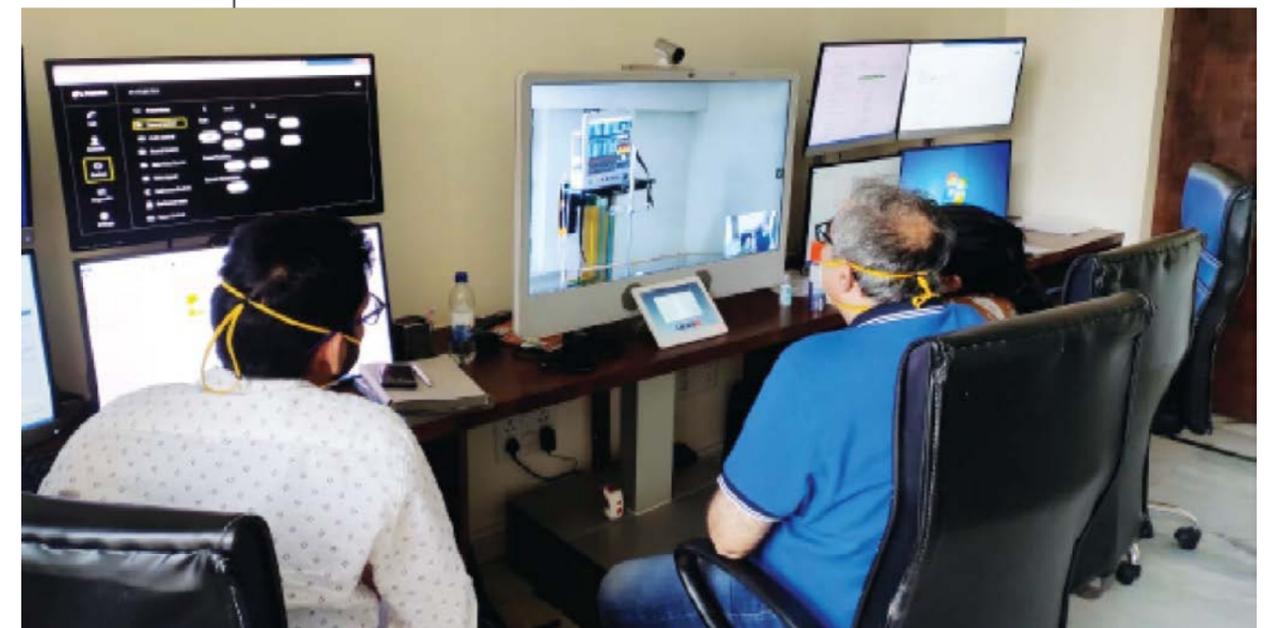
After a relative slowdown in Covid cases in February 2021 – as of 10<sup>th</sup> February, there were only 11,000 Covid cases in India – the number of cases started climbing steadily, and then at an alarmingly quick pace. The second wave of Covid, which was the Delta variant, was lethal and a superspreader.

Never before in living memory had India faced such a pandemic. The medical systems were overburdened and stretched to the limit. The demand for hospital beds, oxygen and medicines shot up day by day while supply lagged behind, with the gap between demand and supply widening.

The impact on lives and livelihoods was unparalleled and humongous. The worst-hit were people at the bottom of the pyramid – the daily wage earners, the migrant labour, the marginalised communities and people living in remote and inaccessible areas.

The Government made every effort to minimise the devastating impact of the second wave. Complementing the Government's efforts, the CII Foundation, along with the CII, stepped up its engagement and activities to provide relief to those affected by the pandemic.

The CII Foundation anchored the COVID-19 related initiatives undertaken by CII, Young Indians (Yi), and related associations like the Young Business Leaders Forum (YBLF), The Automotive Component Manufacturers Association of India (ACMA) and Indian Construction Equipment Manufacturers Association (ICEMA).



## Approach and Key Components of the Program



### Procuring and Deploying Medical Equipment

The rapid spread of Coronavirus created an acute shortage of medical facilities and especially medical equipment. Hundreds of people were seeking oxygen cylinders and other life-saving equipment, often travelling inter-city to procure the necessary equipment. The CII Foundation procured and deployed medical equipment such as oxygen cylinders and oxygen concentrators, ventilators and other equipment in hospitals and other medical facilities.

### Distributing Relief Material

Leveraging its grassroots network of Woman Exemplars and farmers, the CII Foundation focussed on reaching out to the marginalised communities, people living in remote and rural areas and those who could be at the margins of society. It created awareness about Covid and the need to follow Covid protocol of sanitation, masking, and social distancing. Additionally, it distributed relief material such as food packets, sanitisers and masks.

### Strengthening Healthcare Infrastructure

To strengthen the healthcare infrastructure, key initiatives included setting up and expanding of Covid care centres. Two wards of the Government Medical College in Trivandrum were converted into a 100 bed Covid Intensive Care Unit to help strengthen the healthcare infrastructure in Trivandrum. A 200-bed Covid-care Centre was set up in Gurugram and was inaugurated on 16 May by Sri Manohar Lal Khattar, Chief Minister, Haryana. Well-equipped with oxygen cylinders and other medical equipment necessary for



treating Covid patients, this Centre provided free of cost services to patients.

Since several Tier II and III towns did not have adequate hospital services, especially ICU facilities, the CII Foundation, in partnership with Springer Health Systems, set up a 24\*7 Tele-ICU project in select places in Maharashtra and Haryana. The Tele-ICU service interlinked far-end hospitals and ICUs, the cloud servers, and a command centre to manage the patient in the absence of a doctor being physically present there. In this way, the best medical facility possible for patients in remote areas was provided. Operational in Haryana and Maharashtra, 9 Government hospitals and 233 ICU beds were supported under this initiative. In Haryana, the places covered were Rohtak, Sonapat, Nalhar, Faridabad; and in Maharashtra, in Solapur, Aurangabad, Nagpur, Jalna, Manchar & Bhor (Pune).

The CII Foundation Woman Exemplars, grassroots women leaders, went beyond their call of duty to reach out to the marginalised and the underserved communities during 2021. Woman Exemplars like Rama Sharma in Rajasthan, Mana Mandelkar in Madhya Pradesh, and Deepa Pawar in Maharashtra used the trust and



connections they had built over the years through their work to reach out to some of the most vulnerable communities which were hit disproportionately including Dalits, Musahars, and de-notified tribes.

A special Covid awareness programme was led by eight Woman Exemplars across India. Nirmala in Bihar's Madhubani District; Minakshi Birajdar in Maharashtra's Aurangabad; Chandrika Makwana in Gujarat's Bharuch; Vechulou Kanuo in Nagaland's Phek; Kanchan and Munni Begum in Maharajgang, Jaunpur, UP; Kana Mondal in West Bengal's Sunderbans; Manisha Ghule in Maharashtra's Beed District reached out to communities such as the Banjaras and the Musahars through Nukkad Nataks (street plays), folk dances and door-to-door campaigns. They used communication material, such as flyers and posters provided by the CII Foundation, to address vaccine hesitancy and drive behavioural change.

The CII Foundation Woman Exemplars were instrumental in rallying communities for vaccinations and setting up vaccination camps, reaching out to marginalised communities with COVID-19 relief material and promoting

vaccination. They continue to be powerful changemakers by promoting Covid-appropriate behaviour.

To know more about the Covid-related initiatives of the CII Foundation Woman Exemplars refer to the section on Woman Exemplars.



### COVID-19 Vaccination Drive

As the second wave ebbed, the nation's focus shifted to vaccinating communities to prevent a possible third wave and help the economy recover. The CII launched Project Vaccine Nation, mobilizing the industry to boost vaccinations across India.

To supplement the efforts of the CII and the Government and to reach out to the marginalised communities, especially in rural India, the CII Foundation focused on addressing vaccine hesitancy and promoting vaccinations in India's Tier II and III cities, as well as rural and remote locations. To do so, it collaborated with the Government, medical authorities, NGOs, community-based workers, hospitals, and other key players.

The vaccination team walked several kilometres and used various modes of transportation to visit underserved populations in distant and difficult-to-reach locations such as the hilly heartland of Jammu and Kashmir. The team used water ambulances to reach people in Srinagar's Dal Lake. Vaccination camps were held in several areas, including Bandipora and Baramulla. The vaccination team in the East vaccinated hundreds of individuals in Aizwal and the Sunderbans in West Bengal, where they endured monsoon rains to access rain-soaked villages. In the south, Adv M Anil Kumar of Ernakulam, the Hon'ble Mayor of Cochin, launched the CII Project Vaccine Nation in Kadavanthara, where vaccines were given to BPL families of urban slum residents.

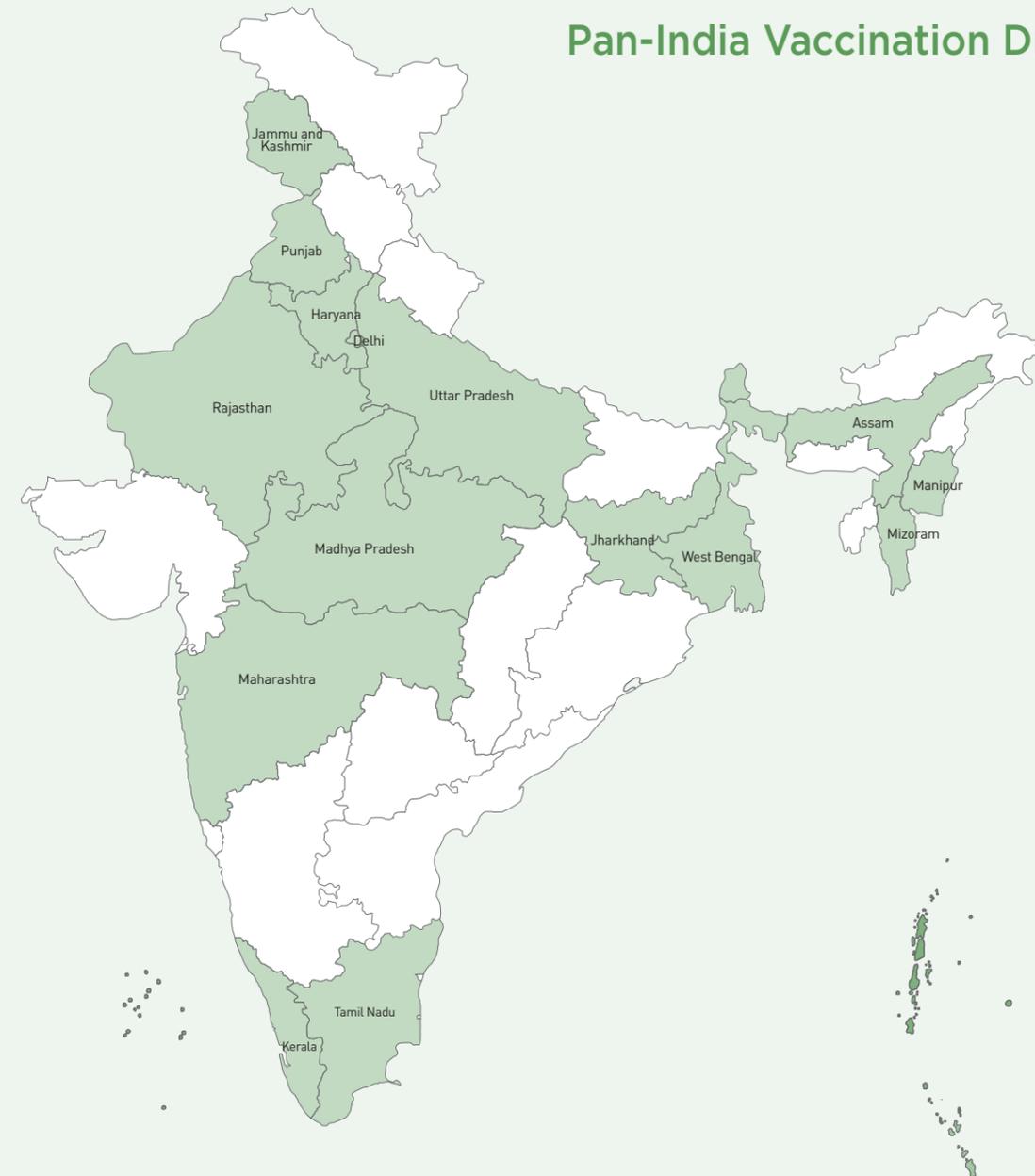
Several people from underserved communities have been vaccinated through the camps organised by the CII Foundation with medical partners such as Charnok Hospital, Nehru Memorial Techno Global Hospital in West Bengal, Red Cross in Jharkhand, SPS Hospital in Punjab, AMC Super Speciality Hospital in Tamil Nadu, Nanavati Hospital in Maharashtra, Apollo Hospital in Madhya Pradesh, NIMS Hospital in Rajasthan, Medanta in Haryana, SM Clinic in Jammu and Kashmir, Aizwal Hospital & Research Center in Mizoram, Futureace Hospital in Kerala, Manipal Hospital in Delhi, Punjab Youth Dev Board & Guru Nanak College in Punjab and Doctors For You in Delhi.

