



Re-inventing CSR for Transformational Impact



GUJARAT CSR AUTHORITY
An Initiative by Government of Gujarat



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"Re- Inventing CSR for Transformational Impact"

Compendium of case study
of CSR Projects carried out by
Different Companies in Gujarat

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Foreword

Till some time back, Corporate Social Responsibility (CSR) used to be treated as a peripheral issue by business and was being handled as an appendage to their existing operations and responsibilities. As a result, CSR used to receive low priority and did not have the desired impact.

Gujarat has been one of the fastest growing states in terms of industrial production, business investment, spend towards CSR by companies in development projects and has also been among the top five CSR fund recipient states in India in 2015-16, since CSR became a mandate in 2014. It is believed that with the evolving CSR ecosystem, business, government agencies and implementing partners need more interaction and discussion opportunities to explore avenues of collaboration and peer-learning. Taking this idea forward, Gujarat CSR Authority (GCSRA) was established through a resolution by the Industries & Mines Department, Government of Gujarat, to catalyze sustainable growth by creating an enabling environment for the corporate sector to work in partnership with the Government, Non-Government, and Civil Society Organizations, as well as Community Organizations in the field of CSR and also facilitates peer learning.

Through this publication (the second in the annual series), GCSRA highlights some of the CSR practices of corporates playing an important role through their contribution to the State's economy and society in particular. GCSRA is thankful to the corporates whose cases have been presented in this publication. This publication discusses some of the effective CSR project models being implemented by corporates in Gujarat. We expect that the approach and outcome of these projects shall motivate and encourage other corporates to replicate the same and information dissemination through this publication may be useful reference for future CSR leaders.

I would like to congratulate the GCSRA research team and PwC India for the documentation of such practices and the successful publication of case studies on CSR and wish the team good luck for success of the event, and hope that the learnings emanating from these caselets are appreciated, understood, and adopted by more.

A.M. Thwari, IAS
Chief Executive Officer
Gujarat CSR Authority



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Gujarat CSR Authority

Gujarat CSR Authority (GCSRA) has been established through a resolution by the Industries & Mines Department, Government of Gujarat to create a credible platform for launching CSR initiatives in the State. It is registered as a Society since April 2015, where its Advisory Body is being headed by the Hon. Chief Minister of Gujarat.

The Authority aims to develop a framework for CSR activities in the State and emerge as an active umbrella body for advocacy on CSR. It actively assists mid-sized and smaller companies in the effective implementation of their CSR strategy.

Objectives:

- Create a credible platform for CSR initiatives and their recognition
- Improve the outcomes of CSR initiatives through exchange of experience
- Create a reliable and updated database of experienced implementing agencies
- Set standards for training, capacity building, advocacy and rating of CSR initiatives

Sectoral Focus:

GCSRA has identified several thrust areas for companies to effectively and meaningfully manage their CSR obligations. Sectoral priorities indicated in the Human Development Index and the needs of the 50 most backward talukas in Gujarat have helped determine the different heads for channelising the CSR funds.

The sectors GCSRA focuses on include:

Livelihood Security	Malnutrition Control	Special Children
Entrepreneurship promotion	Health & Sanitation	
Skill Training	Education	

*Sustainable and
Impactful CSR
Project*



**Mid-Day Meal
Program for
School Children**



Idea Cellular Ltd.



About the Company:

Idea Cellular is an Aditya Birla Group Company, and is a pan-India integrated wireless broadband operator offering 2G, 3G and 4G services; having its own international and local dialling operations, and ISP license. Idea is one of the top three mobile operators in India, with an annual revenue in excess of USD 5 billion and a revenue market share of 19 percent.



Idea Cellular has partnered with a national level organisation on its MDM initiative to deliver a programme with widespread outreach at scale and having a potential for wider replication.

Project Description:

Education is often considered as the foundation of human development. Our national policies encourage education for all; and targeted at every income class and every ethnic group. But underlying within is the factor of health & nutrition that is of utmost importance when one talks about primary education. For a child whose parents are daily wage labourers and slog from dawn to dusk and when the child's involvement in fields can support them in trivial tasks; continuing education may often seem not so viable for them. An age which should have pens and toys often handles equipments and tools for odd jobs, seizing childhood at an early age.

Mid-day Meal is a model that was envisioned to enable the children continue their education with free access to one meal per day, offering the parents an incentive to send their children to schools. In dialogue and consultation with the community, Idea Cellular Ltd. started its Mid-Day Meal Programme with a focus on quality improvement, addition of supplements and supporting related Infrastructure such as kitchen shed and water facility. The programme runs in 40 schools across Ahmedabad, Surat and Vadodara. The selection of the schools was done considering factors such as attendance of students in the school, socio-economic condition of the area, requirement of a mid-day meal support (process, distribution, cooking method etc.), attendance of students, ease in transportation of food etc. The initiative currently caters to the need of 8,373 school students across 40 schools in Gujarat. Akshay Patra Foundation is the implementing partner and is responsible for cooking, packing, transporting and distribution of food. The project started in the year 2015 and has been in continuous endeavour to better its efforts.

The project has won multiple awards which include ET2Good4Good award, Golden Peacock CSR Award



Outreach and Scale:

The mid-day meal program of Idea Cellular Ltd. focusses on schools that have possibility of reaching out to larger number of students as well as in those locations where there is a willingness of the community to collaborate/engage. The project runs in five states and currently covers three districts in the State of Gujarat supporting over 40 schools.



Impact:

A total of 8,373 students across have been directly benefitted through the project. The secondary beneficiaries include parents who responded positively when interviewed about the quality of food and their increased willingness on sending their children to school. The project has helped in providing nutritious food to the students, positively impacting their health status while enabling them to attend schools and creating a hassle free environment for education.

"My son prefers the food served in school as compared to what I cook in home. He says that the taste of Mid-day Meal is good"

Mother of a school student, Gandhinagar

*Sustainable and
Impactful CSR
Project*



*Healthcare
on Wheels
by*

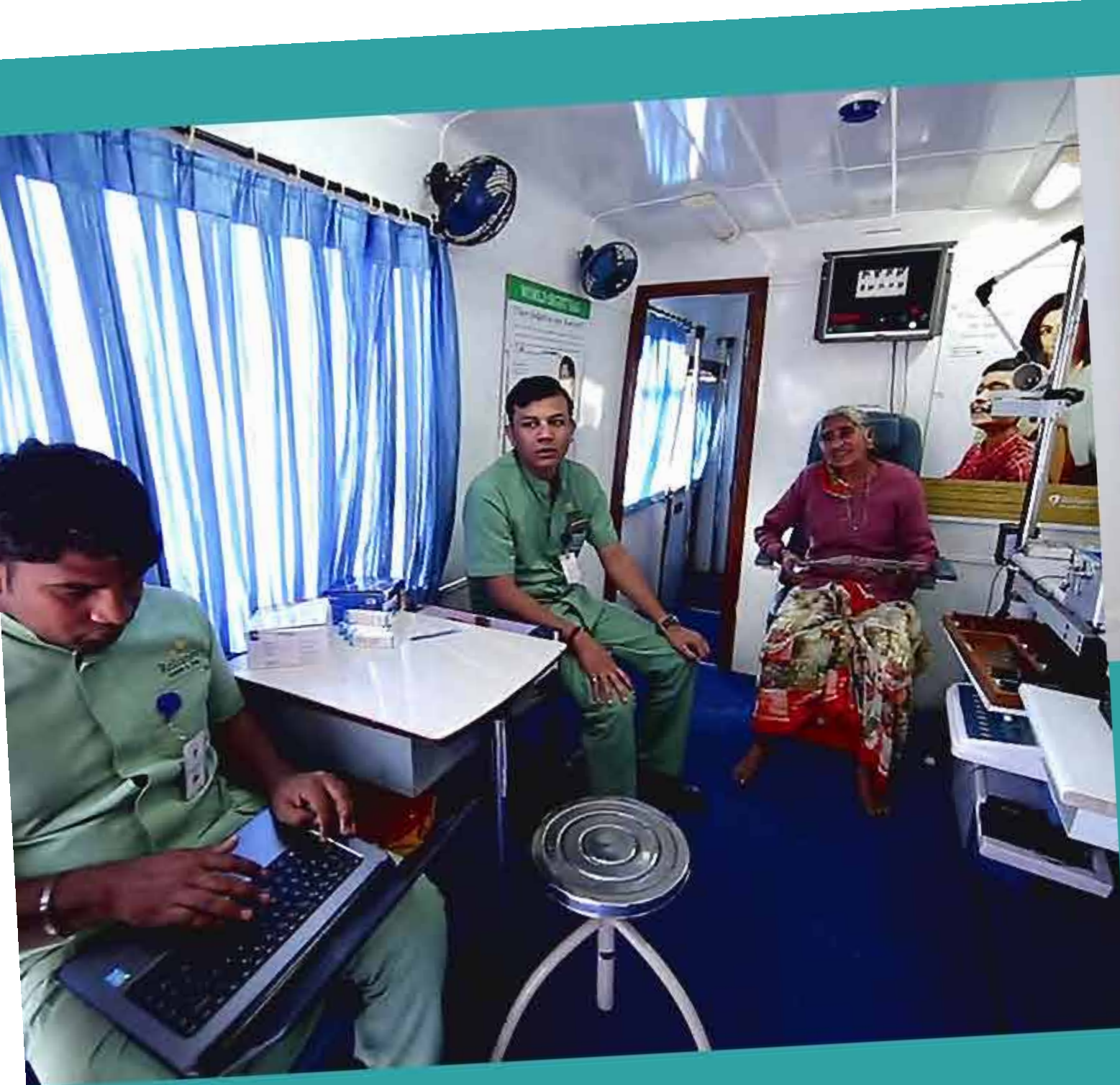


*Reliance
Industries Ltd.*



About the Company :

Reliance Industries Limited (RIL) is an Indian business conglomerate. It owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications. The largest publicly traded company in India by market capitalization. Reliance is the second largest company in India as measured by revenue after the government-controlled Indian Oil Corporation. The company is ranked 215th on the Fortune Global 500 list of the world's biggest corporations as of 2016.



