

10 years  
of impacting  
lives...

**CII** FOUNDATION

# Connect

APRIL 2021 | VOLUME 1 | ISSUE 2



**Seema Arora**  
CEO  
CII Foundation

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*The CII Foundation is celebrating its 10th anniversary in 2021. We are grateful to everyone engaged with the Foundation as we continue our untiring efforts to create an inclusive India, especially now when the country is facing the challenges posed by the second wave of Covid-19.* ”

Every disaster carries within itself the seeds of new beginnings. As we move further into 2021, I am happy to note that the vaccination drive for Covid-19 is accelerating and economic activity picking up. The second wave of Covid-19, currently sweeping across the country, is alarming but it is reassuring to see all stakeholders rally together to address the challenges. The loss of lives and livelihood in 2020 was heart-rending, but from losses emerged a stronger spirit of human resilience.

We at the CII Foundation have always been impressed and inspired by this spirit and the ability to rise above crippling circumstances.

The women we work with under our Woman Exemplar Program are excellent examples of the human spirit's resilience. Each year, the CII Foundation traverses the country's length and breadth to find grassroots level women changemakers to recognize three women in the following categories: health,



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**Climate  
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**Disaster  
Relief and  
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micro-enterprise, and education through the CII Foundation Woman Exemplar Award. During the January to March 2021 period, our team visited remote corners of the country as part of the due diligence process to meet and understand the story of the identified women. The team returned awed and impressed by the women, their nerves of steel in the face of social discrimination and poverty and their never-say-die attitude. The awards are scheduled to be given away in the next quarter.

Under climate change resilience, the intensive work with farmers and other stakeholders for crop-residue management in Punjab and Haryana resulted in stubble-burning being checked in over 80% of the intervened land in 200 villages in the season in 2020. The work continues with a detailed impact assessment currently underway. The plan is to scale up the project in terms of both geographic reach as well as interventions.

The CII Foundation continues its endeavours in disaster relief and rehabilitation in Kerala, where it is constructing and upgrading schools and medical facilities. The Tele-ICU project, a 24\*7 remote ICU patient monitoring system aided by real-time, two-way audio-visual and smart alerts, helps people in tier II and tier III cities who do not have easy access to excellent ICU medical facilities.

In early childhood education, the focus has been on reactivating Anganwadi Level Support and Monitoring Committees to build their capacities as the Anganwadi centres reopen. Weekly virtual training on the early childhood education and care (ECCE) curriculum for Anganwadi workers continued during this quarter.

Amidst all this intensive work, we are also celebrating the 10th anniversary of the CII Foundation, presenting stories of courage, empowerment and creating significant social impact through a comprehensive communications outreach campaign. This newsletter carries glimpses of the outreach programme across platforms.

The CII Foundation will continue its untiring efforts towards India's inclusive development and we are grateful to all those who are engaged with the CII Foundation and lend their support in creating an inclusive India.

As the second wave of Covid-19 sweeps across the country, CII Foundation, along with CII, is stepping up its engagement and activities to provide relief to those affected by the pandemic.

These initiatives include policy recommendations, especially focussed on vaccination; Project Vaccine Nation to accelerate vaccination across the country; strengthening the healthcare infrastructure through Tele-ICUs, which is a 24\*7 remote ICU patient monitoring system aided by real-time, two-way audio-visuals and smart alerts; setting up additional Covid Care and



CII Foundation distributing food packets and sanitisation kits at Anand Vihar Bus Stand, New Delhi

Treatment Centre across different locations to bridge the gap between the need for hospital beds and current infrastructure available with government and private facility and COVID-19 Vaccination Support through operationalizing Vaccination Centers across different locations. CII and CII Foundation are also actively engaged in procurement and deployment of medical equipment such as oxygen cylinders in hospitals in consultation with state offices and district administrations across multiple geographies. Building community resilience and relief measures such as distribution of medical needs and food and awareness campaigns through Audio Van and IEC material, especially among households from marginalised communities



through the network of Woman Exemplars in multiple States, are also being undertaken.

