A COMPRENDIUM

INNOVATIVE PRACTICES AWARDS 2018
‘Sustainable Development Goals’
13th National Convention 2018

A Blueprint in Action
“The Sustainable Development Goals (SDGs) were developed from the most participatory and widespread consultative process in global decision-making history. The purpose of the comprehensive, universal and transformative development agenda was to address social, economic and environmental challenges at a global scale. The private sector was an integral part of the process, and a major stakeholder that helped shape the goals and targets of the 2030 Agenda. However, while the SDGs hold great potential, their collective success will depend on the interpretation of the SDGs according to each country’s national circumstances and levels of development. Differences in income, governance and technology make it difficult to rely on a “one size fits all” approach to the implementation of the SDGs. Therefore, it becomes imperative for events such as GCNI’s Annual “Innovative Practices Awards on SDGs” to share successful and diverse case studies that highlight the need to tailor leading practices to local challenges and opportunities.

The 2nd Innovative Practice Award, like its predecessor in 2017, successfully created a unique platform that championed the cause of the SDGs and highlighted how leading corporates, foundation and NGO’s incorporate SDGs into their activities. I would like to take this opportunity to express my appreciation for the good work and leadership shown by the participating organizations.

The 65 entries this year far exceeded last year’s number, this is an example of increased interest from leaders of industry, NGO’s and foundation to act responsibly and work towards national development. Their exemplary work in the areas of food security, poverty alleviation, clean water, sanitation, clean energy among others-through partnerships and collaborations, has helped usher in new insights and innovative solutions to age old problems. My heartiest congratulations to all the winners!

I would also like to convey my appreciation to Award Process Partner TTC and the Jury members for their support throughout the process. Keeping the mandate of GCNI in mind, I look forward to more such platforms that will highlight the collaborative efforts of organizations to work together for sustainable development”.

Mr. Shashi Shanker
President, GCNI & CMD, ONGC Limited
Businesses worldwide have always recognized the importance of having a vision, goals and targets that are measurable, achievable and time bound. What has been a common business necessity for years—was a first step in the development based agenda setting at a global scale that culminated in the creation of the Millennium Development Goals (MDG) in 2000. The success of the MDGs provides a driver to the UN to embark on a more ambitious post-2015 agenda by creating the new “Sustainable Development Goals” (SDGs). These new goals aim to free humanity from poverty; fight inequality and injustice; and tackle climate change by 2030 in order to shift the world on to a more inclusive and sustainable growth path. Lighting the way are organizations, both big and small, who realize the need to take action as leaders and drivers of business growth—by finding solutions to social issues that are scalable, reliable and sustainable in the long term.

More than 65 leading corporates, foundations and NGO’s across India participated in our 2nd Innovative Practices Awards on “Sustainable Development Goals (SDGs)” in the form of a Case Study Competition. The participants were judged on the Leadership, Innovation and Value Creation demonstrated through their case study submission. All entries showcased how they have, through responsible leadership and innovation, created socio-economic value. The initial screening was conducted by our award process partner TTC, followed by a detailed and in-depth-screening by our eminent jurors.

The top 12 case studies shortlisted were further trimmed down to the six eventual winners, namely, Tata Steel Ltd, ONGC Ltd, Indian Society of Agribusiness Professionals, NSE Foundation, and S. P. Jain Institute of Management and Research, Mumbai. Another company, TechnipFMC India was also awarded a special recognition by the Jury for their outstanding work. Our heartiest congratulations to all of them!

The success of our 2nd Innovative Practices Awards could not have been possible without the support of our process partner TTC along with Jury Members Dr. Bhaskar Chatterjee, (Chairman of the Jury) Secretary General, Indian Steel Association, Dr. H. Chaturvedi, Director, BIMTECH, Dr. K. Vijaya Lakshmi, Vice President & Head of Innovation Systems, Development Alternatives and Ms. Sunita Sule, Corporate Affairs Director South Asia, BASF. We would like to express our sincerest appreciation for their contribution throughout the award journey. We look forward to making this an even bigger event next year.

With warm regards,

Mr. Kamal Singh
Executive Director
DR. BHASKAR CHATTERJEE
Senior Director, IILM

My sincere thanks to U.N. Global Compact India for giving me the opportunity to Chair the jury for the Best Practices Award, 2018. Having been a jury member in 2017, I had the occasion to part of the process and to bring in the learning experience of last year. The process of selection was even more rigorous and the number of entries greater. Given that India will play a critical role over the next twelve years in the implementation of the SDGs, and on its success will depend the success of the rest of the world, the Awards are a great source of motivation to those companies and civil society organizations who are doing an incredible job in carrying out and implementing impact-oriented projects.

My heartfelt compliments to the GCNI Secretariat who did an admirable job in collation, tabulation and conducting the presentations. With their help, I think we were able to make a truly objective and worthwhile selection.

DR. H. CHATURVEDI
Director, BIMTECH

Greetings from BIMTECH!

“It was a privilege for me to be a part of the Jury for the UN GCNI Innovative Practices Awards, 2018 on SDGs. It was very heartening to receive very good presentations made by top teams screened by the Screening Committee. The depth and width of the presentations shown that now there is greater awareness in our country about the sustainability and CSR issues.

Overall, I appreciate this initiative of the GCNI and look forward for its wide acceptability among stakeholders.”

PROFESSOR (DR.) RADHA R. SHARMA
Chair, Centre for Positive Scholarship on Organisational Sustainability
Management Development Institute, Gurgaon

UN GCNI’s Innovative Practices Award, 2018 on Sustainable Development Goals aligned with United Nation’s 2030 Agenda for Sustainable Development encouraged public and private sector enterprises and NGOs to accelerate their efforts and showcase their work on a national platform created by GCNI. It was a privilege to be a Jury in this well organised process on pre defined criteria which had attracted many nominations. This annual endeavour for recognising SDG related work at the national level is commendable.
SUNITA SULE
Corporate Affairs Director, South Asia

As jury to the CSR awards, it was enriching to see some of the best projects initiated by companies in India in CSR & Sustainability. With the awards, GCNI has once again come to the forefront in mainstreaming and aligning its members towards sustainable & responsible business practices in the areas of human labour, rights, environment and anti-corruption. The nominations helped showcase the great effort put in by companies into the area of sustainable social business models while simultaneously encouraging others to align their own to contribute towards building a viable future offering an enhanced quality of life for everyone. My best wishes to GCNI and I offer my full support for its efforts towards creating value for the society as well as the environment.

VEENA SWARUP

It was indeed a privilege to be part of the jury for selection of best practices in the area of SDG for the awards instituted by UN GCNI. My compliments to them for this initiative. The companies’ showcased very well. Selecting some was not easy. It was a great learning. My appreciations for team GCNI who worked really hard.

