



# **Ad Meliora**

## Catalyzing Transformation

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Activity Report 2019-2020

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# Ad Meliora

## Catalyzing Transformation

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*Ad Meliora*, in Latin, means 'Towards Better Things'. The theme here serves as a testament to the impact delivered by CII Foundation through its work at the grassroots, synergizing diverse collaborations and connecting the corporates and communities. It showcases the Foundation's journey of transforming and advancing the lives of the communities and contributing to the nation's development. *Ad Meliora* represents CII Foundation's commitment towards taking the next leap in inclusive and sustainable development - amplifying the impact created; driving and catalyzing transformation towards a better, brighter tomorrow.

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# Message



**Jamshyd N Godrej**

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

An ecosystem that allows for collaboration helps in channeling diverse sets of expertise towards addressing the social development agenda in India. As India Inc strives to meet with the Corporate Social Responsibility (CSR) compliances, it endeavors to do so while creating a platform to connect, share, strategize and learn together with the vision of collective growth.

CSR has undergone significant changes in the recent times and is becoming an intrinsic part of general business practice. Since its inception almost nine years ago, CII Foundation has been connecting the corporates and communities, directing CSR efforts and resources, and implementing impactful interventions at the grassroots.

CII Foundation's response to the COVID -19 Pandemic and the subsequent lockdown included synergizing industry efforts, mobilizing relief material among the distressed communities, and reaching out to millions across the country including daily wage workers, nomadic tribes, disabled people, and more.

Focus was also drawn on strengthening early childhood education (ECE) by strategically working with government, industry members, and NGOs. Efforts were made towards creating community led and owned model Anganwadi centres with emphasis on health, hygiene, and learning.

With the climatic conditions rapidly changing and affecting the entire planet, it is especially

imperative to build resilience towards the adverse effects of climate change. Towards this, CII Foundation worked with the public sector, the private sector, institutions, the civil society and many communities to implement sustainable action plans to mitigate issues pertaining to water scarcity, air pollution, agricultural practices, etc. The initiatives have been scaled up to maximize their outreach and impact in the communities.

CII Foundation has also been handpicking extraordinary women change agents from the grassroots, building their capacities, and amplifying their work. Further, the Foundation is also constantly enabling the industry members to forge unusual partnerships with these exemplary women to invest in them and join them in their journey of building an inclusive India.

CII Foundation has come a long way in accelerating the country's development and this would not have been possible without the generous support of numerous corporates, expertise of implementing partners, and finally, the communities who took onus of changing their lives.

It is my privilege to present you with the CII Foundation Activity Report 2019 -20 **Ad Meliora** – Catalyzing Transformation to take you through CII Foundation's journey of not just delivering impact but Catalyzing holistic transformation.



**Chandrajit Banerjee**

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

Confederation of Indian Industry (CII) has always been conscious of the importance of societal engagement and its relevance to the corporate community. With sustainability and inclusive development at the epicenter of every action, in its 125th year as well, CII, through CII Foundation, continued to realize the need to stir up change from within the community for holistic transformation. Since its inception in 2011, CII Foundation has been leveraging and facilitating collaborations to spearhead the work towards inclusive development and sustainable impact, working across diverse action areas including education, disaster management, women empowerment, skilling, climate change resilience, etc.

The year 2019 – 2020 has been especially crucial for CII Foundation. While last year marked the new beginnings, this year, the exemplary work done by the Foundation continued with a renewed thrust and witnessed generous scale-ups, further amplifying the impact at the grassroots. Responding to the clarion call for action during the COVID – 19 pandemic, CII Foundation concerted industry efforts and leveraged its grassroots presence through farmer volunteers and the Woman Exemplar Network and mobilized relief material including ration kits, cooked meals, hygiene material, etc. to some of the most vulnerable communities struggling for even basic sustenance during the lockdown.

The Cleaner Air, Better Life Initiative aimed at promoting improved crop residue management underwent a multifold scale-up, expanding its

footprint to 147 villages across Punjab and Haryana. The constant efforts and engagement with the farmers have presented encouraging results with adoption of sustainable farming practices across 93% of the adopted geography. The farmers in these villages, have not just adopted the alternative tools and technologies to stubble burning, but are now the ambassadors of sustainability and zero stubble burning approach.

Through its Woman Exemplar Program, CII Foundation continued to identify and empower grassroots women leaders and salute their indefatigable spirit to overcome hurdles and enable transformation. Going beyond, CII Foundation has been working closely with these admirable women, mentoring them, connecting them with corporates, refining their abilities, and helping them scale their work.

CII Foundation's work is constantly growing with more and more industry players, institutions and various other key stakeholders engaging with the programs.

I thank all our partners, the CII Foundation Board of Trustees, and particularly, the communities for their unwavering support towards the Foundation's endeavours. As the journey towards positive transformation continues, our Annual Report **Ad Meliora** serves as a testament to the lives touched so far and our commitment of continuing to catalyze transformation towards better things.





# Contents

---

Vision	8
Mission	8
Areas of Intervention	9

---

## Early Childhood Education 10-19

Laying the Foundation for Future	12
Our Approach	13
The Road Ahead	16

---

## Woman Exemplar Program 20-41

Celebrating the New Nation Builders	22
About the Program	24
Our Approach	24
Stories of Transformation	32

---

## Climate Change Resilience 42-67

Crop Residue Management Initiative	44
Enabling Water Secure Communities	56
Restoration and Conservation of Water Bodies	64

---

## Disaster Relief and Rehabilitation 68-81

COVID 19 Relief Efforts	70
Rehabilitation Intervention towards Kerala Floods, Gaja Cyclone, and Uttarakhand Floods	78

---

## Other Initiatives 82-91

Upskilling of Sabai Grass Artisans	84
Surakshit Khadya Abhiyan	88
UP Social Development Initiative	90
CII Foundation Board of Trustees 2019-20	92
CII Foundation Team	93
A Few Supporters	94





## **Vision**

**Enable Industry for  
Infusing Inclusive  
Development**



## **Mission**

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



## **Areas of Intervention**

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



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# Early Childhood Education

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Laying the Foundation for Future	12-13
Our Approach	13-15
The Road Ahead	16-17



# Laying the Foundation for Future



Maximum Brain Development occurs between the age of 0-5 years

The early years of a child's life are vital in determining their survival and thriving in life and lay the foundations for their learning and holistic development. Various researches have illustrated that maximum brain development occurs between the ages of 0-5 and that quality early childhood education (ECE) is critical in determining a child's life outcomes in terms of health and income levels. ECE is also linked with lower drop out rates in school, better cognitive and social development, lower crime rates and better citizenship. This not only benefits the students but also enhances the efficiency of the education system.

With over 13 Lakh Anganwadis entrusted with the responsibility of providing healthy nutrition and preschool education to children, Anganwadis become the natural choice of intervention. While nutrition has been a focus, ECE often gets left out. ICDS targets approximately 3.45 crore children in 6 – 72 months age group through 13.49 lakh Anganwadi Centers. Gross enrolment in formal ECE is estimated to be only around 55%. Most Anganwadi workers feel unequipped to deliver ECE and Anganwadi Centres have infrastructure issues.

Recognising the importance of building strong foundations, CII Foundation is working towards

strengthening Early Childhood Education for some of the vulnerable communities in the society by forging strategic alliances government, industry members, and NGOs. Towards this, CIIF is working with 67 Anganwadi Centres spread across Jammu and Kolkata towards strengthening ECE at Anganwadi Centres, with a focus on health, hygiene, and learning.

## Our Approach

Enabling the impetus required to augment the facilities of the existing Anganwadi centres and creating Model Anganwadi Centres,





CII Foundation's key areas of focus are:

**Infrastructural Support** - CII Foundation is leveraging Building as Learning Aid, or BaLA in transforming the infrastructure to create learning spaces in Anganwadis- the floors, walls, doors, windows, pillars, corridors, the outdoor spaces and the natural environment- as learning resources. Spaces that are child friendly are more effective in engaging the children. CII Foundation has revamped the Anganwadi centres with whitewashing, interesting graphics on the walls and carpeting as per ICDS guidelines to make them more attractive and child friendly.

**Capacity Building of Anganwadi Workers** - It is imperative that the Anganwadi workers are equipped with right skill set to groom and engage the young minds. Training and Capacity Building workshops have been held for the

Anganwadi workers with emphasis on the multiple aspects of Early Childhood Care and Education, age appropriate activities, etc. Ensuring proper assimilation of the key learnings, the trainings have been delivered through group discussions, demonstrations, screening videos, lectures, and group exercises.

**Community Engagement** – The Foundation in engaging the community, especially the parents to strengthen their role in the child's development. Community awareness sessions have been conducted in the communities to sensitize the people on importance of early childhood education and the role of AWCs in enabling holistic development of children. Door to Door visit have also been conducted to aware and educate the parents about the importance, importance of quality of Early Childhood Education and the services offered at AWCs for children of different age groups.

**Learning Outcomes** - Innovative multimedia tools, books, films and, engaging & educational games are being utilized to improve learning. Facilitating easy comprehension, the State curriculum in Ramaban, J&K, 'Nanhe Kadam' has been translated into Hindi and Urdu. Translated modules will be available to the ICDS department to scale across the state. Under the program, Teaching Learning Material consisting of play items like such as kitchen sets, Doll house, story books, toys, building blocks, colourful shapes, painting colors, drawing charts, beads and strings, puzzle games etc. have been distributed.