Following the Government's announcement of vaccination of 15-18-year-old in January 2022, the CII Foundation held vaccination camps all over India to vaccinate the 15-18 year olds. Canon India, HDFC Bank, Apraava Energy, IndusInd Bank, and CREDAI are among the CII Foundation's donors and partners who supported vaccinations across India.

Expanding India's COVID-19 vaccination drive, the Union Health Ministry allowed vaccinations for the 12-14-year-olds from March 16. Furthering the drive, the CII Foundation with IndusInd as partner and the district administration of Punjab vaccinated children in 50 villages of Nabha, Patiala in Punjab.



## Pan-India Vaccination Drive



### Key Target Communities for Vaccination Drive

-  Daily wage workers
-  Migrant workers
-  Construction sector workers
-  Other marginalised and underserved communities
-  Notified and de-notified tribal communities
-  Domestic help
-  Transport sector workers

## The Impact



Vaccination camps have been held in 15 States/Union Territories across India. Almost 1.5 lakh vaccine doses have been administered to the underserved communities in an ongoing exercise.



“ We will always be grateful to CII for their contribution to the fight against COVID. We sometimes face a problem of lack of vaccines in the villages. But now we have found a partner supporting us in every trouble. I also congratulate the CII team’s great job and also thank them for this, and I hope in the future we will always work together for the welfare of society. ”

Dr Himanshu Gupta  
Former SDM, Raikot, Punjab

# Kerala Relief and Rehabilitation Efforts



Kerala was hit by the worst floods in its history in 2018, which caused immense damage to the state, destroying lives and livelihoods. Following the emergency relief measures for flood victims, the CII and CII Foundation, in collaboration with the Kerala State Government, launched interventions to augment the government's "Nava Keralam" initiatives.

Support for education and health was highlighted as a priority area after multiple meetings with several government departments and senior officials. In collaboration with the district Government, a complete survey and data gathering on the damaged schools and health facilities were carried out. Mr Kris Gopalakrishnan, Past President, CII, and Dr Naushad Forbes, Past President, CII, co-chaired the National CII Task Force on Kerala Flood Relief and Rehabilitation, which received the results. A four Member CII & CIIF Rehabilitation Committee was constituted to provide strategic guidance for rolling out the rehabilitation interventions. On November 20, 2019, memorandums of understanding (MOUs) were signed for the construction/renovation of six health centres and one primary school.



The Centre of Science and Technology for Rural Development (COSTFORD) was chosen as the implementation partner by the Committee.

Restoration/construction work has been undertaken in 6 Public Health Centres (North Paravoor, Moothakunnam, Chittattukara, Puthuvyppu, Mulavukadu, and Avoly). These Health Centres have been upgraded with facilities to convert them from Primary Health Centres to Family Health Centres. Depending on the need, the critical facilities were added at the Centres which included new building, post surgical ward, Gynaecology ward, immunisation rooms for children, patient waiting area, biomedical waste management units, conference/ yoga halls, toilet block etc.

On January 20, 2022, the reconstructed Government Lower Primary School in Kayanad was inaugurated by Shri P Rajeeve, the Hon'ble Minister for Industries, Law, and Coir, Government of Kerala. It is the sole Lower Primary School in the Marady Grama Panchayat, a 5,600 square-foot structure with five classrooms, an office, a recreation room, and separate toilets for girls and boys.

The CII renovated the school with a biogas plant, rainwater collecting, and handicapped-accessible restrooms, among other things. The school will help educate more than 300 children living in and around the panchayat and neighbouring panchayats who rely on private schools outside the panchayat to meet their educational needs.



Through this Kerala rehabilitation initiative the CII Foundation will directly impact over 5 Lakh beneficiaries annually.



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

**Dr Anju Angel Alex**  
Medical Officer, PHC Puthuvyppu

## Water Resource Mapping and Conservation



Aurangabad, Maharashtra's drought-prone district, experiences 2 to 3 drought years every decade. To improve the water scenario in select drought-prone villages of Aurangabad, water supply and demand-side management strategies integrating community and technology have been implemented by the CII Foundation in partnership with the CII-Triveni Water Institute and supported by Standard Chartered Bank.

An integrated advanced decision support system, CII's WATSCAN, was applied to generate millions of digital pixels, linking

satellite and on-ground databases for analytics to determine appropriate strategies for building drought resilience.

The outcomes guided the selection of suitable water management strategies across five villages of Aurangabad, resulting in increased water availability and bridging the demand-supply gap at the farm level.

To revive silk rearing, sericulture, a multi-cycle 'crop' was promoted. The program identified village champions and provided in-depth training, and infrastructure for cocoon rearing, with beneficiaries



co-investing additional resources, labour and raw material for positive spinoffs. This has enabled 20-25% water savings per acre of land (compared to existing crops) to beneficiaries with lower production risks and improved incomes. Shade nets, another drought-resistant intervention, have also been demonstrated to control evaporation. Shade nets, when combined with micro-irrigation systems and practices such as mulching, are capable of 25-30% water savings, with 1.5-2 times increased income.

The Program has involved the implementation of demand-side measures amongst participating farmers for sericulture adoption and shade

net-based cultivation to enable more crops per drop and higher incomes.

Transformation is a gradual process. Pilots are showing pathways for transformation, leading to stabilising incomes and resources. Successful on-ground implementation based on the application of advanced tools such as WATSCAN, behaviour change, and community stewardship is helping villages in Paithan taluk experience improved livelihoods and incomes.

Promotion of such measures through conducive policies is a win-win not only from the water perspective but also for income and, thereby overall environmental sustainability.

“

Vaccination camp is being held at Paravoor Pulankulam School as part of the “Back to School” campaign with the support of the Confederation of Indian Industry and IndusInd Bank. All the arrangements have been made to vaccinate the eligible children who are coming to the camp. In this regard, I thank the CII and IndusInd Bank for their support for this initiative

”

**Sh Hibi Eden**  
Hon'ble MP of Ernakulam Constituency, Kerala

“

The CII Foundation and IndusInd Bank have organised a Vaccination Camp which is free-of-cost and open for all. To get the most out of the Camp, we strongly advise everyone to get their shots.

”

**Mr Neeraj Srivastava**  
Branch Head, IndusInd Bank,  
Vivek Vihar, New Delhi

“

I'm a 17-year-old. I wanted to get the shot but could not get the slot online. Through my family members, I got to know that there's a vaccination camp being held in our locality. I took my vaccination here without a prior online booking.

”

**Mr Azam Khan**  
Shaheen Bagh, New Delhi

“

I'm a 15-year-old. I got to know about the vaccination camp being held in the locality with the help of loudspeakers and got my vaccination at this free-of-cost camp.

”

**Ms Afsha**  
Shaheen Bagh, Delhi

“

I have stood in line so often, but every time my turn came, they would say the vaccines are over. Today, I have finally got my vaccination at this camp held by CII Foundation and HDFC Bank.

”

**Mr Jagnath**  
Delhi

“

The pandemic has illustrated the need of vaccination in all age groups. I want to thank Guru Nanak National School, Doraha, CII Foundation and IndusInd Bank for organizing Vaccination Camp in our school campus.

”

**Ms Komal Devi**  
Student, Tagore International School  
Sahnewal, Punjab

“

I fall between the age group of 15-18. I couldn't find a slot online to get vaccinated - but today I have come to Milli Model School in Okhla, New Delhi to get vaccinated at the camp and I have received the vaccination easily.

”

**Mr Ahmad Azeez**  
Abul Fazal, New Delhi

“

I was working with the CII Foundation on Covid awareness and vaccination, and I realized that there is so much scope to work on awareness towards massive school dropouts and education. The women leaders can be supported to develop community led classes for small children, to bridge the educational gap that has become steep in the last 2 years.

”

**Ms Kanchan**  
CII Foundation Woman Exemplar 2019  
Jaunpur, UP

## Laying the Foundation for a Bright Future

Early childhood - defined globally as the age between 0-5 years - is a critically important period in one's life. It is the bedrock of lifelong learning as shown by extensive international studies in disciplines as diverse as neurology, psychology and economics. Providing children with high-quality early childhood education (ECE) has been shown to boost their academic performance in school and improve a variety of social and economic outcomes, even after many years. James Heckman, winner of the Nobel Memorial Prize in Economics has stated that investment in the early childhood stage when brain growth is at its fastest, yields maximum returns compared to later stages of childhood and education.

In India, the Integrated Child Development Services (ICDS) targets children in the 6-72 months age group through the Anganwadi Centres (AWCs) and is focused on providing nutrition and education to preschool children. However, there is

much scope for improvement in terms of training Anganwadi workers as well as strengthening the infrastructure and other facilities of AWCs.

Recognizing that access to quality ECE is critically important for the sound development of children and that the AWCs offer tremendous scope for making an impact, the CII Foundation established strategic alliances with the Government, industry members and NGOs to strengthen the foundation of ECE through the Anganwadis.

