

# Connect

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**Seema Arora**  
CEO  
CII Foundation

“

We are happy to share that on International Women's Day on March 8, two of our CII Foundation Woman Exemplars nominated by us, Ushaben Vasava from Gujarat, and Kamal Kumbhar from Maharashtra, received the prestigious Nari Shakti Puruskar from President Ramnath Kovind. ”

Each year brings new hopes and a chance to refocus, reboot, and move ahead to achieve one's goals, with the first quarter setting the pace for the rest of the year.

We intensified our pan-India vaccination drive to dispel myths around vaccinations, using novel methods such as Nukkad Nataks, puppet shows, auto rallies, customized songs, and community art to reach out to different communities in their local languages. Our Woman Exemplars worked tirelessly, covering more than 72,000 households in an awareness drive in six states, which resulted in around 20,000 doses being administered. Simultaneously, vaccination camps were organised in rural areas, urban slums, and difficult-to-reach locations, especially in the remote villages of the North-East, to vaccinate the underserved communities in partnership with corporates, medical bodies, NGOs, and hospitals.

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President Ramnath Kovind. The Nari Shakti Puruskar is the highest civilian honour for women. As part of our efforts in building capacities of grassroot women leaders of UP and Rajasthan, the year started with our teams engaging with the leaders on digital and financial literacy training.

Rapid urbanisation is changing the way India lives. As many people migrate to the metros and live in densely populated pockets, urban waste management emerges as a key concern since waste has an adverse impact on pollution and health, especially for communities living in and around the pockets. To address the issue of urban waste management, the CII Foundation initiated a project in Abul Fazal in Okhla, New Delhi, a densely populated area with most people from the economically weaker section. Residents grapple with inefficient waste management. Using a multi-stakeholder approach, the CII Foundation is working towards delivering a community- managed and localised urban-waste management system by creating awareness and catalysing civic engagement for safe collection and segregation of waste, encouraging re-cycling waste, building skills, and enhancing the safety of waste workers.

As India emerges out of the pandemic, social development must take centre stage for the country to emerge from the devastation caused by



**Vaccination camps were organised in rural areas, urban slums, and difficult-to-reach locations, especially in the remote villages of the North-east, to vaccinate the underserved communities in partnership with corporates, medical bodies, NGOs, and hospitals.**

Covid-19. The humanitarian cost has been humongous. Corporates have a significant role to play in helping improve the lives of people, especially the underprivileged affected by the pandemic. Their support goes a long way in making a difference in people's lives, creating a multiplier effect, and impacting millions.

A multi-stakeholder approach with collaborations across fields and sectors will help accelerate this development journey. The CII Foundation appreciates the contribution and continuing support of all its donors and partners who share its vision of a truly inclusive India.

# DISASTER MANAGEMENT

## Pan-India Vaccination Drive



The CII Foundation has intensified its pan-India vaccination drive to dispel vaccine hesitancy and vaccinate underserved communities.

More than 179.31 crore vaccine doses were administered in India by 9 March, according to the Ministry of Health and Family Welfare. The increase in vaccinations was complemented by a welcome decline in daily Covid cases. Corporates strengthened the Government's efforts at accelerating vaccinations. CII has been running Project Vaccine Nation across the country. To expand the reach of CII's Project Vaccine Nation, the CII Foundation is undertaking a nationwide drive focusing on rural areas and Tier II and Tier III

cities to vaccinate the underserved communities such as daily wage workers.

This quarter, the CII Foundation intensified its vaccination drive. Adopting a multi-pronged strategy, it continued to work closely with the Government, corporates such as Apraava Energy, HDFC, CREDAI, IndusInd Bank, Canon India, SBI, local medical authorities, hospitals and NGOs to create awareness, mobilise communities for vaccinations and set up vaccination camps.

# Key Target Communities

Daily wage workers

Migrant workers

Transport sector workers

Domestic help

Construction sector workers

Notified and de-notified tribal communities

Other marginalised and underserved communities



## Key Community Mobilisation Initiatives

Engaging Residents Welfare Associations and local community leaders to mobilise communities

Creating awareness through door-to-door campaigns by volunteers

Distributing pamphlets

Making announcement through mosques and temples and in public places

Circulating Whatsapp messages amongst local people

Running awareness drives through Rickshaws with loudspeakers



# Covid-19 Vaccination Camps: Highlights

## DELHI



Camps were organised in certain pockets of Okhla, such as Abul Fazal, inhabited by migrants, daily wage earners, truck drivers and waste collectors. Sahi Ram Pehalwan, Hon'ble MLA, Tughlakabad, Delhi and Shoeb Danish, Councilor, Zakir Nagar, Okhla, visited the campsites.

## NOIDA AND GHAZIABAD



In Noida, camps were organised in Som Bazaar and Gheja village, Sector 93. Camps targeting construction sector workers were also organised in Ghaziabad, Noida and Greater Noida. Eligible adults and 15-18 year old people were vaccinated in the camps.

## PUNJAB



Camps were organised in schools and colleges such as the Guru Nanak National College, Doraha; Government Senior Secondary Smart School for Girls, Sahnewal, and Nankana Sahib Senior Secondary School, Budhewal.

## UTTAR PRADESH



Vaccination camps were organised in slum clusters in Lucknow in partnership with the Uttar Pradesh Government.

## MAHARASHTRA



Camps were organised for the notified and de-notified tribal communities of Vitthalwadi in Ulhasnagar. Camps were also organised in Thane, and Palghar, amongst other locations.

## KERALA



Camps were organised in Alapuzha, Thrissur - Kerala. Shri VU Kuriakose, DCP Kochi City and Shri Nizamuddin, ACP, Ernakulam also visited the campsite.

## MANIPUR



Camps have been organised in the Ukhrul District of Manipur where school children, amongst other eligible people, were vaccinated.

## ASSAM



Camps have been organised in Jaljali and in Kharupetia, which is in the Darrang District of Assam.

The CII Foundation Woman Exemplars are demonstrating exemplary leadership in dispelling myths around vaccinations and mobilising communities for vaccinations. To know more about their initiatives, please read the Woman Exemplar section.

