

10 years  
of impacting  
lives...

**CII** FOUNDATION

# Connect

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**Jamshyd N. Godrej**

*Chair of Board, CII Foundation  
and Past President, CII (1993-94)  
and CMD, Godrej & Boyce  
Manufacturing Company Limited*

“

*The journey of the CII Foundation so far has been truly inspiring and impressive. Over the years, the gamut of activities, partners, and beneficiaries of the CII Foundation have expanded.*”

**I**t gives me immense pleasure to share the first issue of the CII Foundation newsletter as we celebrate the 10<sup>th</sup> anniversary of the Foundation. Corporate Social Responsibility (CSR) has always been an integral part of corporate India with social engagement through philanthropic activities in areas such as health and education. While individual efforts have been many, building partnerships and leveraging the collective power of partnerships to drive change is the game-changer. Since its launch in 2011, the CII Foundation has successfully directed expertise and CSR resources towards India's inclusive development, focussing on key areas such as gender and women empowerment, environmental sustainability including water, disaster management and education.

The journey of the CII Foundation so far has been truly inspiring and impressive. In a first-of-its-kind initiative to bridge the gap



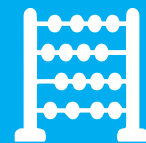
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between companies and NGOs, it launched Sammaan in 2015. This online CSR exchange was launched in partnership with the Bombay Stock Exchange (BSE) and the Indian Institute of Corporate Affairs (IICA), and within a year had over 790 Programs from 748 NGOs across 360 towns/cities listed. To enable effective, coordinated and collaborative efforts towards disaster management, the Foundation launched an online inventory platform in October 2016 - <http://www.disasterresponse-ciifoundation.in>

From providing relief and rehabilitation to flood-affected states such as Uttarakhand and Kerala to strengthening early childhood education through innovative methods such as BALA (Building as a Learning Aid), creating awareness and providing support to farmers to adopt environment-friendly alternatives to crop residue burning, to creating a network of empowered women to bring about social

transformation, the activities of the CII Foundation have been diverse and even covered neighbouring countries. As part of its disaster relief work, CII Foundation, along with its implementing partner Nyaya Health Nepal (NHN) constructed prefabricated clinic units/ health posts and provided medical supplies in Nepal.

Over the years, the gamut of activities, partners, and beneficiaries of the CII Foundation have expanded. The outbreak of Coronavirus in 2020, which devastated economies and people, saw the Foundation once again at the forefront, providing relief and rehabilitation to 80 lakh people in partnership with CII and affiliate associations such as SIAM and ACMA.

As we move into 2021, I wish you all a happy new year and pledge our commitment towards India's inclusive development. ■



The launch of the CII Foundation in 2011 was a landmark step towards supporting and assisting the Indian industry in social development. Since then, the CII Foundation has been spearheading work of enabling inclusive development by working closely with the corporate sector, governments and key stakeholders of the social development sector ecosystem. The Foundation envisions and implements impactful CSR interventions focussed on environmental sustainability including water, gender and women empowerment, disaster management, and education to change the lives of the vulnerable and marginalised sections of society.

Through its Woman Exemplar Program which identifies, recognises, and empowers grassroots women to create 'nation builders' through coaching and mentoring, the CII Foundation has created a pan-India network of about 100 Exemplars who are reaching out to over 12 lakh people. The Program is now focussing on building their capacity to create a rung of 200 women leaders while building 90 resilient communities across the country.

To address climate change and air pollution, the Foundation collaborated with NITI Aayog to identify sources of air pollution in Delhi-NCR. It implemented the crop residue management (CRM) initiative in North India in 2018 and demonstrated a successful model for improved CRM. Cases of stubble burning have reduced significantly in the programme villages - by 75% in 2018, and 87% in 2019 and by 85% in 2020. The initiative was awarded the UN Sustainable Development Goals Action Award - 2020 by UNDP and Government of Punjab in September 2020.