**Nutrition** - Apart from strengthening ECE at Anganwadi Centres, CII Foundation provides nutritional support to children and pregnant & nursing women.

**Anganwadi Level Monitoring and Support Committee (ALMSC)** - As per the ICDS guidelines, the program has created ALMSCs for all the adopted AWCs with Gram Panchayat/ ward member as chairperson and Anganwadi Workers as the convener. Each committee also includes other community members including parents of children enrolled in AWC. Regular meetings and capacity building sessions have been held to enable the committees to function effectively.

### Desired Impact

- Improved learning indicators of children enrolled in target AWCs
- Community led and owned Anganwadi centres that focus on health, hygiene, and learning
- Creation of child friendly communities
- Trained ICDS functionaries who ensure quality preschool education at AWCs
- Development of a "model" that can be scaled across the state and potentially across the country

### State Consultation Meet Organized in Jammu

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



### Location

West Bengal  
Jammu & Kashmir

### Donors

Mitsui  
J&K R&R Fund



## The Road Ahead

### Expansion

Efforts are being made to expand the work into new states including aspirational districts with focus on ECE.

### Innovation

- Enabling Anganwadi in a box to address the issue of lack of space
- Innovations around building design to focusing on space/energy/learning
- Using the AWC as a centre to address issues such as violence, CSA, democracy, community learning, etc.





## The Testament of Change



“ I have been working as an Anganwadi Worker (AWW) for more than 20 years. Never have I ever felt as confident and competent as I do now after attending the trainings facilitated by CII Foundation. ”

**Rajdulari**  
an Anganwadi Worker  
in Ramban

Rajdulari, an Anganwadi Worker (AWW) at Bowli Bazar Anganwadi Centre (AWC) in Ramban, has been in the job since 1998 and is familiar with the trials and tribulations of being an AWW. She understands the building blocks required to enable a healthy environment conducive to a child's development. However, in many vulnerable and indigent communities, even the basic requirements are not met.

Prior to the CII Foundation's intervention, most Anganwadi Centres in the area were in a decrepit condition – sans charts & timetables, sans protocols, sans any sense of responsibilities from the Anganwadi Workers. Most AWWs were irregular in attendance. While nutritional needs were focussed on through daily meals; education for the children came secondary. As a result of this, the students' enrolment rate at AWCs was less as parents felt that they had nothing to gain from the AWCs.

“The AWCs were dark, grungy, and cluttered. They lacked maintenance and poor-quality food was being served. This was a major deterrent keeping parents from sending their children to the AWC.” Recounted Bashira Begum, AWW at Kawa Anganwadi Centre in Ramban. Bashira actively facilitated and encouraged the transition of the Anganwadi Centre into a more child-friendly place of learning.

The first Early Childhood Care and Education (ECCE) skill training enabled by CII Foundation targeting 50 Anganwadi workers, stirred up tremendous attitudinal change in workers. Many AWWs' attendance at the AWC

increase and focus shifted towards enhancing the quality of education being imparted. The AWWs started conducting ECCE activities and used Teaching Learning Material (TLM) efficiently. Timetables were put in place and followed by all. Several rounds of meeting and discussions were held with community members and the services of the AWC were explained to them.

“I have been working as an Anganwadi Worker (AWW) for more than 20 years. Never have I ever felt as confident and competent as I do now after attending the trainings facilitated by CII Foundation.” Rajdulari remarked.

“We have learnt a lot through the trainings being provided to us – using poems and TLM to engage the children, work on their cognitive development, etc.” She added, “I ensure to make effective use of the TLM in the pre-schooling activities and the children also love this 'Play – Way' Learning.

Moreover, the change in the way the AWCs works and renovations in the buildings have also made the parents happier. Enrolment of the children in the AWCs has increased as the parents are now assured that their child will receive quality care at the AWC.

“I was not aware of pre-school education activities but after the skill trainings, I have got ideas of involving children in fun-filled learning activities in the centre rather than just providing nutrition. At present not only children but community members and parents also visit the centre and seem to be satisfied.” Said Bashira.

**First ECCE skill training stirred up tremendous attitudinal change in workers**

**Enrollment of the children in the AWCs increased; parents assured of quality care at the AWC**





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# Woman Exemplar Program

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Celebrating the New Nation Builders	22-23
About the Program	24-25
Our Approach	24-27
Stories of Transformation	32-37



# Celebrating the New Nation Builders



## Identifying and Empowering grassroots women change agents working in the fields of Health, Education, and Micro Enterprise

The CII Foundation Woman Exemplar Program (WEP) seeks to identify, recognize, empower, and amplify grassroots women leaders, who, transcended their limitations, empowered themselves and are now, like beacons of hope and positive transformation, empowering their communities. These leaders from the grassroots are sending out ripples of change, significantly contributing to India's development.

The program recognizes last mile grassroots level underprivileged women, from either rural or urban resource-poor areas for overcoming social and financial challenges to establish their leadership as social change makers. These are

the women whose work is creating great impact in various chosen field (Health/Education/Micro Enterprise) but has not been brought to the forefront.

The Woman Exemplar Program builds capacity of these grassroots women leaders to become hubs of change and strong advocates on issues of health, education and livelihood. Through the program, the leaders are motivated to create a second rung of women leaders within their communities.

The Exemplars represent different communities, sectors and geographies of India. Through the Exemplars, CII Foundation works with

populations that are the least served and the most marginalized populations often residing in the remotest geographies of our country.

The 14th Edition of the Woman Exemplar Program welcomed 15 more extraordinary social transformers who joined the woman exemplar league. The CII Foundation Woman Exemplar Award 2019 was presented to 3 of these exemplary women by Suresh Prabhu, the then Minister of Commerce & Industry and Civil Aviation for their commendable contribution to nation's development. Bhimavva Chalwadi, Vanlalruati, and Nilima Tigga were conferred awards in the fields of education, health, and micro enterprise respectively.





Confederation of Indian Industry

# FOUNDATION WOMAN EXEMPLAR AWARDS 2019

FOUNDATION

CII FOUNDATION

CII



Since its inception in 2005, the Woman Exemplar Program has built a network of 80 women change leaders who are cumulatively impacting over 10 lakh people across the country.

### About the Program

The women who are selected to this Program are called EXEMPLARS because they demonstrate vision, resilience and role model leadership. They emerge from marginal communities and overcome deep social and economic exclusion to transform their own lives and that of their societies. They build their own agency and voice and go on to transform their own lives and that of their societies. In the process, they set an example for others, igniting the belief among other marginalized women that they too can be change agents. The Program endeavours to celebrate such 'nation-builders' whose efforts have so far gone unnoticed and unrecognized.

### Our Approach

#### Scan the Ecosystem for Exemplars

Scanning the country for the exemplary grassroots leaders, each year, the Foundation follows a 5-step rigorous selection process. This involves seeking nominations from NGOs pan India, followed by desk reviews and telephonic interviews and concludes with due diligence visits to the grassroots leaders in order to identify the Women Exemplars. Shortlisting 15 women from the hundreds of applications received, the final selection of 3 winners is done by an eminent jury panel comprising of experts from the industry, civil society, media, etc.

## Supporters

JK Tyres, JCB India

### Recognition

3 exemplars (one from each category of Health, Education and Micro enterprise) are recognized and presented with a Trophy, Citation (Award) and a Cash Reward of ₹ 3,00,000/- (Rupees three lakh) in each sector. The women are felicitated before esteemed dignitaries with the intention of adding gravitas to the women's work and increase their standing within the community.

### Capacity Building and Mentoring

Going beyond the award, the program works closely with all the 15 women leaders each year to provide them with skills, information, and platforms that would enhance their potential. Most grassroots women leaders require infusion of financial capital, systematization of their initiatives, institutional linkages, strengthening of leadership and management skills and ongoing mentoring and handholding support to reach the next level of their enterprise.

The exemplars participate in a year-long leadership and mentorship program. They are mentored by sector experts and exposed to leadership workshops to help them scale their initiatives and undergo capacity building trainings in areas of Networking, Fundraising, Leadership, NGO management, Proposal Writing, Health and Hygiene, etc.

This part of the program is designed and implemented as an Impact Acceleration Program. The primary objective of this initiative is to enable Exemplars to upscale and sustain their initiatives, while building out an India-wide network and momentum for the Woman Exemplar Program. The program primarily focusses on:

### Coaching and Leadership Training

The exemplars undergo central trainings which are aimed towards skill enhancement and adding more finesse to the narratives of the

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

₹ 3 Lakhs

grassroot women leaders. Honing their leadership skills and adding more skills like Networking, proposal writing, fundraising, advocacy, etc; the trainings train them to create second rung of leaders within their communities. The CII Foundation team works together with the cohort of women and helps them encapsulate their stories and work highlighting their impact and reach. Having been trained to present their stories well and forge newer partnerships, the exemplars have spoken at various national forums, influencing policy discussions and programs.