Project Description:

In a country like India where almost 70% of the population is rural and characterized by less income, degraded infrastructural amenities and lack of satisfactory public facilities; there is an utmost need of processes that necessitate human welfare. Reliance has been at the forefront of development long before CSR was framed and declared as a mandate by the government. RIL has been in constant vigour to better the lives of the people in areas of its operations. One such project which has positively affected the lives of the people is Healthcare on Wheels.



Apart from the mobile units, Reliance has also set up a primary health clinic and a 24x7 help line number which addresses the most immediate health needs of its target community. It goes beyond to attend to the issues of veterinary care as well, which is crucial as livestock is a critical productive asset amongst rural, Indian households

The project has five models of mobile health units, which cater to diverse health needs of the community. The model addresses not only human illness(es) but also caters to the need of veterinary services. The project started in the year 1995, four years before the refinery's operations started. Advanced life support, Basic Life support, Mobile eye clinic, Veterinary services and 'ICU on wheels' are components of the project with varying facilities. The project runs in Jamnagar and Lalpur block(s) in Gujarat and has a defined schedule for every village. The project also has a veterinary hospital wherein cases of animal illness are addressed with an animal lifting vehicle



Outreach and Scale:

Healthcare on Wheels is a holistic method towards community's diverse health needs ranging from human illness to as diverse as addressing livestock treatment. The project benefits 46 villages of Jamnagar and Lalpur block(s) in Jamnagar and has addressed the health needs of more than 2 lakh people since 2014.



Impact:

Healthcare on Wheels has been impactful in addressing the needs of the community through its differing facilities. The initiative, which provides free check-ups and doorstep consultations has been a boon for the community. The beneficiaries now have an option to forgo travelling to the city for check-ups, hence reducing effort, time and money. Each and every component of the project has been fruitful - benefitting 73,695 beneficiaries through Mobile Eye service, 5,693 animals treated through veterinary hospital, the mobile medical van has benefitted 1,20,930 individuals, ICU on wheels served 100 patients, Basic life support has helped extend treatment support to 2,258 patients since 2014.

"My daughter was diagnosed for cataract. I thank the efforts of RIL towards the treatment"

Father of Sarambal (Beneficiary, 12), Jamnagar

**Sustainable and
Impactful CSR
Project**

**Transforming lives and
livelihood support to
fisherman community
at Mundra, Kutch
by**

adani

**Adani Ports and
Special Economic
Zone Ltd.**



About the Company :

Adani Group's growth and vision has always been in sync with the idea of Nation Building. Adani Ports and Special Economic Zone Limited is India's largest ports developer and operator. Through its dedicated CSR arm - Adani Foundation, the company ensures that the development and progress remains sustainable and inclusive; not just for the people living in the surrounding areas, but for the environment as a whole. The coastal region of Mundra in Kutch district of Gujarat is the cradle of the Adani Group.



APSEZ has relentlessly strived to address problems of the fishing communities by providing lasting solutions in all domains of human development, including but not restricted to the areas of – livelihood, health and hygiene, sanitation, housing, education and employment



Project Description:

The project focuses on four major pivots of human development - education, health, livelihoods and infrastructure.

Education is seen to be one of the most important stepping stone to facilitate the process of integrated development. With the same view, Adani Vidya Mandir provides free of cost education to students, who are mostly from the adjoining fishing communities. A great amount of effort was put in developing school preparedness programs by empowering the 'Aanganwadis' and 'Balwadis' at the local level.

The livelihood enhancement program ranged from providing material support to introducing new techniques with a potential to increase/enhance the trade opportunities. During the non-fishing months, fishermen are engaged in mangrove plantations, which act as a source of alternative livelihood.



The fishermen of Juna Bander in Mundra were also provided with hands-on-experience on the remunerative livelihood practices undertaken through Cage Culture with support from Adani Foundation and Central Marine Fisheries Research Institute (CMFRI), Veraval. Community health forms an important vertical of the Foundation's initiatives, with the Mobile Health Care Units (MHCU) being one of the most important support in this context. Infrastructure support such as construction of roads, settlements, Balwadis and school has been additionally provided and has proven to be a boon for the fisherfolk community.

Outreach and Scale:



The project boundary covers more than 1,000 households with a population of over 4,500 people scattered across 14 surrounding villages which are, on an average, 40-50 kms away from Mundra port. Fishermen are key stakeholders of the port business. The programme outreach has increased up to 14 fishermen Vasahats covering more than 4,664 fishermen.



Impact:



Adani Foundation is connected with more than 70% of the population and has been able to benefit 61% population of fisherman community. More than 150 fishermen are engaged in alternate contractual jobs within the port premises i.e. crane operator, electrician etc. Sand filling of approximately 37,150 sq. m. was carried out at three Vasahats for their continued smooth functioning and help avoid emergencies due to high tides.

Plantation activities in 100 hectare has resulted in creation of employment of more than 21,997 person days, and the resultant daily wage which has now increased to Rs. 300 per day per person. Additionally, the beneficiaries are educated for improved child care practices, through various counselling methods regarding breastfeeding, neonatal care and adolescent health issues.

"Our family is getting quality education and medical benefits. We get jobs during the non-fishing months."

Ayub Osaman (Fisherman), 43, Randh Bandar

*Sustainable and
Impactful CSR
Project*



Anna Lakshmi
by

JK LAKSHMI
C E M E N T

**J.K.Lakshmi
Cement Ltd.**



About the Company:

JK Lakshmi Cement Limited is a part of the 125 years old JK Group. The JK Group is an eminent industrial house with operations in India and abroad and having a leadership presence in the fields of tyre, cement, paper, power transmissions and sealing solutions, dairy products and textiles. JK Lakshmi Cement (JKLC) was set up in 1982 in a village in Sirohi District, Rajasthan. Today, the company has an annual turnover of about Rs. 2,700 Crores and is one of the leading cement producers in India.



Project Description:

J.K.Lakshmi Cement, through its CSR Initiative, provides for additional nutritional requirement for TB patients in the Civil hospital, Gandhinagar. This association with the TB department of Civil Hospital, Gandhinagar, Gujarat, initiated as the Ann Lakshmi CSR initiative in the year 2012 to provide expert recommended staple food to poor MDR TB patients, those who are receiving free- medical aid from the government civil hospital of Gandhinagar every month. The patients are mostly wage labour, and are exposed to adverse health conditions. Also with TB being a communicable disease, the conditions in which they work are mostly cluttered thus posing a continuous threat of infection of TB.

There is a defined process that is followed for every case registered under the project. Medicare is being provided by the Civil Hospital to the patients, and the project involves adding crucial value to the treatment by providing nutritious food to patients for them to recover fast from this disease.

Initially, it was started with 16 MDR TB patients of District Gandhinagar, presently this number has gone up to 20. JK Lakshmi Cement Ltd. is the only corporate company till date who is associated with such an activity in the District.

A nutritional Food Kit is vetted by experts and item details are taken from the hospital doctors and subsequently, a one-month 'Food Kit' is made ready to be distributed to the patients, which is then planned and distributed on a monthly basis by the CSR Team of the Kalol unit on a one-to-one basis.



Outreach and Scale:

The beneficiaries are mostly TB patients from BPL families and vulnerable groups who are unable to afford supplementary meal(s), and are undergoing treatment in Civil Hospital, Gandhinagar.

Impact:

The project has reached out to 118 beneficiaries till date, out of which 76 have recovered. More than 1,000 food kits have been distributed and internal studies revealed that the patients being provided with food kits have 17% higher chances of getting cured opposed to the patients not getting the nutritional Food Kit. At present, 20 patients are being supported by the project and are rapidly progressing towards a healthy life.

***"I thank the efforts of the company
in helping me getting cured."***

*Chayaben Karsanbhai Dantani
(Beneficiary), 35, Gandhinagar*

**Sustainable and
Impactful CSR
Project**



**Informal Education
Programme
by**

CLP INDIA

CLP India Ltd.



About the Company:

CLP India is a wholly owned subsidiary of CLP Holdings Limited, which is one of the largest investor-owned power businesses in Asia, and also the largest foreign investor in the Indian power sector. This investment is spread across a diversified and environment friendly generation portfolio. CLP has been operating a 655 MW gas fired power plant in Bharuch, Gujarat since 2002. This plant has achieved NOSA 5-Star accreditation for complying with the highest level of internationally accepted safety standards and is ISO 14001 certified, complying with the highest standards in environment conservation.