Recognising that maximum brain development occurs between 0 to 5 years, CII Foundation



**Chandrajit Banerjee**  
Managing Trustee, CII Foundation  
and Director General, CII

“

*CII Foundation has been spearheading work of enabling inclusive development by working closely with the corporate sector, governments and key stakeholders of the social development sector ecosystem*”

focused on early childhood education. Through its interventions in Jammu & Kashmir and Kolkata, the Foundation is reaching out to over 1500 children under the age of 6. Last year, education moved online due to the pandemic, and the Foundation has been developing home-based learning modules that can be rolled out by the parents.

CII Foundation has led several efforts to provide relief and rehabilitation during disasters and during the pandemic, has been providing succour to those impacted.

This newsletter presents a slice of the enormous amount of work being undertaken by the CII Foundation. I want to thank partners, the Board of Trustees and the communities and look forward to their continuing support as we expand our work to create a more significant social impact. ■

# 2011

## Launched

## Disaster Management

# 2013-14

## Aganwadi Adoption Programme in West Bengal

# 2014-15

# 2015-16

# 2016-17

# 2017-18

# 2018-19

## 2019-20

In partnership with CII and affiliates such as SIAM and ACMA, reached out to more than 80 lakh people across India impacted by the Covid crisis





# Climate Change Resilience

## Crop Residue Management Initiative

**L**evels of air pollution escalate sharply in parts of north India in early winters every year mainly due to crop residue burning in the agricultural heartland of India - Punjab, Haryana and parts of UP, Rajasthan and Delhi. It causes severe disruption of life especially in the Delhi National Capital Region.

CII in partnership with NITI Aayog studied the issue in 2016-17 and a report was released in February 2017 by NITI Aayog CEO, Shri Amitabh Kant. The recommendations of the report played a key role in the design of central government policies and schemes in this regard.

CII Foundation initiated a pilot field intervention in 2018 in Punjab, in line with the findings of the report, with technical advice from Punjab Agriculture University, Ludhiana (PAU) and the Government of Punjab. The

pilot project covered 19 villages targeting 16000 acres of farmland and 3000 farmers. The pilot project showed encouraging results, and burning was checked in the project villages in 75% area while 80% farmers adopted improved straw management practices.

Encouraged by the good response from farmers, the initiative was expanded to 147 villages in 2019. In 2019 too, 87% of farmers adopted improved straw management measures, fully or partially, and 76% of straw was saved from burning in the adopted programme villages.

In 2018, the Government of India had launched a Central Scheme worth INR 1150 crore subsidizing various in-situ machineries to farmers and farmer groups. The scheme has increased machinery adoption and generated some interest among farmers about

2016-17

**CII-NITI Aayog Research**

Problem Analysis

2018

**Pilot Project**

Developing a model of field intervention

2019-22

**Scaling-Up**

Replicating the model

Influence Policy making to ensure enabling Policy environment



improved straw management techniques. But the problem still exists at an unprecedented scale. The stubble burning incidents recorded in the north India region stood at 75,532 incidents in 2018, 61,332 incidents in 2019 and over 81,000 fire incidents in 2020.

CII Foundation has dovetailed its programme with the government scheme, playing a complementary role. In 2020, the programme was scaled up to 200 villages across 8 districts

in Punjab and Haryana (Ludhiana, Patiala, Barnala, Taran Taran and Sangrur in Punjab and Rohtak, Sirsa and Fatehabad in Haryana), of which there was full adoption in 172 villages covering a total of 1,57,924 acres of farm area and involving 27,863 farmers. As per the data collected by CII, stubble burning has been checked in over 80% area in the programme villages in the current season. ■

## Key Interventions

Behaviour Change	Accelerating Adoption of In-situ Farm Technology	Exploring Possibility of Additional Straw Management and Sustainability Interventions to Improve Action on Stubble Burning
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## Crop Residue Management Programme Coverage