CII Foundation team worked with the women and helped them prepare their project pitch to effectively represent their work for the Sandvik India Gender Awards 2019 in Pune, Maharashtra. Four exemplars were shortlisted for the award and two of them won the award in two categories. **Mana Mandlekar** (WEP Education Category, 2019) won the award in the **Independent category** and **Dulari Khatoon** (WEP Health Category, 2019) won the award in the **Community Based Organization category**.



**Arshi Fatima**

Woman Exemplar 2018

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





# CONFEDERATION OF INDIAN INDUSTRY WOMAN EXEMPLAR AWARDS 2018



## Mentoring

Through the program, the exemplars are paired with development sector experts who guide the exemplars and work with them on the finer details of the elements. The exemplars are exposed to various opportunities and newer ways to do work. The process is spread across 4-6 months and is a hands-on coaching for the women. Manisha Ghule, (WEP Health Category 2017) had created a fund-raising project and plan with her

mentor as a part of the mentorship process. With her mentors help, she formulated a project and submitted it to Azim Premji Philanthropic Initiatives. The team conducted their visits and have sanctioned a loan to the tune of Rs 1.2 crores over 3 years to her organization.

## Scanning the ecosystem for Opportunities

An important part of the program is to constantly scan the ecosystem and

bring opportunities to the exemplars enhancing their area of expertise; opportunities for partnerships, opportunities to share their experiences or opportunities for getting a better access to resources for enhancing impact. CII Foundation nominated five exemplars working towards sustainable action for preventing climate change for **JSW Earth Care award for Leadership Role for Climate Action** category. **Sadhana Deshmukh** (WEP Micro enterprise category 2019) and **Krishna Sahu** (WEP Micro enterprise category 2017) received the award and a cash prize of Rs. 3 Lakhs each.

“

**Vecholou Kanuo**  
Woman Exemplar 2018,  
Micro Enterprise Category

Conducted a market research in the town of Pfutsero, Nagaland and developed a first-level business plan for launching a women-led food and hostel business for students who come to this town from remote rural areas of the Phek district.

”



## Amplifying Stories of Change

The stories of grassroots women leaders are great examples of converting challenges into opportunities. The stories of transformation are consciously spoken about at various platforms addressing the challenges being faced by the grassroots women leaders.

Over the course of the past one year, over 1.35 Cr has been received by the Exemplars through the mentorship and capacity building modules led by the CII Foundation Team.

## Exemplars on Various National Forums

### MSME North-East Summit

Vechulou Kanuo and Nilu Paul spoke about their journeys as entrepreneur in the north east

### CII IWN Women Leadership Conclave

Ushaben Vasava spoke on redefining leadership within the Adivasi community

### National Conclave on Women Empowerment

Dulari Khatoon & Ushaben spoke about women's safety and scope for women entrepreneurship

### MSME Annual Conference on Women Empowerment

Krishna Sahu & Kailash Kanwar were felicitated by the MSME for extraordinary work

### Regional Leadership Summit – WomeNation by CII IWN

Deepa Pawar spoke at a special session 'Breaking Barriers' talking about her story of change

### UNESCO's Integrating Sports and Education for Girls

Mana Mandelkar, spoke about the hurdles and challenges girls face while choosing sports as a career choice



# Stories on Social Media

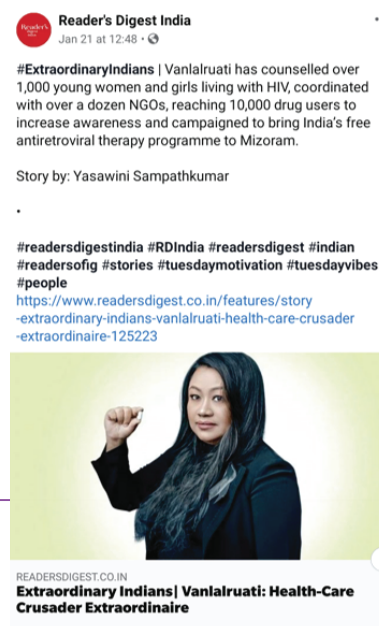


- Stories of **Dulari Khatoon and Nibha Das** (Health finalists 2019) were featured on The Optimistic Citizen's social media handles. The Optimist citizen is a print publication with a social media presence with around 9700 followers on Facebook. Their particularly cover positive, and optimistic news around the world.



Growing up in the slums of Vasco, Goa, Bhimavva Chalawadi was 'dedicated' by her parents, migrants from north Karnataka

- Exemplars **Bhimavva and Vanlalruati** (Winners of 2019) were featured in the Reader's Digest January Edition. The cover story of the edition was about 7 extraordinary Indians, serving the communities with utmost love and compassion.



Official Twitter handles **MyGovIndia** - A Citizen engagement platform of Government of India and **Mann Ki Baat** - Hon'ble PM Narendra Modi's monthly programme featured stories of the exemplars International Women's Day 2020



**Vipin Sondhi**  
Chairperson, Steering Committee  
CII Foundation Woman Exemplar Program  
MD & CEO, Ashoke Leyland

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

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



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

15 years ago, this program started as an example of CII's commitment towards recognising women changemakers, in the remotest corners of our country. Today we have a cohort of 95 outstanding women, spread across India, reaching out to millions of the most vulnerable populations. These women have in a way been first responders, breaking shackles and changing social norms, being brave in circumstances which would have immobilised most of us. The COVID 19 situation is the most recent example, where these women have acted as frontline workers. It's been a privilege being associated with this program since its inception and seeing it grow from strength to strength. I strongly believe that if we want to address the social challenges in our country, it is women such as these that we need to support. I congratulate CII Foundation for this robust program.



Turn to Pg 74 to read about the exemplars' relief word during COVID 19 Pandemic



## Tracing the Footprints of Transformation The Woman Exemplar Award Winners 2019



“Till now, I would only think of ARZ as my identity, but because of CII Foundation, I have started thinking about myself and my personal goals.”

### Bhimavva Chalwadi Education Category

Bhimavva, committed to the devadasi practice at the age of 15, was sexually exploited in a series of brothels in Baina (Goa) and Pune. This experience moved her to work relentlessly with women across the lifecycle of sex work – from those at risk of dedication, to those who have been recently rescued and finally, those who are ready for long-term rehabilitation.

Initially resisting the sexual exploitation, she accepted this route to support her mother and five siblings. Furious at being “rescued” from the red light area of Baina, Bhimavva spent one-and-a-half years at the State Protective Home, when she engaged with Anyay Rahit Zindagi (ARZ), a local non-profit working with women rescued from sex work. Armed with the confidence to return to her community, Bhimavva counselled young girls,

their families and community members to stem their movement into sex work and chart an alternative pathway of dignity.

Bhimavva has counselled and prevented 2,500 girls from joining the Devadasi practise. She has provided rehabilitation support to 1,400 women rescued from sex work. Bereft of education herself, Bhimavva is a child protection champion and advocate of education. A firm believer in vocational education, Bhimavva leads Swift Wash Laundry -a unique social business- that has opened up jobs with dignity for 280 women who were once engaged with sex work.

Bhima recognizes the immense opportunity she has been given to change the course of her life; she wants to help women access similar opportunities and chart a course for their lives.

Directly impacted **5000**  
at-risk girls and women

**2500** girls prevented from being  
committed to the Devadasi tradition

**1400** rescued women have been counselled

More than **280** women have been  
given vocational training





“ Being awarded the Woman Exemplar Award made me more confident and helped me promote my work better to help those in dire need. It has given me a good platform to create awareness on HIV/AIDS in the community ”

### Vanlalruati Health Category

Born into a middle-class family in Aizawl, Vanlalruati’s teenage years witnessed a downward spiral into a life of hard-core drug abuse. Vanlalruati overcame poverty, drug abuse, violence and family abandonment to become a towering champion for women living with HIV.

Broken on realizing that there were no rehabilitation centers for Women in her state, she underwent a wearying journey of de-addiction. Discriminated against by the state health system, she became the first Mizo woman to publicly declare her HIV positive status. Joining support groups, she found strength in her illness and used it as a springboard to heal herself. She founded the Mizoram Positive Women’s Network

(MPWN) and has directly impacted 20,000 persons living with HIV in the state. Not discriminating between gender and rather paying more importance to healing HIV positive women and HIV positive pregnant women, MPWN has been a blessing for thousands of people.

Vanlalruati’s Advocacy efforts and MPWN have yielded the acceleration of free Antiretroviral Therapy (ART) treatment in the state and the establishment of the country’s first community-based Link ART centre. In a state with the highest prevalence of HIV, she has pushed for large-scale policy shifts, leading to the integration of persons with HIV in the general healthcare system.

- Directly impacted **20,000** persons and women living with HIV Aids
- 3,500** received access to government schemes
- 200** received Legal aid for case work
- 800** received financial assistance





“ When I went back home after the award ceremony, the entire village greeted me with a warm welcome. They were proud that a woman from their community was felicitated with such huge recognition ”

### Nilima Tigga Micro Enterprise Category

Nilima Tigga, from the Oraon tribe, is enabling women of Jharkhand's severely under-developed Lohardaga region to gain economic security for themselves and their families. Her efforts have transformed skill-deprived, voiceless women into successful owners of livestock and agriculture-based micro-enterprises. Entrepreneurship has spurred income growth. It has also catalyzed women's agency, decision-making powers, awareness of rights and the wherewithal to secure them.