I look forward to your continuing support to help mitigate the suffering caused by the outbreak of Coronavirus. ■

## Covid-19 Relief and Rehabilitation

### To help support CII's pan-India Covid-19 Relief initiatives

Members can make **financial contributions by Cheque / Money transfer** in favour of 'CII Foundation' as per the following bank details:

Organization Name: **CII Foundation**

Project: **Covid-19 Relief and Rehab Initiative**

Bank Name: **HDFC Bank**

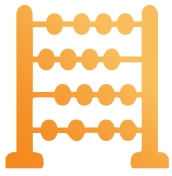
Branch Name: **Kasturba Gandhi Marg, New Delhi 110001**

Account No: **50100232980680**

RTGS/NEFT IFS Code: **HDFC0000003**

For **cash contributions**, Members are requested to drop an email at [ceo-ciifoundation@cii.in](mailto:ceo-ciifoundation@cii.in) with subject line "INR \_\_\_ contributed towards Covid-19 Relief Initiative" with the donor's name, mailing address and payment details for the purpose of issuing 80G.

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To **donate in kind**, please contact: Priya Shirali at [priya.shirali@cii.in](mailto:priya.shirali@cii.in)



## Education

**T**he CII Foundation improves early childhood care and education (ECCE) through its initiatives in Jammu and Kashmir and West Bengal. It focusses on strengthening ECCE at the Anganwadi Centres it has adopted through policy advocacy and project implementation. In J&K and West Bengal, it undertakes infrastructure support; in J&K, it also works towards capacity building.

The outbreak of Coronavirus in 2020 disrupted the activities being undertaken and necessitated changes at the strategic and operational level. The efforts, therefore, were directed at keeping the entire eco-system of parents, children and other functionaries engaged in the best way possible, especially during the lockdown in 2020.



In J&K, home-based learning packages were developed and delivered to ensure the continuity of learning for children from underprivileged backgrounds. Some of the other key initiatives in J&K include the following:

### *Designing Child-Friendly Anganwadi Centres (AWCs)*

The CII Foundation is designing the Anganwadi Centres (AWCs) to make them warm and welcoming child-attractive spaces with child-friendly arts/graphics on the Centres' walls. In

the 50 Anganwadi Centres in J&K, after completing designing the Foundation will furnish them with carpets to make them more attractive and comfortable for the children.





## Reactivation of Anganwadi Level Support and Monitoring Committees

Last year, as per the Integrated Child Development Services guidelines, the program created Anganwadi Level Monitoring and Support Committees (ALMSCs) in all the adopted AWCs. These Committees comprise parents, gram sabha members, and Anganwadi workers and were formed to bring key stakeholders together to discuss, through monthly meetings, issues related to Anganwadi's and

coordinate with the Anganwadi workers to implement the ICDS program at the village/ward level effectively.

From March 2021, the project team has started in-person interactions with ALMSCs to reactivate the members. As the Anganwadi Centres re-open, the program will build the capacities of ALMSCs and support them in organizing meetings so that they function effectively.



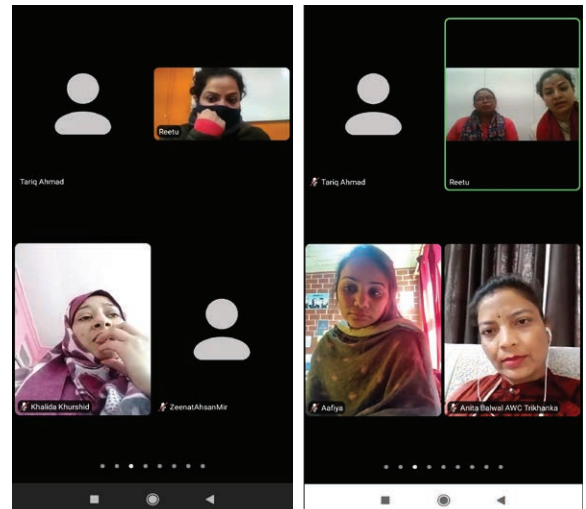
## Weekly Virtual Training on State ECCE Curriculum with Anganwadi Workers

To build capacities of Anganwadi workers to continue and facilitate ECCE delivery, especially during the lockdown in the AWCs and associated communities in J&K, the CII Foundation

developed a program that was delivered online and through telephonic mediums.

Through this program, parents and caregivers were provided support, encouragement, and

practical, actionable ideas to support their children for their development – covering all the nurturing care components. In the last three months in 2021, 10 online Training of Trainers workshops have been conducted with Anganwadi workers on ECCE delivery, and they have disseminated the curriculum to the parents. This ongoing intervention on ECCE has boosted the development of children. It has positively impacted the children's learning, behaviour and emotional wellbeing.



