

Connect

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Seema Arora
CEO
CII Foundation



It is always a pleasure to see transformation at the grassroots level driven by the commitment and collaborative spirit of each stakeholder in our multi-stakeholder projects.

COP27 brought to the fore the climate change crisis against the backdrop of a complex and challenging global landscape deeply impacted by the pandemic. The fallout of the climate crisis was evident with the unexpected continuous rain around end September for three days in Delhi's national capital region and Punjab and Haryana, which destroyed crops and fields. This delayed harvesting, leaving farmers with a shorter window period to clear the fields to sow the next crop. This, and other factors, causes farmers to set fire to the crop residue to clear the fields quickly, but the burning aggravates air pollution and destroys soil health, thereby adding to the climate change crisis.

The CII Foundation, which works with farmers in Punjab and Haryana through its crop residue management initiative, made several field visits to understand the ground situation and interacted with the farmers to find the best way forward to deal with stubble burning. The project, which covered 226 villages in 2021 and successfully reduced stubble burning by 84% in the intervened villages, has been expanded to 300 villages and 3 lakh acres of farmland this season. The initiative has



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been strengthened with new corporate supporters who are committed to the cause of zero stubble burning to reduce air pollution. We welcome them aboard and look forward to making a greater impact through the project.

To strengthen our grassroots team of changemakers, the CII Foundation launched its call for nominations for the next cohort of exemplary women and identify the winners of the CII Foundation Woman Exemplar Award 2023. To widen the search for grassroots women leaders, the CII Foundation held a series of Regional Roundtables this quarter in Maharashtra, Rajasthan, Uttar Pradesh and West Bengal. Scores of Exemplars and prominent social development sector organizations participated in the Roundtables, sharing ideas and learnings and amplifying the movement of change. The nominations received reaffirm my faith in the silent strength and determination of underprivileged women who have risen above their crippling circumstances to drive change. The CII Foundation works to add to their strength and social impact by mentoring and coaching them through training sessions and masterclasses. This quarter we held masterclasses on personal branding and I am happy to share that several of our Exemplars have taken their first, tentative step in the world of Social Media by opening their SM accounts. Their online presence will help amplify their work.

It is always a pleasure to see transformation brought about by shared commitment and collaboration. Our community waste management project in Delhi's Abul Fazal, launched in June 2021, aims to devise a community-managed urban waste management system which includes the segregation of waste,

To strengthen our grassroots team of changemakers, the CII Foundation launched its call for nominations for the next cohort of exemplary women from which we will identify the winners of the CII Foundation Woman Exemplar Award 2023. Our Exemplars participated actively in widening our search for grassroots leaders through Regional Roundtables held across the country.

promotes recycling, while also building the skills of the waste workers. The project complements the efforts of the local municipal corporation to make Abul Fazal a zero-waste neighbourhood. A key component of the project has been the establishment of a composting centre. Around 40 tonnes of wet waste have been treated at the Centre to make compost. The compost is not only helping make Abul Fazal green but is also a source of revenue. Do get in touch with our teams to support its sale.

Every project is powered by the commitment of multiple stakeholders and I would like to thank all our supporters and partners who are making our vision of social transformation a reality.



CLIMATE CHANGE RESILIENCE

Crop Residue Management



The interventions in 2021 yielded significant results, with 84% of 1,99,867 acres of farmland made free of stubble burning. This season the program has been scaled up to cover 3 lakh acres of farmland in 300 villages of 12 districts across Punjab and Haryana with 50,000 farmers.

Around September, the need for better air pollution management gains traction. The United Nations International Day of Clean Air for Blue Skies on September 7 turns the spotlight on air quality. Around this time, the air quality levels in Delhi and neighbouring states begin to deteriorate. One of the reasons for the deteriorating air quality is crop residue burning in the farms of Punjab and Haryana, the two key granaries of India. Burning crop residue not only aggravates air pollution in the atmosphere but also causes nutritional loss in the soil.

Working towards minimising crop residue burning, the CII Foundation launched a multi-stakeholder project in 2018 covering 19 villages in Punjab to promote an environmentally sustainable solution to the farm stubble burning issue. The project has created a successful model for change through research and on-ground program implementation involving multiple stakeholders such as farmers, government, and agricultural institutions. Over the years, the geographical coverage of the project has been expanded to cover more burning hotspots.