Having started her journey in 2004, when she took the momentous step of becoming a member of an SHG, Nilima Tigga has progressed to forming her own federation, the Shankhdhara Mahila Vikash Mandal (SMVM). Recognizing the link between gender violence and women's entrepreneurship, a thrust area for SMVM is to help women to become successful entrepreneurs through appropriate

trainings, mentoring, market linkages and connections to relevant government departments, schemes and sources of seed funding. The introduction of entrepreneurship into SMVM has been through entirely Nilima's own initiative and drive. SMVM is probably the strongest ecosystem of micro-enterprises in the district. Other SHGs and even government departments have partnered with SMVM for the various programs they do. Nilima's ability to mobilize people to engage with programs is extraordinary. With programs structured to reach the poorest communities, she is bringing the most marginalized women into an enabling ecosystem of funds, skill building, market connections, and government schemes and thereby building communities of self-reliant, empowered women.

Nilima is working consciously to create a second generation of women leaders.

**1040 SHGs formed**

**13,000 women impacted**

**12,000 women provided loan**

**15,000 people connected to government schemes**



# Meet the 2019 Exemplars



“ **Jacinta Kerketta, Education**  
Khunti, Jharkhand

Jacinta overcame extreme poverty, violence, and social marginalisation to complete her education and become independent. A tribal change leader, she founded Adivasi Ekta Manch and has engaged 15,000 members of the Oraon tribe to end rampant child marriage, revive their progressive cultural practices and promote education for girls. 120 adolescent girl changemakers trained by Jacinta inspire hundreds of girls in remote villages to challenge gender norms and complete their schooling. These young change agents are further inspiring girls in their villages to go to school and complete their education. ”



“ **Rama Sharma, Education**  
Tonk, Rajasthan

Overcoming marital violence and financial crisis, Rama Sharma is enabling girls from the marginalized Banjara community, to enter and succeed in the formal schooling system. She leads the Pehchanshala model of bridge schools which has impacted 3,928 girls with life skills and mainstreamed more than 300 out-of-school girls into government schools. The Pehchanshala pedagogy has been integrated into the state Sarva Shiksha Abhiyan program, impacting thousands more vulnerable girls. ”



“ **Kanchan, Education**  
Jaunpur, Uttar Pradesh

Born into a family of Dalit agricultural labourers, Kanchan battled child marriage and enabled education for Dalit children. Working in the remote interiors of Eastern Uttar Pradesh, she has rescued, rehabilitated and instilled life skills and the quest for education among 5,000 Dalit children. She has also mobilized 8,000 Dalit women to speak out against caste-based violence, including caste discrimination that pushes Dalit children out of the education system. ”



“ **Dulari Khatoon, Health**  
Kolkata, West Bengal

From the brink of being burnt to death, Dulari has transformed herself and 1,000 women survivors of violence into women's rights leaders. Working in poor, Muslim communities of Kolkata from where she hails, Dulari has organized 453 women into 36 community groups that prevent and act against gender-based violence. To create a culture that makes violence against women unacceptable, Dulari leads large-scale campaigns that reach more than 50,000 individuals every year, including religious leaders. ”



“ **Mana Mandlekar, Education**  
Harda, Madhya Pradesh

Daughter of a Dalit goat herder, Mana is the first college graduate from her village. Mana mastered Karate to combat her daily experiences of sexual harassment. Today, she leads a Sport for Development movement for rural girls across 10 Panchayats and 12 towns of her district. Providing karate and self-defence classes in 45 remote schools, community centres and colleges, Mana and her team have transformed more than 4,000 adolescent and youth with life skills, and agency. ”



“ **Lali Dhakad, Health**  
Bhilwara, Rajasthan

Crippled by polio, surviving child marriage and polygamy; subjected to de-humanizing practices after her widowhood, Lali empowers widowed and single women. She leads India's only women-led, mass-based organization dedicated to advancing the rights of single women in the country. Lali has directly transformed the lives of more than 2,000 single women and trained 100 more change agents like her. Together, they have impacted 60,000 rural single women in Rajasthan. ”





### Nibha Das, Health

Chakradharpur, Jharkhand

Nibha Das, braving discrimination and atrocities as a Dalit child labourer, is improving maternal and child health in marginalized communities of remote Jharkhand by ensuring that health data collected from the field is so accurate that it triggers effective and targeted community health interventions. Nibha has trained 300 women as community level data collectors and health counsellors, who have reached out to 1 lakh people with awareness on maternal and child nutrition and ensured accurate health interventions for 25,000 individuals.



### Sadhana Deshmukh, Micro Enterprise

Latur, Maharashtra

Sadhana Deshmukh is a serial entrepreneur with a knack for scaling village enterprises. As an entrepreneur and a community level business coach, Sadhana has enabled more than 1,000 women in the drought-affected district of Latur, Maharashtra to use entrepreneurship to climb out of poverty. Emerging from the restrictive confines of her conservative family, Sadhana runs two businesses of her own. She is an innovator in Soya Products and her ventures have benefitted 2,500 families with products that address their clean energy, health, sanitation, and food security needs.



### Sreeja Debnath, Health

Kolkata, West Bengal

Domestic abuse, trafficking, and abandonment by family; Sreeja faced it all. She grew up in a shelter home where dance changed her life. Sreeja championed Dance Movement Therapy (DMT) and co-founded Kolkata Sanved, an organization that uses DMT to transform survivors of sexual violence into healers and leaders. Her work has directly impacted 5000 girls and women and led to the integration of DMT into the government rehabilitation policy.



### Savitri Rai, Micro Enterprise

Deoria, Uttar Pradesh

A survivor of marital family violence, Savitri Rai has overcome structural challenges to establish (AASKTNUSS), an organization dedicated to realizing women's economic empowerment in marginalized communities. She has directly worked with over 2,000 women to build their financial independence through self-help groups and micro-entrepreneurship, in an area where enterprise is not familiar for men and women.



### Akli Tudu, Micro Enterprise

East Singhbhum, Jharkhand

Akli Tudu, a change agent from the Santhal community, is initiating micro-enterprises in the forested, Naxal-affected Gorabanda block of Jharkhand. Identifying acute water scarcity as the root cause of tribal distress, Akli and her team have braved threats by Naxal groups to construct 53 ponds which host multiple micro-enterprises such as fishery and duckery, while providing year-round water for agriculture. The ponds have tripled the incomes of 2,000 individuals in 500 households and stemmed the flow of distress migration.



### Ushaben Vasava, Micro Enterprise

Narmada, Gujarat

Ushaben is giving 3,000 tribal, asset less women like herself, the identity and recognition of being women farmer-entrepreneurs. Through modern and organic agricultural practises, access to land and property rights, and linkages to subsidies and government schemes, Ushaben is building the rural ecosystem for grassroots women entrepreneurs to flourish. She organizes trainings in modern and organic agriculture including setting up their own greenhouses vermi-compost pits, bio-gas plants and linkages to local seed providers.







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# Climate Change Resilience

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Crop Residue Management Initiative	44-55
Enabling Water Secure Communities	56-63
Restoration and Conservation of Water Bodies	64-67



# A Paradigm Shift in Practices and Perceptions

## Crop Residue Management Initiative



**Pilot Project 2018**

**19 Villages** across Patiala and Ludhiana, Punjab

**16,000** acres of farmland covered

Active engagement of **3000+** farmers

### Igniting the Spark to Douse the Flames

While there are numerous contributors to the deteriorating air quality across the country including vehicular and industrial emissions; crop residue burning or stubble burning in the North-Western states of the country remains one of the major factors adding to the already prevalent pollution, causing the pollution levels to surge particularly during the post monsoon season in the region. Farmers resort to open field burning of residual straw as a quick way of clearing it and getting the fields ready for the imminent sowing season. This practice has proven to be detrimental to not only the air quality in the region but also damages soil health and ecology in the long haul. The northwest India region, home to India's Green Revolution ushered in during the 60s and 70s, faces multiple ecological challenges. Water table is on rapid decline, land degradation is on the rise and use of chemical inputs in agriculture is quite high.

CII partnered with NITI Aayog in 2016 to bring diverse stakeholders onto a common platform and design action plans for tackling the issue. A Taskforce on Biomass Management was setup to study the issue of crop residue burning. The Taskforce Report, released in 2018, recommended several potential steps for solving the crop residue burning problem. This

included scaling up of technologies, regulatory support for straw value chain, awareness on sustainable farming methods, and incentives & rewards for farmers. The taskforce noted that, at the core, stubble burning is a behavioural issue and necessitates long-term, concerted actions to induce behavioural change among farmers.

### The Crop Residue Management Initiative

Under the umbrella of the Cleaner Air, Better Life Initiative, CII rolled out the Crop Residue Management Initiative to encourage farmers to give up the conventional practice of stubble burning and use suitable tool and technologies for managing the residual straw in an environment friendly manner, especially through

adopting largescale *in-situ* recycling of straw. Implemented by CII Foundation, the initiative catalyzes community initiatives.