Year	Geography Coverage	Village Coverage	Number of Farmers Supported	Area of Farmland Covered (Acres)	Results
2020	Ludhiana, Patiala, Barnala, Taran Taran and Sangrur in Punjab and Rohtak, Sirsa and Fatehabad in Haryana	200 villages (172 full adoption & 28 villages on demonstration basis)	27,863	1,57,924	Stubble burning was checked in over 80% land
2019	Ludhiana, Patiala, Barnala, in Punjab and Rohtak, Sirsa and Fatehabad in Haryana	147 (105 villages full adoption & 42 villages on demonstration basis)	20,000	1,02,000	87% of farmers adopted improved straw management measures
2018	Ludhiana and Patiala, Punjab	19 villages	2,000	16,000	Burning checked in 75% land (12,000 acres) & 80% farmers adopted improved straw management measures

CII Foundation is tackling the stubble burning problem by following a circular economy model and promoting largescale recycling of the residual straw in the farms.

In 2020, the project achieved scale and recognition. CII Foundation has been awarded the UN Sustainable Development Goals Action Award - 2020 by UNDP and Government of Punjab for the Crop Residue Management initiative in the category of 'Integration, Convergence, Joint Action and Holistic Solution Approach', in a virtual event held on 28 September 2020. ■



## Programme Impact

**A**n impact assessment study of the project for 2019 was conducted by CII Centre of Excellence for Sustainable Development in September 2020 which estimated air pollution and climate change mitigation benefits derived from the intervention. A total 183,000 tonne of rice straw was prevented from burning and was recycled back in the soil, leading to saving of an estimated 1.3 thousand tonne PM10, 770 tonne PM2.5 and other greenhouse gases. An estimated 158,000 tonnes organic matter was added in the soil and 10 billion litres of water saved.

The study confirmed that the economic case for better crop residue management is promising but needs further strengthening



CII Foundation's Cleaner Air, Better Life - Crop Residue Management Initiative is a multi-stakeholder and collaborative effort to promote sustainable agriculture practices and curb the air pollution caused due to stubble burning.

through enhanced public and private investment in the sector. Farmers traditionally spent Rs 2,948 per acre on farm operations between paddy harvesting and wheat sowing on straw disposal/burning and multiple machinery

run required for field preparation. In CII's intervened villages, this cost was brought down to Rs 2,630 and Rs 2,672 per acre for mulching and straw incorporation respectively through promoting collective machinery use models and additional financial support.

The study reveals that outside the programme villages, the corresponding operations of straw management remains slightly costlier, despite government subsidy on machines, by about 8% in case of in-situ practice and 64% on ex-situ. This plays a part as a deterrent to faster and large-scale adoption of CRM alternatives.

The machinery cost disadvantage of improved CRM may eventually get offset through input efficiency gains and better yield realisations, but these benefits comes at a later stage and are dependent on various external factors. In fields where paddy straw was recycled in the subsequent wheat crop, yield (in wheat) improved by 2.93% under mulching and 7.32% under mixing, as per CII's study. Yield improvements were also observed in potato in fields where paddy straw was incorporated in the soil. ■

“

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

**Dr Baldev Singh Dhillon**

Vice Chancellor, Punjab Agricultural University

“

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

**Dr Himanshu Gupta**

SDM, Raikot, Ludhiana

“

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

**Sunder Pal**

Farmer, Dholu village, Fatehabad, Haryana

## Project Partnerships

The initiative is implemented on the ground by CII Foundation, and involving grassroot organizations GBDSGNS Foundation, Doctors for You and Guru Nanak National College. Punjab Agriculture University, Krishi Vigyan Kendras and District offices of Department of Agriculture and Farmer Welfare of Punjab and Haryana provide training and technical support.

Apart from CII, the initiative is supported by Society of Indian Automobile Manufacturers (SIAM), and industry members Birlasoft, PTC Financial Services, CLP India, Royal Enfield, BPCL, GAIL, ReNew Power, Cummins, FIL India and ONGC under Corporate Social Responsibility (CSR). ■

## CII Foundation Crop Residue Management Initiative in the Media



## Crop Residue Management – Amplifying The Stories

At a session on Agritech at the DST-CII India Portugal Technology Summit on 8 December 2020, Chandrakant Pradhan Lead – Climate Change Resilience, CII Foundation, shared the experience of accelerating adoption of ecofriendly technologies to tackle farm stubble burning and other ecological challenges in the agricultural heartland of North India.