All The Very Best!

DR. VINEETA DUTTA ROY
Associate Professor and Head Corporate Social Responsibility, BIMTECH

The last decade and half has brought about a sea change in the perspectives of the corporate and the stakeholders alike with regards to their role in making business more responsible and sustainable.

In India we have witnessed something very unique – a concerted effort of the public, private and civil society organisations to lend their efforts at bringing about a change in the human and national economic development. Post 2013, corporate India has shown not only immense adaptability but amazing grace and flexibility at aligning their social projects and programmes to the mandate of the Government.

The case studies sent to the UNGCNI depict the enthusiasm of the Corporate at sharing their efforts, not only to win accolades but also to be courageous and open to critique and suggestions offered by the experts in the field.

With deep respect I acknowledge this effort by the companies who sent their cases for being adjudged for their merit. The views presented by my colleagues in the jury narrate the experience we all shared. I for my part, would like to put on record my happiness at learning about these initiatives and congratulations to the organisers for having put it all together so well. I wish all the very best to UNGCNI for all its future endeavours!!!.
BridgeIT aims to bridge access and competency gap between marginalized communities and mainstream society using digital tools. The program is aligned with TCS’ focus on utilizing technology in its social interventions, especially to provide rural communities a platform to develop skills that can help improve their standard of living.
The key objectives of the program are:

- Provide supplementary academic inputs to primary and pre-middle government school children through a Computer aided Learning (CAL) module
- Facilitate digital literacy for middle school children
- Improve adult literacy in village communities through TCS’ Computer based Functional Literacy (CBFL) solution.
- Groom young dalit men & women to be digital entrepreneurs

Implementation Methodology

BridgeIT begins by identifying right NGO partners to implement the project in rural pockets of India. TCS determines committed partners to provide CAL course content and are flexible enough to meet changing demands. Trained TCS volunteers’ pool is created to support the program leveraging their competencies.

At present, the implementation partners are National Confederation of Dalit & Adivasi Organisations (NACDAOR) and Development Focus (DF). Pratham Infotech Foundation is the content partner.

The implementation partners select Dalit youth with potential for entrepreneurship and will to change the social stigma through an interview process. All entrepreneurs are provided with two laptops and other peripherals like mouse, speaker. Digital entrepreneurs are trained on computer basics and CAL module by the digital content partner. TCS volunteers train the digital entrepreneurs on TCS’ CBFL and other basic software. TCS Entrepreneurship lead orients the identified youth on entrepreneurship trainings. Overall program duration is 5 years with the entrepreneurs being provided with a monthly stipend for first 2 years. Later they sustain on the income generated through entrepreneurial activities.

Digital entrepreneurs get required approvals from Govt. authorities and begin CAL module in govt. schools in the first year. Adult illiterates are made literate using CBFL solution. In the second year, they start exploring various avenues for entrepreneurship. Implementation partners and TCS review the program periodically and undertake any course corrections if required.

Through BridgeIT, we tried to test the borders of what IT can do for deep rural communities. What we are seeing now is just the tip of the iceberg. India cannot move forward as a country unless companies understand their role in being a ‘Good Neighbour’ and support communities with their unique skills and business acumen. A rural entrepreneur from socially and economically disadvantaged community leveraging digital technology is a powerful change agent and the sky is literally the limit in the application of this model to rural Indian communities.

JOSEPH SUNIL NALLAPALLI
General Manager - Corporate Social Responsibility and Lead - Affirmative Action, Tata Consultancy Services
**DIGITAL ENTREPRENEURSHIP:**
- Digital entrepreneurs
  - earn an average of Rs. 8,000-12,000/month empowering their families
  - have broken untouchability and are a source of inspiration for communities
- Young women have dismantled social restrictions preventing them from venturing outside and use two-wheelers bought through their income
- Reduction in migration of youth from rural areas to urban regions for better employment opportunities

**COMPUTER AIDED LEARNING:**
- Average 52% increase in attendance of students at government schools under this module
- Students show positive attitude, inquisitiveness and eagerness towards learning through computers
- 5-10% average increase in marks scored by the students undergoing CAL in their school exams
- 250+ students shifted from private schools to govt. schools where BridgeIT is operational

**ADULT LITERACY PROGRAM:**
**Literate adults**
- are able to read newspapers, fill and sign government/bank documents & forms
- are able to monitor the progress of their wards in schools
- find their collective voice by forming groups, participating in panchayat meetings
- Work towards eradicating social evils like alcoholism, child marriage etc.
• Implemented in 9 states across India and empowers 235 youth in 18 districts.
• 180 entrepreneurs are from socially disadvantaged communities.
• 98 female entrepreneurs have overcome their social limitations to deliver digital services.
• 15 entrepreneurs have employed other unemployed youth in their businesses.
• 37,500 rural children in 310 government schools benefit from CAL modules.
• 3,580 adults are functionally literate through TCS’ CBFL solution in 265 villages.
• 42,300 beneficiaries have availed the digital services rendered by rural youth at their doorstep.
• 68% of students undergoing CAL modules and 86% of the adults undergoing ALP are from socially marginalized communities.

REACH

This project has helped me develop my own identity. The fear and resistance within me has disappeared completely. Now, villagers wish that every household had a daughter like Nandini. I feel blessed when I hear this.

NANDINI RANA, Entrepreneur

STATES WITH BRIDGEIT PROGRAM REACH
The ‘Green Rameswaram’ project has a prime objective to create clean, environment friendly and Green Rameswaram Island, including preservation of the ecology and marine diversity. The solid waste management segment of the project focuses on reducing the quantum of waste reaching the dump yard by adapting to SWM practices. It was launched on 2nd March 2016, to improve the solid waste management system by door-to-door garbage collection, effective waste segregation, waste recycling/processing, behavioural change in households/waste pickers/local bodies through IEC activities. The project was operational in 4 wards of Rameswaram, benefitting nearly 3000 households, with the involvement of various other stakeholders like project monitoring committee, municipality and local communities. The implementation methodology of the project was a 3-phase process, i.e., identification of the land along with construction of a decentralised composting facility, purchase of vehicle/auto-rickshaws, and sensitization of the residents on the importance of waste segregation at source. Through this project, ONGC enabled collection and recycling of 339 tons of waste and production of 11.1 tons of compost.