The CII Foundation continues its pan-India vaccination drive to strengthen the Government's vaccination drive.

Vaccination camps have been held in 15 States/Union Territories across India. So far, almost 1.5 lakh vaccine doses have been administered to the underserved communities in an ongoing exercise.

Covid-19 Vaccination Camps  
**15 States/  
Union Territories**

**1.5 lakh  
Vaccine doses  
administered**





## Kerala Relief & Rehabilitation Work

In 2018, Kerala was devastated by 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, the 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'.

CII and CII Foundation undertook the construction of one school that was declared unfit [Government Lower Primary School (GLPS), Kayanad] and six Public Health Centres (North Paravoor, Moothakunnam, Chittattukara, Puthuvypu, Mulavukadu, and Avoly) for renovation/construction, with an annual outreach of approximately 5 lakh direct beneficiaries under the initiative.

On 20<sup>th</sup> January, the reconstructed Government Lower Primary School, Kayanad, was inaugurated by Shri P Rajeev, the Hon'ble Minister for Industries, Law, and Coir, Government of Kerala, in the presence of Hon'ble

MLA, Shri Mathew Kuzhalsadan, Muvattupuzha Constituency; Hon'ble MP, Shri Adv. Dean Kuriakose, Idukki Constituency; Mr Sreenath Vishnu, CII Kerala Chairman and Executive Director, Brahmins Foods India Private Ltd.

The reconstructed Government Lower Primary School, Kayanad, the only Lower Primary School in the Marady Gram Panchayat is a 5,600 sq.ft. building and consists of 5 classrooms, including a pre-primary classroom; office room, recreation room, and separate toilet for girls and boys. The school has a biogas plant, rainwater harvesting facility, disabled-friendly toilets, etc.

The school will meet the educational needs of more than 300 children residing in and around the Panchayat and nearby Panchayats, especially those depending on private schools outside the Panchayat.

Work continues on the renovation/reconstruction of the other identified sites.



## Kolhapur Flood Relief

In August 2019, Kolhapur and Sangli received unprecedented rainfall, which caused flooding and damage. Thousands of people were displaced and lost lives due to this natural disaster. CII undertook the Kolhapur Flood Relief Project through the CII Foundation to support the flood-affected people.

One of the key initiatives under this project was the reconstruction of Anganwadis at Karnoor and

Khebvade in the Kolhapur District of Maharashtra. The Anganwadis were inaugurated on 2 January 2022 in the presence of Mr Sudhir Mutalik, Chairman, CII Maharashtra State & MD Positive Metering Pumps (I) Pvt Ltd, Mr Arvind Goel, Immediate Past Chairman, CII Maharashtra State & MD, Tata Auto Comp Systems Ltd, Ms Pallavi Korgaonkar, Chairman, CII Southern Maharashtra Zone and Mr Ravi Dolli, Vice Chairman, CII Southern Maharashtra Zone.

# CLIMATE CHANGE RESILIENCE

## Crop Residue Management



**2018: 19 Villages in Punjab**  
**75% intervened land stubble burning free**  
**compared to 3.5% in 2017**

**2021: 226 Villages in Punjab and Haryana**  
**92% intervened land stubble burning free**  
**compared to 88% in 2020**

**R**ising air pollution has a huge impact on health and consequently economic and social activity. Air pollution looms like a dark cloud over north India, especially during the winter months, disrupting lives.

The CII Foundation, together with NITI Aayog, studied the cause of air pollution in northern India in 2017. The study revealed that one of the major contributors to air pollution, especially in Delhi-NCR, was crop residue burning in the farmlands of Punjab and Haryana. Farmers typically burn crop residues after harvesting paddy around the middle of September to the middle of November due to lack of awareness about alternative methods and their benefits, as well as lack of requisite tools and machinery at the village level. Both large-land owning, and small-land-owning farmers think burning is cost-effective and time-efficient.

To address this issue, the CII Foundation devised a multi-stakeholder programme to offer viable

alternatives to farmers to crop residue burning.

A pilot project was launched in 2018 in 19 villages in Punjab. The results were encouraging: 75% of the farmland in the adopted villages became free of stubble burning in 2018, compared to 3.5% farmland in 2017. The programme was expanded over the years. The CII Foundation's interventions center around:

- Awareness building through village-level farmer meetings and door-to-door campaigns; meetings with other relevant stakeholders such as Agriculture Department, mobile vans, wall paintings
- Creating community-shared tool and machine banks with machines such as Superseeder
- Technical training and handholding
- Local engagement & ownership
- Research and policy advocacy



As the scope of the programme was expanded, the CII Foundation partnered with diverse stakeholders ranging from the State Governments, agriculture universities and farmers. Some of the key stakeholders include Apraava Energy, Birlasoft, SIAM, PTC Financial Services, Fidelity, GAIL, ONGC, Cummins and SBI Cards, who helped support viability gap funding to enable procurement of requisite farm machinery. Field partners such as GBDSGNS Foundation, Doctors for You, and the Guru Nanak National College Trust along with Farmer Co-Operatives, helped build awareness and garner support for the crop residue management programme. In partnership with Punjab Agriculture University, Ludhiana; Department of Agriculture and Farmer Welfare of Punjab and Haryana, many technical training and awareness sessions were conducted. The CII Foundation has built a network of over 100 youth volunteers who are playing a key role in farmer-to-farmer learning and awareness building.

In 2021, 226 villages in Punjab and Haryana, covering 2,21,795 hectares of farmland with 43,180 farmers were covered in this project. The efforts resulted in 92% of the farmland in the adopted villages became free of stubble burning, compared to 88% in 2020.

**"The training provided to us helped in using the machines the right way and interactions with scientists also helped us to properly look after our crops."**

**Hardeep Singh**  
Village Dhanger, Nabha, Patiala



# Case Study

## Farmer Harwinder Singh, 36, from Assandh, District Karnal, Haryana

Machinery costs are prohibitive, especially for individual farmers. Hence, many continue to burn crop residue after the harvest of the main crop, which they think is a cheaper option.

