



ALIGNING SDGs WITH CSR TO INFLUENCE CHANGE

Compendium of case studies of CSR projects
carried out by different companies in Gujarat



GUJARAT CSR AUTHORITY
An Initiative by Government of Gujarat



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FOREWORD

I am delighted to write the foreword for the GCSRA Coffee Table book based on shortlisted entries of the GACL Gujarat State CSR Award 2019 applications. I would like to congratulate both GCSRA & the PwC team for successfully organizing this unique one-of-a-kind state level CSR awards for the third successive year, as an earnest effort to recognize and appreciate organizations for their outstanding and innovative projects / programmes implemented in the past or present as part of CSR. The theme of this edition of the National Conclave is “aligning SDGs with CSR to influence change”, and by default, it has a special focus on syncing and aligning CSR activities with the Sustainable Development Goals (and its underlying targets) that would bring a real impact for the development of the nation and also across the globe.

Corporate Social Responsibility has become a mainstream practice among companies in India. Over the last four years, many companies in both the public and private sector have tried to engage with people through meaningful and impactful projects, designed at helping those who usually lack resources. These CSR projects have generated lessons for all stakeholders. The experience and lessons of companies is at times shared through annual reports, and in some conferences and workshops. But, it is not done in any organized form periodically and with an analytical edge. This gap in capturing and disseminating knowledge out of CSR activities needs to be filled and that's where precisely the GACL Gujarat State CSR Awards and the GCSRA Coffee Table book intends to fill in this gap.

It is my hope and expectation that this 3rd edition of the GCSRA Coffee Table book will provide an effective learning experience and become a referenced resource for all CSR professionals.



D. THARA, IAS

CEO, GUJARAT CSR AUTHORITY



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GUJARAT CSR AWARDS PROCEDURE FOR NOMINATION AND AWARD



Downloading the CSR
Award brochure from the
GCSRA website
(www.gcsra.org)



Submission of application
form and substantiating
documentation (if any)



Preliminary shortlisting
and scoring of companies
based on a CSR Award
Evaluation Tool



Awards and Certification
on the 2nd day of
National CSR Conclave
and Awards, 2019



Presentation before the
Internal Committee
followed by Jury
discussion and scoring



Site Visits by GCSRA team
for shortlisted projects,
with an aim of project
and/or impact validation



ABOUT GUJARAT CSR AUTHORITY

With the inception of the New Companies Act, 2013, the various welfare activities / projects under Corporate Social Responsibility (CSR) by various Companies have assumed significant importance. As Government attaches due importance to the welfare activities in the Social Sectors covered under human development, for the well-being of people of the State, a need has been felt for optimal utilization of the CSR Funds, through facilitating both the Public and Private Sector Companies in relation to their CSR spending.

In view of this, the Gujarat CSR Authority was established by the State Government under the administrative control of the Industries and Mines Department in the year 2015.

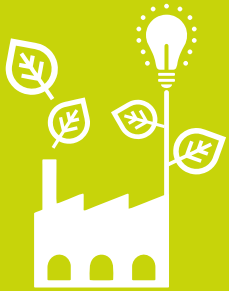
MISSION

“To catalyze sustainable growth by creating an enabling environment for the corporate sector to work in partnership with the Government, Non-Government, and Civil Society Organizations, as well as Community Organizations in the field of Corporate Social Responsibility.”



SUSTAINABLE AND IMPACTFUL CSR PROJECT





**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**AAJEEVIKA
PROJECT**





GRASIM INDUSTRIES LIMITED

Grasim Industries Limited is the flagship company of the Aditya Birla Group. The company started as a textiles manufacturer in India in 1947. Today, it is a leading global player in viscose staple fibre, the largest chemicals & cement producer as well as the largest Diversified Financial Services (NBFC, Asset Management and Life Insurance) player in India.

PROJECT DESCRIPTION:

A Model village, in its truest essence, is an attempt to transform a village with a focus on social and economic upliftment of its residents. Multi-sectoral interventions that support education, livelihoods, healthcare and other needs of the residents are often integrated under a model village initiative. Grasim Industries Limited, with a similar notion, runs its model village initiative 'Aajeevika', in 25 villages of Bharuch district, with its primary focus on increasing the skills and income levels of its residents. Sakhi, an initiative to enhance capacities for sustainable livelihoods, aims to empower women and make them self-reliant, by providing trainings on tailoring, handicraft, beauty parlour and jewellery making and manufacturing of vermi-compost etc. These activities are targeted at women between the age group of 18-40 years and with a minimum educational level of 4th standard. USHA International is a partner for the tailoring course whereas Jan Sikshan Sansthan partners with Grasim for the beautician course. The livestock development support aims to improve the process of livestock management, by providing for breeding facilities, preventive healthcare, training of beneficiaries and supply of fodder mini kits.