- Windrow compost generated from organic waste is utilized by the Municipality to fertilize 10,000 palm trees in Rameswaram
- Residents use the produced compost for the purpose of kitchen gardening
- 11.1 ton of compost generated from 339 tons of waste is distributed for free among the marginal farmers
- Free-distribution of the compost helped in maintaining the goodwill of the company
- Optimum use of the produced compost in Rameswaram
- Bringing in ‘Behavioural Change’ among the community
- Adaptation of solid waste management culture established in Rameswaram
- 95% of the population feels that the waste disposal is no more a problem in the area
- Of the IEC Campaign, 30% was by audio campaigning, 50% by door-to-door campaigning, 105 by RWAs & SHGs, and 10% by other modes
- Employment provided to 24 ‘Green Friends’ and 7 managerial staff, engaged in door-to-door waste collection and processing

“Through our ‘Green Rameswaram’ project focussing on solid waste management practices, we have been able to benefit nearly 3000 households across 4 wards and were able to generate 11.1 tons of compost from 339 tons of collected waste. This program has led to a significant behavioural change among the local communities in their day-to-day activities.”

SHASHI SHANKER
Chairman & Managing Director, ONGC
ONGC TRIPURA POWER COMPANY LIMITED

Employment generation scheme for disable persons (Mobile Repair, Beautician Course, Tailoring centre).
Decent Work & Economic Growth-Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Objective and goals of the projects- With an objective of creating opportunities to have quality jobs and sustainable development, and to empower women by providing opportunities to earn and be independent with decent working conditions under skill development scheme by Govt of India for sustainable economic growth. This approach made them employable and self-sustainable by productive employment.

a. Livelihood skill training in the areas of Tailoring, mobile repairing, beautician training are imparted to the identified 90 Nos of Below Poverty line (BPL) individuals.

b. Training modules were - Beautician, Self-made Tailor and Mobile repairing with 30 Trainees in each batch.

c. Duration was 380 Hours as per NSDC guidelines Implemented the project through one of the renowned, listed training partner, already registered with Skill Dept and have been doing such kind of employment development programs in the entire TRIPURA state. Identified trainees were shortlisted on need basis. Training centre was equipped with CCTV, Attendance punching machines, External assessment by representative of Skill dept for certification.

d. Project was regularly monitored by our own our own CSR team and it was ensured that the beneficiaries start generating income after completion of the course.

Demonstrated social, environmental and governance benefits and outcomes and how they are contributing towards compliance of SDGs: After getting training, beneficiaries have become change agents to society, responsible citizen, bread earner for their families.

The aim of OTPC has always been to Promote sustained, inclusive and sustainable economic growth of the north Eastern Region of India as well as all stakeholders.

CSR has always been an integral part of OTPC’s goal of promoting inclusive growth. During the year, OTPC has undertaken various CSR initiatives in the field of education, sports, health, sanitation, skill development and rural development in and around the area of plant operations in Palatana, Tripura to enhance the quality of life and economic well-being of the general public and weaker sections of the society. We believe in involving community in all our projects for long-term sustainability of the interventions, thus, the activities were carried out with the involvement of local panchayats, government authorities and villagers.

SATYAJIT GANGULY
Managing Director
The Project OCPF-AES was initiated in 2010 with the objective of improving soil health, increasing productivity, enhancing cropping intensity and resource base, and positively impacting the income and livelihoods of 3000 pigeon pea farmers. The project was operational in three districts of Karnataka, viz. Bidar, Gulbarga and Raichur. There were various stakeholders involved in the project, including OCPF (Donor Organization), ISAP (Implementing Partner), State Agriculture Universities - University of Agriculture Sciences (UAS), Raichur and Kota Agriculture University, State Department of Agriculture & other Line Departments, NAFED, SFAC & Walmart for Market Linkage, Project farmers (Members), Non project farmers (Non members), Women & Youth, Financial Institutions - Banks & NABARD.

I consider it a privilege that ISAP has been able to serve many of the Sustainable Development Goals set forth by the United Nations General Assembly through the OCP-Foundation supported Agriculture Extension Services & IFS Project. The project aimed at and to a large extent succeeded in income enhancement of small farmers in Karnataka and Rajasthan. The various interventions of the project targeted SDGs such as No Poverty, Zero Hunger, Good Health and Well-being, Gender Equality, Decent Work and Economic Growth, Reduced Inequalities, Responsible Consumption and Production, Climate Action, and Life on Land. GCNI recognised our endeavour by presenting us with the Innovative Practices Award for Sustainable Development Goals.

SUDARSHAN SURYAWANSHI
Chief Executive Officer
Indian Society of Agribusiness Professionals (ISAP)
• For project farmers, average productivity of red gram is relatively higher at 5.5 quintals per acre as compared to the 3.40 quintals per acre as compared to the 3.40 quintals before the start of the project i.e. 61% increase in productivity. For non project farmers, the average productivity increased from 3.40 to 4.6 quintals.

• The current average annual household income has been found to be INR 2,35,818 for members and INR 1,60,332 for the non members as compared to the INR 53,365 in 2009-10.

• The income for members has increased by more than 4 times the income in 2009 (Rs 53,356) while the increase in income of non members is around 3 times the income in 2009.

• 47.7% of the members indicated an increase in their income from livestock, of which, all the farmers attributed the increase to project support.

• The number of chemical applications was found to have reduced to 17.33% (1 spray), 16.93% (2 sprays), 40.67% (3 sprays) and 25.07% (4 sprays) during 2013-14 thus indicating the changed attitudes of the communities.

• Increase in gross cropped area of crop from 50% in baseline to 74% at the end of the project.
“Through the ISAP intervention in my life, my horizons have widened and I have become wiser about certain aspects of farming. I feel energetic and hopeful and as though anything is possible. ISAP has brought about a great impact on my life.” – Hanmath Rao, Vaddali

“After the ISAP intervention in my life, I have started growing sugarcane, red gram, soya bean, ginger and wheat in my farm. However, I felt the real importance of integrated farming during the two year drought since 2015. The availability of water was so low that I had to switch from growing groundnut to sugarcane. It is during this time that all that knowledge I gathered during my training programme came to my rescue.”
– Revanappa Kalappa, Chiknagaon, Bidar

“My crops and vegetable farming is going really well and now I’m able to earn Rs. 2.5 to 3 lakhs, strange to think when once I used to consider myself lucky if I even earned Rs. 60,000. I am even working with the village panchayat. I am now living a prosperous life with my wife and two boys and I have ISAP to thank for showing me what I was capable of and all the bounty that it has brought to our lives.” - Amraya Gundappa, Hali
SPJIMR’s - Abhyudaya program seeks to educate, uplift and support the community living in low-income neighbourhoods/slums around our campus in Mumbai. The program offers the following:

- Education and Livelihood program for 516 high-potential students (Sitaras and Pre-Sitaras) from urban slums. Sitaras are mentored by our MBA students.
- Educational sessions for parents of our Sitaras, on key issues such as gender, domestic violence, sexual abuse, health, etc.
- Abhyudaya Community Initiative – crafts livelihood program for the mothers of Sitaras. The goal is to hand-hold them initially and build capacity, so that they can run the initiative by themselves.
- Capacity building for teachers and principals in 70 schools catering to low income households.
• Academics, English language skills and General Knowledge of Sitaras have increased due to the program.
• Sitara parents feel that Abhyudaya had positive impact on the children, leading to more self-confidence, awareness of the world, and better interpersonal behaviour.
• MBA participants in mentoring report that their empathy levels have increased, and that their understanding of urban poverty/base of pyramid has improved.
• Three-fourths of our Sitaras have scored 75% and above in Grade 10 exams in 2016-17.
• All of our Grade 10 Sitaras have chosen to pursue higher education.
• Typically, around 45% of our Sitaras pursue degrees in Science and Engineering, and another 45% study Commerce. The rest usually study a variety of other courses including arts, home science and vocational courses.
• The Abhyudaya Community Initiative now employs 13 women. In just six months of being launched, it has registered sales of Rs 450,000 and provided income worth Rs 150,000 to the women.