In 2021, the project covered 226 villages and 40,080 farmers. The interventions yielded significant results, with 84% of 1,99,867 acres of farmland made free of stubble burning.

This season, the CII Foundation expanded the geographic coverage of its Crop Residue Management initiative to 3 new districts in Punjab - Fatehgarh Sahib, Barnala and Sangrur. Earlier, it was operating in 10 districts in Punjab and Haryana: Patiala, Malerkotla, Ludhiana, Taran Taran, Barnala, Sirsa, Fatehabad, Rohtak, Jhajjar and Karnal, which are hotspots for burning.

The project's coverage has been increased from 2 lakh to 3 lakh acres of farmland in 300 villages and the number of farmers from 40,000 to 50,000.

Towards this expansion and with a view to increasing awareness and engagement, several initiatives were undertaken at the ground level during the June - September quarter.

Key Components of the Program

- ▶ Building awareness
- ▶ Creating community-shared tools and machine banks
- ▶ Technical training and handholding
- ▶ Local engagement and ownership
- ▶ Research and policy advocacy

Visits to Ground Zero: Awareness and Training Sessions

The CII Foundation undertook several field visits to increase engagement with the key stakeholders. Door-to-door awareness sessions and training sessions were conducted in the villages.



In the month of August, two academicians, Dr Haritha Saranga, Professor - Production & Operations Management, Indian Institute of Management, Bangalore Chair of Excellence and Dr Sriram Narayanan, Professor of Supply Chain Management, Michigan State University, along with the Crop Residue Management Team from CII Foundation spent two days interacting with farmers in Haryana and Punjab. Through intensive interactions, the professors sought to understand the CRM initiative as it is implemented in the field.



They visited Dhamar village in Rohtak, Keshupura and Sultanpuria villages in Sirsa, Kheri Manian and Palia Khurd village in Patiala, Punjab, and Raipur Majri in Fatehgarh Sahib, Punjab, to interact with the farmers of Ludhiana, sharing experiences and ideas on the zero stubble burning approach and various machines being used for crop residue management.

The farmers shared that they received the necessary know-how, and technical training from PAU scientists and farm advisory support from the field teams of the CII Foundation. They were also provided farm machinery and farm equipment from the tool banks, set up by the CII Foundation. Farmers use multiple tool combinations on the ground to tackle crop residue. These combinations are evolving with the introduction of various new tools in the market used for residue- managed techniques such as straw incorporation and baling.

Farmers from Patiala's Palia Khurd shared that the Happy Seeder has benefitted them while farmers from Haryana's Rohtak and Sirsa said Smart Seeders are changing how they handle crop residue.



Volunteering in the Field

Field visits help increase awareness and engagement. Volunteers from Birlasoft, a partner organisation supporting the CII Foundation's Crop Residue Management initiative to reduce stubble burning, visited Fatehgarh Sahib district, Patiala, in Punjab recently. During the two-day field visit, the volunteers interacted with the farmers to get first-hand knowledge of the project, its interventions and its impact and lend their support to the project. Tree plantations were also undertaken to promote environmentally sustainable practices.



Promoting a Greener Environment: Tree Plantation Drive in Sirsa

A plantation drive was held on August 25 at the Government Primary School in Mohammadpuria, Sirsa, in collaboration with the Mohammadpuria Krishi Kisan Society. Various saplings were brought and planted in the schoolyard by the students.

The teachers and students promised to care for the newly planted saplings, plant more trees, and inspire others to do the same. With their enthusiastic engagement with the initiative, they set a positive example for creating a greener and cleaner world.



Tree Plantation Drive in Karnal

On 28th September, the CII Foundation undertook a tree plantation drive at the Government Primary School, Chor Kasra, Assandh, Haryana with the support of project partners SBI Card. Adults and children participated enthusiastically in this greening initiative. A meeting with the farmers was also held where they discussed crop residue management and environment-friendly alternatives to stubble burning.



Strengthening the Initiative Through New Partnerships

In this quarter, the CII Foundation interacted with several corporates to apprise them of the CRM initiative.

On 22nd September, the CII Foundation inked an MoU with the Indian Oil Corporation for its CRM initiative. Under its 'Project Vayu-Amrit: Improved Crop Residue Management Initiative', Indian Oil Corporation will support the program in 9 villages covering 6,280 Acres of farmland in Sangrur District of Punjab, a hotspot for stubble burning.