The CII Foundation, supported by SBI Cards, therefore focussed on dispelling myths around burning crop residue, driving overall behavioural change in farmers, and connecting farmers to community-shared tool banks to get machines on rent at a much lower cost than the common marketplace. This was achieved through a series of activities on the ground such as:

- Creating Farmer Co-operatives where farmers are mobilised to operate machines.
- Training volunteers to spread the word and deliver the project mission in the village by conducting village-level meetings, mobilising farmers, and working as catalysts at the ground level.
- Organising village level meetings to encourage discussions around crop residue burning based on facts and figures.
- Creating mass-level awareness using motivational slogans on wall paintings and running awareness vans across the adopted villages.
- Organising door-to-door campaigns to reach individuals and inform them about the tool bank and share knowledge about machines and their use.

Farmers associated with the project stopped burning crop residue. Gradually, due to behavioural changes, technical training and the utilisation of tool banks, the on-ground impact of non-burning of crop residue became evident, encouraging other farmers to associate with the project.



“ CII Foundation और SBI Card जो काम कर रही है, बहुत ही लाभदायक है, और छोटे किसानों को बहुत फायदा पहुंच रहा है। इस फील्ड में पहली बार कोई सराहनीय कार्य किया जा रहा है। गांव के किसान इससे जुड़ के लाभ ले रहे हैं।

हरविंदर सिंह  
किसान

The work of the CII Foundation and SBI Cards is very beneficial, especially for small farmers. This is the first time that such commendable work is being done and farmers from the village are collaborating and benefitting from it. ”

Harwinder Singh  
Farmer



# Crop Residue Management

## Amplifying the Stories

The CII NR Sustainable Paradigm – 2022 with the theme *Reengineering a Resilient Ecosystem* was held on 18 February 2022. The event saw participation from diverse stakeholders and participants deliberated on topics such as green energy, strategies to reduce carbon emission with an aim to help bridge the gap between sustainability targets and measurable impact.

Speaking at the national-level event, Seema Arora, Deputy Director General, CII, and CEO, CII Foundation shared her perspective on the challenges posed by climate change and said that worldwide extreme weather conditions are causing huge economic and social losses. She stressed on the need for collective, collaborative action, and mentioned that the CII-ITC Centre of Excellence for Sustainable Development is launching a Climate Change Charter. This online platform will serve as a knowledge platform for peer-learning, especially for MSMEs.

Chandrakant Pradhan, Lead – Climate Change Resilience, CII Foundation said that over the years, corporate social responsibility has grown by leaps and bounds, and the time is ripe to take a holistic view of development. He shared CII Foundation's initiative towards promoting sustainable agriculture practices.

**CII-ITC Centre of Excellence for Sustainable Development is launching a Climate Change Charter. This online platform will serve as a knowledge platform for peer-learning, especially for MSMEs.**

**INDIA @ 75**  
Azadi Ka Amrit Mahotsav

**CII**  
Confederation of Indian Industry

**SUSTAINABLE PARADIGM 2022**  
REENGINEERING A RESILIENT ECOSYSTEM  
FRIDAY, 18 FEBRUARY 2022  
VIRTUAL PLATFORM

**REGISTER NOW!**

This inherent focus is giving rise to new dimensions, quickly emerging to influence the sustainability conversations e.g. Climate Risk & Resilience – It is no longer possible to ignore that extreme climate events are increasing in frequency and intensity. Carbon Emissions – Growing climate commitments and a shifting regulatory landscape is creating more carbon conscious citizens. Occupant Health – Buildings are being evaluated by their ability to optimize health, well-being and optimize performance.

With Sustainability becoming a focal subject, Business leaders are increasingly deliberating on the definitive actions that should be taken to realise these green ambitions, the practical levers to achieve net zero goals, etc. The fact that financial, environmental and social values is generated through green strategies, shows that sustainability is critical for business success, more than ever before. This initiative through multiple sessions, shall attempt to provide deeper insights and increased clarity to resolve and take decisive action to create sustainable business strategies.

**SESSIONS**

- 1030 – 1115 Hrs  
Inaugural Session
- 1115 – 1215 Hrs  
Session - I  
The Path to Net Zero
- 1215 – 1315 Hrs  
Session - II  
The Green Energy Revolution
- 1315 – 1415 Hrs  
Session - III  
Measuring Carbon Emissions

**DISTINGUISHED SPEAKERS**

- Mr Harish Agarwal  
Conference Chairman & Managing Director  
Asian Concretes & Cements Pvt Ltd
- Mr Abhimanyu Munjal  
Chairman, CII Northern Region & Jt Managing Director & CEO  
Hero FinCorp Ltd
- Mr Nithin Prasad  
Chairman  
Shell India
- Dr Jatinder Kaur Arora  
Executive Director  
Punjab State Council for Science & Technology
- Mr Sandeep Sethi  
Managing Director  
JLL Work Dynamics  
West Asia
- Mr Darshan Grover  
Managing Director  
Xynteo India Pvt Ltd
- Ms Seema Arora  
Deputy Director General  
Confederation of Indian Industry
- Mr Jasimohan Singh  
Managing Director  
Frick India Ltd
- Dr Sunita Purushottam  
Head of Sustainability  
Mahindra Lifespace  
Developers Ltd
- Mr Rajeeva Kumar  
Chief General Manager -  
Head Environment  
ONGC
- Ms Sreyasha George  
MD & Partner  
Boston Consulting Group
- Mr Narsingha Rao Sardee  
Senior Director  
Corporate Workplace Services  
Cognizant
- Ms Charu Thapar  
Executive Director -  
Property & Asset Management  
JLL
- Mr Dhruv Wadhwa  
Director - UTC Climate,  
Controls & Securities  
Carrier India
- Mr Praveen Karm  
Head Group CSR  
Minda Corporation Ltd
- Ms Ritu Lal  
Sr VP & Head  
External & Inst Relations  
Mktg and Comm  
Amplus Solar
- Mr Kumar R  
Director - Energy  
& Sustainability  
JLL
- Mr Chandrakant Pradhan  
Head - Climate Change  
Resilience Initiatives  
CII Foundation

**REGISTRATION LINK**  
[https://cilionline.zoom.us/join/register/WN\\_opnPMATPTdWRZ5R083bCdG](https://cilionline.zoom.us/join/register/WN_opnPMATPTdWRZ5R083bCdG)

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For sponsorship opportunities, please contact:  
Ms Shraddha Jhaldiyal at shraddha.jhaldiyal@cii.in / Mr Ramesh Kumar at ramesh.kumar@cii.in





## CII Foundation Participation in Krishi Melas

The CII Foundation participated in the Krishi Darshan Kissan Mela at Hissar in Haryana from 12-14 March. The Foundation team showcased its work with farmers in Punjab and Haryana to promote sustainable agriculture. The Mela was attended by key Government officials, and many farmers from Punjab, Haryana, UP, Rajasthan and Himachal Pradesh.