## Child Assessments

The pandemic period interventions specially focussed on ways to continue and facilitate the delivery of ECCE through online and telephonic mediums. The CII Foundation adopts a multi-pronged strategy to reach out to all stakeholders. As a process, mobile crèches (project technical partners) train the Anganwadi workers on the ECCE curriculum; the workers, in turn, train the parents and parents conduct activities with their children.

During the process, six themes were completed based on the State ECCE curriculum. After completing the six themes, child assessments were conducted to know how far we have reached through virtual interventions and helped in the developmental growth of children in the pandemic situation. The assessment results showed that 50% of the children performed well on the four parameters of development: physical, language, cognitive, and socio-emotional.

As of March 2021, the Foundation has reached out to 344 children out of 513 enrolled children in the 50 adopted AWCs / associated communities by involving 271 families. ■





# Climate Change Resilience

## Crop Residue Management Initiative

**A**ir pollution escalates rapidly in parts of the Indo-Gangetic region, especially in Delhi NCR, by September-October every year as millions of farmers in the region burn residual farm biomass after harvesting the paddy crop.

CII Foundation's Crop Residue Management initiative is an industry-led collaborative effort to mitigate the stubble burning problem and other farm ecology challenges by popularising cost-

effective, eco-friendly, and economically viable bio mass management alternatives. Initiated in 2018 through a small pilot project comprising work in 19 villages in Ludhiana and Patiala in Punjab, in 2020, the initiative was scaled up to 172 villages in 8 districts in Punjab and Haryana, covering a total of 1,59,024 acres of farm area and involving 29,038 farmers (in Ludhiana, Patiala, Barnala, Taran Taran and Sangrur in

### CII Crop Residue Management Initiative - A Multi Stakeholder Collaborative Effort

**On-Ground Intervention**  
CII Foundation



**Research**  
CII-ITC Centre of Excellence for Sustainable Development



**Enabling Platform**



**Partnership**  
State Chapter

**2016-18**

**CII-NITI Aayog Report on Biomass Management**

**2018**

**Pilot Project - 19 Villages**

Developing a model of field intervention

**2019-22**

**Scaling-Up**

2019: 147 Villages  
2020: 200 Villages

- Aim - Making Zero CRB a mass movement
- Enabling policy environment



Punjab and Rohtak, Sirsa and Fatehabad in Haryana).

Working closely with the farmers and farmer cooperatives, and in partnership with local voluntary organisations, agricultural universities and agriculture departments of the respective districts, CII Foundation is bringing about a behavioural change among farmers by involving them in training and technical demonstrations, village-level dialogues, campaigning and volunteering. Farmers are persuaded and technically supported to adopt mechanised straw recycling measures (called in-situ straw recycling) on a large scale as alternatives to burning. Small scale ex-situ interventions aimed at value addition of straw were also piloted.

Under the initiative, support was provided towards establishing 42 'community machinery banks', where 496 farm machines were deployed through viability gap funding to farmer cooperatives with support from corporate partners under CSR. The community also pitched in – procuring 250 machines from their own cost and under government schemes.

Farmers, especially the small and marginal farmers, were encouraged to avail of the machinery services as needed on payment of rent. The rent collected (by cooperatives) is used for the upkeep, repair, and maintenance of the farm machines.

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**As a result of the intervention, stubble burning incidents have been checked in 1.34 lakh acres or 89% farmland, saving burning of 2.95 lakh tonnes of farm stubble. Farmers are reporting the realisation of multiple benefits after the adoption of improved biomass recycling measures. In addition to the cost of farming operations coming down, there are significant savings on water and chemical application even as yields rise.**

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A comprehensive impact study is underway, with positive results coming in.

CII Foundation intends to continue with its multi-stakeholder approach as we scale up the project.





## System of Rice Intensification Initiative

The CII Foundation helps farmers increase their yield using SRI - System of Rice Intensification - a transplantation technique to save water, nutrients, and organic fertiliser while increasing rice production from the same area of the field. ■

Farmer Brij Lal Godara from #Haryana was curious and participated in a pilot project using SRI technique



“

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

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

“

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

**Mr Manmohan Kalia**  
Nodal officer, CRM Punjab Agriculture Department

# CII Foundation Crop Residue Management Initiative in the Media



## SOCIALSTORY

FOOD AND AGRICULTURE

### How CII Foundation, ONGC Foundation are working with farmers to fight toxic stubble burning

By Diya Koshy George | 25th Feb 2021



*Stubble burning is a contributor to air pollution levels, but the age-old practice continues as farmers have no viable options.*



Every year, farmers across Uttar Pradesh, Haryana, Punjab, and Rajasthan set fire to the paddy harvest residue in their fields to prepare the soil for the sowing of the wheat crop. The controversial practice, called 'stubble burning,' follows the 'combine harvesting' method, where the straws are not cut close enough to the soil.