CLP India has been at the vanguard syncing its CSR activities with educational needs of the community. CLP India with its informal education programme aims to bridge the gap between drop out students and education.



Project Description:

Educational policies and projects backed by corporate funds and government compliances have much potential to benefit the target group and has been marginally successful in reducing drop outs and increasing enrolments. Mid-day meal, infrastructure support and better teaching aids are elements that pull children to attend schools. However, crossing the lanes of remote areas, one can still see children deprived of education due to factors such as unwillingness of the parents in sending their children to school (especially girl child), distance of schools from the village and engagement of children as helpers in their parents' odd jobs.

CLP India's Informal Education Programme is an evening school and takes place in a common place in the village, thus making it accessible for the larger children community to attend and learn. Basic literacy skills and adolescence education is imparted by the extension volunteers (EVs), who are village representatives associated with CLP India. The programme caters to non-school going as well as school going youth.



Outreach and Scale:



The project is scattered to nine villages around the CLP Paghuthan plant (Paguthan, Kothi, Haladar, Kuvadar, Bori, Hingalla, Tralsa, Kasad, Tralsi) and provides education to youth ranging from 9 – 18 years of age. The volunteers play an active role in engaging the children and imparting them knowledge related to numeracy and basic literacy skills.



Impact:

CLP's efforts for the children ensures continuous learning by the mode of informal education with an aim to bring them into mainstream education. The group discussions and debates conducted as part of the programme helps in engaging children and subsequently, help increase their confidence level. The project also helps to address gender equality by encouraging drop-out girls to be a part of the learning process. Since its inception in 2001, the Project has benefitted 1,675 beneficiaries and the current enrolment stands at 339 adolescent boys and girls, both inside and out of school.

"Children feel associated with the project and are keen to learn the topics"
Vrunda Pankaj Patel, EV since 2001, Village- Haladar

*Sustainable and
Impactful CSR
Project*



*Navya:
New Beginning
by*



Apollo Tyres Ltd.



About the Company:

Apollo Tyres Ltd. came into inception in 1972, and has, since then been a trusted name in the business of manufacture and sale of tyres. With its corporate headquarters in Gurgaon, India, it caters to over a 100 countries across the globe. The company markets its products under two global brands- Apollo and Vredestein. These products are available in countries across the globe through a vast network of branded, exclusive and multi-product outlets.



Project Description:

Formation of self -help groups within the communities have been successful in obtaining the desired results for facilitating women centric development. Although sustenance comes with years, these groups, apart from the core objective of inculcating the habit of savings, develop in the members a sense of accountability, basic financial management skills and reduced dependency on exploitative sources of finance. Apollo tyres, through its CSR intervention in Vadodara, has helped create 77 SHGs benefitting more than 1,600 women. The SHG promotion project started in the year 2013 in Limda, Gujarat and has now spread across 25 villages.



The project entails skill building and entrepreneurship training, designed mainly for the beneficiaries (women), and made available to the communities at their door step. The training includes vocational skills such as apparel manufacture, jewellery designing, nursing, beautician, Khakhra making, Akhand Lamp making home cleaning agents, Kite making etc.

Support is provided to the groups for the initial three years wherein the first year involves formation of SHG and training of the members. The second year involves skill building & income generation training, market mapping and market linkage. The third year has technical inputs provided to strengthen the market linkages for the sustainability of the income generation units.

Appreciation Plaque from FICCI 2017 for commendable work in CSR – Women empowerment category

Outreach and Scale:

The project has extended to 16 villages of Waghodia Taluk in Vadodara and covers members from BPL families and socio-economically weaker sections. The project aims to cover 90 villages by 2020 and benefit approximately 15,000 women.



Impact:

The project has benefitted 1,600 women with a rise in their family incomes increasing from INR 5,000 - 13,000 per month. The project has partnerships with the Madhya Gujarat Vij Company Ltd., Agriculture Product Market Committee (APMC) Baroda and District Rural Development Authority for increasing opportunities for forward linkages. The company withdraws its involvement after three years of formation of the groups.

The groups formed in Baroda in 2013-14 are now self-sustained and have doubled their businesses. The project has been successful in breaking the stereotypes and also helps transcend social barriers enabling widows to be members of the SHGs and in also having a heterogeneous group composition, involving members from lower as well as upper caste groups.

"It's overwhelming to see that we are earning ourselves through our skills"

**Nainaben Vitthalbhai Valand
(Beneficiary), 43, Vadodara**

*Sustainable and
Impactful CSR
Project*

*Placement linked
vocational skill training
for unemployed youths
by*



*Gujarat Pipavav
Port Limited*



About the Company :

Port Pipavav is operated by APM terminals, one of the most professionally run container terminals operators in the world. Port Pipavav leverages the shipping experience, strengths and network of its parent, APM Terminals, which operates 56 ports and terminals and 154 inland services in 63 countries.



The project started in the year 2015 for a period of three years with an objective of conducting skill based trainings and an ambitious target of linking 75% of the students with jobs.



Project Description:

Skill development has been conceived as an area where corporate funds can achieve visible results in a shorter time frame. The policies and frameworks in place for skill development has a lot to deliver but majorly the efforts go in vain, as they are often a half-hearted initiative, with no attention on employment opportunities. In line with the objective of providing placement linked vocational training to the youth, GPPL appointed Ambuja Cement Foundation (ACF) having its Skill and Entrepreneurship Development Institute (SEDI) at Ambujanagar, Kodinar, as its implementation partner for the project. The institute is a residential facility with a capacity of 187 trainees. A village level committee has been formed which comprises of a community leader, alumni, parents, village volunteers, female workers and gram panchayat members. The committee oversees meetings and mobilization for every batch of trainees. Five trades namely Industrial Electrician, Welder, Fitter Fabrication cum Welder, Business Process Outsourcing, and Machine Operator are running for the youths. The project has affiliation from the National Skill Development Corporation for 6 qualification packs. The success of the project has motivated GPPL to initiate a similar training institute in Rajula, which aims to train 3,000 youths over a period of five years.



Outreach and Scale:



The project aims to benefit youths from socio economically vulnerable sections in the identified villages. 33 villages out of a total of 72 in Rajula Block are being considered in the project. Youth in the age group of 18-35 years are the target beneficiaries of the project.



Impact:

There are a total of 111 trainees, out of which 103 trainees have been placed in different organisations. Out of the placed trainees, 75% of them have been retained by the employers, with earnings in the range of approximately INR 8,000- 10,000. There has been a positive impact on the family members of the trainees through the skill development project. Along with skill building of the trainees, the customised training modules also include activities for behaviour change practices and soft skills, a key contribution to personality development of the trainees. The project has also impacted the families of employed beneficiaries in helping them attain a decent standard of living.

"I feel proud to see my son earn for the family and being responsible. I thank the company for its efforts towards our welfare."

***Mother of Shivraj Ramkubhai Khuman
(Beneficiary, 19), Agariya***

*Sustainable and
Impactful CSR
Project*

*Promoting
livelihoods for
differently-abled
persons
by*

SCHAEFFLER

*Schaeffler
India Ltd.*



About the Company:

Schaeffler India's headquarters and manufacturing facilities are located in Vadodara, Gujarat, India. Schaeffler India has its presence in automotive and across all core industrial segments.



Felicitated by The True Impact Awards 2016 for its contribution towards Infrastructure and Livelihood projects for differently-enabled

Project Description:

Special provisions for differently-abled persons have been included in different arenas of works be it corporate policies or governmental reservations. Schedule VII of Section 135 also includes provisions for assisting the differently-abled, thus nudging corporates to design projects for this section of the population. Equal opportunities for all in a vindicated mode inculcates a sense of inclusivity among the vulnerable sections.

In the year 2016, Schaeffler India Limited has taken up the responsibility to completely set up the Beauty & Wellness Academy and Salon in a 1,700 sq. ft. area at one of the prime locations in Vadodara, the entire capital cost of which is being taken care of by the company.

In line with the above thought process, Schaeffler India has initiated a project named HOPE. The initiative of the company is exclusively focused on the differently-abled (speech and hearing impaired) candidates coming from poor socio-economic background, thus targeting one of the most vulnerable sections of the population.

The students for the training are selected after conducting an initial aspiration and screening test by the experts, followed by a structured counselling and orientation session(s) with their parents.

In partnership with Arena Animation Training Institute, CMS IT Training Institute and Labournet Services India Pvt. Ltd., the project runs in the Mook Dhvani School (residential school for speech and hearing impaired) & Akshar Trust School for speech and hearing impaired, these being dedicated NGOs working in slums specifically with the differently-abled etc.

The trainings are imparted in courses namely Certificate course in Graphic Designing, Certificate course in Computer Hardware & Networking and Certificate course in Beauty & Wellness. This initiative, apart from providing training, also provides seed fund to trained youth to enable them to start an enterprise.



Outreach and Scale:

The initiative ensures wider outreach by involving differently-abled (especially the speech and hearing impaired) and underprivileged girls belonging to poor socio-economic backgrounds. The project runs in Vadodara city with enrolments happening from Vadodara and peripheral areas.