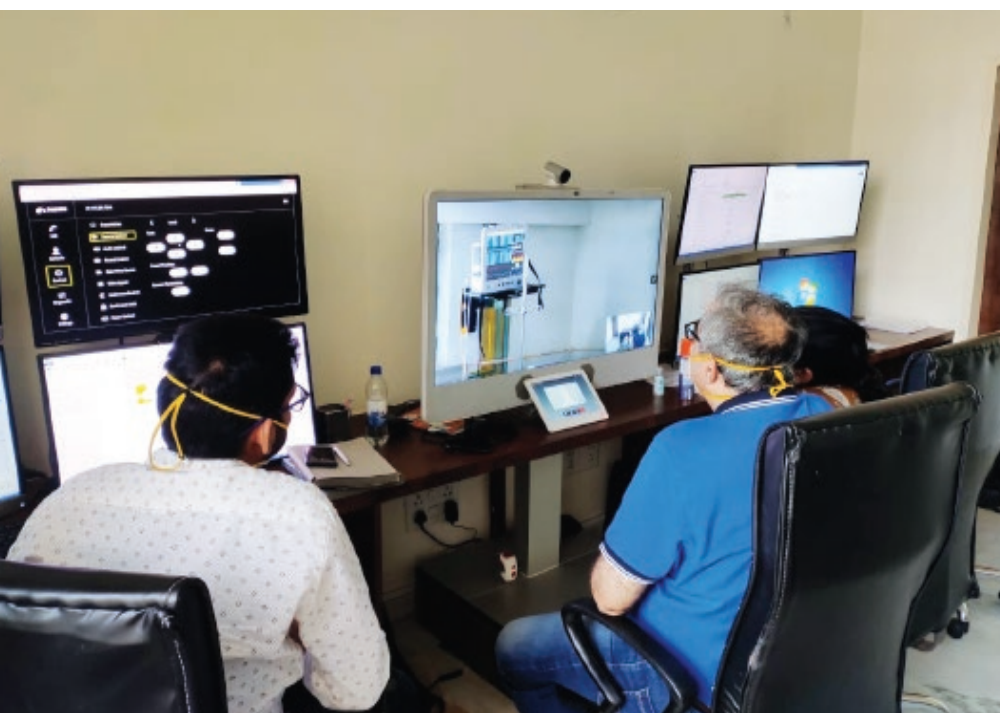
## Disaster Management

The CII Foundation has been leading relief and rehabilitation initiatives across India, and in 2020, played a critically important role in providing succour to those impacted by the outbreak of Coronavirus.

Working closely with CII and affiliated associations such as SIAM and ACMA, it reached out to over 80 lakh people across India leveraging its grassroots presence. The CII Foundation worked closely with the Government and district administrations to drive awareness campaigns especially in Punjab, Uttar Pradesh and Haryana. With the help of the CII Foundation Woman Exemplars, it reached out to the most vulnerable communities in rural areas to provide ration kits, medicines and other essentials.

The relief work was followed up with focussed projects aimed at supplementing health interventions in tier II and III towns and building

community resilience of the marginalised. The CII Foundation partnered with Springer Health Systems and started the Tele-ICU Initiative, which is a 24\*7 remote ICU patient monitoring system aided by real-time, two- way audio- visuals and smart alerts. The Tele- ICU Service interlinks far-end hospital along with ICU, the cloud servers, and a command center as a solution to triage, diagnose and manage the patients in isolation and ensure that a trained clinician is available 24X7 to manage the patient without the need to be physically present at the site. While the healthcare systems, whether private or Government are doing their best to provide the infrastructure and resources for diagnosing and treating the COVID-19 cases, there is a shortage of PPE as well as trained medical/ paramedical resources to handle the situation. The Tele-ICUs are serving as a solution to triage, diagnose and manage the patients in isolation. ■



The CII Foundation, with the support of members, has rolled out the Tele-ICU initiative in four hospitals in Haryana for 95 ICU beds and for 108 ICU beds across six locations in Maharashtra.