To optimize the functioning of Anganwadis and strengthen Early Childhood Development (ECD), the CII Foundation has adopted a holistic approach and works with almost 70 Anganwadi Centres across Jammu and Kolkata. Using a multi-stakeholder and multi-pronged approach, the CII Foundation focuses on creating an ecosystem with teachers, parents and children to improve the health, hygiene, and learning of children under age 6.

The CII Foundation has adopted a holistic approach and works with almost 70 Anganwadi Centres across Jammu and Kolkata to create an ecosystem to improve the delivery of early childhood education.

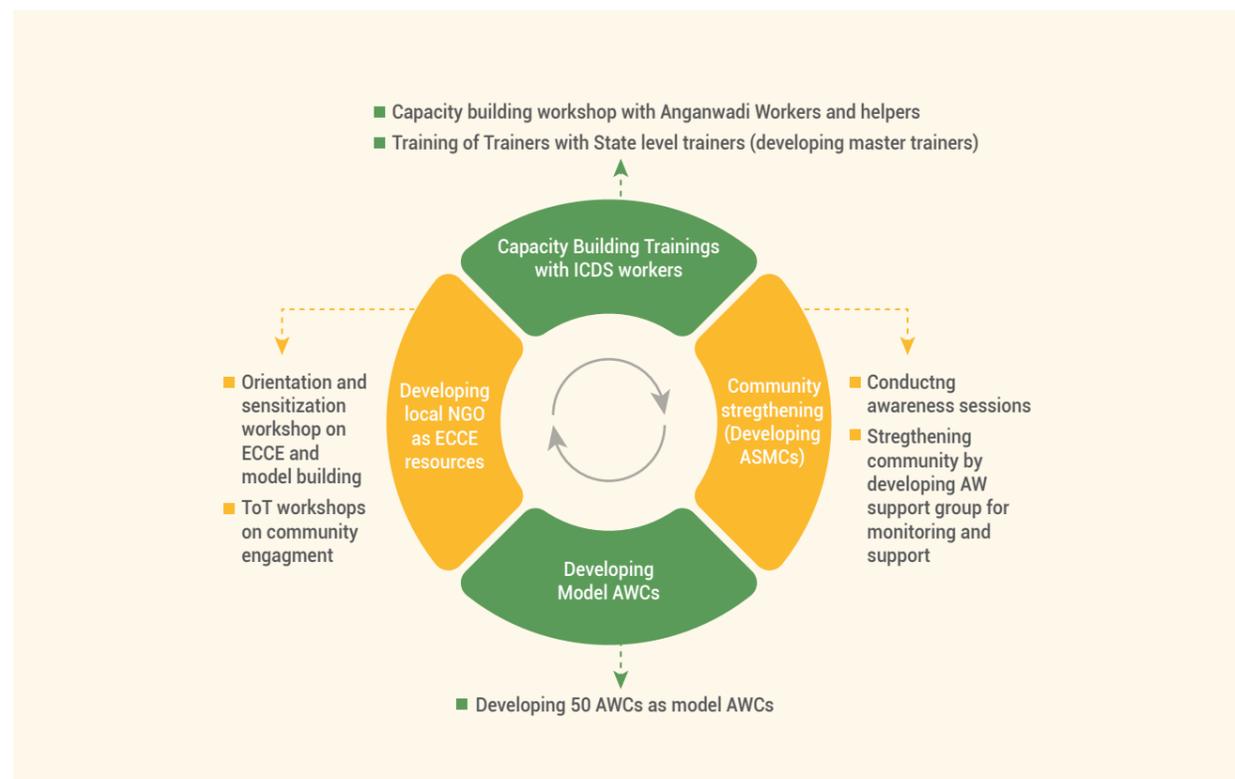


# EARLY CHILDHOOD EDUCATION

“Early Childhood Education is the key to betterment of society.”

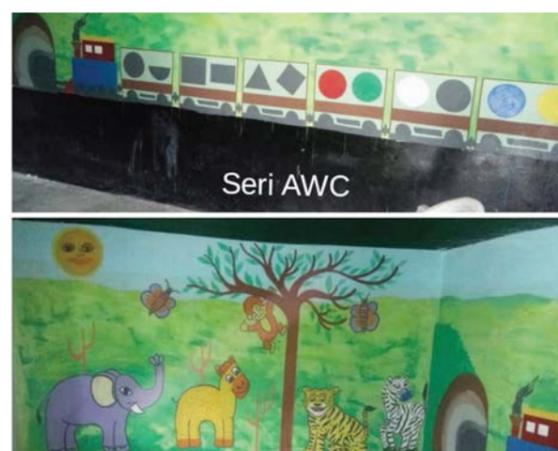
Maria Montessori  
Educator





## Approach and Key Components of the Program

The CII Foundation began its work in ECE adopting a multi-stakeholder approach, engaging with Government, NGOs and corporates. To enhance attendance as well as learning outcomes towards achieving the overarching goal of providing children with a strong educational foundation, the CII Foundation supports the Anganwadi Centres by way of infrastructure support, equipment, and capacity building of Anganwadi workers.



### Developing Model Anganwadi Centres

The CII Foundation is using Building as a Learning Aid, or BaLA, to transform the infrastructure in Anganwadis - the flooring, walls, doors, windows, pillars, hallways, outdoor areas, and the natural environment - to create innovative and child-friendly learning environments. Children are more likely to engage in spaces that are attractive and child-friendly. The AWCs have been refurbished with whitewashing, colourful and attractive wall art and carpeting.

### Capacity Building of Anganwadi Workers

It is pertinent that the Anganwadi workers are equipped with the right skill set to groom and engage young minds to be able to focus on monitoring and ensuring the health and well-being of children. The CII Foundation provides frequent training and holds workshops for Anganwadi workers to build their capacity through group discussions, demonstrations, screening videos, lectures, and group exercises.

### Community Engagement

The Foundation seeks to engage the community, particularly parents, to ensure that they are sufficiently well-equipped to further strengthen the functioning of the Anganwadi Centres and improve the ECD of their children.

In 2019, Anganwadi Level Monitoring and Support Committees (ALMSCs) were established for the 50 adopted AWCs in J&K, with a Gram Panchayat/ward member as chairperson and Anganwadi workers as conveners as per the ICDS criteria. Other community members, including parents of AWC

students, were included in each committee. To enable the committees to work successfully, regular meetings and capacity-building sessions were arranged.

### Improving Learning Outcomes

The Foundation collaborates with the local authority to ensure that the Ministry of Women and Child Development's curriculum is followed and reinforced in the Center's daily operations. Educational games, multimedia tools, books, and films that are both innovative and engaging are used to improve learning results.



workers of the ICDS Department are effectively trained. The session focussed on the needs of the children given the current situation, growth monitoring and State Curriculum 'Nanhe Kadam'. Three locations in Ramban, J&K, ran the programme concurrently. The programme aimed to develop the capacity of 50 Anganwadi workers, 5 Supervisors and 1 CDPO selected under the Anganwadi Adoption Program functioning since 2019. Mussarat Islam, Ramban's Deputy Commissioner also released the translated version of the State ECCE Curriculum 'Nanhe Kadam' during the training period. Infrastructure support was also provided to the 50 AWCs and the Deputy Commissioner handed over water purifiers to them.

The CII Foundation also conducted a 6-day training programme in collaboration with the 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, Anganwadi workers and Anganwadi helpers were imparted training under this programme. The Deputy Commissioner, Ramban, Mussarat Islam inaugurated the training programme.

In December, a 4-day programme, Training of Trainers, on capacity building on the ECCE Program for Child Development Project Officers (CDPOs) / Supervisors in Ramban, J&K was conducted. The Child Development Project Officer, Ramban, addressed the participants and said that the work with the parents has helped increase enrollments in Anganwadi Centres and also helped improve the development of the children.

**In 2021-22, to further strengthen ECE, especially in J&K, the CII Foundation undertook several initiative spread over the year.**

Taking into account the pre-existing vulnerability of the ECCE sector, the interventions throughout the pandemic period were particularly focused on ways to continue and facilitate the delivery of ECCE via online and telephonic means. Six themes based on the State ECCE curriculum were completed and child assessments were undertaken to determine the outcomes. The findings of the assessment revealed that 50% of the children fared well on all four development indicators: physical, language, cognitive, and socio-emotional.

The Foundation had reached out to 344 children out of 513 enrolled children in the 50 adopted AWCs / related areas by involving 271 families as of March 2021.

As the second wave of COVID-19 abated, focused efforts were undertaken to revive the economy and restore livelihoods across the country. The COVID-19 crisis exacerbated the learning crisis and highlighted that the training of trainers and ICDS functionaries needs to evolve in content and in form. Well-trained ICDS functionaries ensure quality preschool education at AWCs. Owing to the fact that much learning loss had been accumulated during the pandemic and to mitigate it, in 2021, much ground was covered vis-à-vis capacity building and training.

Three training programmes were conducted during the year.

In August, the CII Foundation, in collaboration with ICDS Jammu & Kashmir and in association with the Jammu & Kashmir Association of Social Workers (JKASW) conducted a 5-day training session to ensure that frontline

## The Impact



**After the project in J&K was completed, an assessment of the 50 Anganwadis revealed that in spite of the challenges posed by COVID-19, a tangible positive impact was visible.**

Despite the difficult periods of COVID-19 constraints and apprehensions, the end-line findings reveal that the intervention had an impact on infrastructure, nutrition, health, workers, and community engagement. A noticeable result was observed in Anganwadi knowledge and abilities, as well as a positive shift in community attitudes. Through the ECE program, the value of ECD and the services provided by ICDS were made known to the community. The program enhanced the capacities of AWWs on ECCE and they learned to conduct play-based methods for activities with children. This resulted in increased confidence of parents who felt motivated to send their children to AWCs, increasing the enrollment significantly.

All AWCs in J&K were fully operational for **6 hours** the time table was followed and activities conducted

In 40 Anganwadis ECCE activities were conducted as per curriculum, as compared to 0 in the beginning

Enrollment increased from **438 to 511**

All centres were refurbished and a child-friendly environment maintained

In all of the Anganwadis **50 ASMCs** were formed and functional

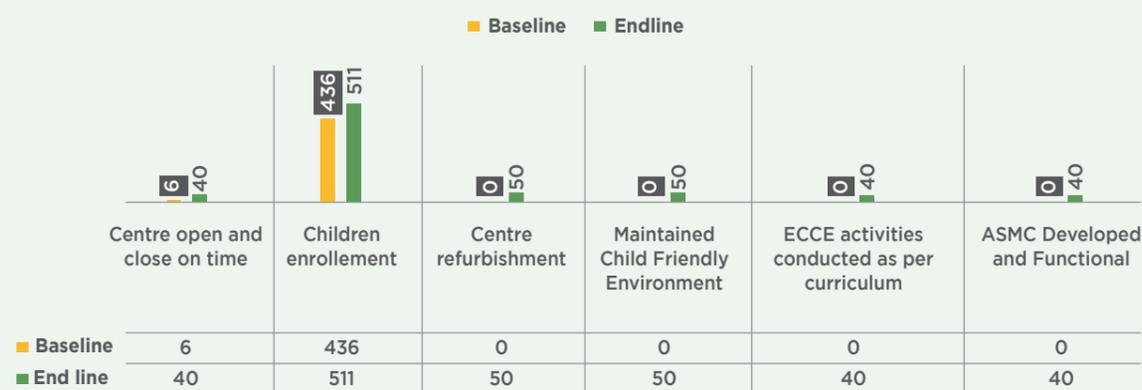


During the COVID-19 pandemic, AWWs reached out to children via virtual calls ensuring their learning was not disrupted. ASMCs motivated parents and kept a regular check on the learning of children. The centres were transformed to model AW centres - child appropriate and weather-friendly matting was laid at the centres so that children find the centres attractive and welcoming.