## NEWSMOBILE

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Home » climate » Combating Air Pollution In Delhi-NCR Through Crop Residue Management Initiative

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### Combating Air Pollution In Delhi-NCR Through Crop Residue Management Initiative

By NewsMobile National Bureau · February 4, 2021



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Levels of air pollution escalate sharply in parts of North India in early winters every year primarily due to residual stubble burning in the agricultural heartland of India – Punjab, Haryana, and parts of UP, Rajasthan and Delhi. Although it is a seasonal activity, its impact is severe and it disrupts life, especially in the Delhi National Capital Region.

After a joint study with NITI Aayog in 2017, the CII Foundation launched an initiative in 2018 in select villages in Punjab. The pilot project covered 19 villages in Ludhiana and Patiala 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% of farmers adopted improved straw management practices.





## Women Empowerment

The CII Foundation Woman Exemplar Program, which identifies and recognises grassroots level women who have battled social discrimination and poverty to emerge as leaders for their communities, has created a cohort of over 100 exemplary women. This strong pan-India network of women changemakers is ushering in change in their communities and creating a ripple effect across the country.

Each year, the CII Foundation identifies 15 Exemplars, of which 3 receive the Woman Exemplar Award in the following categories: health, education, and micro-enterprise.

For the 2021 edition of the CII Foundation Woman Exemplar Award, the CII Foundation received 254 nominations. These applications were assessed basis desk reviews, and 143 candidates shortlisted for telephonic interviews, which were conducted in languages such as Hindi, Marathi and Bengali, depending on the region the women belonged to. The cohort for 2021 is spread across 7 states and 15 districts in the region.

The nominees and proposers were both interviewed to understand the magnitude and the depth of the work done by the nominated candidates in the communities. The shortlisting

process took the applicant's personal story and professional struggles into consideration as the assessors strived to identify the springboard driving change in the woman's life and her community. Through conversations with the nominator and other stakeholders, the individual's learnings and personal growth were understood.

The telephonic conversations were followed by due diligence visits in the January-March 2021 period, which were planned over two days per candidate. The visits enabled the assessors to personally meet and understand the finalist's journey and have detailed conversations with the proposer. Community visits and stakeholder meetings form an integral part of the due diligence visits. The tangible and intangible changes were discussed with the community members through large group discussions and meetings with the key decision-makers in the villages. Government officials of the region and the partner organisations added more dimensions to understanding the work done by the finalists in the community.

The due diligence visits are followed by the final shortlisting of the 15 exemplars for the Program. From these, three will be selected for the prestigious award, which will be given away in the next quarter.





## Building Community Resilience

This year, the CII Foundation is focussing on community resilience projects to better prepare communities to face disasters. This is a natural progression to the Exemplars' efforts in providing relief and rehabilitation to the marginalised, who were affected by the outbreak of the Coronavirus in 2020. During the time, the leadership displayed by the Exemplars demonstrated the tremendous potential to leverage their strength to undertake community programmes.

Currently, the Covid-19 resilience projects supported by CLP India are being led by Mana Mandlekar in MP, Rama Sharma in Rajasthan, and Deepa Pawar in Maharashtra.

**Madhya Pradesh:** Woman Exemplar Mana Mandlekar is transforming adolescent children into agents of change in 20 villages of the Harda District. Along with the self-defence classes, the children are participating in regular awareness sessions, the curriculum for which is designed to make the communities more resilient towards disasters of various magnitudes. The children are told about all helpline numbers, how to reach out to officials if they must, how to identify correct news from authentic news sources and not follow rumours from social media. The children conduct larger community sessions like rallies, street plays etc as a medium to pass on the same information to the elders in the communities. The project activities are designed and formulated by the CII Foundation, which is also providing the organization capacity building support at regular intervals.