CSR at Grasim reaches out to the most disadvantaged and marginalised. The objective is to provide a better life to the weaker sections of the society in a sustainable manner.



Krushi attempts to encourage horticulture as a medium to ensure sustainable food production systems and to implement resilient agricultural practices, thereby increasing productivity and incomes. The ultimate objective of Aajeevika is to increase the income levels of the residents. BAIF, a pioneer institution in livelihoods and agriculture, implements the initiative with regular reporting to Grasim.



"I am a beneficiary of the tailoring programme and I have used the skill to generate income for my family, which has also earned me a place in family decision making."

*-Benejir S Patel,
Vilayat, Bharuch*

OUTREACH AND SCALE:

The project reaches out to 25 villages in the periphery of Grasim's operations. The Gujarat Livelihood Promotion Company assists the BPL participants of Sakhi with the training expenses.

The project benefits a large section of the marginalised population including minorities. Till date, the project has aided more than 10,000 beneficiaries, including girls, women, cattle owners, youth and farmers, through the different project components. Meaningful association with local institutions such as Gram Panchayat, water committee, SHG groups, farmer clubs, School Management Committee and health committee have also been established with a view to gauge and appropriately address the local perceptions and needs.

IMPACT:

The Sakhi initiative has helped the beneficiaries reap the maximum benefits and in turn better their living conditions. More than 1,000 women have been trained under Sakhi, of which 715 women have started their own enterprise with an average monthly earning of more than INR 7,000 - 8,000 per member. Under the livestock development initiative, more than 3,000 cattle have been covered under Artificial Insemination and better healthcare has resulted in improved livestock productivity by about 30%, which shall lead to an increase in earnings of a similar magnitude. Krushi has helped more than 2,000 farmers adopt scientific techniques of horticulture and agriculture, which will yield sustainable incomes when the trees become of fruit bearing age. The initiative has also facilitated the formation of more than 15 farmer clubs aimed towards an efficient and enabling institutional mechanism for increased sustainability.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

CATTLE BREEDING PROJECT

**FOR COMPREHENSIVE
LIVESTOCK
DEVELOPMENT**





ULTRATECH CEMENT LIMITED (NARMADA CEMENT JAFARABAD WORKS)

UltraTech Cement Limited is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India, and is one of the leading cement producers globally. UltraTech, as a brand, embodies 'strength', 'reliability' and 'innovation'. It has 18 integrated plants, 1 clinkerisation plant, 25 grinding units and 7 bulk terminals and its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka.

PROJECT DESCRIPTION:

Non-farm livelihoods possess a promising potential which is often overlooked. Specifically in arid areas, animal husbandry offers better outcomes. However, there does exist a low degree of acceptability of animal husbandry among the farmers. Typical reasons can be attributed to factors such as degraded health of livestock leading to health expenses, absence of cattle health facilities and lower productivity due to poor genetic types. These factors negatively impact the economic standing of dairy farmers.

Narmada Cements Jafarabad Works, with an aim to transform the lives of the rural population, started its Cattle Breeding project, with a focus on those households either having no farming land or having land with degraded soil conditions. A proper needs assessment was carried out by BAIF (the implementing agency), which helped decide the activities beneficial for the residents. The project focuses on upgrading the local indigenous low milk yielding cows/buffaloes by crossbreeding / upgrading them with the use of frozen semen from highly pedigreed bulls.



The broad objective of the project is to improve the local breeds through artificial insemination and production of improved cattle and buffaloes out of the local non-descript low productive animals.



The resulting crossbred/upgraded calves turn out to be having a better milk yield, and help in improving incomes and finally, the socio-economic status of the cattle owners. These crossbred /upgraded female calves are also reared as mature cattle under the project. The project is implemented by the Cattle Development Centre (CDC), with its broad objective as improving the breed through artificial insemination, resulting in production of improved cattle and buffaloes out of the local, non-descript low productive livestock.



OUTREACH AND SCALE:

The project primarily aims to increase the incomes of the cattle owners with emphasis on better breeding facilities.