When the lockdown lifted, groups were revived, and meetings were conducted with members keeping in mind the COVID-19 protocols at the centres.

**After two years of intervention, the results have established beyond doubt the success of the project model. Going forward, the CII Foundation aims at implementing the intervention further across states and the country in collaboration with the Government.**

Endline Assessment Result (In numbers)



## Media Coverage



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



By India Education Diary Bureau Admin on October 5, 2021

RAMBAN : Deputy Commissioner, Ramban, Mussarat Islam today inaugurated 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.

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 programme has been organized by the CII Foundation in collaboration with Jammu & Kashmir Association of Social Workers JKASW and Mobile Creches for ICDS field functionaries on Early Child Development and State ECCE curriculum in which 5 Supervisors, 50 Anganwari Workers and 50 Anganwari Helpers are being imparted training.

### 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.



JAMMU AND KASHMIR

### DC Ramban Inaugurates Five Day Skill Training Programme On State ECCE Curriculum

RAMBAN : Deputy Commissioner, Ramban, Mussarat Islam today inaugurated a five day skill training program organized by CII Foundation for ICDS Supervisors and Anganwadi workers on State ECCE curriculum.

The Deputy Commissioner also released the Translated version of State ECCE Curriculum 'Nanihe Kadam' and handed over water purifiers to Anganwadi Centres made available under Anganwadi Adoption Program.

The program is funded under the banner of 'Anganwadi Adoption Programme' by CII Foundation in collaboration with ICDS J&K with Jammu and Kashmir Association of Social Workers (JKASW) and Mobile Creches Delhi as facilitating partner and Technical partner, respectively.

Speaking on the occasion, the DC appreciated the role of CII in conducting informative programmes and asked the management to conduct more such events for the welfare of the society. He also appreciated the role of AWWs and Supervisors during COVID times.

#### RELATED POSTS

- DDC Kathua organizes One Day Workshop on "Virtual Labs"   
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- Revolutionizing Healthcare in J&K: 228 Jan Aushadhi...   
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- MSK Budgam organizes daylong programme on women Empowerment   
 Jun 9, 2022

The session was also attended by CDPO Ramban and ECCE Project Team.

Giving details, representative of CII Foundation Shivanil Kumar said that the main aim of the programme is to develop the capacity of 50 Anganwadi workers, 5 Supervisors and 1 CDPO selected under Anganwadi Adoption Program since 2019.

She further said that the Infrastructural support is also being provided under the same head which includes Colouring, Art work, furnishing, Water Purifiers and Utensils to these selected 50 AW Centres. "The current skill training is running at three venues with parallel batches simultaneously keeping all the COVID Protocols in place"

she added.

The organization is conducting this five day programme at three different locations including JKTDC Cafeteria Ramban, Malik Resort Nashri and JKTDC Tourist Dak Bunglow Ramban and will conclude on August 7 2021.

Later, the Deputy Commissioner also went around the main market and inspected the bus stand and shops. He asked the drivers and shopkeepers to ensure use of face masks by the passengers and customers prior to allowing them inside their vehicles and shops.



# WASTE MANAGEMENT

“*Cleanliness is Next to Godliness.*”

Mahatama Gandhi  
Political Leader

## Enabling a Clean and Green Environment

In the last decade, rapid urbanisation and changing lifestyles have led to significant changes in cities, especially metros. As more people migrate to big cities, clusters of densely populated areas develop in the cities, and the civic amenities and facilities begin to fall short. Consequently, waste management emerges as a huge problem, especially in urban slum clusters. Piles of garbage line roadsides and are often left uncollected for days on end. All this leads to deplorable living conditions, and the waste is a significant health hazard for the residents. Inefficient waste management is also a leading cause of air and water pollution.

Abul Fazal is a bustling and congested locality in Okhla, New Delhi. It is home to approximately 60,000 people, 30% from the economically weaker section (EWS) of society, as well as 200 ragpickers and waste collectors. Around 8 tonnes of waste is generated daily, and waste is collected from only about 40% of the households. Moreover, 80% of the households dispose off waste without proper segregation, compounding the problems related to waste management.

To address the issue of inefficient waste management in Abul Fazal, the CII

Foundation, in partnership with PTC Foundation Trust and PTC Financial Services Limited launched the Clean Abul Fazal project in June 2021.

The CII Foundation aims to devise and create a community-managed localised waste management system which would complement the efforts of the local municipal corporation and would turn Abul Fazal into a clean and green neighbourhood.



“*There is too much dirt around here. Earthworms linger in the drainage as it is perennially blocked. Dustbins keep piling up with garbage, but there's no regularity in waste collection. People are falling sick due to the filth.*”

Ameer Bano  
Resident





- **Phase 2:** Increasing awareness and public engagement for strengthening the community waste management system and implementing key interventions planned.
- **Phase 3:** Consolidating the work around institutional strengthening, strengthening revenue management and handing over the community-managed waste management system to the community.

The residents of Abul Fazal were keen to engage with the CII Foundation to address the issue of waste management, having benefitted from the commitment and interventions of the CII Foundation during COVID-19 when it distributed rations and other relief materials within the locality.

## Approach and Key Components of the Program

The Clean Abul Fazal project was undertaken as a multi-stakeholder project in collaboration with Residents Welfare Associations (RWAs), SDMC officials, residents, schools and religious institutions.

### Project Challenges

- **Lack of awareness and no segregation of waste**
- **Lack of waste management infrastructure**
- **Lack of incentives to collectors**

The project was planned in 3 phases to ensure significant outcomes and changes. These were:

- **Phase 1:** Mapping the waste management process, community perceptions and participation through a Baseline Study, creating awareness and preparing the ground for interventions.



**Location:**  
**Abul Fazal,**  
Okhla, New Delhi



**No. of Households:**  
**14,000**



**Population:**  
**60,000**  
people



**No. of Waste Workers:**  
**200**



**Daily Waste Generated:**  
**8-10 tonnes**



**Proposed Project Outcome:** To benefit  
**14,000 HH**



## Key Interventions

The interventions began with active engagement with the residents of Abul Fazal. Several rounds of discussions were held with residents, RWAs, NGOs, waste-pickers and SDMC officials to devise a modern community-managed and localised urban waste management system with interventions centred around:

- Creating awareness and catalysing civic engagement
- Promoting waste segregation at source and safe waste collection
- Promoting recycling waste locally and value-addition of bio-degradable waste with the involvement of RWAs
- Segregating and recycling non-biodegradable waste
- Building skills of waste workers and enhancing their safety

### Creating Awareness

The CII Foundation initiated activities with a community outreach program with meetings with key stakeholders. A Core Committee comprising residents, SDMC area-in-charge and waste contractors was formed, and volunteers were identified and engaged to discuss issues and assist in project implementation. The Core Committee was registered as a Society named 'Okhla Community Forum'.

Simultaneously, a baseline study aimed at mapping waste management in the project region to develop an effective waste management plan was undertaken. The study gathered data on the waste sector stakeholders and workers, waste value chain, and social perceptions about waste management. Volunteers collected data through a door-to-door survey in 4 blocks of Abul Fazal during August 2021.



### Waste Value Chain Mapping



### The study revealed that:

- i. 79.1% of the sampled people have been living in Okhla for the last eight years or more
- ii. Average household waste generated is 0.5-1 kg which accounts for 44.2% of the waste, while 32.6% of households generate 1-2 kg. Only 11% of the households create more than 2 Kg of waste per day.
- iii. 70% of the sampled population give their waste to the waste pickers while the rest 30% throw it in the open dumping site.
- iv. Every day, 58% of the population sees an open dumping site.
- v. 89% of the people feel that the Okhla neighbourhood is becoming dirtier.
- vi. The main problem caused by open dumping sites, according to the people, is air pollution: 43% agree with that, and 24% agree that due to open dumping, air pollution, insect breeding, and water pollution are caused.
- vii. 67% of the population did not know about the home segregation process.
- viii. 93% of the population has not heard about MSWM Rules 2016, which have been issued by MOEF & CC.

- ix. 79.1% of the population said they are ready to participate in waste segregation awareness sessions and implementation programs if given a chance.

Against the backdrop of the baseline study findings, the CII Foundation focussed on creating awareness and catalysing civic engagement in the first few months. It ran awareness campaigns and rallies in collaboration with local voluntary groups, schools, RWAs and religious institutions.

Online webinars were conducted to highlight the issue of waste management and the need for an efficient system which would help improve the quality of life of people.

Awareness sessions were held at Anganwadi's to promote home segregation of waste.

Door-to-door campaigns were undertaken to spread awareness about the MSW rules and the responsibilities of people in keeping the neighbourhood clean.

To promote the 3Rs of waste management - Reduce, Re-use and Recycle - awareness sessions were held in local schools such as Milli Model School, Smart Kids Public School and Muqaddas Girls Public School. Almost 200 children participated in the sessions where they were taught about waste segregation and re-used paper to create paper bags etc.



To promote waste management and make the neighbourhood beautiful, 31 walls were painted with inspiring messages promoting cleanliness.

### Increasing Public Engagement to Strengthen the Community Waste Management System

In the second phase, while continuing to create awareness, the focus shifted to increasing civic engagement with an emphasis on initiating segregation of waste at the household level, strengthening the waste collection infrastructure and promoting composting and recycling of non-biodegradable waste.

The CII Foundation ground teams and volunteers promoted the segregation of waste into wet, dry, and recyclable by encouraging residents to segregate waste and distributing dustbins to enable that.

One thousand two hundred dustbins were procured and distributed to help segregate waste at the source (household level). Bi-Weekly monitoring of households and waste workers was done to ensure waste segregation. To help recycle

biodegradable wet waste such as food waste and fruit and vegetable peels, it began encouraging composting of waste on rooftops. Forty families were given rooftop composting containers.



“The CII Foundation has organised the workers and formed an NGO, Safai Abhiyan and Aid Foundation (SAAF). Not only that, it has got insurance for all the workers and given them uniforms. It has mobilised and motivated them and supported them and I would be happy to support the CII Foundation in whatever way required.”