CII Foundation initiated a pilot project in 2018 in 19 villages of Punjab covering 16,000 acres of farmland. Farmers were advised and supported





(186 farmers, 2,820 acres). In the second season, while in-situ straw recycling practice was promoted at large scale, piloting of suitable *ex-situ* straw management options (such as composting, biogas, etc.) were also initiated.

Overall, the intervention included

- (a) awareness building measures, especially for promoting *in-situ* straw management at large scale
- (b) promoting/supporting "community toolbanks" - by encouraging community groups to procure required farm machineries by availing government schemes; and providing additional machineries/ viability gap funding, so that small and marginal farmers can be serviced
- (c) organising technical trainings and handholding support to farmers in partnership with agricultural

universities, KVKs and Agriculture Department

- (d) engaging a cadre of community volunteers for door to door campaigning and community centric monitoring of stubble burning
- (e) field testing of small village level *ex-situ* solutions and,
- (f) piloting of local air pollution monitoring through installation of low cost devices.

### Collaborating for Change

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

## Outcomes of the Pilot Project

Reduction in time spent in field preparation and sowing operations by **7 to 10** days

Reduction in weedicide application by **50-70%**  
irrigation requirement by **40%**.

Yield levels comparable with traditional fields and overall production costs decreased in general

Approx. **25,000** tonnes of rice straw were recycled back into the soil, saving fine particulate matter being released into the air and adding nutrients to the soil

to adopt *in-situ* recycling of straw (through mulching or incorporating the straw back in the soil) rather than burning it. The results were encouraging: of the 16,000 acres of farmland covered, 80% farmers adopted the new approach of straw management and 75% of the farmland in the adopted area became stubble burning free.

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

## Scale up - 2019 - 20

More than **1** Lakh acres of farmland covered

**147** villages – full adoption in **105** villages, demonstration in **42** villages

**6** Districts of Punjab and Haryana

Engaged over **20,000** Farmers





### Spreading the Word in a Way that Resonates with the Community

Numerous awareness drives, villages level meetings, rallies, door-to-door campaigns, street plays, etc. were organized in the villages to motivate farmers to come together and act collectively to solve the issue. Village Gurudwaras were involved and school children participated in awareness drives in large numbers. Regular interactions with key village leaders, Sarpanches, and village level training sessions by experts and experienced farmers were facilitated. These activities aimed at (a) dispelling skepticism among farmers about potential benefits of alternative straw management measures, and utility of using machineries (b) spreading awareness about ill effects of stubble burning on local air and soil, and the potential benefits of clean air, and (c) building skills and capacity among farmers about trying the alternate straw management practices.

A participatory monitoring mechanism involving village volunteers was introduced; village level 'Nigrani Committees' were set up prior to the stubble burning season to monitor cases of stubble burning in the villages and undertake remedial measures. The

volunteers proactively visited and engaged with farmers on a regular basis, offering them machinery & technical support and assistance, as and when needed, and maintained close contact with the farmers.

**Location**  
Punjab, Haryana

**Partners**

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

**Donors**

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

### Transformation through Technology

The Crop Residue Management Initiative helped chisel out a 'shared economy model' of machinery ownership and use. Farmer Co-Operative Societies and Farmer Producer Organizations (FPO) existing in the programme areas were financially supported to procure required farm machinery, to meet the "critical machinery gap" and offer these to the farmers at a nominal rent. The rent collected is used for repair and maintenance of the machines. A total of 321 farm machines – including Happy Seeders, Mulchers, MB Ploughs, Roto Seeders, etc. were deployed in the programme villages, which farmers used in large scale to manage the crop residues.

The CII CRM project has played a catalytic role in facilitating rapid adoption of machinery use and adoption in the programme areas. The project machinery support benefited a large section of small, marginal and medium sized farmers, most of whom used such machines to adopt improved straw management for the first time. Realizing that the entire village was joining hand for the noble cause, machine owning large farmers also joined the bandwagon and turned large tracts of their landholding stubble burning free. In previous years, many of them had tried such practice only on an experimental basis in small portions of their landholdings. Many farmers, who could afford to procure new machineries

## Awareness Building & Behaviour Change

Community Volunteers Trained and Engaged in the project: **51**

Community Institutions Involved: **22** Farmer Co-Operative society, **3** FPO and **1** CHC

School Children Engaged: **80** Schools; **12400** children

Technical Training Events Organised: **460**

A total of **321** farm machines were deployed in **26** farmer groups





availing government schemes. Apart from the near 300 units supported by CII, farmers made use of over 700 farm machineries during the last season, according to estimation by CII project team, including machines owned by farmers “individually” as well as by farmer cooperatives and those sourced on rent by farmers from machinery service providers.

For enabling seamless transition to the new technologies, the farmers were provided with technical trainings and handholding. 460 such trainings events were conducted by scientists from Agricultural Universities, District Agriculture Department officials, Indian Agricultural Research Institute, Krishi Vigyan Kendras, (KVKs) and other experts.

*Ex situ* solutions to crop residue management such as composting, bio-gas plants, etc are also being explored. These can further help in creating a straw value chain, adding to farmers’ incomes.

### Engaging the General Citizenry

Different segments of the citizenry were engaged with the aim to make action on air pollution a mass movement. Corporate volunteers and students visited the program villages to interact with farmers, understand their issues and extend support in awareness building. #Karwaan4SwachhHawa, an online campaign on the issue also created a buzz online. Local and National media were invited to visit the villages to further bring the issue and solutions to public view.

### Stakeholder Meet on Crop Residue Management and Air Pollution

A Stakeholder Meet on Crop Residue Management and Air Pollution was organised on 7th November 2019 in New Delhi. The Stakeholder Meet brought together government, academia, industry members, and farmers to



deliberate on the possibilities of enabling adoption of sustainable agricultural practices.

Experts from various verticals discussed long term and sustainable solution to crop residue burning through *ex situ* management of straw, strengthening the straw value chains, and enhancing the existing models.

### A Sustainable Impact

As a result of the catalyst provided by the CII Crop Residue Management project, stubble burning incidences saw a drastic decline in the adopted villages. Complete burning of straw was witnessed in only 7% area under paddy (6,728 acres) compared to over 85% area in the previous season. In rest 93% area under paddy, farmers adopted improved straw management practices. Of this, 71% farm area under paddy (63,560 acres) became completely free from stubble burning whereas 22% area (19,580 acres) became partially burning

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

### Sowing the Seeds of the Change – The Way Forward

Creating a paradigm shift in practices and perceptions; farmer groups, village sarpanch, and other members of the village are constantly encouraging other farmers to adopt the technologies and take the initiative forward themselves. The initiative has been implemented in a way to create a self-sustaining model for the farmers, instilling a sense of ownership among them and enabling them to drive the initiative themselves. Forging ahead, it is being strategized to scale up the initiative multifold by involving more industry players for wider reach and maximum impact. Linking farmers with Carbon markets is also being explored to expand the scope of the initiative. CII Foundation also plans to initiate additional interventions to turn some of the project villages to climate resilient villages.

## Impact 2019

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

Reduction in Local Air pollution in the villages

Decline in water and weedicide requirement





I have sown pulses of two varieties across my 7-acre farmland. This time, I plan not to burn the crop stubble, rather I'll make the straw into bundles and use some of it for composting and some as fodder for the animals.

**Sunder Pal**  
Farmer  
Dholu village, Fatehabad, Haryana



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'll further continue to improve over the next few years.

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



I came to know that this organization is working in the nearby villages. They have provided farmers with machines such as Happy Seeder, Mulcher, Plough, etc. to help with farm operations. I would also like that my village be provided with such useful machines so that each farmer can manage their farms with ease, without burning the stubble.

**Suvir Singh**  
Farmer  
Doda Village, Nabha, Patiala



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.

**Manjeet**  
Farmer  
Mohal Guwara village, Nabha, Patiala



I have not burnt the 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 fertilizer 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 the crops and human health due to excessive use of fertilizers. It is also quite economical and helps save on the costs incurred on the fertilizers.

The company has invested in and provided the cooperative societies with machines to manage the stubble at a very reasonable rent. The machines are helping us keep the environment ourselves healthy. Moreover, they are also helping in enhancing the soil quality and germination.

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



Initially, the farmers were apprehensive and sceptical about the using the machines on their fields, but gradually they began to understand its importance. We arranged regular meetings and reached out to more and more people to explain and encourage people not to burn stubble.

**Khushpreet**  
Volunteer Farmer  
Nabha, Patiala



The machines provided to us are very useful in managing the stubble. I have saved a lot of time and farm inputs this season.

**Jagjeet Singh**  
Pradhan  
Todderwaal village, Nabha, Patiala





CII has come forward bringing its own resource and industry support and has been able to create awareness among the farmers which has considerably reduced stubble burning in Punjab.

**Dr Himanshu Gupta**  
SDM  
Raikot, Ludhiana



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

**Dr Baldev Singh Dhillon**  
Vice Chancellor  
Punjab Agricultural University



During our interactions, the farmers themselves said that there needs to be more emphasis on awareness to encourage adoption of the sustainable agricultural practices and inspire change from within.

**Student from Deshbandhu College, Delhi**



The harmful effects of stubble burning have hampered our environment and it is upon us as a community to ensure in creating a better tomorrow. I commend the efforts of the CII Foundation, who are nationally collaborating with organizations 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 them tools, technology and education on modern agricultural practices; and informing farming communities on the negative impact of stubble burning. Thanks to this collaborative program, we have been able to bring significant change across 50 villages, covering approximately 43,000 acres of farmable land.