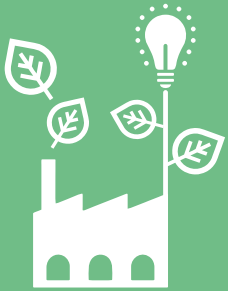
The project caters to 12 villages of Jafarabad Taluka of Amreli District. More than 3,000 breedable animals have been covered under the project benefitting more than 46,000 people, directly and indirectly. Partnerships with the Government Veterinary department and Gujarat Livestock Development Board has helped in achieving project components such as supply of vaccinations, awareness sessions, and implementation of schemes of the veterinary department in target villages.

IMPACT:

The project, till date, has been successful in achieving more than 4,000 artificial inseminations, with an aim to increase the number to 10,000 in the next five years. In addition, a total of 10 milk collection centres are managed by progressive cattle group owners as part of the project. The yield of milk has increased by almost double (of previous levels) to 9-10 litres per day. The project has been successful in realising a high social return on investment, which accounts to more than INR 6 crores as against an initial investment of INR 34.58 lakhs.

“Being a single mother, the support for animal rearing has been a boon for my family. I will utilize the incomes for my daughter’s marriage.”

-Baguben Balubhai Gohil,
Babarkot



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**VALUE
ADDITION
IN GOVERNMENT
PRIMARY
EDUCATION**





FINAR LIMITED

Established in 1998, Finaris one of the fastest growing laboratory chemicals manufacturing company. The company continuously reviews opportunities in the pharmaceutical industry as well as other growing segments to offer new and innovative products. Within a decade, the company has expanded its manufacturing capacity to over 12000 MTPA with a high end infrastructure & setup for chemical synthesis, purification & manufacturing.

PROJECT DESCRIPTION:

Education is seen to be one of the most important stepping stone to facilitate the process of integrated development of an individual. With the same view, Finar Foundation (CSR initiative of Finar Limited) has identified the education sector for its CSR focus. The project caters to government schools, which lack committed teachers, textbooks and learning materials. The objective is to enhance the quality of learning of the students in the target schools with an emphasis on those activities that suffice for overall development of a student. The key components of the project are improved educational infrastructure, minimising health incidences, enhanced capabilities of teachers and increasing the self-confidence of students. The project caters to 43 schools and activities under the project.



The initiative is aimed at promoting primary and secondary education and enabling higher education through engaging activities in the government schools.





OUTREACH AND SCALE:

The project aims to address the existing gaps that limit students from achieving their fullest potential.

With more than 50,000 students under the umbrella of the project, Finar Foundation's efforts have resulted in evident positives. The project covers 43 schools in 40 villages of Sanand Taluka and is also associated with the Gujarati Kelavani Parishad, Gujarat University, Sarva Shiksha Abhiyan, Center for Environment Education, and Indian Red Cross Society, reaching out to almost 3,200 children.

IMPACT:

With greater interest of the company towards improving the facilities in government schools, the students have been benefitted and their attitude towards learning has improved, with absenteeism reported to have decreased from 30% to 20% presently.

While the motive was primarily to create a better environment for students to learn and grow, the project has also tick-marked peripheral aspects such as better health and overall development of the students. The project has resulted in an increased attendance of the students in the targeted government schools and also, facilities have been improved to efficiently facilitate the learning journey of these students.

"The environment in a remote area's government primary school's is lively. Thanks to Finar Foundation for offering the required quality support for the overall development of students and even teachers."

*-Ms. Darshanben Patel
(Principal) Fangadi Primary
School, Sanand*



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**ANIMAL
HEALTHCARE
PROJECT:
VETERINARY
SERVICES**





RELIANCE INDUSTRIES LIMITED

Reliance Industries Limited (RIL) is an Indian conglomerate head quartered in Mumbai, India. RIL owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail and telecommunications. One of the most profitable companies in India, RIL is also the largest publicly traded company in India by market capitalization and the second largest company in India as measured by revenue after the government-controlled Indian Oil Corporation. On 18 October 2007, Reliance became the first Indian company to breach the \$100 billion market capitalization bar.

PROJECT DESCRIPTION:

RIL, through its animal healthcare project, aims to address the issues faced in animal healthcare across 30 villages of Jamnagar and Lalpur blocks. The project was formally inaugurated in the year 2016 while the implementation had already started in the year 2012. With very limited number of veterinary facilities in Jamnagar, the project is a boon for the residents who are engaged in animal husbandry as a primary income generation activity. The basic service is a door-to-door activity, wherein the severe cases are treated in the hospital. The presence of such a facility has motivated the villagers to get their older animals treated, which was often overlooked previously.

The project caters to every section of the population irrespective of caste and religion. Even several stray animals have been treated as well. The project has three broad components namely, outdoor treatment of animals, in-door treatment in case of severity and healthcare-on-wheels which is a 24 x 7 facility reaching out to 30 villages.