### Haryana

Rohtak, Sonapat  
Nalhar, Faridabad

### Maharashtra

Solapur, Aurangabad, Nagpur  
Jalna, Manchar & Bhor (Pune)

## Kerala Relief and Rehabilitation Work

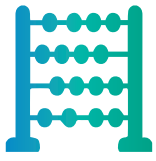
The CII Foundation undertook relief and rehabilitation work in Kerala after the state was devastated by floods in 2018.

The State Department of Health and Family Welfare identified 6 Health Centres and recommended they be upgraded as Family Health Centres. CII Foundation is working on this while trying to enhance structural resilience and enabling a green and energy-efficient infrastructure. ■

“The Upgradation of PHC Chittattukara to Family Health Centre (FHC) was possible largely by the support of CII & CII Foundation. The Panchayat had minimal funds and was in dire need of support after the floods. But the support has helped us to make this Health Centre one of the best FHC in the Ezhikkara Health Block and a model one to the State”

**Dr Seamol V C**  
Medical Officer  
FHC Chittattukara  
Ernakulam





# Education

The early years of a child's life are critically important for their learning and wholistic development. There is substantial research to show that the maximum development of the brain occurs from 0 to 5 years. Thus, CII Foundation focusses on improving the quality of early childhood education (ECE) through its initiatives.

The Integrated Child Development Services targets children between 6-72 months of age through the Anganwadi Centres across India. Several Centres have infrastructural issues, and are poorly equipped to impart quality education to this age group. CII Foundation therefore

directed its efforts at strengthening ECE through the Anganwadi Centres.

The first phase of the programme implementation saw ECE activities being conducted in more than 90% of the centres that were adopted. Through the pandemic, the program has developed home-based learning packages to ensure the continuity of learning for children from underprivileged backgrounds. The Foundation also led a process of developing guidelines to ensure learning for children enrolled in Anganwadi Centres and shared the same with the Ministry of Women and Child Development. ■



## Key Areas of Intervention

Infrastructural Support through BALA - Building as Learning Aid by transforming the infrastructure to create learning spaces in Anganwadis

Training and Capacity Building of Anganwadi Workers

Community Engagement especially parents to strengthen their role in the child's development

Nutritional Support

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



## Women Empowerment

**I**t gives me great pleasure to be associated with the CII Foundation as it celebrates its 10<sup>th</sup> anniversary in 2021. Since its launch, the CII Foundation has undertaken some truly commendable and path-breaking work, and I consider the Woman Exemplar Program an excellent example of it.

The Program literally scours the country to unearth underprivileged, last-mile, grassroots women who have faced tremendous social and economic challenges but have not allowed themselves to be crushed by them; rather they have emerged stronger, and as leaders inspiring millions of others. The 3 winners each year, selected after a very rigorous process, not only receive a cash prize and recognition at a national level by CII, but some of the Exemplars have also gone on to be recognized by NITI Aayog through their Women Transforming India Awards. However, it is the hand-holding by the CII Foundation and supporting industry partners to help the Exemplars realise their dreams and scale up their work, which is immensely valuable to them and society. Any social change must start at the grass-roots level and I believe it is these women who are driving real change.

Over the years, the Program has built a cohort of almost 100 Exemplars who are bringing about impactful social transformation. The focus now is on leveraging the 'collective' power of these 'nation builders' through capacity building and coaching to provide the Exemplars with



**Mr Vipin Sondhi**

*Chairperson, Steering Committee  
CII Foundation Woman Exemplar  
Program and Managing Director  
& CEO, Ashok Leyland Limited*

“

*Any social change must start at the grass-roots level and I believe it is these women who are driving real change.*”

the skills, information and platforms to enhance their potential. By promoting collaboration between the Exemplars and other partners, a pan-India Exemplar community is being developed, which will amplify the social good.

Last year, as the world reeled under the impact of Covid-19, relief work was undertaken by the Exemplars in 6 states, benefitting 40,550 people. Going forward, as the world emerges out of the crisis, the Program will focus on building community resilience against disasters and work on creating 80-90 resilient communities across the country, led by the Woman Exemplars. ■

**T**he CII Foundation Woman Exemplar Program was launched in 2005 to recognise grassroots women leaders who have battled poverty, social discrimination and other challenges to emerge as leaders.