As part of the project, a gamut of activities will be undertaken in the 9 villages. Using a multi-stakeholder approach with Government, farmers and technical experts, building awareness, training farmers, facilitating the adoption of machinery by farmers and stakeholder deliberations and policy advocacy will be undertaken.



The Memorandum of Understanding (MoU) was signed by Ms Seema Arora, CEO, CII Foundation and Mr N Senthil Kumar, Executive Director (Northern Region Pipelines), Indian Oil Corporation Limited. Mr Kumar said, "We are happy to partner with CII Foundation for Project Vayu Amrit in Punjab. As a responsible company, Indian Oil would like to give back to the farmers and the environment, which we will do with this project."



Training at Punjab Agricultural University (PAU), Ludhiana

For a bigger shift, helping farmers at every stage is the stepping stone. With this resolve, the CII Foundation, in partnership with the Punjab Agricultural University (PAU), organised two-day training sessions on crop residue management for farmers at the PAU Campus at Ludhiana as part of its interventions to reduce stubble burning by farmers.

As many as 150 farmers from Fatehgarh Sahib, Sangrur, Ludhiana and Patiala participated in the training sessions where viable, eco-friendly alternatives to stubble burning such as using paddy straw for fodder, composting and energy generation were discussed.

Talking about different techniques and schemes for Crop Residue Management, research engineers and scientists, Dr. Manpreet, Dr. Harminder Singh Sidhu, and Dr Mahesh Narang called on the farmers to shun paddy straw burning, as it results in a number of issues related to ecology, soil and human health.



Managing Crop Residue: Stories from the Field

Rajesh Kumar, 36, a marginal farmer from Dholu village of the Fatehabad district of Haryana has actively participated in the CRM initiative since it was launched in 2019. Earlier, Rajesh Kumar, who owns 5 acres of farmland, would burn the entire stubble yearly after harvest due to a lack of practical solutions.

After coming in contact with the CII Foundation and learning about the viable alternatives, Rajesh decided to treat the paddy residue ex-situ.

He adopted the environmentally sustainable practices that the CRM project proposed and has benefitted by doing so.

He talks of the economic benefits: the machinery offered by the Foundation is significantly more economical than other sources. Not only that, he says, timely availability of requisite machinery has also enabled reducing paddy burning efficiently.

Rajesh claims that the Happy Seeder, Mulcher, Zero Till, and MB Plough have all been very useful in managing crop residue. "Every farmer gains from this. Farmers previously lacked the necessary equipment to treat the stubble, but since getting the equipment, we haven't burned any of it. He continued, "Using these devices has enhanced yield and reduced the need for weedicide and farm inputs in the field."

Rajesh emphasises how the village farmers' cooperative usage of farm equipment and machinery has inspired other farmers in the region to follow suit. "Whosoever sees this effort appreciates it. Other farmers are also experimenting with the new machinery, seeing the increased yield and cost efficiency."

According to Rajesh, people who experience breathing problems during the colder months because of stubble burning have also benefitted.



DISASTER RELIEF AND REHABILITATION



The Foundation has, over the years, built a proactive and multi-sectoral approach to creating a safer India.

With 27 of its 29 states and seven union territories vulnerable to frequent natural disasters like cyclones, earthquakes, landslides, floods, and droughts, India is one of the world's most disaster-prone countries.¹ The frequency and severity of disasters have increased due to climate change and environmental deterioration, as well as the vulnerability of important resources.

The CII Foundation works to encourage a national commitment to mitigate the damage brought on by natural and man-made disasters via sustained and collaborative efforts of government, industry, and the public.

Assam Relief

Every year, Northeast India faces devastating floods, particularly in Assam and Meghalaya. This year too, the flood caused substantial damage to infrastructure, especially roads, bridges, and embankments; it has also resulted in the loss of lives of many. Hundreds of people have lost their houses.

The Confederation of Indian Industry stepped in to do its part in providing relief. On 20 July 2022, CII and the CII Foundation contributed by providing flood relief

supplies to the Assam State Disaster Management Authority-ASDMA for the Assam Floods as part of the relief and rehabilitation measures. The effort was supported by Forbes Marshall Private Limited, Krohn Marshall Private Limited, Forbes Marshall Arca Private Limited, Forbes Vyncke Private Limited, H&K Charity Trust, and Clean Air Systems.