The absence of such animal care facility was a dire need of the surrounding population. It is very expensive for villagers to transport the animal by vehicles to hospitals at Jamnagar or Khambaliya.



The key activities conducted under the aegis of the project are addressing health issues of the livestock by treatment, increasing the productivity (through AI) as well as the quality of milk produced and making the villagers adapt the best animal care techniques. The peripheral activities include partnerships with government departments and other research institutes.



“RIL’s initiative has helped us in ensuring that we have an accessible health facility for our cattle. This has led helped us in saving cost and efforts.”

– Satiben Chauera, Navania

OUTREACH AND SCALE:

The project benefits people across every caste group and all income levels. Currently, the intervention caters to 30 villages which shelter approximately more than 32,000 cattle. Apart from reaching out to villagers at their doorstep, RIL is involved in partnership with the Gujarat Livestock Development Board for the arrangement of frozen semen.

The project reaches out to provide support to stray animals as well, wherein the Gram Panchayat is informed regarding such cases. Several local level groups have also been created for the decentralised management of local assets created under the programme. These include Gaushala samitis and the Gaushala caretakers. The village panchayat also assists in smoothening the processes for conducting health camps.

IMPACT:

There has been a considerable increase in the cases every year, since the inception of the programme. A total of 13,667 cases have been registered till date which includes cases with medicinal inputs, gynaecology and surgeries. The treatments, apart from saving the treatment cost (fees, transportation charges) of the cattle owners (which was to the tune of almost Rs.500-1,000 per incidence), has also resulted in saving their precious time and efforts, due to the services being rendered right at the community’s doorstep. RIL has also helped the cattle owners to understand the dynamics of animal healthcare through awareness sessions that deal with first aid and preventive healthcare measures.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

ADULT AND DIGITAL LITERACY PROGRAM

USING IT AS AN ENABLER





TATA CONSULTANCY SERVICES LIMITED

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology (IT) services consulting company headquartered in Mumbai, Maharashtra. It is part of the Tata Group and operates in 46 countries. TCS is one of the largest Indian companies by market capitalization, and is now placed among the most valuable IT services brands worldwide.

PROJECT DESCRIPTION:

Devising strategies revolving around technology and encompassing rural populace has underlying positives. Digital literacy, in particular, has developed into a much weighted component for development practitioners, while digital learning, which mostly comprises of audio visual aids, help the children for prolonged retention as compared to mere classroom teachings. TCS's Adult and Digital Literacy Programme aims to provide digital literacy in rural and slum areas wherein the beneficiaries include women, tribal groups, farmers, slum dwellers and prisoners. TCS has deployed a Computer Based Functional Literacy (CBFL) solution to augment the Government of India's efforts to accelerate the rate of Adult literacy (primary focus) and digital literacy (secondary focus) in the country. The CBFL is installed in laptops and helps the beneficiaries in learning the 3Rs namely, Reading, writing, and arithmetic. The locations were selected after the implementing agency carried out a baseline study to ascertain the literacy rate in the targeted areas.

The programme is a 50 hour long module which aims to make the intended beneficiaries conversant with numbers. This also helps the project volunteers (preraks) to learn about digital literacy. The programme has also resulted in an increased awareness in the community regarding government schemes.



Most of the Preraks are women including a dynamic woman named, Jayaben (64years) who had her first experience of a laptop; and in a year, she taught 240 women. She now owns a smartphone and gives credit to TCS.



"I started my kirana shop after I was enrolled in the adult literacy programme, I have learnt to read and understand numbers, I can now operate a smartphone and assist my children in education and want to teach them to operate a laptop. Thanks to TCS for the opportunity."

- Savitaben Udabhai Thakore,
Bjairai village

OUTREACH AND SCALE:

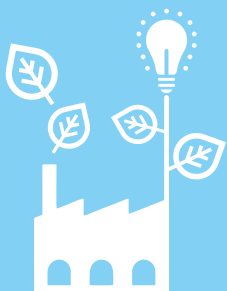
The programme stretches to cover 9 blocks in 5 districts of Gujarat, which include Ahmedabad, ChotaUdepur, Dahod, Kheda and Mehsana. Apart from the targeted locations in the State, the programme has been replicated in states of Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Telangana, Uttar Pradesh and West Bengal.

IMPACT:

The programme has been successful in bringing a change in the awareness level of the intended beneficiary groups. While the programme serves the national agenda of Digital literacy, the coverage of prisoners in the programme is also remarkable.