Partnership for the Goals – DoCC

Development of Corporate Citizenship (DoCC) addresses social issues through the tool of ‘Partnership’. The goal is to strengthen the capacity of development sector institutions so as to make a greater impact on the society and contribute to the global goals.

We, at SPJIMR have integrated responsible management and sustainable development goals in our mission and vision. It is our mission to Influence Practice and Promote Value Based Growth. Our targeted stakeholders are the corporate sector and the social sector.

We contribute towards the SDGs in many ways:

a. Through creating value conscious socially sensitive students who positively impact corporate attitudes and practices with regard to sustainability and ethics.

b. Through initiatives like the Department of Corporate Citizenship (DOCC), our management students apply their abilities to enhancing the work done by social sector organisations in rural India. We partner with over 700 NGOs who are focused on many critical SDGs.

c. Through initiatives like Abhyudaya, we not only build empathy, and develop sensitivity to rural poverty in our students, but also help to bring talented school children on the road to success through higher education in urban slum areas.

All these initiatives are sustained, backed with deep reflection and have been a way of life at SPJIMR for more than 10 years now.

DR. RANJAN BANERJEE
Dean and Professor-Marketing
SPJIMR, Mumbai
The capacity building of partner organizations is done through

i. Student internship
ii. Management Development Programmes (MDPs)
iii. Training, and
iv. Project consultancy and case studies

The programme is need-based, where requirements of development organisations are assessed and accordingly mapped with the expertise of students, faculty and trainers.

- Relationships with 800 partner organizations established in 12 thematic areas called ‘Critical Issues’
- 500,000 community persons touched
- Impact in 24 States in India, with international outreach in Nepal, Bangladesh and Colombia
- 87,000 person-hours annually, 3500 projects
- 25 Alumni Change makers
- International collaboration with NUS, Darden School of Business, St. Thomas Minnesota University
- Published case studies

From the start the relationship between SPJIMR and SUDHA has been truly symbiotic. The keen insight has helped us to look beyond and grow dynamically. With every passing year we hope to further strengthen this relationship.

RACHNA RATHI, Thought Leader, SUDHA

The partnership with DoCC has been interesting. It has not only structured our NGO operations but corporatized them as well

ANANT NEVATIA, Founder, Rural Health Care Foundation
TechnipFMC India has been undertaking Corporate Social Responsibility Initiatives under its flagship Corporate Social Responsibility (CSR) program ‘Seed of Hope’. Overall goal of the CSR program is to accelerate inclusive growth of the local community in a sustainable manner thereby:

- Enhancing the quality of education
- Improving access to healthcare
- Promoting skill development
- Advancing gender diversity
- Ensuring environmental sustainability

"Seed of Hope'-our flagship CSR program upholds our foundational belief of sustainability with an aim to improve quality of live of the community wherever we work and live. Additionally, the program testifies our commitment as socially responsible corporate citizen and provides an effective platform for employees to volunteer in the sustainability initiatives undertaken by the company.

- MS. SWAYANTANI GHOSH, India Head-Corporate Communications and CSR, TechnipFMC India
As a responsible corporate citizen, we always strive to accelerate inclusive growth of the local community wherever we work by empowering sustainable communities, advancing gender diversity and ensuring environmental responsibility in alignment with our foundational belief of fostering sustainability.

Being global signatory to UN Global Compact, we ensure our CSR initiatives are in alignment with the respective Sustainable Development Goals.

We appreciate the way awards were organized with such meticulous planning backed by stringent regulations which is rare to find nowadays. This win will surely give impetus to our ongoing social responsibility initiatives and will motivate us in ensuring sustainable growth of the society.

MR. BHASKAR PATEL
TechnipFMC India

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**IMPACT**

- **Education**: Benefitted 1,600+ children through improvement in **Infrastructure**: Constructed Library and Principal room, Renovated school building, Installed RO system; Learning: Conducted 24 teachers training, Initiated 36 bridge education and smart classes.
- **Healthcare**: Benefitted 10,600+ individuals through **Preventive Healthcare**: Conducted 40 health awareness sessions on critical diseases benefitting 1920 villagers. **Curative Healthcare**: Catered to 194 villagers through Mobile Health Ambulance. Distributed 30 Matru Shishu Kits to ensure better pre/post natal care.
- **Livelihood Promotion**: Trained 130 youths on different vocational trades including fitting, welding and other income generation activities.
- **Women Empowerment**: Trained 118 women on tailoring & biodegradable sanitary napkin making.
- **Hygiene & Sanitation**: Constructed 162 toilets; Installed 20 trash bins (3 bin: plastic, wet & dry).
- **Disaster Mitigation**: Distributed 2,000 Humanitarian Aid Kits in flood affected areas in Bihar and Kerala.
- **Environmental Sustainability**: Planted 12,500 native saplings planted in Gujarat (Dahej) and Maharashtra (Satara and Buldhana), Installed 86 KWs of solar power units in Gujarat.
Samjh me nahi aa raha tha ki kaise naukri karun Bharuch me. TechnipFMC ke SDC (Skill Development Centre) se pata chaala ki Fitter ka training ho raha hai aur phir wahan se training karne ke baad mujhe Bharuch me hi Fitter ka naukri mila. Training ke saath saath protsahan bhi mila, yeh mujhe bahut acha laga.

KIRANBHAI PATEL, 19, a young boy from nearby Rahiyad village of Dahej in Gujarat. Translation in English—“After completing his senior secondary exams, he was not aware of how to cope up with the pressure of getting a gainful employment in his village as he didn’t want to move out of his village reason being his ailing father at home. It was through his friend he got to know about TechnipFMC India’s Skill Development Centre where he got enrolled for Fitter training and got a job after completion of training. What he liked the most is the way he was groomed and encouraged during the training”.
The objectives and initiatives taken under the project “Protsahan Chiraiyya” are aligned with SDG number 4 and 5 dealing with “Quality Education” and “Gender Equity” respectively.