The Foundation's stall drew attention of the key Government officials, as well as the farmers' as they visited to understand how the CII Foundation is promoting sustainable agriculture practices to reduce environmental damage, especially air pollution. Few regional media houses, namely, Krishi Helpline, Sandhya Border Times, and Fasal Kranti covered the event and the CII Foundation initiative.



## CII Foundation Participation in Kharif Kisan Mela

The CII Foundation also put up a stall at the Kharif Kisan Mela organized in Karnal over 15-16 March 2022. The Mela drew huge crowds with farmers from Karnal district, agriculture department officials and school children, and members from the community attending it.



# WOMEN EMPOWERMENT

## Woman Exemplar Program



Over 100 exceptional women have been identified and recognised by the CII Foundation Woman Exemplar Program, which honours grassroots women who have triumphed against the odds to become leaders in their communities. This powerful pan-India network of nation-builders is bringing about positive changes in their communities, creating ripples of transformation across the country. These women are called 'Exemplars' as they lead by example.

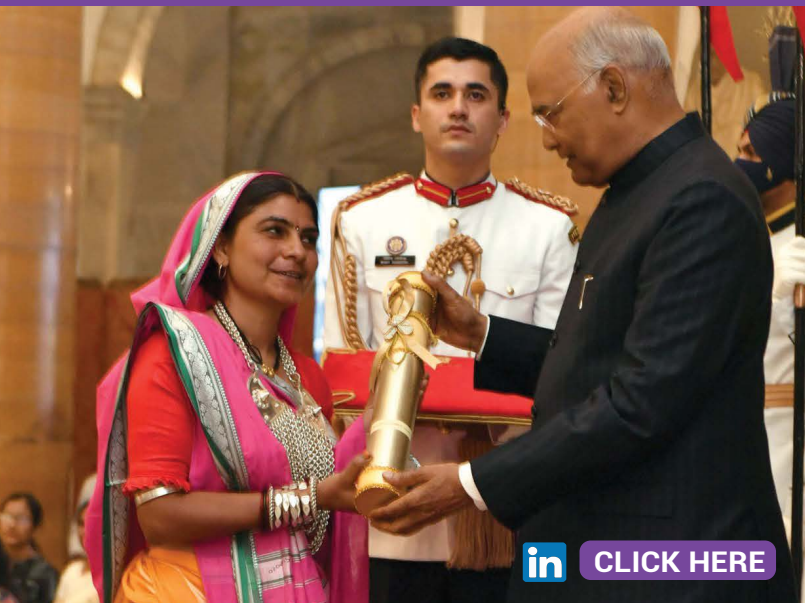
The genesis of this Program goes back to 2005 when CII began identifying and recognising grassroots women leaders through an award. In

2011, the award was brought under the aegis of the CII Foundation, and the scope of work on gender equality and women empowerment was expanded to include coaching and mentoring to create the CII Foundation Woman Exemplar Program.

Since 2011, each year, the CII Foundation selects 15 Exemplars, three of whom receive the prestigious Woman Exemplar Award in the categories of Health, Education, and Micro-enterprise. The cohort of 15 is coached and mentored and their stories are amplified across platforms for the greater good.



# CII Foundation Woman Exemplars Win Nari Shakti Puruskar



Two CII Foundation Woman Exemplars, Ushaben Vasava and Kamal Kumbhar, received the prestigious Nari Shakti Puruskar from President Shri Ram Nath Kovind on International Women's Day.

The Nari Shakti Puruskar is the highest civilian honour for women given by the Ministry of Women and Child Development, Government of India, to women and institutions which work towards women empowerment. The award is presented in a high-profile event at the Rashtrapati Bhawan in Delhi, and carries a cash prize as well.

Ushaben has been recognised for her work with tribal farmers in Narmada, Gujarat, and Kamal for promoting grassroots women entrepreneurs in the drought-hit region of Osmanabad in Maharashtra.

Kamal walked out of poverty and a failed marriage to set up Kamal Poultry and Ekta Sakhi Producer Company. Once a daily wage labourer, Kamal emerged as an owner of six

different businesses and a leading business coach to rural women entrepreneurs. A leader in the local poultry business, Kamal has enabled 3,000 women to run successful poultry farms, doubling their household incomes. She has also mentored more than 5,000 women in Osmanabad to set up their micro-businesses.

As a housewife in the Narmada district of Gujarat, Ushaben was too intimidated to protest the brewing of mahua, a country liquor, in her home. She mustered up courage to find her voice, protest and to emerge as one of the main leaders of a block-level SHG federation that is transforming the lives of tribal women in Narmada district, through sustainable

livelihood generation activities. As the leader of the NavJagruti Federation, she now advocates for gender responsive planning and budgeting at the panchayat level.





# Woman Exemplars: Covid-19 Response

After the second wave of Covid-19, when the vaccination drive gathered pace, communities in rural India and Tier II and III cities were often at the margins of the drive, with little access to vaccination centres and knowledge about vaccinations.

The CII Foundation Woman Exemplars played a key role in reaching out to the vulnerable communities to create awareness about Covid-appropriate behaviour and mobilise people for vaccination.



## Addressing Vaccine Hesitancy and Promoting Vaccinations

The CII Foundation, supported by Apraava Energy, launched a pan-India project in September 2021 to create awareness, address vaccine hesitancy and promote vaccinations. Eight Woman Exemplars led the project in 6 States with the support of various local Government Institutions, Panchayat members, Asha and Anganwadi workers and Women Committees on the ground.