To ease the difficulties of the inhabitants, CII has handed over tonnes of food items like rice, dal, mustard oil, turmeric powder, salt, rice etc and hygiene material like Phenol to ASDMA so that it reaches the people in despair.



¹<https://www.unicef.org/india/what-we-do/disaster-risk-reduction>

Kerala Relief & Rehabilitation

Due to incessant rains, the southern state of Kerala was devastated by floods in 2018, triggering mayhem and turning destructive for both lives and livelihoods in the state. Amidst this grim situation, the CII and CII Foundation in collaboration with the State Government of Kerala, launched interventions to support the Government's efforts for 'Nava Keralam' following the immediate relief measures for the flood victims. Rehabilitation Initiatives were also designed to bring about a perceptible change in the lives of people by building ecological and technical safeguards for improved/ increased resilience, and high standards of quality, thereby improving access to services and outreach to the marginalized sections of society in the most affected regions.

Under the rehabilitation exercise, renovation/ construction of Government Lower Primary School (GLPS), Kayanad and six Public Health Centres (North Paravoor, Moothakunnam, Chittattukara, Puthuvypu, Mulavukadu, and Avoly) was approved. GLPS Kayanad was reconstructed and handed over to the school authority in the month of January. The four Health Centres out of six Health Centres are ready and will be handed over to the Government in October. Under the initiative, the rehabilitation has an annual outreach of over 5 lakh direct beneficiaries.



Nagaland Relief

The Confederation of Indian Industry (CII) handed over 468 Blood Pressure (BP) instruments to the Health & Family Welfare Department, Government of Nagaland to be distributed in the District Health Centres in Nagaland as a contribution to the State Government's drive of Covid readiness effort across its Health Centres in the districts.

Upon receiving the BP Instruments, the Principal Director of the Health & Family Welfare Department expressed sincere gratitude to the CII for the contribution, noting that these instruments will help in treatment and identification of blood pressure-related diseases.





WASTE MANAGEMENT

Clean Abul Fazal Project



Clean Abul Fazal Project impact so far

- ▶ **10,000**
Households
Door-to-Door
Collection of Waste
- ▶ **100%**
Segregation achieved
in one of the R.W.As
- ▶ **7,000**
Households have started
segregating the waste at
the household level
- ▶ Establishment of a
Community Compost Centre
40 Tonnes
wet waste has been treated
in last three months
- ▶ Registration of
"SAAF" - Safai Abhiyan
& Aid Foundation
A Waste Workers
Organisation
- ▶ Formation of "OCF" -
Okhla Community Forum
A Waste Workers
Organisation

Over the last ten years, cities, especially metros, have been transformed as a result of growing urbanisation and changing lifestyles. Densely populated areas, especially urban clusters, generate large amounts of waste and efficient waste management practices are lacking in many areas. Amidst the challenge of growing mountains of garbage in landfills, parts of Delhi are reeling under the consequences of improper waste collection and management.

Delhi's Abul Fazal is a congested neighbourhood with a population of about 60,000 people, mostly from the economically weaker segment of society (EWS). About 8-10 tonnes of waste is generated daily, of which, only around 40% is collected, leading to a waste crisis. Almost 80% of household waste is casually disposed off in the streets, resulting in huge mounds of garbage and a pungent, all-pervading smell around them.

Clean Abul Fazal Project

The CII Foundation, with the support of PTC Foundation Trust and PTC Financial Services Limited (PFS), therefore, launched the Clean Abul Fazal project in June 2021, working closely with Residents Welfare Associations, residents, especially women, youth volunteers and religious institutions. The project aims to devise a community-managed and localised urban-waste management system by creating awareness and catalysing civic engagement for safe collection and segregation of waste, and recycling, while also aiming to build skills and enhance the safety of waste workers and create sustainable revenue management as well.

The waste management system thus created will support the existing system operated by the municipal corporation.

Complementing the existing system, the project is working towards strengthening:

- Participation of the poorer households in waste collection and management as over 50% of households are not involved with the current waste management set-up - they dump the household waste in public places.
- Local institutions such as RWAs.
- Institutionalization of local segregation and recycling of waste.
- The infrastructure and system of waste collection.
- Public awareness about a cleaner and healthier living environment.

To increase awareness and civic engagement, the CII Foundation undertook several initiatives this quarter, targeting different stakeholders for a holistic response.