**Dharmender Kapoor**  
CEO  
Birlasoft



Crop residue burning, a practice widespread in the north west 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 the CII in the state of Haryana in April 2019 and the project is already making a telling difference on ground. Encouraged with positive findings, we have expanded the scope and included more villages to benefit from the project. I am sure, our concerted efforts will inspire many more to join hands in this battle.”

**Gopinath Govindan**  
Director -Human Resources  
CLP India



# Enabling Water Secure Communities

Water Resource Mapping, Planning and Conservation



The project was launched in 2017 with support from Standard Chartered Bank under its **WASHE** programme

## An Amalgamation of Technology and Community Action

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

The WATSCAN tool - an integrated IT driven, GIS and Remote Sensing Based information system -

generates millions of digital pixels, links satellite and on ground databases, and undertakes analytics with cloud computing. The technology helps in identification of high/ low water generation, water accumulation and water losses pockets in the watershed. It also highlights areas that experience high/low rate of groundwater fluctuation and other findings to facilitate appropriate decision making on interventions to ensure water security.

With strong implementation of WATSCAN led interventions, behavior change, and community ownership and participation, the Water

Resource Mapping, Planning, and Conservation initiative has been immensely instrumental in enabling the villages of Paithan Taluk to become resilient against water related challenges.

The project was launched in 2017 with support from Standard Chartered Bank under its WASHE programme. It has successfully implemented strategies for stabilizing the water resource scenario in project area, positively impacting lives and livelihoods of the community. The initiative is also in sync with the ongoing Government programs such as Jalayukt Shivar Abhiyan and Village Social Transformation Mission.





reduce water loss and preserving soil moisture, which will help increase productivity by 1.5 to 3 times. The demand side interventions are helping reduction in water demand by 2,300-2,500 cu.m/Ha at the farm level, thus helping to bridge the demand-supply gap at the farm.

**Location**  
Aurangabad, Maharashtra

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**Donor**  
Standard Chartered Bank

**Why Shade Nets**

Shade Net cultivation has been adopted as an effective solution to manage water demand and improve farmer's income as it is beneficial to farmer, requiring less land, less water and can cultivate healthier looking crops with a controlled environment. They can also restrict the intensive sunlight and scorching heat during the day, leading to reduction in water evaporation losses. Estimates show that shade nets can reduce evaporation losses up to 50%-60%.

**Why Sericulture**

In sericulture, mulberry cultivation requires about 25% lesser water per hectare compared to traditional cropping practice (i.e. cotton cultivation) and, if adopted by farmers with proper training and supervision, can increase their incomes by approximately 2.5 to 3 times compared to traditional cropping practices. It involves low investment, easy technology and can lead to high returns. An entrepreneurial model could be built around this for scale up and replication.

**Phase I -**

WATSCAN was applied to six drought prone districts of Maharashtra for undertaking water resource assessment at the district's watershed level. An exercise to identify critical gaps was undertaken to create maximum impact with optimal investment.

**Phase II -**

Village level assessment and implementation to scientifically enable application of appropriate water management strategies.

**Action to Impact**

Further to the supply side interventions to enhance water storage and availability, this year, the initiative focused on mitigating water demand and utilization by introducing less water consuming agri-based livelihood options; shade nets to control evaporation and temperature; and awareness on better irrigation practices.

Alternate and less water-intensive activities such as sericulture clubbed with other good practices is helping curb the water demand in the area. Sericulture is not only helping save water but is also increasing the farmers' income margins and employment. Shade nets are helping





### The Road Ahead

The Water Resource Mapping, Planning and Conservation initiative will continue enabling water security and diversified agriculture practices in the communities. The project is being scaled up to 20 more villages in Aurangabad and Solapur.







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

**Karuna Bhatia**  
Head of Sustainability  
Standard Chartered Bank, India



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

**Haribhau Bagde**  
Speaker of Legislative Assembly  
Maharashtra



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

**Ganesh Kalyan Bhade**  
Farmer  
Kesapuri village



We can produce two cash crops in a year (capsicum & cucumber) because of the shade net along with traditional farming which will certainly improve our income & livelihood.

**Jayshree Vijay**  
Farmer  
Kesapuri village



With the help of rearing house constructed under the Program for sericulture, I have been able to earn Rs 40,000, in just three months for 1 acre of land which is much higher than cotton. In coming days, I will be expanding sericulture.

**Santosh Phandade**  
Farmer  
Kesapuri Village



Now we don't have to invest extra money for creating the artificial bund every year to stop run-off water after construction of this checkdam, which will not only stop water but will also help in increasing crop yield.

**Sambhaji**  
Farmer  
Paithan Kheda Village



# Restoration and Conservation of Water Bodies

Engaging Urban Communities in Building Climate Change Resilience



Restoration and comprehensive improvement of the depleting waterbodies and drainage systems are measures for building resilience against flood and other such extreme weather events. In response to the devastating floods of 2015 in Tamil Nadu, CII rolled out an initiative to restore the dilapidated lakes and water bodies in Chennai city that were disappearing due to encroachment, garbage dumping and lack of maintenance. The project envisions comprehensive restoration and improvement of water bodies to enhance their storage and recharge capacity, thereby building resilience against floods and droughts in the fragile city ecosystem.

Strengthening community involvement and enhancing cultural activities around the waterbodies and building capacity of local communities for maintenance of water bodies prone to encroachment and dilapidation were some of the key objectives of the project.

The project is being implemented in a multi-stakeholder partnership, supported by a number of Industry members and jointly delivered by CII Southern Region Water Alliance and the CII Foundation Tamil Nadu Relief and Rehabilitation Initiatives.

**Comprehensive restoration and improvement of water bodies to enhance their storage and recharge capacity, thereby building resilience against floods and droughts**

## Location

Chennai, Tamil Nadu

## Donors

Grundfos, GMMCO, Danfoss Industries, Pon Pure Chemicals





### Our Approach

- Comprehensive improvement and restoration of water bodies thereby increasing tank storage capacity
- Improving local biodiversity, recreational and cultural activities
- Capacity building of communities, in better water management

The lake restoration is being undertaken with a holistic approach involving debris cleaning, deepening and de-silting, mechanized channelization of inlet & outlet, strengthening of bunds and construction of revetments. Beautification, laying of pathways, fencing and plantation were taken up in areas surrounding the waterbodies.

### Impact

So far, eight lakes have been completely restored and handed over to the local community and government. Work is underway in two more lakes.

The project has resulted in improvement of tank storage capacity & the catchment areas of water bodies, better drainage systems and increased recharge of drinking water sources in the neighbourhoods. With enhanced awareness amongst stakeholders about importance of water conservation, about 10,000 people across communities are benefitting from this program.

## Impact

**8 lakes** restored

**Restoration of 2 lakes** underway

### The Road Ahead

The Chennai lake restoration project will be completed, and the lakes will be handed over to the communities and local government agencies. CII Foundation will explore initiating similar initiative in other urban areas.





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# Disaster Relief and Rehabilitation

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COVID 19 Relief Efforts	70-77
Rehabilitation Intervention towards Kerala Floods, Gaja Cyclone, and Uttarakhand Floods	78-81



# The Light at the End of the Tunnel

## COVID-19 Relief Efforts



**national lockdown that suspended majority of activities and movement of people in India came crashing down on people especially at the bottom of the pyramid who lost their livelihoods**