The Exemplars found a host of myths around vaccinations such as:

- Vaccination leads to death
- Covid-19 only impacts the elderly
- By declaring a person Covid positive, doctors are just making money. There is no such thing as Covid.
- Vaccinations will lead to infertility
- Covid-19 vaccine contains a bio-chip that will track bank accounts, travel date etc

Addressing vaccine hesitancy thus was of paramount importance and the Exemplars raised awareness using unique ways such as nukkad nataks, folk dances, puppet shows, a mobile Aarogya Rath and door-to-door campaigns. Posters and flyers were also used to reach people, especially those skeptical about vaccination, to drive behavioural changes within the community.

Women exemplars Nirmala in Madhubani District, Bihar; Minakshi Birajdar in Aurangabad, Maharashtra; Chandrika Makwana in Bharuch, Gujarat; Vechulou Kanuo in Phek, Nagaland; Kana Mondal in Sundarbans, West Bengal; Manisha Ghule in Beed District, Maharashtra; Munni Begam and Kanchan in Jaunpur, UP demonstrated incredible leadership by leveraging their efforts to undertake the Covid-19 awareness project, reaching 72,111 households through awareness activities and promoting 20,017 vaccinations through addressing vaccine hesitancy.



# Story from the Field

## Jaunpur District, Uttar Pradesh

In Sodhi Block of Jaunpur District, the efforts of the Health Department in mobilising communities, especially the Dalits, for vaccinations were not yielding much result. There were a large number of misconceptions about vaccinations and the community members were very reluctant to get vaccinated. Woman Exemplar Kanchan and her organisation, TieCare, began visiting the community members, engaging them in awareness sessions through natak in a trust-building exercise. Gradually, the people started opening up to them and shared their concerns: several feared falling sick after vaccinations and hence losing their daily wage/job. Kanchan and her team then took the help of the Panchayat to ensure that the people do not lose their daily wage/job in case they report sick, while simultaneously addressing the concerns of the people through consultative meetings. As a result of their interventions, a few people took the vaccine and encouraged by them, others followed suit. At the end of the project, almost 85% of the residents had gone to the District Hospital to get vaccinated and the District boasted of an 85% vaccinated status.



## Covid-19 Response: Restoring Livelihoods in Alipurduar, West Bengal

West Bengal's Alipurduar District is mostly forested with little agricultural land. Historically, it has trailed behind in development metrics due to poor road connectivity. According to the 2011 Census, only 22% of the population has access to clean water and toilet facilities.

Alipurduar has a population of about 15 lakh, comprising various ethnic tribes such as Rajbanshi, Rabha, Metch, Santhal, Bodo, and Toto with tribals making up half the district's population. Most depended on the forests for food. With time, and better connectivity, tea gardens came up in the area and several tribals began working as labourers in the tea gardens.

The pandemic had a devastating effect on the residents of Alipurduar. The global economic uncertainty and the local constraints and lockdowns resulted in several tea estates closing down.

Their closure wreaked havoc on the lives of the tribals, most of whom depended on the tea gardens for their livelihood. It set in motion a vicious cycle of school dropouts, child trafficking, child labour, extreme poverty and hunger and starvation deaths.





To address the challenges and restore livelihoods, the CII Foundation, with the help of PRISM and the Oak Foundation, launched the Covid-19 Response: Restoring Livelihoods Project in Alipurduar.

Given that most of people are largely unskilled with experience in agriculture-related activities only, the project aims at making women and their families economically independent in a sustainable manner while simultaneously helping them achieve a better quality of life through access to better health and education opportunities. Therefore, the focus is on empowering women by assisting them in starting organic farming, goat rearing, food processing businesses, and tour operations.

CII Foundation's Woman Exemplars Nita Dhar and Sushary Tirkey, together with PRISM, are encouraging women to develop small companies based on sustainable agricultural goods, forming the Barnali Women's Self Help Group which currently has 136 women engaged.

Almost 800 women are playing a pivotal role in improving the livelihoods of the community/ developing a more resilient community through participating in various interventions - Training on Organic Farming, Tour Guide, Goat Rearing, etc.

**Woman Exemplars Nita Dhar and Sushary Tirkey, together with PRISM, are encouraging women to develop small companies based on sustainable agricultural goods, forming the Barnali Women's Self Help Group which currently has 136 women engaged.**





# Amplifying The Stories

To widen communication outreach and draw attention to the work of a Woman Exemplar linked to a special day such as World Social Justice Day, a journal was launched and circulated amongst stakeholders. Two journals were circulated, which captured the work of the Exemplar and sought support for her work.



**CII FOUNDATION**

*Dear All,*

**Greetings on World Social Justice Day!**

On November 26, 2007, the UN General Assembly named February 20 as the annual World Day of Social Justice. The purpose of the day is to focus on the plight of social injustice throughout the world and to press for improvements and solutions (UN, 2014). World Day of Social Justice recognises the need to promote efforts to tackle issues such as discrimination, poverty, gender equity and access to justice for all.

For many of us 'Social Justice' remains a distant theoretical concept, a point of heated discussions. For Reeta Kaushik too, social justice was an alien concept. Being born as a Dalit in Uttar Pradesh meant that caste discrimination was a part of her life since childhood. From being bullied to being ostracised for wanting to go to school, caste came to haunt her at every turn.

It is not that Reeta was not an intelligent girl, or that she did not work hard. Though she was introduced to education only because she was chaperoning her

younger brother to school, Reeta toiled hard and scored the highest grades amongst all her classmates, as scoring less would inevitably invite-only humiliation and lewd comments from family and community members. But even after scoring the highest grades, she would very often be pushed to the 2<sup>nd</sup> or 3<sup>rd</sup> rank, since a lower caste girl topping an exam was unacceptable to the school and the parents who sent their children to the institute. Such constant push back and struggle to create a space for herself set Reeta on the journey of pursuing social justice.