**Najmi Khan**  
RWA President  
Bhaskar Compound, Abul Fazal

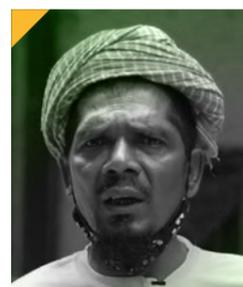
A composting centre was set up in the area and operationalised in January 2022. The facility was equipped with the necessary machines to handle up to 500 kilogrammes of organic waste daily. Sanitation workers collect waste from residents and transport it to the current dumping site, where it is transferred to the composting centre. The organic waste is shredded and placed into decomposition bins made of cubical iron. A microorganism

solution is added in 30-40 days to reduce odour and speed up the decomposition process.

The dry compost is sieved to make manure. The compost fertiliser prepared is given back to the community and will be sold in nearby farm areas. Green waste decomposition and recycling will be managed by the rag pickers, for whom this will be an additional source of income.



A key part of the initiative is training waste workers and ensuring their safety since they work under challenging and unhygienic conditions. Training sessions with the waste workers were held to raise awareness and protect them from being exposed to hazardous waste and establish healthy disposal and handling methods for municipal solid waste. Sessions on recycling green waste and proper waste segregation at the household level were conducted. The waste workers were organised, and an NGO called SAAF- Safai Abhiyan & Aid Foundation was registered.



“The CII Foundation has provided carts to us and has conducted sessions on Waste Management. Learning from these sessions, we have now started segregating dry and wet waste. The Foundation has helped us and addressed our problems.”

Shah Alom  
Waste Worker

## The Impact



Since the launch of the project, there has been a significant improvement in the waste management process in Abul Fazal with 100% waste segregation achieved in Bhaskar compound, a residential block, a composting centre set up and the Okhla Community Forum established.

The waste workers have been onboarded, and their organisation registered as **SAAF- Safai Abhiyan & Aid Foundation**.

**5,000 households** have started segregating the waste at the household level.

The door-to-door collection of waste is being done in over **6,000 households**.

The Okhla Community Forum has been established for **ownership and monitoring in the community**.

**100% waste segregation** has been achieved in Bhaskar Compound within Abul Fazal.

A Community Compost Centre, having a capacity of treating 500Kg wet waste daily to ensure local recycling, has been established, and **28,080 Kg of wet waste** has been treated in the initial five months.

Going forward, the Foundation envisions collaborating with the waste recyclers to devise an incentive and revenue-generating system. Collaboration with the Government will be strengthened for developing long-term sustainable plans for waste management and recycling. The CII Foundation will also explore the possibility of small waste-to-energy project models and pilot smaller initiatives for further scale-up.

The project has demonstrated that an efficient waste management system with the participation of the community, local government and industry is possible, and the CII Foundation is continuing its work in Abul Fazal to create a scalable, replicable model that can be handed over to the community to make Abul Fazal a clean and green locality in Delhi.

“ Through this waste management initiative, we aim to set an example for the entire nation, not just Delhi. As opposed to the existence of dump yards in the past, the Abul Fazal neighbourhood should be green in the future. ”

**Mr Vinod Pande**  
Advisor, PTC Financial Services

“ Strong partnerships have been established. The PTC Foundation, PFS in partnership with the CII Foundation, is working to make a difference in Abul Fazal where the issue of Waste Management is being tackled differently. I'm sure after two years, significant results would be visible. ”

**Mr Amar Prasad**  
Director, PTC Foundation Trust

“ I want to thank everyone - the team, our community, everyone. This is a big achievement and I am sure in 2-3 years we will see a huge change. ”

**Mr Qasim Raza**  
Member, Okhla Community Forum (OCF)

“ I would like to share the experience of my Block, G block. The CII Foundation is doing a wonderful job. To promote segregation of waste into wet and dry waste at the household level, they are distributing dustbins. ”

**Mr Rizwan Khalifa**  
Resident

“ Our biggest challenge was to change the behaviour of people who had been, for years, disposing of waste into streets and were unaware of the difference between wet and dry waste. We went door-to-door, created WhatsApp groups and held meetings to create awareness and drive behavioural change. People joined us happily in our endeavour to clean Abul Fazal. ”

**Mr Faisal Imam**  
Member, Okhla Community Forum (OCF)

“ With the way we are working with the CII Foundation, I am confident that we will improve the surroundings in our Okhla very soon. ”

**Ms Tanveer Jahant**  
Member, Okhla Community Forum (OCF)

“ The CII Foundation has helped us with masks, rations, carts and we are grateful to it. ”

**Member**  
Safai Abhiyan and Aid Foundation (SAAF)

## Adding Wind Beneath Her Sails

Women, across the world, shoulder a tremendous amount of responsibility. In India, despite their considerable contribution to society and the economy, the majority of the grassroots women remain marginalised, poor and battle a host of socio-economic ills almost throughout their lives.

According to a report by McKinsey Global Institute, advancing women's equality could add almost \$770 billion to India's GDP by 2025. The absence of proper employment opportunities and processes prevents women from realising their full potential, and even when they do, their contribution to India's economy is frequently undocumented and unacknowledged.

To empower women and thereby drive social transformation, the CII Foundation has been running the Woman Exemplar Program. The program identifies and recognises grassroots women who have risen above their challenging circumstances to lead more prosperous, meaningful lives and drive social change in their communities. It also builds their capacity through coaching and mentoring to help the women scale up their work for greater social good.

The CII Foundation Woman Exemplar Program is, therefore, building a network of exemplary women to promote empowerment and drive social transformation.

The CII Foundation Woman Exemplar Program is building a network of exemplary grassroots women leaders to promote women empowerment and drive social transformation.



# WOMAN EXEMPLAR PROGRAM

*“It is the women who are leaders in change and without their participation, poverty cannot be removed.”*

Ela Bhatt  
 Founder, Self Employed Women's Association



## Approach and Key Components of the Program

The CII Foundation Woman Exemplar program identifies, recognises, and empowers grassroots women leaders through coaching and mentoring to help them transform into powerful engines of change. Its network of 100+ Exemplars working in areas such as health, education and micro-enterprise are empowering women at the grassroots to become change agents.



### Identifying Exemplars

Every year, the CII Foundation reaches out to the communities and social development sector workers with a call for nominations of grassroots women leaders who are making a difference in India's most vulnerable communities. Nominations undergo a rigorous, multi-level selection process, including telephonic interviews and due diligence visits.

Each round is a short-listing round, and the process is completed with personal meetings with the nominee, her proposer, stakeholders and government officials to understand the work and contribution of the nominee. Following the due diligence visits, 15 Exemplars are finalised: 5 in each category of the award - Education, Health, and Micro-enterprise. An eminent panel with representatives from industry, the media, and the social development sector then selects the three winners.

### Recognition

The CII Foundation recognises the three winners through a prestigious awards ceremony in the presence of dignitaries of the stature of the President of India. The winners receive a trophy and a monetary prize of Rs. 3,00,000/- (Rupees three lakh). The 15 finalists receive a Certificate and a Citation. The recognition helps the women gain the respect of their community and find support for their initiatives from diverse stakeholders such as government and industry.

### Capacity Building - Leadership Training and Mentorship

The Program offers skills, information, and platforms to help the Exemplars reach their full potential. Training sessions are held to help the Exemplars take their initiatives to the next level by assisting them to systematise their activities, establish institutional links and enhance their leadership and management abilities. This helps the Exemplars widen their reach and expands the Woman Exemplar programs' footprint across India.

To further increase the scale and impact of the work of the Exemplars, they are paired with mentors, who are experts from the industry, for a

tenure of 6 months. The mentors are chosen according to the goals, thematic and geographical preferences of the Exemplars. The mentor-mentee pairs work very closely where the mentor shares action points and the Exemplars work towards it. An element of physical visits is also weaved into the mentorship process at the convenience of the pairs.

The Exemplars are thus exposed to new avenues of work and opportunities. Through this process, the Exemplars either widen the reach of their work or increase the depth of the work that they are doing. By the end of the process, their leadership cadre doubles up.

### The Trailblazers of 2021 - the Woman Exemplar Award Winners

More than 250 nominations were received for the 2021 Woman Exemplar Award, which was supported by Apraava Energy (formerly CLP India), from which an eminent jury chose three winners after a rigorous selection process.

The winners of the Woman Exemplar Award 2021 are:



*"Education is the medium to drive change."*

Reeta Kaushik from Kushinagar District of Uttar Pradesh in the Education category.

Born to impoverished Dalit parents, Reeta endured caste-based discrimination throughout her life, but she battled to become the first girl in her village to attend school. Reeta has worked relentlessly to create educational possibilities in Dalit and Musahar communities and has assisted **over 25,000 children** through direct linkages and bridge courses, inspired by Dr Bhimrao Ambedkar's conviction that only education can lead to true emancipation for Dalits.



*"I want to create 100 more women like me to promote nutrition through Super 5."*

Dhapu Devi from Tilonia, Rajasthan, in the Health category.

After a nutritious mixture saved her child's life, this ghoonghat-clad unschooled mother from rural Rajasthan was inspired to work for starving children and anaemic women. Dhapu established a production unit to produce Super 5, or Amritchuran, after realising the nutritional mix's potential to combat malnutrition. Through a network of women, Dhapu oversees the unit that provides Super 5 to 40 villages in Ajmer district and has helped **over 24,000 women and children** in overcoming malnutrition and anaemia.



*"I will continue to empower the marginalised to make them self-reliant."*

Minu Mandrawaliya from Ajmer District of Rajasthan in the Micro-enterprise category.

Minu, born with polio, did not let society's snide comments define her or her potential. Instead, she focused on her abilities and learned to sew bags. Minu began training other women within a year and expanded her training network throughout Ajmer. Minu also assists women in developing their identities and recognising their self-worth and aptitude. Minu has helped train **over 13,000 women** for whom she is a role model.



*"I feel that there are many women who are struggling to be leaders and such women should also be given an opportunity to talk about their work like I got with CII. It gave me, my team, and the work we do a major push. It will enable many women to grow and establish themselves."*

Nirmala  
Woman Exemplar 2020, Madhubani, Bihar

## Meet the 2021 Cohort of Woman Exemplars

### Presenting the 15 'Changemakers'



“I congratulate the winners of the CII Foundation Woman Exemplar Award 2021. These grassroots women leaders are driving social change for a truly inclusive India.”

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



#### Education Finalists

**Boni Basak**  
 29 Years  
 North 24 Parganas District, West Bengal

Boni Basak, a handball champion, had to give up on her dreams amid financial difficulties in her family. Lack of opportunities for girls and gender discrimination at every stage forced Boni to ignite thousands of young minds through community initiatives at Towards Future. Her efforts for the continuation of education have reached over 2,300 young girls and women in Mahammadpur village. Her passion for sports led to her creating a girls' football team where young girls are encouraged to follow their dreams and become self-reliant.

**Durga Kharadi**  
 41 Years  
 Mordongri, Udaipur, Rajasthan

Durga Kharadi was an unwanted child, and she faced rejection and abuse by her family repeatedly. A curious child, the one thing that probably pained her the most was missing out on a proper education. Ever since she joined social work in 2000, her work has focused on educating people in one way or another. Today, her work with tribal populations in Rajasthan's Mordongri has ensured better opportunities for over 6,400 children. Durga's efforts have also brought about social and legal education of tribals, thus uplifting them.