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

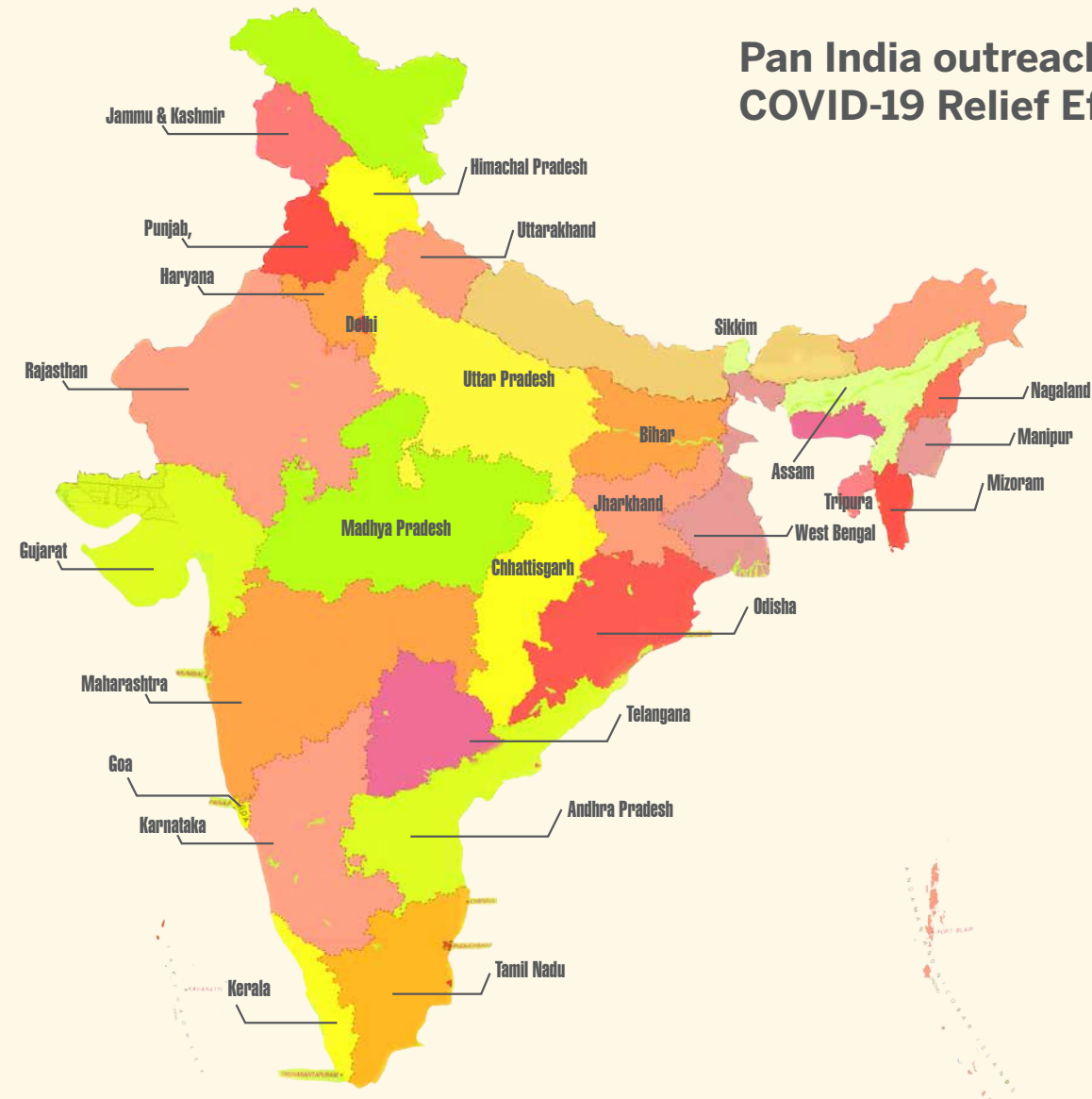
Moreover, the national lockdown that suspended majority of activities and movement of people in India came crashing down on people especially at the bottom of the pyramid who lost their livelihoods. The lockdown and restrictions imposed on the citizens brought both life and livelihoods to a halt. With daily wages and livelihoods taking a hit, most of the daily wage workers, migrant labourers, and many other underserved communities struggled for even the bare essentials to sustain themselves. For

many such communities, COVID - 19 became more than a medical emergency – it became a fight for their survival.

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



## Pan India outreach of the COVID-19 Relief Efforts



Source: <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1590112>

CII Foundation (CIIF), Young Indian (Yi), CII Indian Women Network, India Business & Disability Network (IBDN) and CII Regional and State Offices, mapped the requirements and mobilized relief and rehabilitation support. The Relief and Rehabilitation Interventions include distribution of Personal Protective Equipment, Hygiene kits, Ration kits and other daily essentials among the communities. Awareness regarding the recommended hygiene and safety practices was taken up among industrial workers and poorer neighbourhoods.

The Relief efforts were undertaken across 28 states - Telangana, Nagaland, Mizoram, Kerala, Andhra Pradesh, Tamil Nadu, Karnataka, Goa, Odisha, Assam,

West Bengal, Sikkim, Manipur, Tripura, Chhattisgarh, Jharkhand, Bihar, Madhya Pradesh, Maharashtra, Gujarat, Rajasthan, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Delhi, Haryana, Punjab, and Jammu & Kashmir.

CII Foundation leveraged its grassroots presence. Through the CII Foundation Woman Exemplar Network, initiatives were rolled out to reach out to some of the most vulnerable communities in West Bengal, Madhya Pradesh, Maharashtra, Uttar Pradesh, and Rajasthan. The efforts undertaken by the exemplars in these communities include awareness sessions and distribution of relief material. From the Banjara tribes of Rajasthan to single

women sugarcane farmers of Maharashtra, the Woman Exemplar Network left no stone unturned to help the marginalised communities during the challenging times.

CII Foundation worked closely with the district administration to drive community managed awareness campaigns and relief support for farmers among 150 villages across six districts of Punjab and Haryana. Relief support included distribution of hygiene kits, ration kits, and awareness drives using announcements vans to educate the people on the importance of handwashing, physical distancing, and maintaining hygiene. Village frontline workers such as volunteers, Anganwadi workers, cooperative leaders, and village panchayat workers were also provided with hygiene

material. Ration kits were provided to Below Poverty Line (BPL) households, migrant farm labourers, and small farmers in the villages. CII Foundation also worked with the farmer cooperatives, building awareness on government guidelines and recommended safe farming practices.

The COVID-19 pandemic took the citizens off-guard, but also fueled human resilience. It reinforced the fragility of existence and importance of collaborative action and presented a unique opportunity for the corporate sector to reassess and orient and their collective strengths and resources towards not only mitigating natural calamities but also instilling disaster preparedness for unhindered life and business continuity.

### Outreach

28 states

Over 80 Lakh beneficiaries supported

64 Lakh units of hygiene materials distributed

1,700 tonnes of food grains distributed

20.50 Lakh Ration kits distributed

24 Lakh cooked meals distributed

19 Disinfection Tunnels set up by CII and Yi

Data as on 30th June 2020



## The Harbingers of Hope

The Pandemic brought despair and devastation to the lives of many vulnerable communities who struggled for even basic sustenance. Through the CII Foundation Woman Exemplar Network and farmers and volunteers in Punjab and Haryana, CIIF expanded its footprints to the grassroots and reached out to the communities most in need.

### Sadhana Deshmukh Latur District Maharashtra

Woman Exemplar Sadhana Deshmukh, a champion business coach, distributed ration kits in the drought prone Marathwada region. With migrants returning to their hometowns, there was a dearth of employment opportunities in the region. Sadhana reached out to 270 impoverished families across five villages.



### Kancha Jaunpur Uttar Pradesh

There are some underserved communities who lost their daily wages and faced discrimination even in the desperate times, preventing their access to the bare essentials available in the community at the time. Woman Exemplar Kanchan extended a helping hand to 233 such families from the marginalized Musahar community of Jaunpur, Uttar Pradesh with provision of ration and hygiene awareness.



### Lali Dhakad Kota, Rajasthan

Woman Exemplar Lali Dhakad along with her Single Women's Association distributed 350 ration kits in the urban slums, reaching out to the destitute communities and households of single women.



### Deepa Pawar Thane District Maharashtra

Woman Exemplar Deepa Pawar distributed ration kits among 500 families across Nomadic tribes communities of Thane district in Maharashtra. The tribal communities are usually the deprived benefits from the community initiatives supported by the authorities. Therefore, the kits were designed keeping 'Nutrition' in mind and a special focus was towards the pregnant women, single women and specially-abled people.



### Kana Mondal West Bengal

In the densely populated and impoverished Sunderbans and North 24 Parganas, West Bengal, Woman Exemplar Kana Mondal, who runs a handicraft enterprise employing rural women, distributed ration and relief kits to over 500 families.



### Rama Sharma Tonk, Rajasthan

Woman Exemplar Rama Sharma, an education specialist, supported 400 families from the nomadic Banjara tribes. The Banjara community are constantly on the go in search of work as a result of which the children drop out of schools and run small jobs.



### Manisha Ghule Beed, Maharashtra

Woman Exemplar Manisha Ghule supported women labourers from sugar mills and sugarcane farms in 100 villages with provision of rations and awareness. She and her network of volunteers reached out to 5,450 families. Single women and women farmers received maximum support from this initiative.



### Reshma Vohra Baroda, Gujarat

Woman Exemplar Reshma Vohra reached out to the disadvantaged families in the riot prone areas of Baroda, providing health and ration kits to over 200 families. Working towards communal harmony, Reshma brought respite to multiple families who were starving amidst the sudden lockdown.



### Mana Mandlekar Harda, Madhya Pradesh

Woman Exemplar Mana Mandlekar with her team of Karate trainers distributed relief material across SC and ST communities. Surviving on odd jobs at hotel and construction sites and begging in the remaining time, families in these communities were at the brink of starvation.







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

**Geeta**

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



I am a shopkeeper, but I lost my livelihood as the shop is closed down due to the lockdown. With two kids at home and no clue where the next meal would come from, I was desperate. During the lockdown, we used up all our savings and desperately needed help. I am very thankful to Rama didi who helped us in such a situation and provided us with ration of 2 months.

**Bhavna**

Citizen of Tonk, Rajasthan area covered by Woman Exemplar Rama



I am thankful to Manisha Ghule for help and distribution of the ration kits including essential items for the people.

**Rahul Rekhawar**

I.A.S Collector and District Magistrate, Beed, Maharashtra



A resident of Jamalpur village, Jaunpur district, Uttar Pradesh, Nakshatradhari is speech impaired and his wife is blind. 47 years old Nakshatradhari, feeds for his family by working as a daily wage labourer at construction sites. The sudden lockdown announcement left him with no reserve of food grains or money. When his rice reserve of 5 Kgs was diminished, he was left at the mercy of his neighbours. Through CIIF Woman Exemplar Kanchan, he received the ration and hygiene material needed which helped him sustain himself.