Inspired by Dr Ambedkar's thought "**Education is the only way to achieve freedom and equality**" Reeta Kaushik started directly engaging with some of the most backward Musahar and Dalit communities in the Gorakhpur and Sultanpur Districts of Uttar Pradesh, working on providing access to quality education and raising awareness around schemes and programs. Since then, Reeta has been innovative in her attempts of breaking the caste dynamics in the villages where she has been working.

Reeta has reached 25,026 children and youth in the Musahar, Dalit and Muslim communities of Kushinagar and Gorakhpur districts of Uttar Pradesh and set up community systems to ensure that these children get quality education, free of discrimination at all levels. She has also enabled more than 2879 first-generation learners to stay in the system through bridge courses. Her work with the Panchayats has helped 118 families get their land ownership rights, a remarkable achievement in the face of upper-caste dominance and oppression.

At the CII Foundation, the Woman Exemplar Program has been continuously invested in fighting some of the social injustices by associating with exemplary women such as Reeta Kaushik. On World Social Justice Day, we wish her all the best and invite you to support her work

If you are in the region, want to learn more about her work, share her story with people or help her expand her work, please do reach out to

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# Celebrating International Women's Day on March 8, 2022

To celebrate the potential and power of women, the CII Foundation launched a special campaign on the occasion of International Women's Day.

Here is a glimpse of the campaign.

## CII Podcasts

Podcasts were used for the first time to reach out to a wider audience. The podcasts were promoted on platforms such as CII podcast, Spotify, Atcast, Apple and Amazon and also on CII and CII Foundation Social Media handles.

The graphic is divided into two sections. The top section is for Episode 25, titled 'WOMEN EMPOWERMENT: SHAPING AN EQUAL FUTURE', featuring Kaveree Bamzai. The bottom section is for Episode 26, titled 'GRASSROOTS WOMEN LEADERS: महिला सशक्तिकरण', featuring Rama Sharma, Manisha Ghule, and Dulari Khatoon. Both sections include the CII logo and the text 'Coming soon' and 'Announcing CII PODCASTS'. The bottom section also includes a blue box with text about the three women exemplars.

Coming soon  
**CII PODCASTS**  
Episode 25  
**WOMEN EMPOWERMENT: SHAPING AN EQUAL FUTURE**  
Kaveree Bamzai  
Member, Steering Committee of CII Foundation Woman Exemplar Program  
Former Editor, India Today

Announcing  
**CII PODCASTS**  
Episode 26  
**GRASSROOTS WOMEN LEADERS: महिला सशक्तिकरण**  
Rama Sharma, Manisha Ghule, Dulari Khatoon

Three Woman Exemplars — Rama Sharma, Manisha Ghule, and Dulari Khatoon — discussed their trials and triumphs in a Hindi podcast. These women, who grew up in impoverished households and faced life-threatening situations, altered their lives and the lives of thousands of other women who were locked in similar situations.

## Social Media Campaign

A campaign was created around the recent findings of the Pew Research Centre on 'How Indians View Gender Roles in Families and Society', based on a survey of 29,999 Indian adults conducted from November 2019 to March 2020, in 28 states and 17 different languages. The study reveals that nearly 34% of Indians believe that childcare is the primary responsibility of women, while 55% agree with the assertion that "when jobs are scarce, men should be given preference to a job than women." Similarly, 64% Indians believed that "a wife must always obey her husband" entirely or largely. These findings lead to a discussion of the country's widespread gender attitude problem, which CII Foundation's work with the Woman Exemplar Program expands on, trying to bridge some of these gaps with the engagement of grassroots women.

The graphics are arranged in a grid. The left column features two large quotes from women exemplars with their photos. The right column features three smaller portraits of women with their names and titles. The bottom right corner features a portrait of a woman with her name and title. The graphics include the CII Foundation logo and the text 'INTERNATIONAL Women's Day 2022'.

**WOMAN EXEMPLAR PROGRAM**  
CII FOUNDATION  
"Child marriage at 12 and 4 sex selective abortions by the age of 22 could have broken me but the zeal for fighting issues of violence against women kept me intact."  
After all fighting violence is not only about ending the practice, but also about making girls independent decision makers who can grow to be confident women of tomorrow."  
Woman Exemplar Manju Khatik, 2021  
Rajsamand and Railmagra Districts, Rajasthan  
NationBuilders

**WOMAN EXEMPLAR PROGRAM**  
CII FOUNDATION  
"During our door-to-door awareness program on COVID-19 and vaccination, I was shocked to listen to many women talking about violence. The increasing loss of livelihood and financial burden is resulting in rampant increase in violence against women and children.  
It's high time to recognize that COVID-19 should no more be just treated as a health pandemic."  
Woman Exemplar Kanchan, 2019  
Jaunpur, Uttar Pradesh  
NationBuilders

INTERNATIONAL Women's Day 2022  
आत्मनिर्भर  
Self-Reliant  
Munni Begum

INTERNATIONAL Women's Day 2022  
शिक्षित  
Educated  
Rama Sharma

INTERNATIONAL Women's Day 2022  
सशक्त  
Empowered  
Annam Shukla



## Media Coverage

# THE NEW INDIAN EXPRESS

## Women as change agents in corporate India

Technology must be leveraged to educate and employ the maximum number of women. Businesses can play a critical role in giving them equal opportunities.



Published: 10th March 2022 01:06 AM | Last Updated: 11th March 2022 06:27 PM

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For representational purposes (Soumyadip Sinha | Express Illustrations)

By Chandrajit Banerjee

The Covid outbreak accentuated the gender divide with women, mainly from underprivileged backgrounds, bearing the brunt of the economic and social fallout. As we move towards a Covid-free India, the participation of women, particularly at the decision-making level, will steer the pace of social and economic revival to give shape to the new, post-pandemic India that is emerging.



On March 4th, at the Parliament House, Sansad TV held a roundtable discussion on 'Women Entrepreneurs Marching Ahead' with 3 women entrepreneurs: Rhea Mazumdar Singhal, Chairperson of the Northern Region of the CII IWN Delhi and CEO of Ecoware, Priyanka Nijhawan, Director at Nijhawan Group, and Abhilasha Bahuguna, Co-Founder, Looms of Ladakh Women Cooperative.