About the project

The Project ‘Protsahan Chiraiyya’ was initiated in 2016 to empower the girls of the village Neemka Shahjahanpur located in Tehsil Jewar of Gautam Buddha Nagar district and ensure their holistic development by imparting knowledge, skills and providing additional inputs to their ongoing education.

Late Smt Sarla Birla, promoter of BIMTECH, was ardent champion of empowerment of women and their education. RSSWLD was already engaged in many social initiatives. On the eve of her death anniversary, RSSWLD team decided that something must be done to advance the agenda and aspiration of Late Smt Sarla Birla.

During the same period RSSWLD and BIMTECH conducted an extensive household survey and situation analysis of Neemka village adopted by Dr Mahesh Sharma, local MP and State Minister for Culture and Tourism, Govt. The situation analysis revealed that there are about 170 girls enrolled in two schools of the village and their awareness about their roles, rights and responsibilities is not up to the mark and there are many inhibitions preventing them from all round development.

RSSWLD team deliberated on this finding and as it was in synergy with aspirations of Late Smt. Sarla Birla, the team decided to give it a concrete shape. As a result of wider consultations with experts, local village leaders, district administration, “Project Chiraiyya” was conceived. “Chiraiyya” means young birds and project name signifies that it will provide them wings to fly by unlocking their potentials. Project idea was supported by BIMTECH and funding support was also committed by BIMTECH management.

A detailed project report was prepared having a long term and sequential approach. The project identified five components as depicted in the figure.

It is expected that after the completion of all five cycles these “Chiraiyya”, the name given to project beneficiaries, will expand their wings to fly high and touch the sky.
The major stakeholders for this project are:

i) girls
ii) parents of girl students
iii) members of Gram Panchayat and village leaders
iv) District Administration
v) BIMTECH
vi) Local MP
vii) Sehgal Foundation
viii) students and faculty of BIMTECH.

Implementation

The project is being implemented by Ranganathan Society for Social Welfare and Library Development (RSSWLD). RSSWLD enlisted support for the project from BIMTECH, District Administration, local MP, social leaders of the village and Gram Panchayat members. BIMTECH agreed to fund the project and committed a grant of INR 5 lakh. District Administration agreed on use of school building and villagers extended their support in terms of social mobilisation.

The course content for life skill was finalised by taking inputs from a reputed NGO i.e. Sehgal Foundation who were implementing such projects for a long time. Content for Basic English Education (BEE) was developed by students and faculty of BIMTECH on voluntary basis.

During the first phase, Life Skills Education (LSE) module is implemented for a batch of 30 girl students. The classes run once in a week for 3 hours. The total duration of the course is 17 weeks and the same cycle is repeated covering all girl students of the village. Selection is made on the basis of preliminary interview. In order to ensure higher participation, the participants are provided INR 1700 (INR 100 for each class) for attending all the classes. The course on BEE starts after completion of courses on LSE and getting the feedback of girl students. Its duration is also 17 weeks. The next three components are addressed concurrently as per the schedule.

A team is constituted to supervise, monitor and guide the operations. During the first batch the course was delivered by experts from Sehgal Foundation along with which functionaries of RSSWLD were also associated so that they get trained and future courses may be conducted by them.

Monitoring

A system for recording attendance, taking an examination after completion of each course has been introduced. Also, informal feedback from parents of the girl students is also obtained. BIMTECH faculty members are also requested to make periodic visits to the village and record their observations. It has also been decided to conduct impact assessment after completion of the project. WhatsApp group has been formed for ensuring regular interaction between students, mentors and teachers for the programme. Occasionally, a few instructive films and videos are also shown to the students.

As course contents, pedagogy have been finalised and tested, there is possibility for replication and up scaling it during the next phase of the project.

Innovation

The project innovation lies in implementation model. It is one successful example of public private partnership and harnessing volunteerism so as to reduce cost of implementation.

The spectrum of Women empowerment is unfolded if we are not able to preserve young girls. Girls are born with wings and the society is working as launching pads for the young girls to scale a good height. Our Chiraiyya’s are well equipped with ideas, motivation, and confidence to work in every domain of the society for bringing the glory of their parents.

DR RISHI TIWARI
CEO, BIMTECH Foundation.
A quotation on the project “Protahan Chiraiyya”
A total of 150 girl children have been empowered by the project. These girls now feel confident and well aware about their rights, roles and responsibilities and have their opinion on issues affecting society.

A group of 30 girl students conducted survey to identify households which do not have toilets and encouraged them to improve their health and hygiene.

In the area of environment, project has created awareness about Swachh Bharat Abhiyan.

The project has also opened windows for them for exploring new avenues for their development. Now they feel well prepared for future life.

Additionally, the project has increased brand image of RSSWLD and has also act as a differentiator for BIMTECH amongst other B Schools. In context of accreditation, institutional Social Responsibility is one of the major criteria. Such measures have helped BIMTECH to have strong positioning in context of accreditation and brand building.

**Scalability**

As course contents have been finalised and tested, there is much possibility for its replication and up scaling with the use of IT infrastructure. In the present context also, RSSWLD is considering its replication in 5 adjoining villages.
India is expected to reach the population of 1.4 billion and be one of the most populous nations by 2025. The population pyramid of country is expected to “bulge” across the 15–64 age brackets over the next decade thereby increasing the working age population from approximately 761 million to 869 million during 2011–2020. As a result, until 2020, India will be experiencing a period of “demographic bonus,” where the growth rate of the working age population would exceed that of the total population. Around 64% of India’s population is expected to be in the age bracket of 15–59 years by 2026, with only 13% of the total aged above 60 years.

This increase in the share of youth population due to demographic ‘dividend’ or the ‘youth bulge’ seems to be one of the sources of future economic growth in India. However, their high proportions in the labor force indicate that the problem of youth unemployment and underemployment would remain serious policy issue for many more years to come in India. Such high unemployment rates reflect, at least partly, the mismatches between skills demand and supply. The skill levels of those who join the labor market early are low as they are often school drop-outs and haven’t had the opportunity to undergo vocational training. The Government of India (GoI) has set a target to impart the necessary skills to 500 million people by 2022. However, some experts have raised concerns over the magnitude and achievability potential of this target. In this regard the Institute of Applied Manpower Research IAMR (a government think tank) has computed new skill gap figures to arrive at a realistic overall target. According to IAMR’s analysis, the total number of people who need to be trained by 2022 ranges between 249 and 290 million across differing skill requirement scenarios.