**Nakshatradhari**

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



Monira Bibi, is a Daily Domestic Worker who earns Rs.100 per day to fulfill her daily family needs. Her husband is also a daily labourer and works in the locality. They lost their jobs due to the lockdown and were in desperate need of basic ration provisions. CIIF was able to reach out to their family through CIIF Woman Exemplar Kana Mondal in West Bengal who enabled distribution of ration kits in the community.

**Monira Bibi**

West Bengal



We work in a local ice cream factory based in Ludhiana which has been affected by the lockdown, as it's a daily earning profession; we were able to live for 3-4 days on our collective savings as we are 20+ migrants working in the factory. Every day after finishing the dinner, we used to start thinking about the next meal, from where it can be arranged and what are the resources available. Food is a luxury which everyone in this time cannot afford. After all our savings were used up, we were not in a position to survive. We started to plan to move to our native place Araria (Bihar) by cycle without our luggage. Some locals helped us for 1-2 days, but they couldn't feed us for long. CII Foundation helped us during these difficult times and now we have a month's stock available with which we can survive this pandemic. We are extremely grateful to them.

**As told by a representative of the 20 migrant families stuck in Lockdown in Ludhiana**



# Building it Better

## Kerala Floods Rehabilitation Initiative



### Location

Ernakulam District  
Kerala

Expected Outreach  
**5 lakh**  
beneficiaries annually

The devastating floods of 2018 wreaked havoc in the state of Kerala causing massive damage to both life and property. Post the immediate relief measures for the victims of the floods, CII and CIIF took up the rehabilitation measures and channeled efforts towards providing strategic long-term rehabilitation support.

Post several discussions and meetings with different Government departments, support towards strengthening the Education and Health facilities in the flood affected area was identified as a priority, resulting in a Memorandum of Understanding with the state departments of Health and Education. In consultation with Government, severely dilapidated Education and Health facilities – one school and six Health Centres - in the Ernakulam district were identified for restoration.

The restoration is underway with the vision of building structural resilience and enabling green, energy efficient infrastructure. Some of the features in the restored buildings include integrating disaster risk reduction with low carbon energy use, water conservation, environmental protection, and sustainable consumption of resources.

Improving access to healthcare, building capacities of healthcare workers through better infrastructure and enabling a disaster resilient and healthy environment remain at the heart of the initiative.

The efforts are expected to directly reach out to over 5 lakh beneficiaries annually.

### Buildings for Renovation/Construction

Government Lower Primary School (GLPS) Kayanad

Taluk Head Quarter Hospital North Paravoor

Community Health Centre Moothakunnam

Primary Health Centre Chittattukara

Primary Health Centre Puthuvype

Primary Health Centre Mulavukadu

Primary Health Centre Avoly





**Latha Sivan**

Panchayat President  
Marady Grama Panchayat

The school is the only Government Lower Primary School in the Panchayat catering to more than 15,543 people including 912 children in the Panchayat. The damaged school was a 70 year-old building. The students of this school are primarily from resource poor and underprivileged families. Despite the challenges, the joint effort of teachers and students has brought many accolades which has made the Panchayat proud. We extremely thankful to CII and CII Foundation for supporting us in rebuilding our school and enabling us to continue education for the students, in a time they need it the most.



**Gaja Cyclone Rehabilitation efforts in Tamil Nadu**

As part of its Gaja Cyclone rehabilitation initiative, CII and CIIF undertook a project to help the Fishermen Community in affected areas to revive their livelihood through infrastructural support. The rehabilitation support includes provision of a Fish Auction Hall and renovation of severely damaged Net Mending Halls, which are crucial to enhancing the fishermen's livelihoods. Discussions with the community helped identify opportunities to create a platform for sustained expansion by strengthening the livelihood value chain for the community.

**Uttarakhand Floods Rehabilitation efforts**

Post the 2013 Flash Floods in Uttarakhand, CII Foundation made immense strides to holistically rehabilitate the communities affected by the floodsthrough interventions focusing on quality education, livelihoods, environment, water and sanitation, skilling. Over the year, CIIF continued to promote disaster preparedness, overall health and hygiene through reaching out to over 7500 students and set up 50 libraries in primary schools across Rudraprayag

district. Some of the activities include menstrual hygiene awareness sessions, water sanitation and hygiene awareness campaigns, plantation drives, distribution of hygiene kits and first aid kits. The initiatives are aimed towards positively impacting the perception of the community towards health and sanitation and build their capacities towards disaster management at community level.





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## Other Initiatives

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Upskilling of Sabai Grass Artisans	84-87
Surakshit Khadya Abhiyan	88-89
UP Social Development Initiative	90-91



## Other Initiatives

# Upskilling of Sabai Grass Artisans



The programme is also directed at addressing issues pertaining to **empowerment of women** and entrepreneurship in the community

**T**he Jhargram district, considered one of the most densely populated districts of West Bengal, houses huge natural resources of Bamboo and Sabai Grass. The local economy is primarily driven by agriculture and allied works. Over the past few years, the Jhargram district has experienced migration of youth from villages to urban cities in search of alternate livelihood options. This migration has compromised on the practice of the traditional skill and affected the village economy.

CII Foundation, along with CII – Eastern Region, took up the initiative of training and upskilling the Sabai Grass Artisans in the area to revive the craft and enable exposure to business related financing and market linkages. The programme is also directed at addressing issues pertaining to empowerment of women and entrepreneurship in the community.

Key activities driving the initiative

- Community Mobilization at the grassroots level through awareness drives, public announcements, meetings, advertisements, and collaboration with the local administration, to bring the community together and instil a sense of ownership

- Training of the artisans with structured training programmes involving grass braiding, developing eco-friendly products, and introduction of new techniques and technologies to enable product diversification.





## Outreach

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

## Voices from the Field

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

**Mamoni Soren** had to drop out of college during her 2nd year due to financial challenges. Her family sells handmade Sabai grass products in the market. Enrolling in the Sabai Artisan training programme helped her hone her skills in intricacies of the Sabai handicrafts and allowed her to become financially independent. Now, Mamoni is not only able to afford expenses involved in completing her education but is also supporting her family.

## Impact

- Increase in the average income of the households
- Sharpening of the skills of the artisans
- Significant increase in the confidence levels of the women
- Artisans have also been registered under the Government pension scheme
- Unlocking of business opportunities through public and private market linkages
- The artisans have received work orders from the "Mahasangha", under SHG-SE department of Government of West Bengal and have been actively participating at various government fairs
- Private players have also committed to provide market for their products

## Objectives

- Train the artisans to enhance income margins through project innovation and direct access to new markets
- Connect beneficiaries with Government Federation system
- Formation of collectives like producer group company/cooperative/society

## Location

Jhargram District,  
West Bengal

## Donors

EXIDE Industries Limited





## Other Initiatives

# Surakshit Khadya Abhiyan



## Location

Pan India

## Donors

GlaxoSmithKline Consumer Healthcare Limited

Herbalife Nutrition International India Ltd

Mondelz International

**C**II Foundation, along with CII Jubilant Bhartia Food and Agriculture Centre of Excellence (CII-FACE), is promoting food safety through awareness campaigns, training and capacity building of food SMEs, food vendors, and midday meal suppliers in schools, farmers, and consumers.

The objective is to sensitize and strengthen the Food Safety Ecosystem in the high impact sectors and advance the Food Safety in the country.

The Project is being implemented in collaboration with State Governments, organizers of Mid-Day Meal, IRCTC division of Indian Railways, trustees of places of worship, ICDS for Anganwadi centres, and school authorities.

CIIF and CII Surakshit Khadya Abhiyan are also working with Herbalife Nutrition International India Ltd., and Mondelz International across Karnataka, West Bengal, and Delhi.

The initiative has impacted more than 13,000 food handlers and close to 2.4 Crores meals annually.





## Other Initiatives

# UP Social Development Initiative



## Location

Fatehpur & Lucknow,  
Uttar Pradesh

## Donors

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

In an effort towards building a promising future for Uttar Pradesh, CII and CII Foundation, along with the Industry members, partnered with the Government of Uttar Pradesh, and implemented the Social



**Sanjeev Singh**  
District Magistrate  
Fatehpur, Uttar Pradesh

In Fatehpur, citizens leveraged the Community Led Total Sanitation (CLTS) Model and the training and took ownership of the and sanitation in their surroundings bringing about a positive change in the community.



Development Project - an on-ground intervention to help improve the sanitation and education facilities in Fatehpur and Allahabad districts respectively.

As part of Buniyadi Suvridha in School campaign, CII Foundation, in partnership with corporates, provided infrastructural support for students in 15 Government Primary Schools and three Kasturba Gandhi Balika Vidyalaya (KGBV) in Lucknow.

CIIF also launched the construction of household toilets in 11 villages in Fatehpur district in a pursuit to make the villages Open Defecation Free. The initiative culminated in 2019 with handing over of the household toilets to the community.



**Dr Ranjana Singh**  
Principal, Model Primary School  
Haripur, Uttar Pradesh

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





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

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

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

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

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