## VECHULOU KANUO

Co-Chair, Nagaland Health Project (NHP),  
CHC, Pütsero  
Nagaland

A leader of faith and seeker of truth, you have heroically protected your community against misinformation in the time of COVID-19.

Award winning social worker, Vechulou Kanuo, led awareness campaigns across Nagaland on the benefits of the COVID vaccine, reaching thousands of people through church meetings, even dispelling vaccine hesitancy and myths among other community leaders like her.

Vechulou says, "Even though the pandemic has been difficult for everyone, it taught us to be creative, brought families together, pushed us to test new limits and practice hygiene consciously in our daily lives. At our church meetings too, for example, we ensured people were maintaining physical distance."

We recognize Vechulou's optimistic and solutions-led approach that has inspired scores of women in the Chakhesang community to put their safety first and get vaccinated.

You are a Wonder Woman! We salute you!

#IamOnHerSide



WONDER WOMEN

Vechulou Kanuo from Nagaland, a social worker and recipient of the CII Foundation Woman Exemplar Award (Micro Enterprise), 2018, received the 'Women COVID-19 Vaccination Champion' for her remarkable contribution in COVID-19 vaccination drive in the state.

The Award was presented during a seminar on 'Women's role in COVID-19 Vaccination and Maternal Health' as part of International Women's Day celebrations.

"I am humbled and honored to have been recognised for the work of Covid awareness and Vaccination program by the other departments in Nagaland. I give all the credit to the CII Foundation. God bless you all."

Vechulou Kanuo, The CII Foundation Woman Exemplar Award (Micro Enterprise), 2018

## THE MORUNGEXPRESS

### Nagaland: Five achievers recognized as 'Women COVID-19 Vaccination Champion'



'Women COVID-19 Vaccination Champion' was awarded to Lotha Elie Hoho, Vechulou Kanuo, Sethoru Sachu, Dr Orentsan Kikon and Neivete-U Sono in Kohima on March 8. (Morung Photo)

NAGALAND 9th March 2022

Our Correspondent  
Kohima | March 8

Four individuals and one organization from Nagaland have been recognized today as 'Women COVID-19 Vaccination Champion' for their remarkable contribution in COVID-19 vaccination drive in the state.



# WASTE MANAGEMENT PROJECT

## Clean Abul Fazal



**The project aims to cover 14,000 households in 14 Blocks of Abul Fazal and leave the community members with a modern community-managed urban waste management system at the end of the Project.**

**R**apid urbanisation has led to congested localities, especially in the metros. As the density of population increases in small pockets of the metros, civic amenities and facilities often don't keep pace with the rise in population. Consequently, waste management emerges as a huge urban problem, and inefficient waste management leads to water and air pollution and has a detrimental impact on the lives of the people.

Abul Fazal is a congested locality in Okhla, New Delhi. It is home to about 60,000 people with 30% of the population from the economically weaker sections of society. Almost 80% of the households dispose of waste without proper segregation, and often in streets, leading to huge piles of rotting garbage along roadsides. Aggravating the problem is the irregular and

inadequate pick up of waste: about 7 tonne waste is generated daily but waste is collected from only 30-40% households.

To address the issue of waste management in Abul Fazal, the CII Foundation launched a Project supported by PTC India Private Limited and PFS Foundation.

A detailed Baseline Study was conducted in 4 Blocks of Abul Fazal, and the information was collected on:

- The waste sector stakeholders & workers
- Waste value chain
- Social perceptions about waste management

The Baseline Study findings set the context and helped firm up the project details for maximum impact of the proposed interventions.

## Key Findings

35

waste collectors

19

contractors

70%

of the sampled population give their waste to the waste pickers while the rest (30%) throw it in the open dumping site.

89%

of the population agrees that Okhla locality is getting dirtier.

58%

of the population sees an open dumping site daily.

79.1%

of the population is ready to participate in waste segregation awareness sessions and implementation programmes.



## Waste Value Chain Mapping

01

Waste Generation

Households | Shops | Institutes

02

Waste Collection

Waste Collector | Contractor

03

Waste Segregation

Recyclable | Non-Recyclable

04

Open Dumping

Mix Waste

05

Transfer

Jindal (Waste to Energy) | DDSIL Landfills

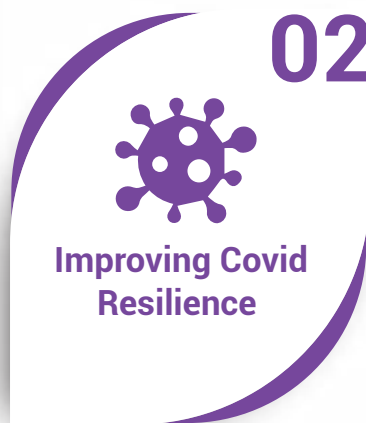




The CII Foundation launched the project in June 2021, working closely with Residents Welfare Associations, women, youth volunteers and religious institutions.

The Project aims to create a community managed and localised urban-waste management system by creating awareness and catalysing civic engagement for safe collection and segregation of waste, encouraging re-cycling of waste, building skills, and enhancing safety of waste workers.

## Project Vision



The CII Foundation has been very actively engaging with the residents of Abul Fazal and has conducted several rounds of discussions in the community with RWAs, NGOs, waste-pickers and SDMC officials.

The residents, who have experienced the dedication and commitment of the CII Foundation during its interventions related to Covid-19 relief material distribution are keen to engage with the CII Foundation to address the issue.

In the first phase of the project, the CII Foundation focussed on mapping the existing waste management

system and creating awareness about the need for efficient waste management around the 3 Rs of waste management: Reduce, Reuse and Recycle.

**The CII Foundation has been very actively engaging with the residents of Abul Fazal and has conducted several rounds of discussions in the community with RWAs, NGOs, waste-pickers and SDMC officials**

In the second phase, while continuing to create awareness, the CII Foundation is focussing on:



Promoting segregation of waste into dry, wet, and recyclable by placing smart dustbins in the locality.



Promoting segregation of solid waste into biodegradable, recyclable, and general waste.