**Meera Yadav**  
 42 Years  
 Varanasi, Uttar Pradesh

For Meera Yadav, having struggled to study all her childhood, marriage seemed like a good escape from the treacherous life she was leading. Unfortunately, it opened another Pandora's box of problems, leaving her with no money to treat her nine-month-old child suffering from cholera. Driven by the need to gain economic independence, Meera was motivated by the desire to teach children in her city and through consistent efforts, Meera became a champion of children's education in Varanasi. Having touched the lives of over 18,000 children hailing from 17 urban slums, Meera aims to have every child attend school.

**Sushary Tirkey**  
 60 Years  
 Alipurduar District, West Bengal

For Sushary Tirkey, hardships started early on in life as she was orphaned and pushed into destitution at eight. Rescued after two years of back-breaking child labour by her aunt involved in social and community development, Sushary found inspiration in her and resolved to drive change. As a girl of just 10, she started small and covered the length and breadth of several villages on foot, convincing people to educate their children. Today, she has linked over 30,000 children of tea garden labourers to educational institutions ensuring a secure and bright future for them.

#### Health Finalists

**Mahananda Chavhan**  
 33 Years  
 Osmanabad District, Maharashtra

For Mahananda, the initial years of her life were defined by not being able to make the choices that she wanted. Married at the age of 17, feeling stuck between household chores and bearing children, Mahananda chose her work as a way to establish her identity. Personal merged with professional as she realised that women could oversee their lives if they can gain access to basic facilities, which drove her work. Resisting family and community pressure, Mahananda today uses innovative approaches to provide better health and safety for women across Osmanabad. She has worked with over 4,000 women to improve the social, financial, and legal standing of women in Maharashtra.

**Manju Khatik**  
 51 Years  
 Rajsamand and Railmagra Districts, Rajasthan

Married off at 13, Manju Khatik found that her life was a nightmare of constant abuse and violence. Four children and 4 abortions later, Manju found herself dealing with a mentally unsound husband and extreme poverty. When life presented her with an opportunity to speak to domestic violence survivors, Manju realised how rampant this problem was. Dealing with abuse at home, violence and threat at the community level, Manju has gone on to become a legend in Rajsamand and Railmagra. Manju has worked with over 16,000 girls and has linked over 9,500 women with various schemes and is mobilising them to fight patriarchy and demand better services.

**Pooja Kagade**  
 21 Years  
 Old Hyderabad

Born in a Dalit community engaged in manual scavenging, Pooja Kagade grew up in Old Hyderabad's urban slums. She led a dark and lonely childhood amid years of sexual abuse. Hope arrived in the form of Shaheen Welfare Association, where she learned about patriarchy and developed her self-worth. Having found the right platform, she fought her demons and emerged as a strong leader and role model who has been guiding girls and women out of oppression. A feminist with an unbiased perspective, Pooja has directly impacted almost 1,700 girls and indirectly reached out to over 14,000 people through health camps and awareness melas.

**Tumpa Adhikary**  
 33 Years  
 Kolkata, West Bengal

Born to a sex worker in Kolkata's Kalighat red-light area, Tumpa Adhikary grew up in a hostile environment, faced sexual abuse and intense discrimination in school. With a strong will to lead, she refused to accept the situation and started a new venture, Diksha, working with the children and mothers of the red-light area. Counselling the children who live under the constant threat of violence, sexual abuse and trafficking to help them identify and fight the abuse, Tumpa has directly impacted 700 children and indirectly reached out to over 9,000 people.



**Bobby Mahato**  
35 Years  
East Singhbhum,  
Jharkhand

Determination and grit come to Bobby Mahato quite naturally. Every time she saw an imminent threat from her in-laws, she escaped into the fields and hid for the night. After much suffering, she left her husband's abusive home and did not take long to turn her life around. Starting as a community worker and then diversifying into garment-making, an enterprising Bobby leaves no skill unlearned or unshared. Through training and helping women set up enterprises, Bobby has given financial independence and social mobility to over 20,000 women while also serving as an inspiration for many women struggling like her.



**Chandrikaben Makwana**  
52 Years  
Vadodara, Gujarat

Trapped in the clutches of poverty, Chandrikaben's siblings worked as child labourers to support her education. While her mother was forced to work as a 'panihari' (bonded labourer), the penury nearly robbed Chandrikaben of her education. When life eventually led her to social work, she made it her life's mission to break the endless cycle of debts created by the 'panihari' system by helping communities set up micro-enterprises. A dedicated learner, Chandrikaben's inherent talent for community mobilisation and leadership development have made her a stalwart of social work benefitting over 11,000 people in Bharuch district.



**Malan Raut**  
35 Years  
Latur District,  
Maharashtra

Married at the age of 17, life for city girl Malan Raut turned upside down when her in-laws decided to return to their village in Latur. For Malan, a bright student who studied till Std XII on a scholarship, work on a farm, and the confines of her village home were a constant source of frustration. Not one to be bogged down, she toiled to become an excellent farmer. Then, a chance encounter led her to a training session on organic farming. Since then, Malan's work has transformed the farms of drought-prone Latur into bountiful fields and set over 8,000 women on the path of empowerment and financial independence.



**Minakshi Birajdar**  
46 Years  
Aurangabad District,  
Maharashtra

Married off by her father right after Std X in the hope of having a son, Minakshi Birajdar had to let go of her dream of becoming a teacher. She had settled as a homemaker, but she became a young widow who eventually took over her social worker husband's organisation with a sudden turn of fate. Minakshi has crossed one milestone after another to become a 'master trainer', a helping hand and a guide to over 20,000 destitute women through a series of livelihood training, SHG savings etc.

**Capacity Building and Training Initiatives**

This year, the CII Foundation conducted training sessions on building leadership skills, fundraising, and networking, among other skills, to help the Exemplars stabilise and scale their initiative.



In a training session held in August, the 2020 cohort of Exemplars discussed various themes, including legal issues and perspectives on CSR policy, with eminent persons from industry and the social development sector. Mr Deepak Kumar Arora, Vice President, Public Affairs, Nayara Energy Limited, and Ms Aayushi Mishra of L&L Partners, Ms Radhika Bharat Ram, Joint Vice Chairperson, The Shri Ram Schools, Ms Aparajita from Haiyya, and Ms Mala Paliwal from Kalaatmak interacted with the Exemplars.

In September, during a Leadership Training course for the Exemplars of 2021, they discussed perspectives and ideas around SWOT analysis and other leadership attributes with Mr Gopinath Govindan, Director, Human Resources, Apraava Energy, and Woman Exemplar Program Steering Committee members such as Mr S Sandilya, Chairman, Eicher Motors, Ms Vaishali Nigam Sinha, Founding Chair, ReNew Foundation, Ms Kaveree Bamzai, Author and Columnist and Ms Seema Arora, CEO, CII Foundation and Deputy Director-General, CII. During the session, the Exemplars also received their Certificates and Citations. The CII Foundation also gave them their business cards to help them professionalise their work.

## The Changemakers - Bringing Relief and Hope During COVID-19

In 2021, apart from their regular initiatives, the CII Foundation Woman Exemplars played a stellar role in leading initiatives related to Covid. Building on their strong community connections and leveraging the trust and contacts they had established through their work in their communities, the Woman Exemplars were deeply involved in projects meant to alleviate the distress caused due to COVID-19.



### Relief & Rehabilitation initiatives

The outbreak of COVID-19 accentuated social inequalities, with the underprivileged bearing the brunt of the social and economic disruptions. In such tumultuous times, the CII Foundation Woman Exemplars transformed into Covid warriors, stepping beyond their regular work to take the lead in reaching out to the underserved and marginalised to distribute relief materials such as food and ration, create awareness about Covid-appropriate behaviour and help mobilise communities for vaccination. They continue to be significant change agents in the country's battle against Covid.

### COVID-19 Awareness Session

*In July 2021, the CII Foundation organised a COVID-19 awareness session for the Woman Exemplars to prepare them for their on-ground work. Discussions at this awareness session centred around vaccine hesitancy, mobilising community support for vaccinations and organising vaccination camps, with the Exemplars sharing their insights and thoughts. To facilitate their work, the CII Foundation shared communication material in regional languages, information on how to set up vaccination camps, and strategies for mobilising communities for vaccinations.*



“Covid has shown that there is an urgent need of developing social enterprises for women. These enterprises should be technologically equipped, and women should be given opportunities to utilize digital mediums cohesively. CII's Woman Exemplar Program can help these women to connect to platforms which can enable them to develop their livelihood.”

**Chandrikaben Makwana**  
Woman Exemplar 2021, Aatapi, Gujarat



**The CII Foundation Woman Exemplars, with the support of industry, distributed relief material across the country in 2021.**

Around 100+ Woman Exemplars across India reached out to the marginalised and the poorest of the poor with relief material. The women distributed ration and essential health and hygiene material to about 50,000 people.

**Harda District, Madhya Pradesh**  
Receiving support from Apraava Energy (formerly CLP India),

Mana and her team have distributed 130 ration kits in the community, this time reaching out to over 600 beneficiaries. The beneficiaries include daily wage earners, migrant labourers and people who lost their livelihood due to Covid.

**Jaunpur, Uttar Pradesh**  
Woman Exemplar Kanchan and her team of volunteers distributed ration and hygiene kits to the Musahar community in Jaunpur, Uttar Pradesh. The community members do manual scavenging and are highly discriminated against. Receiving support from Kistler, 120 ration kits were distributed in the area.

**Bhandara District, Maharashtra**  
Woman Exemplar Laxmi Waghmare, leading change with the community of single women in Maharashtra, identified the need for interventions in the District. The beneficiaries in Bhandara District included scheduled castes, scheduled tribes, other backward classes and single women. These groups relied mainly on employment guarantee work, bidi business and out-of-town employment. Receiving support from Ashok Leyland, 250 families received ration and hygiene kits in the area, reaching over 750 beneficiaries.



**Jaipur District, Rajasthan**

Woman Exemplar Rama Sharma, harnessing the support received from Hydro, distributed 96 ration kits in the district predominantly covering daily wage manual labourer, families run by single women, families with critically ill Covid patients, and unemployed people. More than 500 beneficiaries benefitted from the distribution. Additionally, Hydro also supported 2 oxygen concentrators and PPE kits for the community hospital and frontline health workers.

In Tonk District of Rajasthan, Rama and her team have also distributed 300 ration kits and 500 hygiene kits, reaching out to over 2,700 people. This initiative was supported by Apraava Energy (formerly CLP India).

**Beed District, Maharashtra and Madhubani District, Bihar**  
Supported by Beam Suntory, Woman Exemplars Manisha Ghule

(Maharashtra) and Nirmala (Bihar) brought aid to hundreds of families suffering the aftermath of the strict lockdown. Migrant labourers, single women, women subject to domestic violence and abuse were covered through the distribution drive. One thousand two hundred fifty families across both regions received ration and hygiene kits, a month's supply.