Impact:

The project is addressing the needs of the most vulnerable group in the community and efforts are being made to bridge the gap between such individuals and facilities. The project has paved a platform for them to be empowered and live a dignified life. Till the end of 2017, the project has benefitted a total of 68 beneficiaries across various modules out of which 70% of the trainees have been successfully placed. The beneficiaries employed are earning a monthly salary of INR 10,000 which was previously INR 3,000-6,000 before the training.

"The girls feel empowered when they are skilled in the courses. The project is definitely a success."

***Mother of Madhuri (Beneficiary, 20),
Mook Dhwani School, Vadodara***

*Sustainable and
Impactful CSR
Project*



**Cattle Breeding
Centre
by**

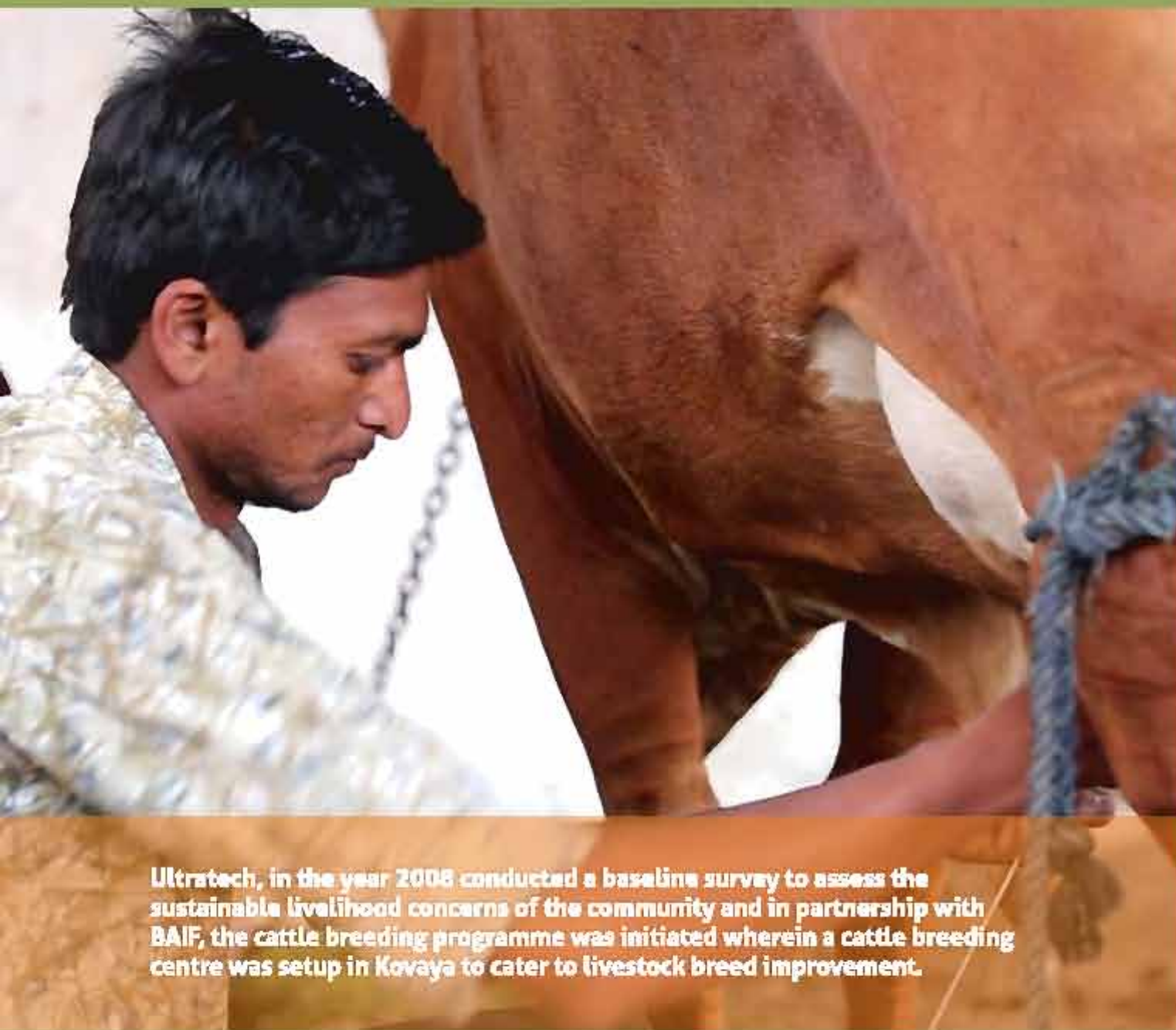


**UltraTech
Cement Limited**



About the Company:

UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India. It is also one of the leading cement producers globally. UltraTech, as a brand, embodies 'strength', 'reliability' and 'innovation'. UltraTech Cement has 18 integrated plants, 1 clinkerisation plant, 25 grinding units and 7 bulk terminals and its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka.



Ultratech, in the year 2008 conducted a baseline survey to assess the sustainable livelihood concerns of the community and in partnership with BAIF, the cattle breeding programme was initiated wherein a cattle breeding centre was setup in Kovaya to cater to livestock breed improvement.



Project Description:



Non-farm livelihoods possess a superior potential than what is often presumed. With regions typically having arid conditions; livestock plays a vital role in driving the rural incomes. However, there continue to remain reasons for inadequate outputs leading to lesser incomes through livestock. Degrading health of cattle and low cattle productivity leading to low production of milk are some of the many pointers that negatively impact the economic status of dairy farmers.

The Cattle Breeding Centre (CBC) project was subsequently established in collaboration with Gujarat Rural Institute for Socio-Economic Reconstruction, Vadodara (GRISERV), a sister concern of the Pune-based Bharatiya Agro Industries Foundation (BAIF), to improve the breed of indigenous cattle through Artificial Insemination (AI) and steadily convert the progeny to high breed cows like GIR, Holstein Friesian & Jersey. Among buffaloes, the progeny is gradually targeted to be transformed to the popular Jaffrabadi breed.

The project was planned after a participatory need assessment of the communities of the target villages. CSR Professionals, Sarpanchs, Ward Members along with Village Development Committees (VDC) adopted different tools to identify and map the needs & expectation, for starting cattle breed development activities. Progressive Cattle owner committee have subsequently been formed in each village to review the progress of the activities.



Outreach and Scale:

The project has benefitted farmers of 20 villages in Rajula and Jafarabad block of Amreli District.



Impact:

The project has benefitted a total of 32,894 individuals across 20 villages in Rajula and Jafarabad Block. As a result of its comprehensive livestock development programme, the cattle health has improved significantly.

This has led to increased productivity of the cattle and increased income of the cattle owners. The project, to a large extent, has positively impacted the lives of its beneficiaries and has resulted in a 10 times return on investment over the period of nine years

"We thank the initiative which has led to an increase in our cattle yield."

***Babubhai Sankat
(Cattle owner), 50, Bhakodar, Rajula***

**Sustainable and
Impactful CSR
Project**



**Health, Nutrition
and Sanitation
by**



**Transpek-Silox Industry
Private Limited**



About the Company:

Transpek-Silox Industry Pvt. Ltd. (TSIL) is a Indo-Belgian joint venture between Transpek Industry Limited, India, and Silox, S.A, Belgium and is engaged in manufacturing of inorganic chemicals for a wide range of applications. TSIL products are critical inputs for industries such as Textile, Paper and Pulp, Tyre and Rubber, Paint and Plastics. Transpek has experience spanning more than five decades in manufacturing Inorganic Chemicals.



Project Description:

Transpek- Silox, through its Health, Nutrition and Sanitation project, aims to better the lives of people in the communities where it operates. The project has a holistic approach towards healthcare and embraces facilities for all sections of the society regardless of caste, gender or religion, and has the following components

- **Swasth Vatsalya Yojana** - to reduce IMR (Infant Mortality Rate) & MMR (Maternal Mortality Rate)
- **Health and Nutrition** - Health awareness through IEC materials, trainings and workshops, development of Kitchen Gardens etcp
- **Sukhaadi Dann Yojana** - Adoption of 15 anganwaadis and providing nutritious snacks such as Sukhadi, Idali, Dhokla, Upma, Fruits, fruit Juices, Sprouts, boiled chana, moong, chana with jaggery, chocolate milk.
- **House Hold Sanitary Latrine** - construction of household and community toilets wherein the beneficiary contributes 20% of the total cost.
- **Specialty Camps** - Organising medical camps to address varying health needs of the community including eye check-up camps.

The project has five verticals namely Swasth Vatsalya Yojana, Health and Nutrition, Sukhaadi Dann Yojana, House Hold Sanitary Latrine and Specialty Camps and awareness campaigns addressing needs of sanitation, maternal health and sanitation.

Felicitated by The True Impact Awards 2016 for its contribution towards Social Responsibility



Outreach and Scale:

The project reaches out to people in Ekalbara, Padra and the tribal groups of Silvassa, and also benefits the residents in and around Vadodara city.



Impact:

Under the sanitation project, a total of 184 toilet blocks have been constructed in association with the Shroff Foundation Trust. The Swastha Vatsalya Yojana has benefitted more than 310 high risk, undernourished pregnant women. The Health & Nutrition project benefited a total of 2,300 individuals across different age groups. Specialty health camps addressed the needs of a total of 3,200 beneficiaries.