Promoting the beautification of waste-dumping sites



Promoting recycle of non-biodegradable waste



Training waste workers

Promoting composting of biodegradable waste in rooftops of households. A Composting Centre has also been set up. The Centre, which has been operational since 16 January 2022, has the capacity to process up to 500kg of organic waste per day.

The project has made considerable headway in this quarter.

People are cooperating and actively participating in segregating waste. Waste collection and segregation has been initiated in 6,000 households, with 2,300 households segregating waste at home on their own, and the rest segregating waste with the help of waste workers.

The waste composting centre is active and as of 28 February 2022, a total of 8,724 kg of wet waste has been

put to compost in the facility. Currently, around 250-300 kg of wet waste is supplied to the composting unit daily.

Many volunteer community workers and waste workers are actively engaged in the project.

The project aims to cover 14,000 households in 14 Blocks of Abul Fazal and leave the community members with a modern community-managed urban waste management system at the end of the Project.



# EARLY CHILDHOOD EDUCATION



**CII Foundation works towards strengthening ECCE at the Anganwadi Centres it has adopted through policy advocacy and project implementation.**

The influences and experiences in the early years of life play a critical role in shaping the physical, cognitive, and socio-emotional development of a child. There is a substantial body of research to establish that from birth till age 5, the maximum development of the brain takes place. Hence, interventions to strengthen early childhood development have far-reaching consequences - children who receive a safe, unbiased atmosphere that stimulates learning and growth grow up to be socially aware and well-adjusted citizens.

In India, many children from underprivileged backgrounds grapple with a host of problems from birth: malnutrition, inadequate and inappropriate care, lack of education opportunities, to name a few. Many are drawn

into a life of crime or suffer from crimes against children. The Government delivers early childhood care and education (ECCE) through the Integrated Child Development Services (ICDS) programme, which is implemented by the Ministry of Women and Child Development. The programme focuses on maternal and child health and the services are provided through a network of about 1.4 million Anganwadis catering to approximately 80 million children under the age of 6.

The CII Foundation has been strengthening ECCE, focusing on children between 0-5 years, through its initiatives in Jammu and West Bengal. It works towards strengthening ECCE at the Anganwadi Centres it has adopted through policy advocacy and project implementation.

In 2019, it launched a project - *Building Capacities to Strengthen ECCE in ICDS Centres* in Jammu after a baseline study revealed that while children were enrolled in the AW Centres, it was primarily for the hot meals available at the Centre.

Fifty (50) ICDS centres were selected from the Ramban District in Jammu to develop as model centres for Jammu. Given the magnitude of the project, a multi-stakeholder approach was adopted. The project activities were facilitated and implemented by the Jammu Kashmir Association of Social Workers (JKASW) with technical support of Mobile Creches and financial support by the CII Foundation. The critical stakeholders for the project included:

- Children aged 3 to 6 yrs
- Community and parents
- ICDS functionaries
- State WCD
- Local NGOs

The project focused on

**Enhancing capacities of ICDS functionaries to ensure quality pre-school education at AWCs.**

**Developing community groups at the AWC level to support and monitor the quality of the ICDS Programme.**

**Creating a cadre of trainers at the district level to ensure sustainability and scaling up of intervention.**

**Infrastructure support to create child-friendly learning spaces**





Towards enhancing capacities, the CII Foundation conducted training programmes in collaboration with the Jammu & Kashmir Association of Social Workers (JKASW) and Mobile Creches in Ramban, J&K, for ICDS field functionaries, focussing on the early development of children and State Early Childhood Care and Education (ECCE) curriculum. Supervisors, Aanganwadi workers and Aanganwadi helpers were imparted training under this programme. The Deputy Commissioner, Ramban, Mussarat Islam inaugurated the training programme. A Training of Trainers (ToT) on capacity building on the ECCE Program for Child Development Project Officers (CDPO's) / Supervisors was also conducted.

Infrastructure support was also provided to the 50 Anganwadi Centres with the creation of child-friendly spaces using wall art, and handing over water purifiers.

Anganwadi Level Monitoring and Support Committees (ALMSCs) were created for 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.

The pandemic disrupted the implementation, but the plan was revised to successfully use virtual interventions. During the pandemic, Child assessments were done to

**23 virtual trainings were conducted with 50 targeted Anganwadi workers, and 22 virtual activities were conducted with Jammu and Kashmir Association of Social Workers (JKASW) facilitators on Covid-19 awareness. Weekly online training sessions designed and executed with AWWs and supervisors on furthering parenting. A separate curriculum was created for the home-based learning and overall development of children. Parents were trained over the phone on the importance of early childhood development and play-way methodologies.**

ascertain the learning. 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.



## Impact

Despite the COVID situation, a tangible impact can be seen after the project intervention.

All centres were open for 6 hours	Enrollment increased from 438 to 511
Average child attendance was 15	All centres were refurbished and a child-friendly environment maintained
In all the centres, time table was followed and activities were conducted	50 ASMCs formed and functional

Overall, the end-line findings suggest that the intervention impacts infrastructure, nutrition, health, workers and community engagement level despite the challenging times of COVID-19 restrictions and apprehensions. A visible impact can be seen in the knowledge and skills of AW workers and an attitudinal change at the community level. The community was sensitised to the importance of ECD and the services of ICDS.

The capacities of AWWs on ECCE were enhanced. They learned to conduct play-based methods for activities

with children. This resulted in increased confidence of children who felt motivated to send their children to AWCs, increasing the enrollment significantly.

Even during COVID situations, AWWs reached out to children via virtual calls and ensured that the learning was not disrupted. ASMCs played a vital role in motivating parents and following up on whether children are learning correctly.

Infrastructural development was made during COVID to transform centres into model AW centres. Child appropriate and weather-friendly matting was done at the centres so that children could find the centres attractive and comfortable.

And when lockdown lifted, groups were again revived, and meetings were conducted with members regarding the new-normalcy guidelines of the centres and expectations from the groups.

Overall, after two years of intervention, the impact can be seen.

The interventions have established beyond doubt the success of the project model. In the future, the CII Foundation is looking at scaling up the project since there is a pressing need for the holistic development of children.

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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