Sensitising Children: Tree Plantation Drives

On the occasion of Van Mahotsav on the 16th July, a tree plantation drive was held in Smart Kids Public School to raise awareness in the community about environmental protection by planting more trees in the area. Students participated in the initiative to save Earth from deforestation and growing global warming. Additionally, 350 plants were also planted in the lanes of Abul Fazal.



The CII Foundation volunteers also conducted sessions to sensitise students about the need to preserve the environment. The importance of imbining habits and lifestyle for minimum waste generation, segregation-at-source of waste and disposing of the waste was also shared with the students. The students pledged to keep the spirit of Green Abul Fazal alive and minimize use of plastic in daily life.

A plantation drive was also organised on the occasion of Independence Day on the premises of Milli Model School in Abul Fazal. In the month of August, 100 plants were planted.





With the way we are working with the CII Foundation, I am confident that we will improve the surroundings in our Okhla very soon.

Tanveer Jahan

Member, Okhla Community Forum (OCF)



Cleanliness Drives

Cleanliness drives are an excellent way to raise awareness about hygiene in the neighbourhood and promote participation in the community. With the support of SAAF and Okhla Community Forum (OCF), Cleanliness drives are being organised in different blocks of the locality of Abul Fazal from time to time. Cleanliness drives were held on the 31st July and the 9th August in G Block and Alshifa Dumpyard, respectively.

To create awareness regarding segregation and home composting, the volunteers gathered the community members to have an open dialogue on the importance of waste management and clean the streets with them.



After



Before

Cleanliness Drive in the Market Area, Abul Fazal

CII Delhi State Office team visit to Abul Fazal, Okhla

To garner more support from the industry, the CII Foundation team invited the CII Delhi State Office team to visit Abul Fazal. The Delhi State Office team spoke to several people, including members from the Okhla Community Forum (OCF), the residents, and the waste workers, to learn more about the challenges and the benefits to increase industry engagement with the project.





As part of the CII Foundation's Community Waste Management Initiative in Abul Fazal, a Community Compost Center was established in January 2022 to convert biodegradable waste into compost. Collected waste from residents is transported to the dumping site and taken to the Composting Centre. Equipped with the machines to handle up to 1,200 kgs of organic waste daily, the Centre has treated 40 tonnes of wet waste so far.

To sell the compost made at the Community Compost Centre in Okhla, known as "Okhla Ki Khaad," CII Foundation set up a stall at Blessings NGO's Eco Mela 2022 on 18th September. The Mela served as an excellent platform to raise awareness about the growing waste problem in cities and the CII Foundation's efforts to drive change in Abul Fazal, thereby creating a scalable and replicable model for waste management.

The residents of Abul Fazal are adopting better waste management practices with the interventions.

With many households completing the second composting cycle, home composting is gaining traction.

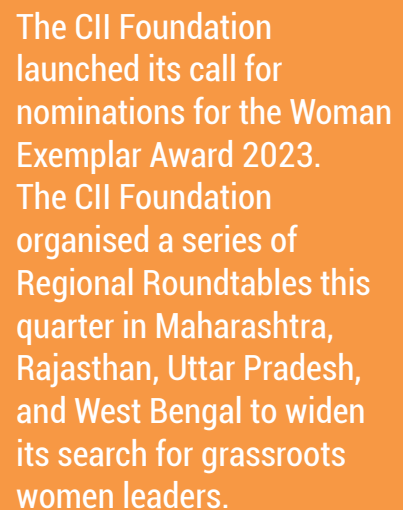
In this quarter, more families were encouraged to compost their wet waste with the distribution of dustbins. In July, 968 dustbins were distributed in 4 Blocks, while in the first week of August, 4,900 dustbins were distributed.

At Abul Fazal, the pace of activities is accelerating, and the impact is visible.

The Community Compost Centre, established in January 2022 with a 500 Kg/day capacity, now has a 1200 Kg/day capacity. The Centre has treated 40,000 Kg of wet waste so far. The Composting Facility has been expanded by renting out a new one.



Waste to Compost Facility



The CII Foundation's Woman Exemplar Program identifies, recognises, and empowers exemplary grassroots women leaders. These women have faced, and successfully surmounted, innumerable obstacles to emerge as community leaders and agents of change. Because of their leadership, resilience, and vision, the women chosen for this program are referred to as Exemplars. They are 'life entrepreneurs' or ordinary individuals who go on to create extraordinary change in their own lives and that of their communities. By developing their agency and voice, they subsequently apply their individual experiences to broader similarly disadvantaged communities to drive social change.