**Thane District, Maharashtra**

Woman Exemplar Deepa and her team harnessed the support extended by Apraava Energy (formerly CLP India) and have distributed 572 ration and hygiene kits in their area. Focusing on people with seasonal jobs and single and pregnant women, they have provided aid to the tribal communities in the area.

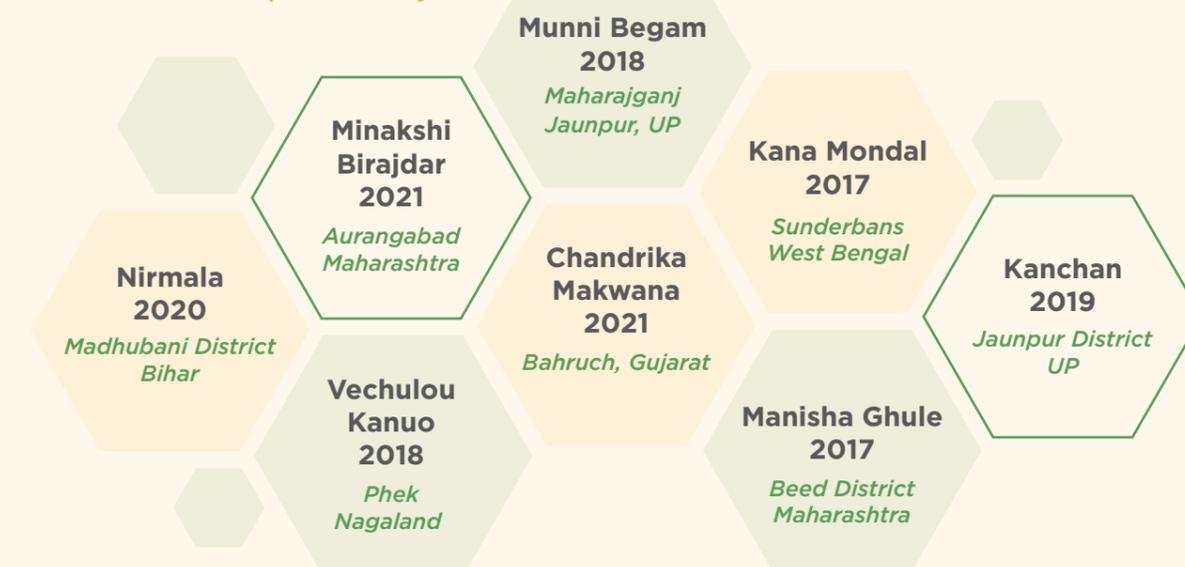


**COVID-19 and Vaccination Awareness Project**

Due to misconceptions and a lack of awareness, there is widespread vaccine hesitancy in various communities, especially in rural India and Tier II and III cities. The myths surrounding Covid were many, and therefore, a special Covid-awareness drive was launched in September 2021 across India, led by eight Woman Exemplars.

The Exemplars used innovative methods such as Nukkad Nataks (street plays) and puppet shows, folk dances and door-to-door campaigns in local languages, engaging closely with the community to instil faith in vaccinations. Their efforts were strengthened by the communication material such as flyers and posters given by the CII Foundation to combat vaccine hesitancy and create behavioural change.

**Woman Exemplars Leading the Initiative to Dispel Covid Myths**





### Myths around Coronavirus and Vaccine Hesitancy

| Myth  | How the Myth Was Broken   |
|---|---|
| Drinking alcohol saves one from COVID -19                                       | One-to-one meetings and a Covid Rath and street plays in local dialects like Bhavai helped break this myth.   |
| Vaccination leads to deaths; hence nobody should get vaccinated                 | One-to-one meetings and mobilising community influencers to create awareness and dispel the myth  |
| COVID-19 only impacts the elderly; young people are not affected                | Mass media, flyers and billboards in schools and strategic locations like markets were successfully used to dispel this myth.   |
| Vaccination will lead to infertility among people                               | Doctors from PHC, ANMs and Asha Workers were mobilised to raise awareness on the issue.   |
| COVID-19 is just a type of flu, no need for a vaccine, no use of following SOPs | The key leaders in the villages with District and Sub-divisional Task Force Team and medical fraternity went to every house to raise awareness about COVID-19 and its precautions.<br>House-to-house campaigns with the medical team were held. |

These trailblazers have inspired people to get vaccinated and adopt Covid-appropriate behaviour at all times through their collaborative efforts and actions. Apraava Energy supported the CII Foundation Woman Exemplar Covid Awareness Project, which was

carried out with the cooperation of local health departments, Panchayats, Anganwadi, Asha workers, and youth groups and volunteers. At the end of the project, the Exemplars reached to 72,111 families, motivating 20,017 individuals to get vaccinated.

## Restoring Livelihoods in Alipurduar, West Bengal

Alipurduar, known for its tea production, was experiencing a livelihood crisis, leading to school dropouts, child trafficking, child labour, hunger and starvation deaths, poor health indicators, and extreme poverty in the region.

### Relief & Rehabilitation initiatives

Focusing on creating sustainable livelihood for tribal women from two blocks of Alipurduar District, West Bengal, the CII Foundation launched a Covid Resilience Project - Restoring Livelihoods in Alipurduar, West Bengal in July 2021 with the on-the-ground support of PRISM and Oak Foundation. The focus was on improving the community's lives by fostering organic farming, goat keeping, and training people to become tour guides in the region.

Nita Dhar and Sushary Tirkey, CII Foundation Women Exemplars, began addressing livelihood issues, despite their initial focus on child safety and trafficking. Since the women in the region were unskilled and only felt capable of agriculture-related occupations, Nita and Sushary encouraged them to formulate small businesses around sustainable agricultural products through their various activities, directly impacting 779 beneficiaries.



“Organic Farming has been a blessing for me. It not only has supported the income of my family but has helped me survive the pandemic. I wish I had leveraged this skill set long back.”

#### Akta Jojo

a 48-year tea garden worker whose livelihood was impacted due to the pandemic and is now growing organic vegetables at a profit

## E-Vidya Project

The outbreak of COVID-19 turned the spotlight on the great digital divide. While the severity of gender, social, and geopolitical barriers to digital financial access varies significantly in each country, the gender disparity in India is stark, with disadvantaged women suffering the most.



Understanding the gravity of the issue, in August 2021, the CII Foundation, with the support of Birlasoft, launched the E-Vidya project in Uttar Pradesh and Rajasthan to improve women's digital and financial literacy. Led by CII Foundation Woman Exemplars Rama Sharma, who works with women from Banjara communities in Tonk district, Rajasthan; Reeta Kaushik with women from backward communities in the Kushinagar region of Uttar Pradesh, including Dalits and Musahars; and Geeta Tiwari from Sultanpur district, Uttar Pradesh, the project aimed to enhance digital and financial literacy.

The curriculum was designed in collaboration with Mann Deshi Foundation. It included training Master Trainers in financial literacy, digital literacy, and digital financial literacy to impart knowledge on financial planning, cash flow, budgeting, savings, and banking services. It also covered topics such as the judicious use of the internet, YouTube, WhatsApp Business, along with the basics of using ATMs and online payment options like PhonePe and Google Pay.

Twenty-four Master Trainers have trained 1,440 women, 480 from each region. Beyond training, the project has instilled confidence and competence in these women in their ability to replicate the learning in their daily life.

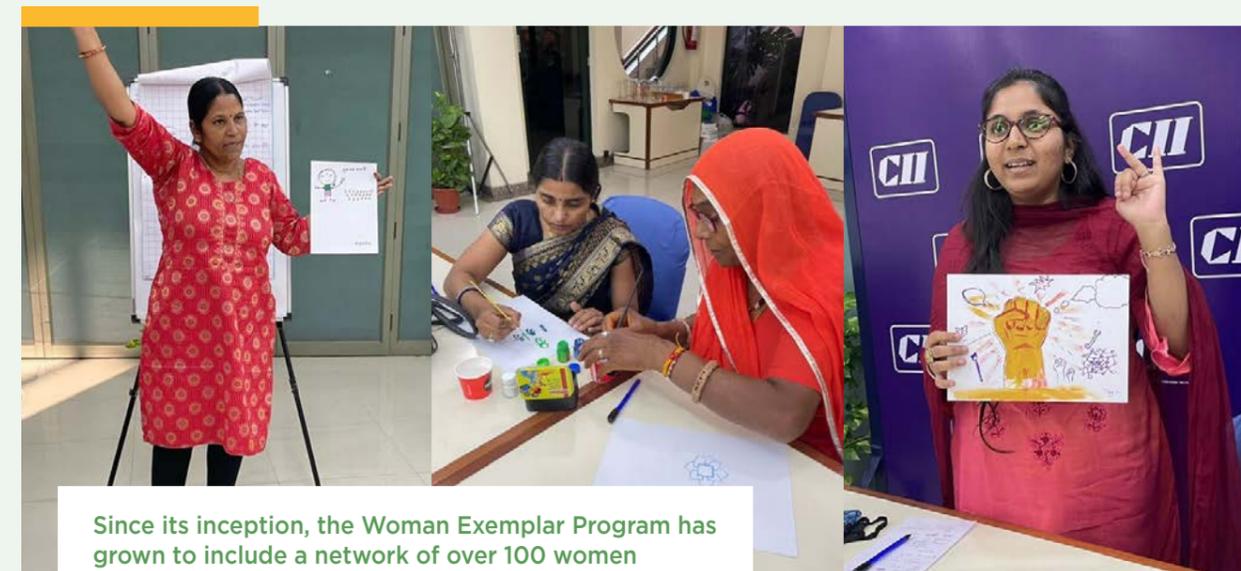
According to the endline report, 98% of respondents believed in regular savings even if the same is small, an increase of 18% compared to baseline. A 49% increase in overall Digital Financial Literacy knowledge as compared to baseline was also observed.



Other key highlights include:

- 87.5% of the respondents believed that family expenditure should be lower than their monthly income; this was 66% in the baseline.
- 50% of respondents reported that their actual monthly expenditure was lower than their monthly income, which was 24.78% of the baseline.
- Around 87.2% of the respondents in the endline prepared a family budget; this was about 20% during the baseline. This increased 67% as compared to the baseline.
- From the group of respondents who made a budget, in endline, around 92-95% stated that they had control over expenditure or were able to save money, 62% indicated that money was used judiciously

## The Impact



Since its inception, the Woman Exemplar Program has grown to include a network of over 100 women changemakers who are impacting, annually, over 12 lakh individuals across the country.

The CII Foundation Woman Exemplars continue to be harbingers of change, leading social transformation where it is needed: at the grassroots level.

## Amplifying the Voices

The CII Foundation promotes the Woman Exemplars across different platforms to take their stories to a broader audience. It nominates the women for various awards and uses multiple platforms to amplify the stories.



Narendra Modi  
@narendramodi

On the eve of Women's Day, interacted with recipients of the Nari Shakti Puraskar. We are very proud of their accomplishments and their efforts to serve society.

[pib.gov.in/PressReleaseDet...](http://pib.gov.in/PressReleaseDet...)