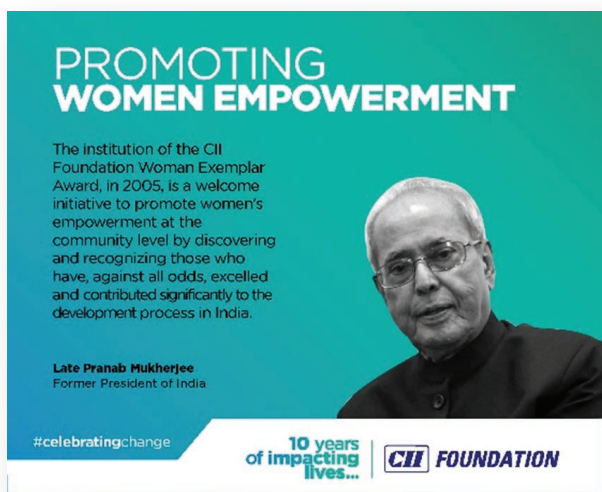
**Rajasthan:** Woman exemplar Rama Sharma is working for preventing school dropouts from the Banjara Muslim communities of Tonk District. The banjara Muslims, as the name suggests, keep moving to different locations for work every season, and therefore, the displacement caused is toughest for the children. Girls often are the first ones to drop out of schools and are expected to take care of younger siblings. Through the project, the girls are enrolled into bridge courses and mainstreamed into educational institutions. 300 girls are being benefitted through the project from 6 villages in the Tonk district in Rajasthan. With the guidance and support from CII Foundation, Woman exemplar Rama Sharma is also working towards creating a cadre of second rung leaders in the communities restrengthening their systems and making the community resilient.

**Maharashtra:** Woman Exemplar Deepa Pawar is working towards strengthening the Notified and De-notified tribal communities in the Thane District of Maharashtra. The 6 semi urban communities that the initiative is covering are extremely vulnerable and at the brink of displacement due to lack of opportunities. The interventions in these communities focus on upskilling of the community leaders through capacity building in disaster management. This is being achieved through training on Leadership, Disaster Management, Emergency Response and Prevention activities, which is being guided and monitored by the CII Foundation. ■

## Celebration of International Women's Day on March 8, 2021

The CII Foundation launched a campaign to celebrate the power of women changemakers. Here is a glimpse of the campaign.

### Social Media Posts



The CII Foundation Woman Exemplar Program recognises exemplary women working at the grassroots. Watch Rupali Shinde, nominated for the CII Foundation Woman Exemplar Award in the Micro-enterprise category by Rekha Kulkarni of the Mann Deshi Foundation, express her gratitude to the Mann Deshi Foundation and CII Foundation for the encouragement and support.



Sometimes all one needs is a platform to soar from – and for Moni Kannaujia, the CII Foundation is that platform. We are privileged to have been able to help a very capable young lady reach her goals. Check out the [www.ciifoundation.in](http://www.ciifoundation.in) to see how you can associate with us to help more such women reach their goals.



## CII Foundation Woman Exemplars in the Media



**'I Was Forced Into Prostitution As A Teen, But Rescued 1200 Girls From Trafficking'**

Bhimavva Chalwadi, a resident of Vasco, Goa, was forced into sex work at the age of 15 but has since worked for the rescue and rehabilitation of child sex workers, for which she won the CII Woman Exemplar Award in 2019.

Few define the words 'strength' and 'resilience' the way Bhimavva Chalwadi does. Today, the 35-year-old is a confident woman, who has helped hundreds of women escape harrowing circumstances to be able to stand on their own feet. But 20 years ago she believed this day would never arrive.

She grew up in the slums of Vasco, Goa, with an alcoholic father, a mother who single-handedly provided for her family on a ragpicker's salary, and five sisters. At the age of 15, Bhima was "dedicated" as a devadasi—young girls who are "married" to an idol, deity, or temple, and a common eventuality for them is sex trade and exploitation—by her parents.



**THE WOMAN WHO RAISED A VILLAGE**

Chandrakali Markam, 55

Born into the family of a poor Adivasi farmer from the Agaria tribe in Barga, a village in the Dindori district of Madhya Pradesh, life offered Chandrakali Markam few choices. Poverty, regressive norms and limited connection to the world beyond the surrounding forests left Barga's residents struggling to think any further than the next meal.

Articles were also published in the CII Communique





## Disaster Management

**T**he CII Foundation continues its efforts to provide relief and rehabilitation across India for those affected by disasters.