The project, apart from addressing the health needs of the community, has also helped in creating awareness among the beneficiaries regarding various government schemes for pregnant and lactating women, thus empowering them through dissemination of information. The workshops conducted for women and adolescent girls imparted knowledge regarding healthy dietary habits and methods to use local resources to cook for children. This has bettered the prevalent knowledge and skill sets among them.

"I am paralyzed and blind and hence taking it to fields is difficult. I thank the efforts of Silox Company."

Sukhabhai Padhiyar (Beneficiary), 58, Hynapura

*Cohesive and
Strategic CSR
Partnership Project*



***Sudama Setu:
A bridge connecting
Dwarka temple and
Panchkui
by***

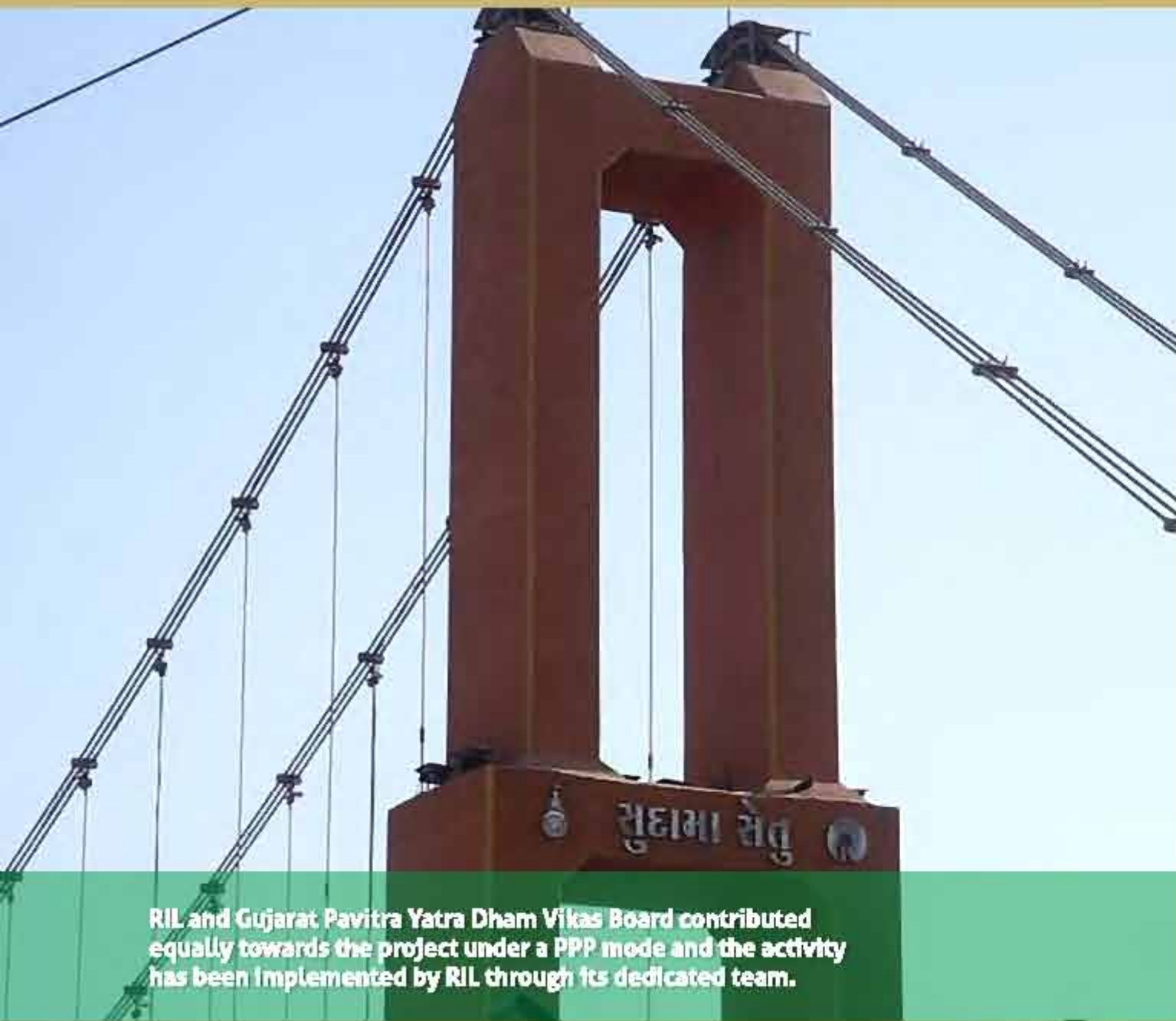


*Reliance
Industries Ltd.*



About the Company:

Reliance Industries Limited (RIL) is an Indian business conglomerate headquartered in Mumbai, India. Reliance owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, and telecommunications. It is the most profitable company in India, the largest publicly traded company in India by market capitalization, and the second largest company in India as measured by revenue.



RIL and Gujarat Pavitra Yatra Dham Vikas Board contributed equally towards the project under a PPP mode and the activity has been implemented by RIL through its dedicated team.



Project Description:

Thousands of pilgrims visit the Dwarkadhish Temple in Dwarka. The temple is located on the banks of the river Gomti and attracts pilgrims from all over India. Opposite to the temple is the Panchkui Island, which marks the presence of five wells having a mention of significance in Hindu history. The island, till some time back, used to be devoid of pilgrims since reaching to the point required the use of diesel boats, which was considered quite unsafe and a time consuming affair. RIL partnered with the Gujarat Pavitra Yatra Dham Vikas Board to build a passage, which would enable the pilgrims to visit the island without any hassles. In sync with its objective to protect national heritage, the project, apart from increasing accessibility, has also indirectly and positively impacted the livelihoods of many in the vicinity. Sudama Setu, a replica of the famous Laxman Jhula (a first of its kind in Gujarat) is an initiative of RIL to conserve and promote national heritage. This bridge was envisioned to minimize the time and distance required to travel to Panchkui Island from the Dwarkadhish temple. Currently, the board charges 10 INR and 5 INR for adults and children respectively. The funds generated from the same are being maintained in a bank account of GPYDV and will be used for future maintenance when RIL exits, thus providing for financial viability.



Outreach and Scale:

The project is continuously benefitting pilgrims by bridging the gap between Panchkui Island and Dwarkadhish temple. The island of Dwarka attracts thousands of pilgrims every day and the count surges to more than 1 lakh a day during festivals. Apart from direct beneficiaries, the project has indirectly affected the livelihood of many others (shopkeepers/ local labourers/ hoteliers) in the vicinity of the place.



Impact:

The project has increased the footfall of pilgrims to 10,000 a day as against an earlier average of 2,000 pilgrims per day. The responsiveness of the authorities towards the project has helped in facilitating communication and increasing accessibility to the place for the pilgrims.

"I have been here before. The absence of connectivity was a major reason why people used to refrain from visiting the Panchkui Island."

Sabai Chaudhary (Pilgrim), SB, Dwarka

**Cohesive and
Strategic CSR
Partnership Project**

Youth Education Programme by



**Bayer Vapi
Private Ltd.**



About the Company:

Bayer Vapi Private Limited is a 100 percent owned subsidiary of Bayer SAS France. The company's headquarters and production site are located at Vapi in Gujarat. It is engaged in the manufacture of active ingredients and its intermediates for use in a wide array of agriculture and environment protection products. Mastery over complex chemistry, large-scale manufacturing capacities with full backward integration, ability to manufacture custom-made grades of various products, international quality control standards, highly successful R&D and excellent transport connectivity to any part of the world, make Bayer a "supplier of choice" for many multinational agrochemical corporates in India and abroad.



The project started in the year 2014 and has been benefitting the students of a government educational facility with support from a specialist NGO having expertise in education & research, through interventions in technology, smart classes and science labs.



Project Description:



Education is still viewed as a process of only mugging knowledge and this rote process has been continuing in the same way since ages. Debates and roundtables have often suggested a change in ways education should be looked upon. A fusion of technology, better infrastructure and expert faculty can pave ways for a better future of younger generations. Bayer Vapi's Youth Education Programme is a project on the same lines that aims to better facilities for students in the Audhogyik Vasahat Prathamik Shala, a Gujarati medium government school in Vapi.



The project encourages young teachers to impart digital education to the students. With strategic support from MAA Foundation and its technological partner - Maxus Education Pvt. Ltd., the project is continuously working towards enhancing the quality of education that goes beyond just textbooks, by strengthening the school infrastructure, thus enabling them to be at par with the advanced requirements of the digital age.

Outreach and Scale:

The project entails development of facilities in one school in Vapi and has benefitted 1,004 students since its inception.



Impact:

Targeted to support the marginalised population, the initiative has been successful in its endeavour to provide education to deprived children. The project benefits the wards of the workmen / labour employed in the nearby GIDC facility, for their education and also enables them with respect to digital literacy. This has, in turn, reduced the burden of the parents who find it difficult to afford digital literacy for their children.

"Bayer Vapi has provided a tremendous support to renovate the school and equip it with technological facilities and smart classes. This is very close to a model school."