With grit, vision and leadership, these Woman Exemplars have not only transformed their lives but have created a significant impact in the communities they work with through 4 R's: **Resistance**, **Resilience**, **Relationships** and **Resurgence** of new leaders. ■

## Key Components of the Woman Exemplar Program

Recognition

Capacity Building through Coaching and Mentoring

Creating a network of women working to transform India

“*Associating with the Woman Exemplar programme has been an extraordinary experience for me. I have met amazing women from across India, from a woman making a small business of soya products in rural Maharashtra to another developing pond digging skills in Jharkhand. It has taught me the definition of leadership, which comes from knowledge, authenticity, being rooted to the ground and understanding one's environment. From the young Muslim woman who gave up a call centre job to help young women and men to overcome misogyny in the public domain to another young woman who popularised empowerment of women through martial arts, there was so much to be inspired by. Associating with the jury of accomplished women who took time out from their busy schedules also made me understand the value of their expertise, empathy and ethics. It is a privilege for which I am forever grateful.*”

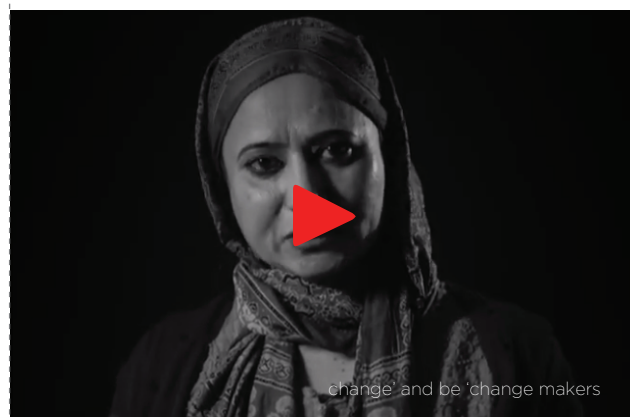
**Kaveree Bamzai**  
Author and Journalist

## STORIES OF TRANSFORMATION FROM THE FIELD

### 95 Woman Exemplars

working across India, transforming lives through their work in health, micro-enterprise, and education

**Impacted 12 lakh** people



### Change Makers in Action

Sumitra Gagrai has been transforming lives in rural Jharkhand through her work in healthcare, impacting 36,000 people. Watch her and others in action



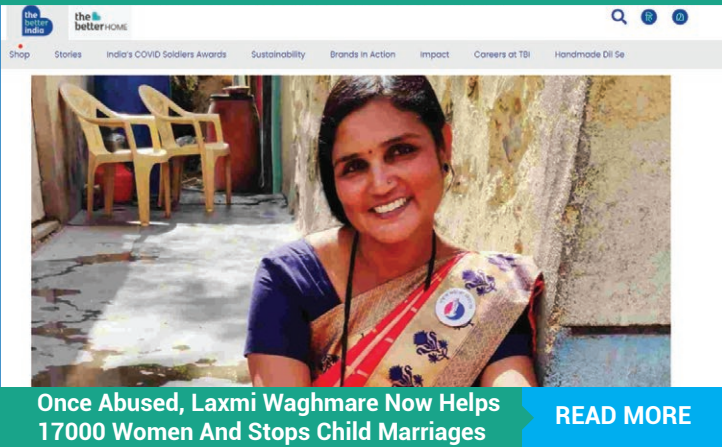
## Capacity Building Through Coaching

The Woman Exemplars are being coached by industry mentors to help scale their work and impact.