Even by alternative estimates, the country faces a considerable skill development challenge. Around 12 million people are expected to join the workforce every year over the next decade. In contrast, the country has a
total training capacity of around 4.3 million, thereby depriving around 64% entrants of the opportunity of formal skill development every year. Moreover, net enrolment in vocational courses in India is estimated at around 5.5 million per year, while that in China is 90 million and in the US 11.3 million. Clearly, the country faces a major challenge of imparting “employable skills” to its growing workforce over the next few decades.

It is against this background that Schneider Electric Foundation India, decided to contribute to the solution of this major long term problem of skill development faced by the country.

**Why Electrician Training**

Prominent among them has been that Schneider Electric is an Energy Management company and has several man years of knowledge repository resident within the company including the especially designed training equipment which were designed and manufactured through Schneider Electric Ecosystem partners. Another consideration was that to engage the SE employees in its CSR activity, Electrical training was a preferred choice as a sizeable employee base comes from the Electrical Engineering background.

Healthy growth trend in residential real estate and resultant demand for trained electricians was also one of the tipping points for choosing “Electrician Training”.

As per a National Skill Development Corporation (NSDC) report the key skills in demand in Building & Construction Industry are Crane Operators, Electricians, Welders, Masons, Plumbers, Carpenters and Painters etc.

Another consideration for choosing “Electrician Training” is the limited availability of Electricians with required “Safety Focus”. As per a National Crime Record Bureau - NCRB report almost 8 people die every day because of electrocution. Another report from Oil Industry Safety Directorate - OISD states that 42% of Fire occurs due to Electrical sources.

**The key objectives of the program are:**

- To impart vocational training to underprivileged school and college dropout youth in the field of electricity, solar and assist them for consequent gainful employment in the field of electricity for a better Livelihood.
Implementation Methodology

1. Deployment and Execution
SEIF was very clear about the fact that on-ground execution of the program is a highly specialized job and it would require the execution and mobilization skills of highly committed partner organizations for the deployment of this program. To overcome this challenge, SEIF collaborated with various corporate foundations and Not for Profit organizations of repute that were in the field of skill building of unemployed youth. SEIF provided them a fully functional electrical lab and highly developed course content which was tuned to the requirement of the market to facilitate the easy placement of the candidates post training.

2. Development Process of Course Content and Training Modules
Process Next step was to design the improved curriculum to address the concern areas of the existing courses, the benchmark of which has been Industrial Training Institutes-ITI, the government run Industrial training organizations. However, the course curriculum at ITI’s has not been keeping pace with advanced industrial technology over last several decades and has been missing the “Practical” aspect of theoretical knowledge. The team at SE studied the existing course material offered at ITI’s, conducted several focused group discussions with electrical contractors, interviewed several plant heads including SE’s own plants to understand the requirement and expectation of Industry from a trained electrician.

Based on the feedback secured, SE designed an improved curriculum backed up by a fully functional practical lab the equipment in which has been especially designed keeping in mind the market requirement for practical exposure. The curriculum was designed in such fashion that it would give the candidates the required exposure on the fundamentals of electrical engineering, household electrical installation training, industrial electrical installation training, safe handling of various tools & tackles and most important the safe work practices. This course was designed for duration of 3.5-4 Months.

3. State of Art “Train the Trainers” Facility
SEIF also arranged for the “Training of Trainers” at its state of the art training facility at Bangalore which was opened up in collaboration with Karnataka Government, Schneider Electric Foundation France and French Government. This two weeks residential training is provided to the Trainers free of cost, where our NGO Partners supports the boarding and lodging arrangements for incoming candidates.

4. Upskilling with Renewable Energy Training Centers (RETCs)
One of the most important requirement of a successful skill development program is of continuous up skilling that would help the candidate in acquiring market backed relevant skill set. Further, focus and support from the
government on solar power generation would result in additional capacities which in turn would boost the demand for solar technicians.

Keeping this in mind in 2017 SEIF started developing state-of-art Renewable Energy Training Centers to train the students in the field of Solar Energy. These ten centres came up at New Delhi, Vizag, Bangalore, Bhubaneshwar, Jaipur, Cuttack and Lucknow where candidates are trained on Solar Home System, Solar Micro Grid (both AC & DC), Solar water & Hybrid Solar Systems.

5. Alignment with Government's Skill India Mission

With the growing thrust on, Skill India, in 2016 we joined hands with government through National Skill Development Corporation to set up 100 Basic Electrician Centers with NSDC accredited partners and 1 Center of Excellence for the training of trainers and ITI teachers in the field of electricity, renewables and automation. SEIF’s role in this MoU was of a knowledge partner who shall supply the state-of-art training equipment, labs and course curriculum for Basic Electrician Centers as well as Center of Excellence.

Another MoU was signed with Government of Rajasthan to set up a Center of Eminence at Jaipur, for the training the teachers of ITI’s in the field of electricity and renewables. On the similar lines, our role was of a knowledge partner who shall supply the state-of-art training equipment, labs and course curriculum for the Center of Eminence.

6. Integration of SEIF’s Teacher’s Mission Program

To harness the resident pool of knowledge of Schneider Electric India’s employees for the training program and to provide them an opportunity to contribute towards the CSR efforts of the organization, SEIF envisaged the Teacher’s Mission program. In this program, the employees of SEI visit the various training centers and provide training to the candidates on various technical (related to training curriculum) and non-technical subjects like basic book keeping, time management, communication skills etc.

7. Challenges

The challenges were many and were present at each stage of the project starting from devising the course content from scratch,
building a working lab for the practical training, finding and collaborating with the like-minded execution organizations, mobilization of the candidates, arresting the attrition rates, placement of the candidates etc.

However, these challenges were met and overcome with the never say die spirit of committed employees & volunteers of various partner organizations and SEIF employees and volunteers. Various best practices were adopted and the successful ones were translated to various centers, to the extent possible based on the availability of on ground physical and human infrastructure.

8. Translation of Best Practices
SEIF acted as a catalyst and translation agent and unabashedly shared and translated the best practices of one centre and partner NGO with others. However, the deployment of those best practices was subject to the on ground constraints of deployment.

To arrest the attrition rates, wherever possible SEIF insisted on the residential programs for the candidates. Alumni were called in various programs and were asked to share their success stories with the trainees. Field visits in plants & factories and sites were organized to provide the trainees real life exposure of the working conditions. As mentioned earlier, SEIF Teacher’s Mission program was integrated with Electrician Training Program to boost the aspiration level of trainees.

9. International Adaptation
SEIF’s “Strategic Skill Development Program” on Electrician Training has been adapted and expanded to other South-East Asian nations like Bangladesh, Philippines and Indonesia through Schneider Electric India Pvt. Ltd.

These countries face the same challenge as us and the whole idea of behind the translation of best practices was to shorten the learning curve on the skill building programs. However, the course curriculum and content have been adapted and aligned to the requirement of local economies.