*Meenaben Sukhadev, Principal,
Audhogyik Vasahat Prathamik Shala*

**Cohesive and
Strategic CSR
Partnership Project**

**Promoting carpentry,
plumbing and construction
sector trades in Industrial
Training Institutes (ITIs)
of Gujarat
by**

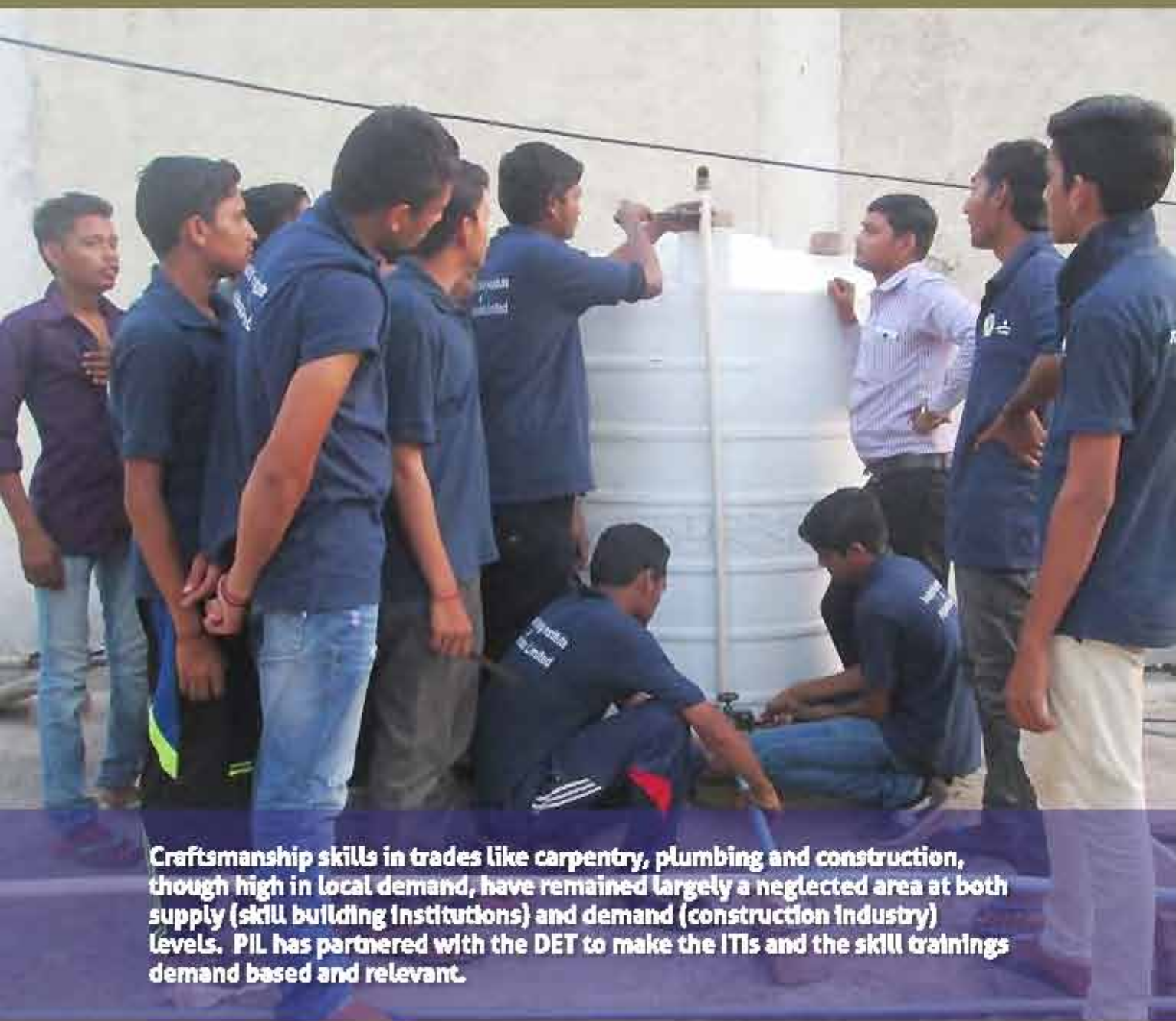


Pidilite Industries Ltd.



About the Company:

Pidilite Industries Limited (PIL) is an Indian-based adhesives manufacturing company. It also sells art material, construction chemicals and other industrial chemicals, including the famous Fevicol range of adhesives. Pidilite's corporate office is located in Mumbai, India. The company has manufacturing facilities in India, including Mahad (Maharashtra), Vapi (Gujarat) Baddi (Himachal Pradesh) and Kala Amb (Himachal Pradesh). It also makes Fevi Kwik, a popular Instant adhesive in South Asia.



Craftsmanship skills in trades like carpentry, plumbing and construction, though high in local demand, have remained largely a neglected area at both supply (skill building institutions) and demand (construction industry) levels. PIL has partnered with the DET to make the ITIs and the skill trainings demand based and relevant.



Project Description:

Construction industry has been in constant shortage of skilled manpower and with the entry of latest technology and international players in the sector, the forecast for demand is high. The industry requirement calls for skill sets that complement the larger scope of work i.e. with demand in the surrounding, local geographies. The initiatives of government suffice for quality enhancement of the trades but the results are still not favourable due to factors such as inadequate infrastructure, outdated course content and poor marketing. In this context, PIL collaborated with the Directorate of Employment and Training (DET) to support the existing ITIs in the state of Gujarat.

The pilot phase had ITI Bhavnagar and ITI Mahuva selected on the basis of PIL's presence in those areas. With technical expertise of PIL and infrastructure support from government, the project has now reached out to 31 districts of Gujarat covering 73 ITIs. PIL is involved in development of training content, conducting trainings and linking trainees with employment opportunities; whereas the government is responsible for trainer's salary, infrastructure support and certification. The initiative has skill development at its core and aims to convert the unemployed and semi-skilled youth into valuable resources through skilling courses in carpentry, plumbing and construction. In order to create awareness of the courses within the community, PIL conducts enrolment drives and invests its efforts in identifying and addressing the operational issues.



Outreach and Scale:

The primary beneficiaries are the youth who are already engaged in some work or unemployed youth seeking training and employment. The partnership has enabled a massive coverage of 73 ITIs across 31 districts of Gujarat, which otherwise would not have been possible.



Impact:

A total of 73 ITIs have been roofed under the project's umbrella with close to 6,000 trainees benefitted, and around 190 trainees been successfully placed in different organisations. The trainees are mostly absorbed in the unorganised sector with an average salary range of INR 7,000 – 15,000 per month. The project has also increased awareness levels among the communities regarding skill training and its associated benefits like enhanced skill sets, access to job opportunities and ability to earn for oneself and for the family.

"We have been benefitted through the project. The course content enables us to learn from basic to advanced modules."

Dhruvesh Parmar (Beneficiary), 20, ITI Manlnagar

**Cohesive and
Strategic CSR
Partnership Project**

**PAHONCH - towards
building a healthy
community through
Youth to Youth approach
by**



**Cairn Oil & Gas vertical
of Vedanta Limited**



About the Company:

Cairn Oil & Gas vertical of the Vedanta Group (a globally diversified natural resources company with operations across zinc-lead-silver, oil & gas, iron ore, copper, aluminium and commercial power) is into production and processing of crude oil from Barmer, Rajasthan and is critical for meeting the country's growing energy requirements. The parent entity - Vedanta Limited, has a well-established history and commitment to reinvest in the social good of their neighbourhood communities and nation. Cairn Oil & Gas, in the same ethos, is committed to conduct its business in a socially responsible, ethical and environment friendly manner and to continuously work towards improving quality of life of the communities in its operational areas.

Corporate Social Responsibility (CSR) is an integral part of Cairn Oil & Gas's business philosophy and strategic planning, as it is of the conviction that sustainable and inclusive growth in the area of operation is essential for the holistic development of communities.



Since December 2014, the efforts have focused on awareness building in the area of maternal and child health and strengthening the existing government programmes by engaging with and investing in sensitization of the government frontline workers while partnering with a NGO to scale up the same.



Project Description:

The project essentially focuses on promoting active involvement of youth in awareness building activities in the domain of maternal & child health. This 'Youth to Youth' approach recognises and attempts to leverage the potential of the considerable numbers of youth as this pool of human resource is available across all local, rural levels. It aims to engage young girls in creating awareness regarding various health issues, ranging from maternal health to personal hygiene.

The selected girls attach themselves with a family comprising of pregnant women, nursing mothers or children between 1-5 years. The youth then counsel the family members on various health issues and associated remedies and precautions. These youth also monitor the activities of Anganwadis and Mamta Divas through a standardized tool.



Outreach and Scale:

Since February 2013, Cairn Oil & Gas has been implementing its mother & child Nutrition and Health programme titled PAHONCH in 115 villages of Ahmedabad (Viramgam Block), Banaskantha, Patan (Radhanpur Block) and Surendranagar Districts of Gujarat in partnership with a NGO - CHETNA. Since December 2014, based on the encouraging response of the participatory community awareness initiative, Cairn has gradually expanded its PAHONCH initiative to 36 villages of three blocks of Rajkot and 36 villages of four blocks of Jamnagar districts, where the company has its presence.