Each year, the Foundation scans the grassroots communities to find the next cohort of Exemplars - 15 women changemakers. From these 15 Exemplars, an

eminent jury derived from industry, media and the social development sector identify three winners in the category of health, education and micro-enterprise. The winners are recognised through the Foundation's Woman Exemplar Award.

Currently, the program has a pool of 100+ grassroots women leaders who, together, are impacting the lives of over 15 Lakh individuals annually.

Key Components of the program

- ▶ Identification
- ▶ Recognition
- ▶ Coaching and Mentoring

Identification of the Next Cohort of Exemplars

The call for nominations for the Woman Exemplar Program for the 17th edition of the Woman Exemplar Award was launched in July 2022.

To expand outreach capitalising on the existing network of 100+ Woman Exemplars, a series of Regional Roundtables were held. These helped foster newer collaborations, cross-learnings and create a wider network of women leaders for amplifying the movement of change.



The Roundtables were hosted across 04 states: Maharashtra, Rajasthan, Uttar Pradesh and West Bengal. The Woman Exemplars, along with their organisations, and prominent development sector organisations of the area such as Yuva Parivartan, Animedh Charitable Trust, Niramaya Health Foundation, Swayam Shikshan Prayog (SSP), Watershed Organisation Trust (WOTR), CORO India, CECOEDECON, Manjari Foundation, Saksham - Positive Women Network, Jatan Sansthan, Shiva Shiksha Samiti, Ranoli, Urmul Trust, RKSS, Bhavi Nirman Society, Barefoot College, Tilonia, and Apraava Energy, the corporate supporting the Woman Exemplar program, were a few among many organisations which attended the Roundtables.



The Roundtables brought together Woman Exemplars from cohorts of different years and work areas. They shared their journeys and deliberated on plans and strategies for expanding the scope and impact of their work. Identifying key networks of collaboration, the Exemplars brainstormed for ways to increase the network of Woman Exemplars. The participation of development sector organisations played a crucial role in opening up newer avenues and opportunities for collaboration.



Speaking at the Roundtable, Woman Exemplar Minakshi Birajdar from the 2021 cohort said, *"The CII Foundation's Woman Exemplar Award has helped me gain recognition in the community and in society as a woman who has advocated for other women. There are a lot of grassroots women like me, and I hope they continue doing exemplary work. I will request such women to apply for the award like I did."* As the founder of the NGO Ekatmik Krushi va Grameen Vikas Sansthan (EKGVS), Minakshi has spearheaded numerous initiatives to empower single women in Maharashtra, helping 20,000 destitute women through various livelihood training programs, SHG savings, etc.

To further expand outreach, the CII Foundation partnered with, SoulAce, to promote the program and boost nominations.

A two-pronged approach was deployed to build upon the momentum that had been generated last year for the Woman Exemplar Program.

- Digitized Application Form in 5 languages (English, Hindi, Kannada, Bengali and Marathi) was launched, which was video and audio friendly.
- Outreach, communication, and awareness generation for the Woman Exemplar Program.

On the CII Foundation's social media platforms, a three-month long campaign was carried out. The campaign aimed to inform and inspire, especially grassroots women and development sector organisations to nominate women for the cohort of 2023.

Posts showcasing the stories, trials, and achievements of Exemplars in three categories, namely Health, Education and Micro-Enterprise were created and put up on the social media platforms.



Coaching & Mentoring: Capacity Building

The CII Foundation Woman Exemplar Program empowers the women through a variety of capacity building initiatives such as training sessions and the mentorship program.

The mentorship program seeks to establish connections between aspirational grassroots women leaders and industry and development sector stalwarts. Based on their strengths and objectives, the Woman Exemplars are

paired with leaders, who provide one-on-one mentoring and the chance to the Exemplars to advance their skills.

This year, 8 mentor-mentee pairs have been working together to deliver robust outcomes vis-à-vis the work of the Exemplars.

In this quarter, much ground has been covered and the Exemplars have made significant progress.