[CLICK HERE](#)



### National Recognition

Two CII Foundation Woman Exemplars, Ushaben Vasava and Kamal Kumbhar received the prestigious Nari Shakti Puruskar from President Shri Ram Nath Kovind on International Women's Day. The Nari Shakti Puruskar is the highest civilian award given by the Ministry of Women and Child Development, Government of India, to women and institutions which work towards women empowerment. The award is presented in a high-profile event at the Rashtrapati Bhawan in Delhi and carries a cash prize as well.

Ushaben has been recognised for her work with tribal farmers in Narmada, Gujarat, and Kamal for promoting grassroots women entrepreneurs in the drought-hit region of Osmanabad in Maharashtra.

As a housewife in the Narmada district of Gujarat, Ushaben was too intimidated to protest the brewing of mahua, a country liquor, in her home. She mustered up the courage to find her voice, protest, and emerge as one of the prominent leaders of a block-level SHG federation, transforming the lives of tribal women in the Narmada district through sustainable livelihood generation activities. As the leader of the NavJagruti Federation, she now advocates for gender-responsive planning and budgeting at the panchayat level.

Kamal walked out of poverty and a failed marriage to set up Kamal Poultry and Ekta Sakhi Producer Company. A leader in the local poultry business, Kamal has enabled 3,000 women to run successful poultry farms, doubling their household incomes. She has also mentored more than 5,000 women in Osmanabad to set up their micro-businesses.

CII Foundation Woman Exemplar Deepa Pawar won the award in the 'Most Promising Individual' category in the 5<sup>th</sup> Martha Farrell Award, given in the memory of the well-known feminist activist who lost her life in an attack while working in Afghanistan.

### The CII Foundation Woman Exemplars on Various National Platforms

In December 2021, the CII National CSR Summit was held with the theme - 'Unprecedented Times: Rewriting the Path for CSR,' and as corporates debated CSR and how they could improve India's inclusive growth, the Exemplars offered their on-the-ground realities and viewpoints.

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, spoke with Kaveree Bamzai, Author and Columnist, about how the pandemic had negatively impacted the lives of the marginalised, and 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.

At the CII IWN Global Women Leadership Summit Reeta Kaushik from Uttar Pradesh and Rupali Shinde from Maharashtra shared their stories with Smt. Smriti Irani, Minister for Women and Child Development, Government of India, and were assured of support from the Minister who invited them to her office.

### CII Podcasts

Podcasts were used for the first time to reach out to a wider audience. The podcasts were promoted on platforms such as CII podcast, Spotify, Atcast, Apple and Amazon and also on CII and CII Foundation Social Media handles.

Three Woman Exemplars — Rama Sharma, Manisha Ghule, and Dulari Khatoon – discussed their trials and triumphs in a Hindi podcast. These women, who grew up in impoverished households and faced life-threatening situations, altered their lives and the lives of thousands of other women who were locked in similar situations.







'How I Helped Educate Over 25000 Girls After Being Denied an Education Myself'

Reeta Kaushik, from Kushinagar, Uttar Pradesh, has fought racism at every turn. Having completed her post-graduate with great difficulty, she started Samanya Shiksha from Vikas Sansthan (SWS) that aids in vocational and skill training and has taken mainstream education to thousands of girls in villages.

**the MORNINGEXPRESS**

**Nagaland: Five achievers recognized as 'Women COVID-19 Vaccination Champion'**



'Women COVID-19 Vaccination Champion' was awarded to Letha Bika Hoho, Yechoua Karuo, Bethnu Sachu, Dr Ombam Kikon and Nishete-U Soro in Kohima on March 8. (Morning Photo)

NAGALAND | @TheMorningExpress

Our Correspondent: Kohima | March 8

Four individuals and one organization from Nagaland have been recognized today as 'Women COVID-19 Vaccination Champion' for their remarkable contribution in COVID-19 vaccination drive in the state.

**समाचार अंश**

**सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार विजेताओं की घोषणा**



जबपुर। सीआईआई फाउंडेशन ने वर्ष 2021 के लिए वुमन एबल आदर्श अवार्ड के विजेताओं की घोषणा की है। यह पुरस्कार उन महिलाओं के लिए है जो गंभीर परिस्थितियों से ऊपर उठकर गरीबी और सामाजिक भेदभाव से लड़कर अपने समुदायों में नेता के रूप में उभरने के लिए हैं। इन पुरस्कारों के लिए 250 से अधिक नामांकनों में से चयनित 15 फाइनलिस्ट को

**YES PUNJAB**

**CII Foundation announces winners of Woman Exemplar Award 2021**

New Delhi, August 24, 2021 (Yes Punjab News) The CII Foundation announced the winners of the CII Foundation Woman Exemplar Award 2021 on 20 August. The Award recognises grassroots women who have risen above crippling circumstances, fighting poverty and social discrimination to emerge as leaders in their communities. These women are, therefore, called 'exemplars' since they lead by example.

**उदित वाणी**  
एकलवित में विचारविमर्श के एक चरण

**21 वीं सदी में बाँबी महतो की कहानी हमारे समाज पर काला धब्बा है**

Udit Vani  
Aug 29, 2021



रीता को सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार लखनऊ। सीआईआई फाउंडेशन ने सीआईआई फाउंडेशन वुमन एबल आदर्श अवार्ड 2021 के विजेताओं की घोषणा की। यह पुरस्कार उन निचले स्तर की महिलाओं को मान्यता देता है जो गंभीर परिस्थितियों से ऊपर उठकर गरीबी और सामाजिक भेदभाव से लड़कर अपने समुदायों में नेता के रूप में उभरने के लिए हैं। इसलिए इन महिलाओं को उदाहरण के बाद से अनुकरणीय कहा जाता है। सीएलपी इंडिया द्वारा समर्थित पुरस्कार के 2021 संस्करण के लिए सीआईआई फाउंडेशन को 250 से अधिक नामांकन प्राप्त हुए। एक कठोर शॉर्टलिस्टिंग प्रक्रिया के बाद, जिसमें व्यक्तिगत यात्राओं और साक्षात्कारों को शामिल किया गया था।



**सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार 2021 के विजेताओं की घोषणा**



सीआईआई फाउंडेशन वुमन एबल आदर्श अवार्ड 2021 के विजेताओं की घोषणा की। यह पुरस्कार उन निचले स्तर की महिलाओं को मान्यता देता है जो गंभीर परिस्थितियों से ऊपर उठकर गरीबी और सामाजिक भेदभाव से लड़कर अपने समुदायों में नेता के रूप में उभरने के लिए हैं। इसलिए इन महिलाओं को उदाहरण के बाद से अनुकरणीय कहा जाता है।

**BREAKING TUBE**

**UP के कुशीनगर की रीता कौशिक ने जीता CII फाउंडेशन वुमन आदर्श अवार्ड 2021**

By BT Bureau | August 25, 2021



सीआईआई फाउंडेशन ने 20 अगस्त को सीआईआई फाउंडेशन वुमन एबल आदर्श अवार्ड 2021 (CII Foundation Woman Exemplar Award 2021) के विजेताओं की घोषणा की है। यह पुरस्कार उन निचले स्तर की महिलाओं को मान्यता देता है जो गंभीर परिस्थितियों से ऊपर उठकर गरीबी और सामाजिक भेदभाव से लड़कर अपने



**मानवी मीडिया**  
निष्पक्ष एवं निर्भीक

**सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार 2021 के विजेताओं की घोषणा**

- August 24, 2021

लखनऊ (मानवी मीडिया) सीआईआई फाउंडेशन ने 20 अगस्त को सीआईआई फाउंडेशन वुमन एबल आदर्श अवार्ड 2021 के विजेताओं की घोषणा की। यह पुरस्कार उन निचले स्तर की महिलाओं को मान्यता देता है जो गंभीर परिस्थितियों से ऊपर उठकर गरीबी और सामाजिक भेदभाव से लड़कर अपने समुदायों में नेता के रूप में उभरने के लिए हैं। इसलिए इन महिलाओं को उदाहरण के बाद से 'अनुकरणीय' कहा जाता है।

सीएलपी इंडिया द्वारा समर्थित पुरस्कार के 2021 संस्करण के लिए, सीआईआई फाउंडेशन को 250 से अधिक नामांकन प्राप्त हुए। एक कठोर शॉर्टलिस्टिंग प्रक्रिया के बाद, जिसमें व्यक्तिगत यात्राओं और साक्षात्कारों को शामिल किया गया था, 15 फाइनलिस्ट चुने गए थे। इनमें से

**Reeta Kaushik from Kushinagar, Uttar Pradesh wins CII Women Exemplar Award 2021**

The CII Foundation announced the winners of the CII Foundation Woman Exemplar Award 2021 on 20 August. The Award recognises grassroots women who have risen above crippling circumstances, fighting poverty and social discrimination to emerge as leaders in their communities. These women are, therefore, called 'exemplars' since they lead by ex-

emplar. For the 2021 edition of the Award, supported by CLP India, the CII Foundation received over 250 nominations. After a rigorous shortlisting process that entailed personal visits and interviews, 15 finalists were chosen. From these, three winners were selected in the categories of Health, Education and Micro-enterprise by an eminent jury led by Mr Vipin Sondhi, Chairman of the CII Foundation Steering Committee and MD & CEO, Ashok Leyland Ltd, and other members drawn from civil society, media, and the social development sector.

**Reader's Digest**

**The Trailblazing Trio: Stories of grit, courage and determination of women whose walk to glory is a thorny odyssey**

Three self-made female entrepreneurs from rural India are challenging social norms and biases with their exemplary work that seek to empower a generation of disadvantaged women

AIINDRISHA MITRA  
Updated: Oct 11, 2021 17:13:41 IST



If moving mountains is what it takes to prove one's worth and mettle, women in our country have shown time and again their ability to lead by example and face overwhelming odds with tremendous self-belief, will and grace.

**दैनिक नवज्योति**  
**सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार के विजेताओं की घोषणा**

ब्यूरो/नवज्योति, जयपुर। सीआईआई फाउंडेशन ने सीआईआई फाउंडेशन वुमन आदर्श अवार्ड 2021 के विजेताओं की घोषणा की। सीआईआई फाउंडेशन संचालन समिति के अध्यक्ष विपिन सोंधी के नेतृत्व में एक प्रख्यात जूरी द्वारा स्वास्थ्य, शिक्षा और सूक्ष्म उद्यम की श्रेणियों में तीन विजेताओं का चयन किया गया। प्रत्येक विजेता को एक ट्रॉफी, एक प्रशस्ति पत्र और तीन लाख रुपए का नकद पुरस्कार मिलेगा। सीआईआई फाउंडेशन वुमन आदर्श पुरस्कार 2021 के विजेता हैं। कुशीनगर जिले की रीता कौशिक, उत्तर प्रदेश विजेता: शिक्षा श्रेणी। अजमेर जिले की धापू देवी, राजस्थान विजेता: स्वास्थ्य श्रेणी। अजमेर जिले, राजस्थान से मीनू मंड्रेवालिया विजेता: माइक्रो एंटरप्राइज श्रेणी।

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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 report, 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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