Impact:

There has been an increase in the awareness level in the community regarding health and nutrition issues. There has also been an improvement in the access of women, youth and children to quality health and nutrition services. Around 70% of the girls in the project villages were noted to have started consuming green leafy vegetables and also started taking breakfast. 60% of these girls now wash vegetables before cutting so that nutritional values remain intact. In between tea and breakfast, now the girls keep a gap of one hour so that the consumption of tea does not hinder absorption of iron from the food.

"Through the Initiative, we are now aware about menstrual health and hygiene measures and benefits of having good supplements."

Munira Khan (Beneficiary), 18, Pratapgarh, Morbi

**Cohesive and
Strategic CSR
Partnership Project**

**Improving quality of life
through improved
sanitation and hygiene
practices by**



**Hazira LNG Private Ltd
(Hazira LNG & Port)**



About the Company:

The Hazira LNG Terminal and Port is partnered by Shell Gas B.V and Total Gaz Electricité Holdings France, representing two of the largest private LNG suppliers in the world. The Hazira Terminal includes a liquefied natural gas (LNG) storage and re-gasification terminal within a fully functional port. The Rs. 3,000 crore Hazira LNG Terminal and Port facility, in Surat district of Gujarat, is regarded as a key foreign direct investment (FDI) project and represents one of the largest international investments in India in the energy sector.



The main role of cleanliness observation committee is to monitor the progress of sanitation facilities, educate the household about benefits, thus creating a local ownership of processes. While local partnership is critical, Hazira LNG & Port has also engaged with reputed state level & local level NGO partners for field implementation and to handhold the community.

Project Description:

Under the Swachh Bharat Mission, the country has set itself up a laudable ambition of making all the villages open defecation free (ODF). Clean villages and healthy villagers is one of the key motivations behind this effort. However, as is the case with all universal programmes, the poorest and marginalized communities often get excluded largely because neither do they have the capital to invest upfront nor do they have the confidence to demand/negotiate with financing/facilitating agencies. They also find it difficult to insist on high quality construction by contractors or by the facilitating agencies.

It is in this context that the Total Sanitation Project supported by Hazira LNG & Port is significant for the Halpati Tribal community. Provision of high quality toilets ensures access to water and the tiled flooring (with a 3 feet wall) helps to keep the toilet clean and user friendly. The project started in the year 2015-16 and is being implemented by the Aga Khan Rural Support Programme (AKRSP) & Kantha Vistar Satatyapurna Vikas Samiti (KVSVS).

To ensure social inclusivity, AKRSP has formed cleanliness observation committee, which comprises of 11 members from among the beneficiaries, individuals from the same village as well as a few of the panchayat members. The main role of the committee is to monitor the progress of sanitation facilities and educate the households about the benefits of sanitation.



Outreach and Scale:



The project supports marginalized and underprivileged communities (which includes Halpati families and other tribal households) who do not have their own sanitation facility at home, across 18 villages of South Gujarat in Dangs and Surat district.



Impact:

Through the project, tribal community of 225 households of 2 villages in Dangs, 350 Halpati families (underprivileged) of 5 villages of Bardoli and Mandvi blocks, 586 families (majorly Halpati families) of 11 villages of Choryasi and Olpad blocks of Surat district now have access to toilets. The project, in addition, has raised awareness level of the communities regarding the importance of sanitation, leading to behavioural change and has also helped address the privacy and physical safety concerns of the women in the community.

"Cultural barriers prevented us from constructing toilets. But lately, we have realised the importance a household toilet holds in terms of hygiene and dignity"

**Hemlataben Sunilbhai Rathod
(Beneficiary), 35, Bhatpor Halpativas**

**Cohesive and
Strategic CSR
Partnership Project**



**Water Resource
Management
by**



**Gujarat Pipavav
Port Limited**



About the Company:

Port Pipavav is operated by APM terminals, one of the most professionally run container terminals operators in the world. High standards of service, ethical practices and operational expertise are the hallmark of APM Terminal ports and terminals worldwide. Gujarat Pipavav Port Ltd. (GPPL) leverages the shipping experience, strengths and network of its parent, APM Terminals, which operates 56 ports and terminals and 154 inland services in 63 countries.



The demonstrated farming practice leads to an increase in productivity by 10-15 percent and an enhanced income of farmers. This has been done in partnership with a state level resource organisation and local community based organisations.



Project Description:

Inherent salinity of land and its rapid ingress from sea over a period of time has led to depletion of natural resources, especially ground water, in the coastal region of Gujarat. The farmers in Rajula block in Amreli district face a similar but graver kind of problem. The area is characterised by saline water that disrupts the normal course of agriculture.

In partnership with the Coastal Salinity Prevention Cell (CSPC), GPPL has initiated its Water Resource Management project that aims to address this issue through ground water recharge, natural resource management interventions, improvement in agricultural practices, and also providing the community with access to safe drinking water and formation of community based organizations, as well as enhancement of their institutional capacities to manage scarce natural resources. As part of the project, scientific farming practices for cotton, groundnut, wheat, onion and vegetables were demonstrated in 149 acres of land.



The demonstrated practices were adapted by more than 1,400 farmers leading to scientific farming in about 1,400 acres of agricultural land. The demonstrated farming practice led to increase in productivity by 10-15 percent, and hence, helped enhance the income of farmers.

Two cooperatives were formed under the project named Kotadi Irrigation Cooperative and Dhatrvadi Farmer Producer Company comprising a total of 426 members. The notion behind creating such groups was to make the members financially self-reliant through the learning dynamics of a cooperative. Apart from this, GPPL has concentrated on construction as well as enhancement of the capacity of water harvesting structures, promotion of efficient irrigation techniques such as drips and sprinklers, improving the farming practices (including vegetable cultivation through improved practices like green houses, trellis etc.).

Outreach and Scale:



The project extends to 32 villages of Rajula block in Amreli district. Farmer cooperatives have been formed, which includes 426 members from General as well as OBC caste groups.



Impact:

The project has benefitted the small and marginal farmers across 32 villages immensely. Productivity has increased by 10-15 percent post the intervention. With lift irrigation in place now, optimal distribution of water leads the farmers to engage in production of 2-3 crops per year as against only one crop earlier.

"The project, apart from increasing produce, has helped realise the importance of working together in groups. There lies a sense of accountability for all."

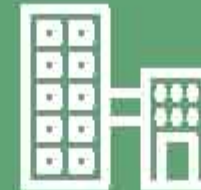
Manubhai Nukum (Farmer), 52, Amreli

**Cohesive and
Strategic CSR
Partnership Project**

**Extension Volunteers
model - a strategic
partnership with the
community
by**

CLP INDIA

CLP India Pvt. Ltd.



About the Company:

CLP India is a wholly owned subsidiary of CLP Holdings Limited, which is one of the largest investor-owned power businesses in Asia and the company is also the largest foreign investors in the Indian power sector. This investment is spread across a diversified and environment friendly generation portfolio that covers renewable energy, supercritical coal and gas fired generation, amounting to close to 3,000 MW. CLP India has been operating a 655 MW gas fired power plant in Bharuch, Gujarat, since 2002. This plant has achieved NOSA 5-Star accreditation for complying with the highest level of internationally accepted safety standards and is ISO 14001 certified, complying with the highest standards in environment conservation.



Usually, EVs spend average 3-4 hours in a day and four days in week for different projects, ranging from informal education, to health to SHGs. To make the support more locally relevant, there is a feedback mechanism to facilitate close coordination with local level institutions.

Project Description:

CLP India, in its endeavour to serve the society, has designed a unique model for implementation of its CSR programmes, which includes screening, selection and training of community representatives - called as Extension Volunteers (EVs). These EVs have an onus of executing various CSR initiatives of the company in assistance with the CSR team, for implementing and reporting on the projects and their progress. Usually, EVs spend an average of 3-4 hours a day and four days in a week for different projects ranging from informal education, health and SHG promotion. The basic concept was to develop the EVs into change agents in the community, with a view to address large scale behavioural change.

Running since the last 16 years, the project has been successful in reaping results that have large scale benefit at its core. The EVs have close interaction with the Village Development Committee(s) and School Management Committee(s) at regular intervals to gauge their feedback regarding the programmes. The project currently has 16 EVs, who are part of the community and implement the projects for the intended beneficiaries.



Outreach and Scale:

The project extends to nine villages around the CLP Paguthan plant namely Paguthan, Kothl, Haldar, Kuvadar, Borl, Hingalla, Tralsa, Kasad, Tralsl.



Impact:

The total beneficiaries of the project amount to 15,000 across all the projects. The partnership with EVs not only empowers them but also their families. The initiative also supports the EVs financially, by providing for a monthly honorarium in lieu of their contribution to the community.

"It feels good to be associated with CLP and its initiatives. Serving my community is a matter of pride for me."