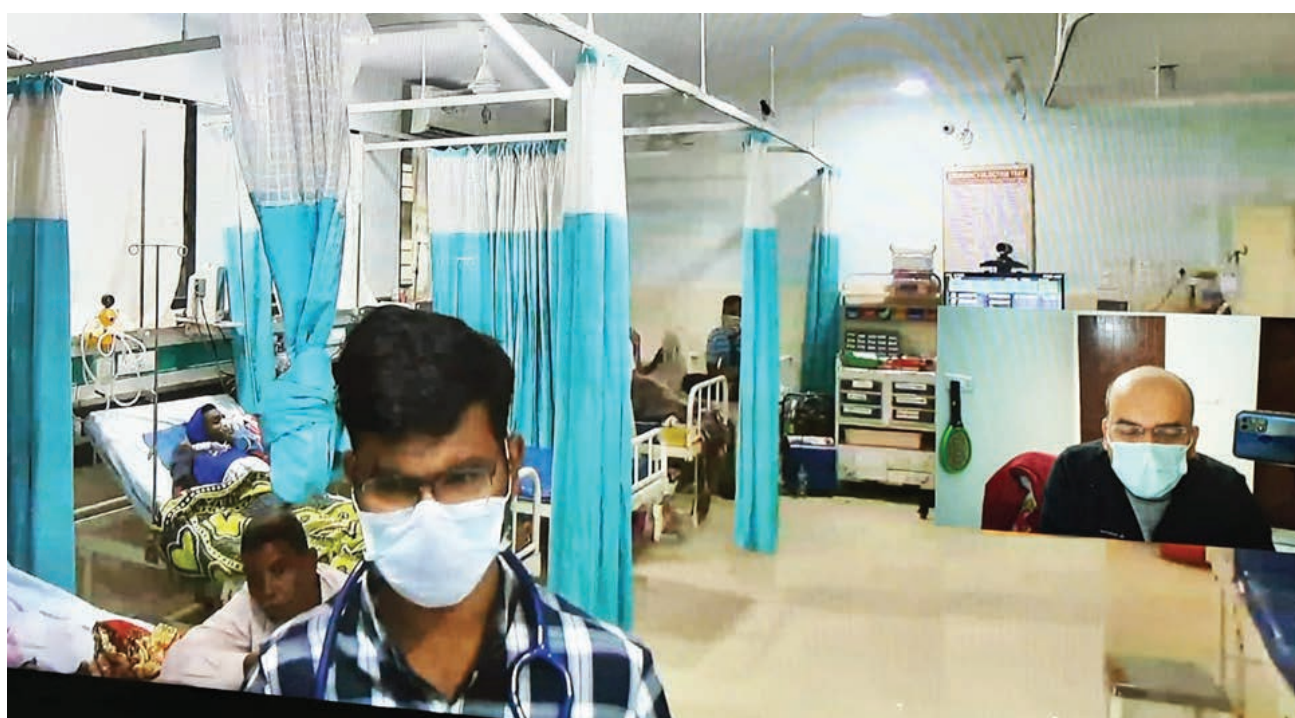
Post its intensive on-the-ground initiatives during the outbreak of Coronavirus in 2020, where over 80 lakh people were benefitted, the CII Foundation undertook initiatives to provide medical care through a Tele-ICU project in remote areas and tier II and tier III towns in partnership with Springer Health Systems.

The 24\*7 Tele-ICU project was launched in select places in Maharashtra and Haryana. The Tele- ICU service interlinks far-end hospital and ICU, the cloud servers, and a command centre to assist and manage patients in isolation and ensure that a trained clinician is available 24X7

to manage the patient in the absence of a doctor being physically present there. In this way, the best medical facility possible for patients in remote areas is provided.

Currently underway in Haryana and Maharashtra, 9 Government hospitals and 233 ICU beds in Maharashtra and Haryana are being supported under this initiative. In Haryana, these are in Rohtak, Sonapat, Nalhar, Faridabad; and in Maharashtra, in Solapur, Aurangabad, Nagpur, Jalna, Manchar & Bhor (Pune).