Woman Exemplar Minakshi Birajdar, who is being mentored by **Ms Mukta Dhavale, CSR Head, Voltas Limited** to build her documentation skills, says

"I have been working for so many years, but I realized that a lot of my documents were not in place. With Mukta Tai's checklist which she has designed for me, I am trying to streamline my documentation process. The first aspect of it, is to have a proceeding book. It might be a small step but can help us go a long way."

Woman Exemplar Reeta Kaushik, from the 2021 cohort is being mentored by **Ms Shilpa Harsh, a CSR and DI professional from Hinduja Global Solutions** on building Reeta's LinkedIn profile. Shilpa's team is constantly in touch with Reeta and has helped Reeta understand the importance of social media networking in today's time. Reeta now has a catchy profile which she actively uses to post about her work and establish connections. She shares,

"For a grassroots woman leader working with the Dalit and Musahar community of eastern UP, there aren't many platforms to showcase the work. Until now, I was limited to using WhatsApp for establishing connections. For me, LinkedIn has opened opportunities to showcase my work in professional circles. I'm looking forward to more sessions on creating interesting content".



Woman Exemplar Durga Kharari is being mentored by **Ms Sushma Shende, Program Director - SNEHA** on Project Management. Sushma has conducted over 7 sessions on Project Planning and Management with Durga and both are working on creating a database of drop-out students from Mordongri region to promote education amongst children. Durga shares

"I always wanted to develop a small project on my own, for my community. Sushmaji is helping me fill the gaps and we are together working on developing a small project with the drop-out students. I can't believe that I have come so far from where I started."

Woman Exemplar Chandrikaben Makwana and her mentor **Ms Mary Rupa Tete, Vice President - USHA Silai School** are working together on helping Chandrikaben develop MLE frameworks to showcase measurable impact. Chandrikaben is grateful for the association. She says,

"Today with my hard work and commitment, I am leading an organisation where I have the opportunity to create scalable impact. This is where I need support from experienced professionals like Mary Ma'am to plug in the gaps. I am sure that by the end of the mentorship I will have one MLE framework ready to showcase my team."



The Masterclasses are designed to help the CII Foundation Woman Exemplars develop their talents. With professionals from the business and development sectors sharing their knowledge and perspectives with the Exemplars, the masterclasses strive to enhance the abilities of the woman Exemplars.




MASTERClass

18th July 2022, 12:00 TO 1:30 PM

SKILL SESSION ON PERSONAL BRANDING VIA [Linked in](#)

स्किल सेशन पर्सनल ब्रांडिंग पर [Linked in](#) के माध्यम से



Ms Shilpa Jain Chaudhary
General Manager – Corporate Communications, HGS



Mr Vineet Kumar Singh
Manager – Corporate Communications, HGS

Learning from the Masterclass, the Exemplars are now building up their LinkedIn profiles. Sumitra Gagrai, Reeta Kaushik, Sadhana Deshmukh, Mana Mandlekar, Chandrikaben Makwana are some of the Exemplars who are actively using LinkedIn to promote their work in the community and network with like-minded professionals.



Beginning August, a series of 3 fortnightly sessions on the theme Laws & Legal Landscapes for Woman and Children in India were held. It was led by Kochhar & Co's legal professionals, Ms Sheetal Sabnis, Partner (Litigation), Ms Sameena Jahangir, Partner (Corporate), and Ms Anushree Aditi, Senior Associate (Corporate). The sessions focused on introducing the rights of women, laws protecting women against violence and abuse, rights around parenthood and divorce/death for both parents. The sessions helped the Exemplars understand the application of laws and demystify the existing fabricated understanding of laws within Indian communities.



Amplifying The Stories

Through Journals, the CII Foundation promotes work of the Woman Exemplars and seeks support to further build their work. In this regard, two journals were disseminated in this quarter describing the efforts of two Woman Exemplars.

On 19th August, on World Humanitarian Day, Woman Exemplar Lali Dhakad's work was covered. A grassroots woman leader from Rajasthan, she survived the ordeal of child marriage, violence and widowhood at a very young age, and has been advocating for the rights of single woman since the last 33 years.

Celebrated on 8th September, International Literacy Day strives to raise awareness about the importance of education and importance of literacy in the lives of rural women. On this occasion, Woman Exemplar Mana Mandlekar's spirit of being the first girl in her village to complete college, employed as a sports coach, and being a youth icon in the region - was celebrated through the journal.



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

For feedback and suggestions please contact Priya Shirali, Head - Strategic Communication at Priya.Shirali@cii.in

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