Nazmaben Usmanbhai Patel, EV since 2001, Bharuch

*Cohesive and
Strategic CSR
Partnership Project*



**Water Resources
Management
by**

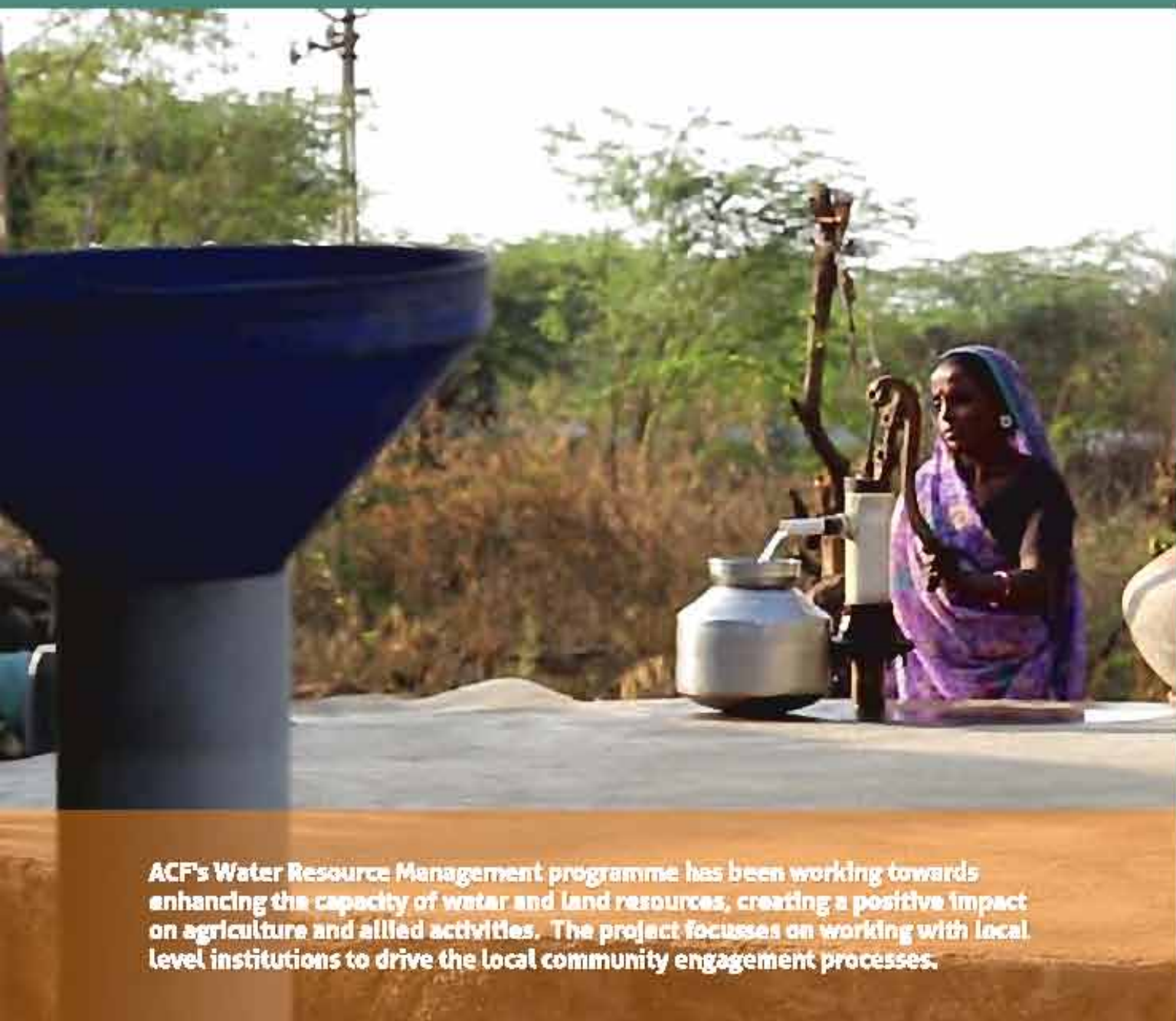
**Ambuja
Cement**

*Ambuja Cements
Limited*



About the Company:

Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in India and is known for its hassle-free, home-building solutions. Its unique products tailor-made for Indian climatic conditions, sustainable operations and initiatives that advance the company's philosophy of contributing to the larger good of the society, have made it one of the most trusted brands in the Indian cement industry.



ACF's Water Resource Management programme has been working towards enhancing the capacity of water and land resources, creating a positive impact on agriculture and allied activities. The project focusses on working with local level institutions to drive the local community engagement processes.

Project Description:

Ambuja Cement Foundation (ACF) initiated its Water Resource Management (WRM) programme in 1993, primarily due to issues of salinity ingress as a result of over-exploitation of ground water contaminating the water table. The WRM programme is focused on four categories:

- Clean drinking water (through pond renovation / deepening for recharging drinking water sources)
- Water harvesting (via check dams, interlinking rivulets and canals, tidal regulators)
- Water management (via micro-irrigation, drip and sprinkler irrigation systems); and
- Agricultural livelihoods projects (through inputs on soil health management, integrated crop management, seed production etc)

All the projects at ACF are implemented with community participation, which is an integral part of interventions (with an ultimate aim of creating local stakeholding) such as:

- **Pani Samiti:** it comprises of members from the community that manages project implementation and post project operations, with facilitation support from ACF.
- **Village Watershed Committees (VWC):** this is the main committee responsible for implementation and works in close coordination with village beneficiaries and project authorities.
- **Farmers' Groups:** these groups play an active role in effective use of available water to enhance crop cultivation.

This programme has been felicitated by CII National Award for Excellence in Water Management 2017.



Outreach and Scale:



The WRM programme caters to rural communities in Gir Somnath district around Ambuja's manufacturing site (plant as well as mines); and is running in five talukas: Sutrapada, Kodinar, Una, Veraval and Talala, the total area spread across 361 villages.



Impact:

The water stored in Bhekheswar dam across the river Shingoda has a storage capacity of 1.41 million cubic metres, which is being utilised by five villages benefitting more than 1,100 farmers. ACF has started the partnership; to work with 810 cotton growers in 2010 and today this number has now gone upto 16,844 farmers in 158 villages of Gir Somnath and Amreli districts.

In partnership with NABARD and with the Gujarat Green Revolution Company (GGRC) Limited, and by creating linkages with banks, ACF has reached out to 2,292 farmers and covered 10,955 acres of area with water efficient devices like drips and sprinklers, thus improving the efficiencies of agricultural systems and creating sustainable, rural livelihoods in the region.

"The initiative has helped me a lot in increasing my income."
Mr. Vajubhai Chauhan (Farmer), 62, Kodinar

**Cohesive and
Strategic CSR
Partnership Project**

**Swachhagraha -
Cohesive and Strategic
CSR Partnership Project
by**

adani™

**Adani Ports and Special
Economic Zone Limited**



About the Company:

Adani Group's growth and vision has always been in sync with the idea of Nation Building. Through its dedicated CSR arm - Adani Foundation, the company ensures that the development and progress remains sustainable and inclusive; not just for the people living in the surrounding areas, but for the society and environment as a whole.



In Gujarat (as on October 2017), the project involved more than 650 Swachhagraha schools, and trained 754 teachers and 12000 active Swachhagrahis.

Project Description:

Adani Foundation envisaged an initiative "Swachhagraha - Swachhata ka Satyagrah" which was inspired from India's largest mass movement for independence – Satyagrah; led by Mahatma Gandhi. Swachhagraha is an attempt to engage people to unite and bring a change for 'creating a culture of cleanliness'. The project strategy involves engaging with students in the age group 9 – 14 years to hold the baton and imbibe the culture of cleanliness in their formative years; thus enabling three generations to be influenced i.e., their parents, grandparents and siblings.

The initiative is based on three broad elements;

- awareness creation through IEC materials;
- empowering an active group of teachers to motivate the students; and
- encouraging individuals to inculcate the habit of cleanliness.

The project is being implemented by the Centre for Environment Education (CEE). CEE, in turn, has selected three partners namely Navarachna University (Vadodara), Surat Nature Club and VNC (Anand), to implement the programme at the school level. The project has motivated 120 Municipal schools to be a part of the drive enabling mass awareness. Training and capacity building of the project Implementation team, Swachhagraha Prerak (school teachers), Swachhagrahi (students) at various level are significant part of the programme.

Partnerships with District Education Offices and Municipal Corporations provide access to municipal and private schools. 'Safai ke Sitare' – a campaign under the umbrella of the project involves students to interact with the cleaning staff to understand their work related issues. In the first phase of 2016-17, six cities and three towns of Gujarat were covered in the project. Spreading news about the programme through different communication media for outreach, radio channels and engaging the students from different educational institutions are also the key strategies to make the masses aware about the initiative.



Outreach and Scale:

The project presently has 650 schools enrolled voluntarily as Swachhagraha schools, 754 teachers as Swachhagraha Preraks and more than 12,000 Swachhagrahis. Apart from involving the individuals directly, the initiative has reached to 1,90,000 households by the means of Swachhagraha messages in Adani Gas bills.

Impact:

The programme has been designed to bring long term behavioural change among the individuals with respect to cleanliness. Hence, direct benefit of the programme cannot be measured at this stage as it is just a year old initiative.

It is expected that the capacity building programmes for teachers and handholding support for 3 years will ensure the stabilisation of activities as part of curriculum; and after the three years period of on-ground implementation, Swachhagraha will get institutionalised as well as embedded into the education system.

"Through this initiative children are being culturally developed to maintain cleanliness."
School Principal, Municipal School, Juhapura, Ahmedabad

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Note:

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