10. Conclusion
SEIF’s “Electrician Training Program” is our humble collaborative effort with our partner execution partners to bring the unemployed youth into the productive work force either through gainful employment or self-employment route.

Going by the credo that “Nothing is best enough that it can’t be bettered” we are ceaselessly working to improve the quality of the training program and keep it relevant to the market demand. For e.g. we are in process of introducing the modules on home security systems, CCTV and inverter and ups maintenance as part of the electrician training program.

In the end, we would like to thank profusely to the dedicated employees and volunteers of our partner organizations to work with us in our endeavour to contribute to the growth of skilled workforce of our country.

The Electrician Training, we got from SEIF Madhavaram DB Tech Centre has helped me to be a part of reputed company Schneider Electric. Now I feel more confident.

- Trained electrician, Miss. Emelda Julie, Madavaram, Tamil Nadu.

The Electrician Training by SEIF was a wonderful experience for me. I found the knowledge and experience of our trainers most appropriate and much helpful to me. It was really motivating. I heartily thank all my trainers for giving this opportunity to me.

- Trained electricians, Mr. Praveen Kr Gupta, GMRVF, Delhi
Achievements: Skill Development Program YTD 2017

85,000+ candidates trained from 270+ centers since the inception of the program in 2009.

Electrician Training

Partners and Skill Centers - 37 Partners, 270+ centers in 26 States
**Project name:** Changing Behaviour, Creating Sanitation Change Leaders.

SGD 3, 6 and 17 i.e. good health and wellbeing, clean water and sanitation and partnerships for the goals.

The Project Changing Behaviour, Creating Sanitation Change Leaders was initiated in 2015 to Eradicate the practice of open defecation and activate change agents to promote best hygiene and sanitation practices by inculcating BCC practices and generate the demand to build, use and maintain toilets, the project is operational in 3 states i.e. 7 districts, 50 ULBs in Maharashtra, 4 districts of Uttar Pradesh and 2 districts in Bihar.

**Examples**

- The Project ‘Enlighten’ was initiated in 2015 to enable ‘girl children’ living in difficult circumstances gain access to quality education for a better future. The project is operational in eight locations/cities engaging with eight Social groups and a range of stakeholders including employees of Capgemini (Donor).

- A total of 140 schools reached out and 1600 girl children 8 social groups included in the project. 103 Girl Children with Disability (GCWD) benefitted from various government entitlements (SADAREM Certificates, Monthly Pensions, Aids/Appliances, etc.) and 58 families affected by HIV/AIDS gained access to Widow Pension, old age pension, nutritional support; ration card, etc. from government.

- 1171 Children have been assessed by child competency assessment process and plans developed. Children’s competency levels in reading, writing and arithmetic have shown good results.

- 110 Children became Peer Mentors (Kutty Teachers) and assist other children in improving their competencies.

- Enhanced participation of parents, teachers and children added with supportive community and government.

- Change in mind-set towards girl child education.

Considering the detrimental impact of open defecation on public health as well as rural economic wellbeing Jagran Pehel has embraced the partnership with RB to transform the lives for the better.
In the first year of the program itself a total of 85,000 Households were reached out to directly.

The initiative mobilised around 13,000 change agents, these include ASHA/AWW workers, PRI members, Faith and Natural Leaders in Communities.

75 out of 200 villages selected in the first year reached either achieved or are formally pursuing an ODF status.

6120 additional toilet were built in the first year itself that is a 12% increases in toilets in 200 villages.

100% of the households in 200 villages are more aware of the importance of hand washing; there has been a 22% increase on awareness of hand washing at critical moments.

The initiative added a conservative $1.5 million into the national economy at the cost of Rs. 28 per person.

**MOBILIZATION OF CHANGE LEADERS**

The initiative identified key change leaders (the four Pillers), enhanced their capacity through training and sensitization process to influence and be the catalyst for change in the villages.

**PRI Members:** Over 200 PRI Members were trained and activated in the communities.

**Faith Based Leaders:** 270 Faith based leaders who can effectively challenge traditions and myths were sensitized and supported in the first year.

**Frontline Health workers (FLWS):** Over 300 FWLs change leaders were put through capacity enhancement training including communication straight & tactics to become effective change leaders. Arguably the primary coalface of the initiative, these FWLs change leaders being women and closely associated with mother & children, have unique access & influence on the households.

**Mothers & Caregiver:** Over 1200 mothers have been activated through training and engagement. In effect, the initiative has been able to deploy change leaders embedded in the households who are driving change from within in over 12,000 households.
**HAND-WASHING AT CRITICAL MOMENTS**

The Impact Assessment study conducted on ground revealed almost a standard 22% increase in hand washing at critical moments across 200 villages.

**Knowledge:**
- **Critical moments before which hands should be washed**
  - BIHAR: 69%
  - Uttar Pradesh: 72%
- **Critical moments after which hands should be washed**
  - BIHAR: 56%
  - Uttar Pradesh: 42%

**Practice:**
- **Hand washing at critical moments**
  - BIHAR: 55%
  - Uttar Pradesh: 44%

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**The Economic Impact**

Evidence/reports suggest that 600 million adults and 300 million children in 2014 were affected by diarrhea in India, which represents 75% of the overall population of the country.

For the purposes of this study, the initiative has taken a conservative approach estimating the economic impact based on 50% of the population being affected with an average of 2 working days lost per instance with on average a $15 overall loss in the economy.

**At Launch**
- **No. of cases:** 250,000
- **No. work days lost:** 50,000
- **@ 2 per case:** working days

**Total Adverse Economic Impact:**
- $7.5 Million per year
  (based on $15 wider economic impact per lost working day).

This is a conservative estimate as the study is only considering the potential impact of one disease diarrhoea while ignoring the impact of the other diseases that are linked to open defecation.

12 months following Launch

**Impact study focus groups, interviews with beneficiaries and all key groups of change leaders show that 1 out of 3 respondents are reporting a reduction in waterborne diseases in their villages.**

Assuming a conservative estimate of a 20% reduction in lost working days the economic impact of the first 12 months of the initiative is as follows:

- **No. of Work-day saved**
  - 20% of 500,000 = 100,000

In effect the initiative has added $1.5 million to the national economy through the initial 12 months of activities.

**Cost Per Beneficiary:**
- **Total cost of initiative:** 60,000,000 INR = $894,000*
  *(Based on 67.10 INR = 1 Dollar)*
- **Estimated number of interventions by the initiative:**
  - 85,205 households x 5 interventions on average per year = 426,025 times
  (These include change leader interventions + IEC + wider media)
- **Cost of per reach out per household annually:** $2,098

The annual cost of $2,098 equates to around INR 140 for each household or roughly INR 28 per person.