To address the challenges posed by the second wave of Covid-19, CII Foundation and CII are undertaking a host of initiatives to preserve lives and livelihoods. To know more about the initiatives, visit - [www.ciicovid19update.in](http://www.ciicovid19update.in)



## Kerala Relief and Rehabilitation Work

Kerala witnessed the most devastating floods that wreaked havoc in the state, causing massive damage to both lives and livelihood. Post the immediate relief measures for the victims of the floods, CII and CII Foundation (CIIF), in joint consultation with the State Government of Kerala, undertook interventions to supplement the Government's efforts for 'Nava Keralam'.

After several Joint visits and deliberations of CII- COSTFORD- District Education & Health Departments to all sites, designs were developed by the implementing agency post consultation with CII-Green Business Centre. The designs were shared with the local authorities, and Hospital Management Committees and necessary approvals were taken.

Rehabilitation initiatives were designed to bring about a perceptible change in people's lives by building ecological and technical safeguards for improved/increased resilience and meeting high-quality standards.

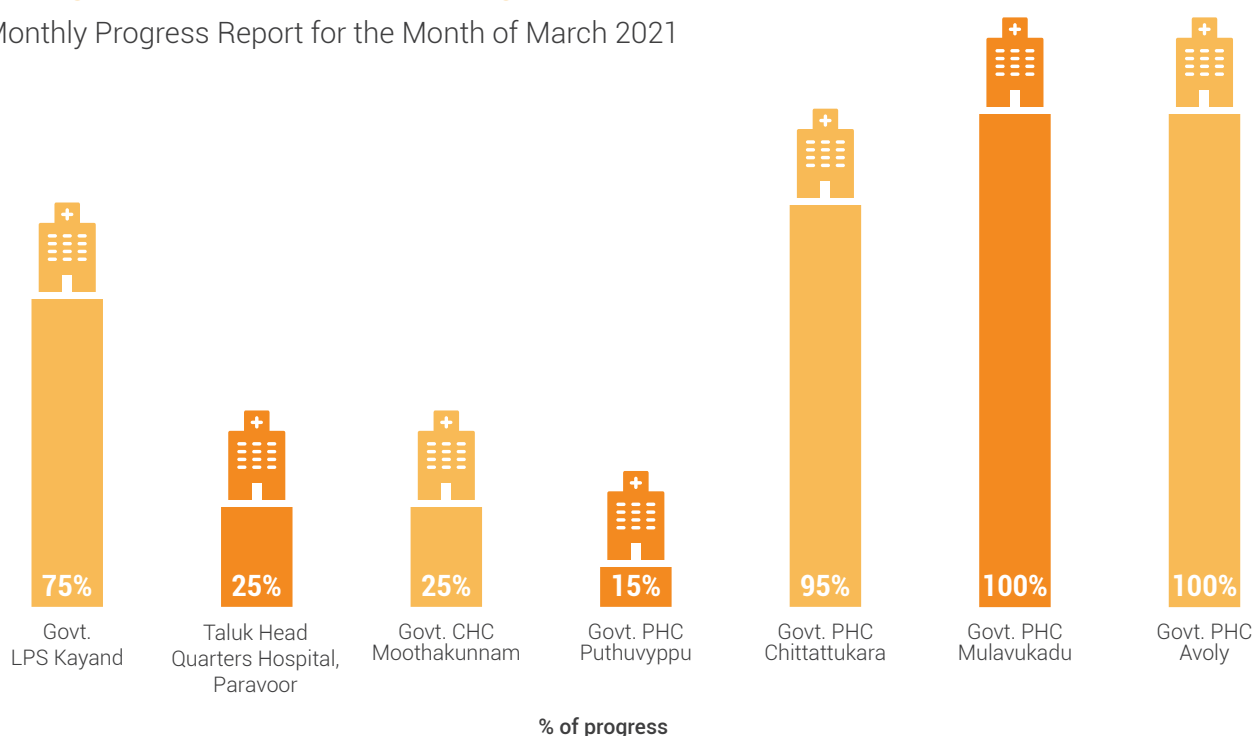


The construction work is nearing completion at the three Public Health Centres (Chittattukara, Mulavukadu, and Avoly). Work at the other major Health Centres (Paravoor Taluk Hospital, CHC Moothakunnam and PHC Puthuvypu) has commenced after approvals from the Hospital Management Committee's with changes in plans suggested based on the condition at the site.

The rehabilitation initiative will have an annual outreach of 5 lakh direct beneficiaries. ■

### CII & CIIF KERALA REHABILITATION INITIATIVE

Monthly Progress Report for the Month of March 2021



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

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

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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