The 2019 Cohort of Mentors and Mentees		
Exemplar – Thrust Area	Mentor – Designation	Strategic Intent of the Pairing
Kanchan -Launched her own organization to widen the depth of the work within the Dalit communities of Jaunpur, UP	Aboli Abkari - Head Partnership at Dr Reddy's Foundation	Forging newer partnerships and propagating philanthropy on her way, Aboli's 24+ years of experience will help Kanchan in finding her feet with the new organization she's recently launched.
Bhimavva Chalwadi - Leading an enterprise employing rescued devadasi women in Goa	Anagha Mahajani - Head Program, Research and Monitoring at Ambuja Cement Foundation	Leading rural development programs, women empowerment and capacity building, Anagha's 25 years of experience will help Bhimavva monitor her enterprise well and employ more women.
Ushaben Vasava - Leading a revolution of ensuring land rights for women and introducing advanced farming techniques in Narmada District, Gujarat	Mukta Dhavale - Head at ACG Cares Foundation	Having had first-hand experience of working with tribals and in the field of agriculture, Mukta's interests are aligned with that of Ushaben's, helping her in increasing the magnitude and the scale of her work.
Savitri Rai - Paving way for women leadership and livelihoods in Deoria, UP	Shipra Sharma - Head CSR at L&T Infotech	A strong advocate of gender equality, paving way for leadership through her career, Shipra's work portfolio and inclinations resonate with Savitri's.
Sadhana Deshmukh - Championing small scale business ideas for women in Marathwada, Maharashtra	Shalini Singh - Chief Corporate Communications & Sustainability at Tata Power, Chief-CSR, CEO & Managing Trustee of Tata Power Community Development Trust and Skill Development Centres	Focusing on brand management, media relations and marketing skills, Shalini's vast work experience will help Sadhana in launching her products in newer markets and succeeding at it.
Sreeja Debnath – Working towards improving mental health indicators and working with victims of abuse in West Bengal	Rachana Iyer- Lead CSR - IDFC First	Being a social impact specialist and a mental health advocate, Rachana's work interests are aligned with that of Sreeja's.
Dulari Khatoon – Working with Muslim communities to generating awareness about their rights in Kolkata, West Bengal	Amit Garg - Country Manager, India at the Global Fund to End Modern Slavery	Providing strategic direction and operational leadership for the anti-trafficking mandate in the region, Amit's work experience and understanding of the complexities will help Dulari increase her horizons of work.
Jacinta Kerketta – leading a movement of change through her writing and ensuring education for all	Shilpa Sinha Harsh - Senior Vice President - Global Corporate Communications, CSR and D&I, HGS	A marketing and communications professional, Shilpa's work profile and interests are in tandem with that of Jacinta's.
Rama Sharma – has established her own organization to work with the Banjara Muslim community.	Gazala Shaikh- Global Lead Corporate Social Responsibility (CSR), WNS Global Services	Specializing in overall community development initiatives and working towards strategic change, Gazala's diverse experience will help Rama in enhancing the impact of the work that she is doing within the Banjara Muslim community.

**MEET OTHER EXEMPLARS**

## Woman Exemplars in the Media



**“As the recipient of the 2020 CII Women Exemplar award in the micro-enterprise category and a Rs 3-lakh prize, Chandrakali Markam has much to celebrate. “I’ve bought a motorbike—it will help me travel to the other villages,” she says about her plans for the cash. After a beat, she adds, “I’d also like to open a general goods shop in my village, so people can get supplies without travelling to the nearest store, nine kms away.” Foremost on her mind, however, is clearly her community: “Everyone calls me ‘Chandrakali didi’ whenever I go on rounds. It feels amazing to have helped so many people and to be greeted with such love.”**

**Chandrakali Markam**

## Voices of the Change Makers

The CII Foundation Woman Exemplar Program has transformed the lives of many grassroots women by identifying and recognizing them through the CII Foundation Woman Exemplar Award.



**Watch Rekha Kulkarni, CEO, Mann Deshi Mahila Bank, who nominated Rupali Shinde for the Award in the Micro-enterprise category celebrate her selection and express her appreciation and gratitude to CII Foundation.**



**A vibrant and happy Rupali also expresses her gratitude to CII Foundation**

To know more about CII Foundation [Click Here](#)

For feedback and suggestions please contact Priya Shirali, Head - Strategic Communication at [Priya.Shirali@cii.in](mailto:Priya.Shirali@cii.in)

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