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**STAKEHOLDER TESTIMONIAL**

Even after being blind and not having a regular income I was able to construct a toilet, why can’t you do so after receiving so much support, Ganashyam Prashad, Change Agent.
Dr. Gupta believes in Jagran’s commitment to improving lives in the communities it serves alongside its media reach in the heartlands of India and therefore has worked on establishing critical partnerships with a vision to improve India’s Health and productivity not only for today but also the future.

Pehel is Jagran’s endeavour to reciprocate the love and acceptance that we have received from our readers. We have undertaken various projects towards our commitment for the betterment of society, and demand creation towards sanitation and hygiene probably the most comprehensive initiative.

**DR. SAMEER GUPTA**

*Executive President, Jagran Pehel*
The objectives and initiatives taken under the project “Protsahan Chiraiyya” are aligned with SDG number 4 and 5 dealing with “Quality Education” and “Gender Equity” respectively.

The NSE Foundation - HelpAge Project Shraddha – Towards Active and Healthy Ageing has taken shape from a need for establishing an alternate scale-able model to mainstreaming elderly by restoring a sense of their own value, strength and their inherent capacity to handle life’s problems. Project Shraddha aims at promoting Active and Healthy Ageing among elderly through Self Help collectives in four blocks of four states: 1. Ghatanji (Yavatmal, Maharashtra), 2. Pochampalli (Yadari, Telangana), 3. Kolaghat (Purbi Midnapore, West Bengal), 4. Basantpur (Supaul, Bihar). Each of these areas were selected due to certain debilitating factors that increased the number of senior citizens in these villages.

The project is designed to benefit a cumulative number of around 20,000+ elderly, which includes livelihoods of 5600+ elderly through collectives of elderly and their federation, ensuring awareness and access to rights and entitlements for 8000+ elderly, access to Primary Medical Care and community managed health interventions for 11000+ elderly through health camps, cataract surgeries and assisted mobility with the help of knee braces.

The project also seeks to establish an alternate model of working with elderly and build internal capacities within state to replicate/scale-up the project through the state governments and is based on the tested and established HelpAge India model of Social Protection. The model talks about two Key Variables – Vulnerability and Capacity (Empowerment). Hence, the Project would work to alleviate the vulnerability by working on the four manifestations and the cause of these. Enabling conditions in families and communities will be created to facilitate active ageing and for elderly, without becoming a ‘burden’ to their families and society.

The intended impact of the project is to improve:

1. Saving and financial decision making;
2. Livelihood and self-employment opportunities through their own micro-enterprises and access to schemes and programmes;
3. Access to bank credit mobilization –bank-able;
4. Increased awareness involvement in decision-making and access to their rights & entitlements;
5. Change in perceptions, attitude and responses of younger family members & the communities they live in; and
6. Increased participation in local self-governance and decision making at the family and community levels.
NSE Foundation’s holistic elder care interventions aspire to create a supportive ecosystem for the elderly so that they live a dignified life free from loneliness. The project goes beyond thinking of old age homes as the solution to the needs of the elderly. Various studies have shown that many senior citizens form a part of the active workforce and that their social and emotional well-being of the elderly improve when they are with their families and communities continuing as productive members of the social ecosystem. The project emphasises empowerment through financial micro models, digital and financial literacy, access to government schemes and pensions, empowerment and independence through health interventions, creation of social bonds through formation of collectives, engaging families and immediate communities to secure the well-being and rights of the underprivileged rural elderly.

**Impact**

- **Social Inclusion**
  - Bihar
  - West Bengal
  - Telangana
  - Maharashtra

- **Financial Inclusion**
  - Savings & Inter-Loaning
    - Telangana
    - Maharashtra
    - West Bengal
    - Bihar

- Enumeration of 6939 elderly by using participatory tools – social mapping and transect walk of the village to ensure participation of poor and disadvantage elderly in ESHG fold.
- Formation of 402 ESHGs with inclusion of 5407 members (2309 Men and 3098 Women members) in the ESHG fold with an average of 13 members in each group.
- 34 village volunteers got initial training for documentation and bookkeeping.
- 349 saving bank account opened as first step of bank linkages.
- Completion of Grading of 163 groups and MCP for 63 groups.
- 4301 elderly benefitted from health intervention. Out of this 2845 through accredited clinic, 659 through Rural Multi Speciality Health Camp, 600 from Poly Centric Knee Devices Camp and 197 through IOL Surgeries.
Bechani Devi of Shivnagar Village of Supaul district of Bihar is daily labourer and could not contribute to her poor family since last two years and he had vision problems as due to cataract. She became depend on their family members for even daily routine life and her family was not in position to do get eye checkup due to financial problem until HelpAge India organised an eye screening camp for the elderly with support of NSE under project Shardha. The project team get her eye checkup done and sent her for cataract surgery to a partner eye hospital restore her vision. She is now position to go out for work and earn money for her family. She thanked the organization and could not believe someone can help without money. She started crying with her word “AAPLOG BUJURGON KE LIYE BHAGWAN HAIN”

Ganeshi Mehta, aged 61 years, a rikshaw puller by occupation and resident of Lalpur village of Supaul district (Bihar) is a member of Maharana Pratap Elder Self Group formed under Project Shaddha implemented by HelpAge India with support of NSE. One day, he felt stomach pain and taken medicine to control from a local medical store. He didn’t get relief and had to admit in a private hospital in nearby town. The hospital denied to continue his treatments from next day as his son refuse to pay bills. He was in difficult situation and advised his wife to approach ESHG for a loan. The ESHG members arranged 5000 rupees (1500 loan from ESHG and almost 3500 rupees of support by members) for his further treatment till he get cure. Ganeshi is thankful to the mutual concept of the project and said “ESHG and group members saves my life and I will request other elderly to join Group”.

Health Inclusion

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<th>Accredited Clinic</th>
<th>No of Locations</th>
<th>No of Elder Treated</th>
<th>IOL Surgery</th>
<th>Rural Multi Speciality Health Camp</th>
<th>No of Elder Beneficiary</th>
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NSE FOUNDATION: PROJECT SHRADDHA
About Global Compact Network India (GCNI)

Global Compact Network India (GCNI), is the local arm of the UN Global Compact, New York. It is the first Local Network in the world to be established with full legal recognition. It also serves as a country level platform for businesses, civil society organisations, public and private sector and aids in aligning stakeholders’ responsible practices towards the Ten Universally Accepted Principles of UNGC in the areas of Human Rights, Labour, Environment and Anti – corruption, broad UN goals including Sustainable Development Goals and other key sister initiatives of the United Nations and its systems. At present, the India Network is the leading network among all the Local Networks in the world. It has also emerged as the largest corporate sustainability initiative in India and globally with a pan India membership of over 350 leading businesses and non-businesses participants and 350 signatories, strengthening their commitment to the UN Global Compact Principles by becoming proud members of the Local Network in India.

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