The programme, since its inception, has reached out to 18,000 women with more than 150 preraks being trained resulting in increased accessibility to economic avenues. TCS's initiative to digitally empower the community has helped the intended beneficiaries in further developing their knowledge across mental, social, political and economic domains.





**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

SANITATION PROJECT





MOTIF INDIA INFOTECH PRIVATE LIMITED

Motif India Infotech Private Limited is involved in software publishing, consultancy and supply, which includes production, supply and documentation of ready-made (non-customized) software, operating systems software, business and other applications software, computer games software for all platforms. Consultancy includes providing the best solution in the form of customised software after analysing the user needs and problems.

PROJECT DESCRIPTION:

Swachh Bharat Mission, a crucial national agenda, calls for a wholesome effort of individuals, government, civil society organisations and corporates. Clean villages and healthy villagers is one of the key motivations behind this effort. However, it has often missed out on providing access to safe sanitation for the most marginalised and poorest communities either due to lack of information or due to limited capital. With a view to lessen the disparity, Motif India Infotech Private Limited initiated its sanitation programme under the ambit of CSR.

The programme was aimed at constructing toilets for the needy families as well as disseminate awareness amongst the target populace of Punadara and nearby villages of Kheda district. The key objective of the project is to construct 1,000 toilets by 2020 and make the targeted locations open defecation free (ODF). In partnership with the Environmental Sanitation Institute (ESI), Sughad, the project reaches out to the community with a concrete message to eradicate open defecation and encourage the practice of using toilets. ESI conducted a survey and identified that provision of toilets was a major need of the community. The support, apart from construction of toilets, also includes inspection of drainage systems, waste management and drinking water facilities.

Corporate Social Responsibility has always been a part of Motif's vision. In line with this vision and to actively participate in 'Swachha Bharat Mission' program of the Central Government, Motif took up the initiative of "The Sanitation project" by tying up with Environmental Sanitation Institute (ESI), Sughad.





“Absence of toilets not only increased health concerns, but also there were esteem issues. We are thankful to Motif for providing us with household toilet and hence, helping us secure our esteem.”

*- Maniben Bhawan
Singh Zala, Khetar Vishtaar,
Punadara village*

OUTREACH AND SCALE:

The project, with a vision to construct 1,000 toilets by 2020, has already witnessed a swift change with more than 415 toilets constructed till date. The project has benefitted 415 families, which translates into indirect benefits for approximately 2,025 members of the community. Also, for a community lacking financial resources, the project has provided significant support to positively affect the target population, especially women and children.

IMPACT:

Motif India's sanitation project has been beneficial for the community, especially for women, since there are esteem issues in the absence of toilets. With household toilets now in place, every beneficiary is also shielded from the demerits of open defecation.

The company's efforts has also included the community in the overall process. With community also contributing financially, there is a joint onus, resulting in increased accountability of the community. For every toilet unit, which costs INR 19,000, the beneficiary pays a sum of INR 1,000, the Government contributes INR 12,000 and the rest is borne by Motif India (INR 6,000). This model helps stretch the role of community beyond of being users to maintenance and monitoring as well.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**ENHANCING
AGRICULTURAL
INCOMES BY
IMPROVING FARM
PRODUCTIVITY**





A Maharatna Company

NATIONAL THERMAL POWER CORPORATION LIMITED

NTPC Limited is an Indian Public Sector Undertaking, engaged in the business of generation of electricity and allied activities. It is a company promoted by the Government of India. The headquarters of the company is situated at New Delhi. NTPC's core business is generation and sale of electricity to state-owned power distribution companies and state electricity boards in India.

PROJECT DESCRIPTION:

Agriculture has seen a progressive decline and one of the key factors for the same are growth of service and industrial sectors. With nearly 70% of the Indian population being rural and dependent of agriculture, there is a requirement for supporting agriculture, which would, in turn, directly benefit the farmers. Few of the major challenges that border the Indian agriculture sector are:

- Virtually all cultivable land in India is farmed. Raising productivity per unit of land will be the engine of agricultural growth.
- Water resources are limited. Thus, a need to radically enhance the productivity of irrigation is another pre-requisite.

The project has received the ET Now CSR Leadership Award for Agriculture Development



There is regular monitoring of all CSR activities with periodic reporting. NTPC has also developed a module in ERP for CSR which facilitates the capture, analysis and dissemination of information pertaining to CSR activities.



“By using the technical assistance provided by FarmBridge and NTPC Jhanor, the yield of our creeper vegetables has increased substantially.”

*—Jagdishbhai Patel,
Dabhali Village*

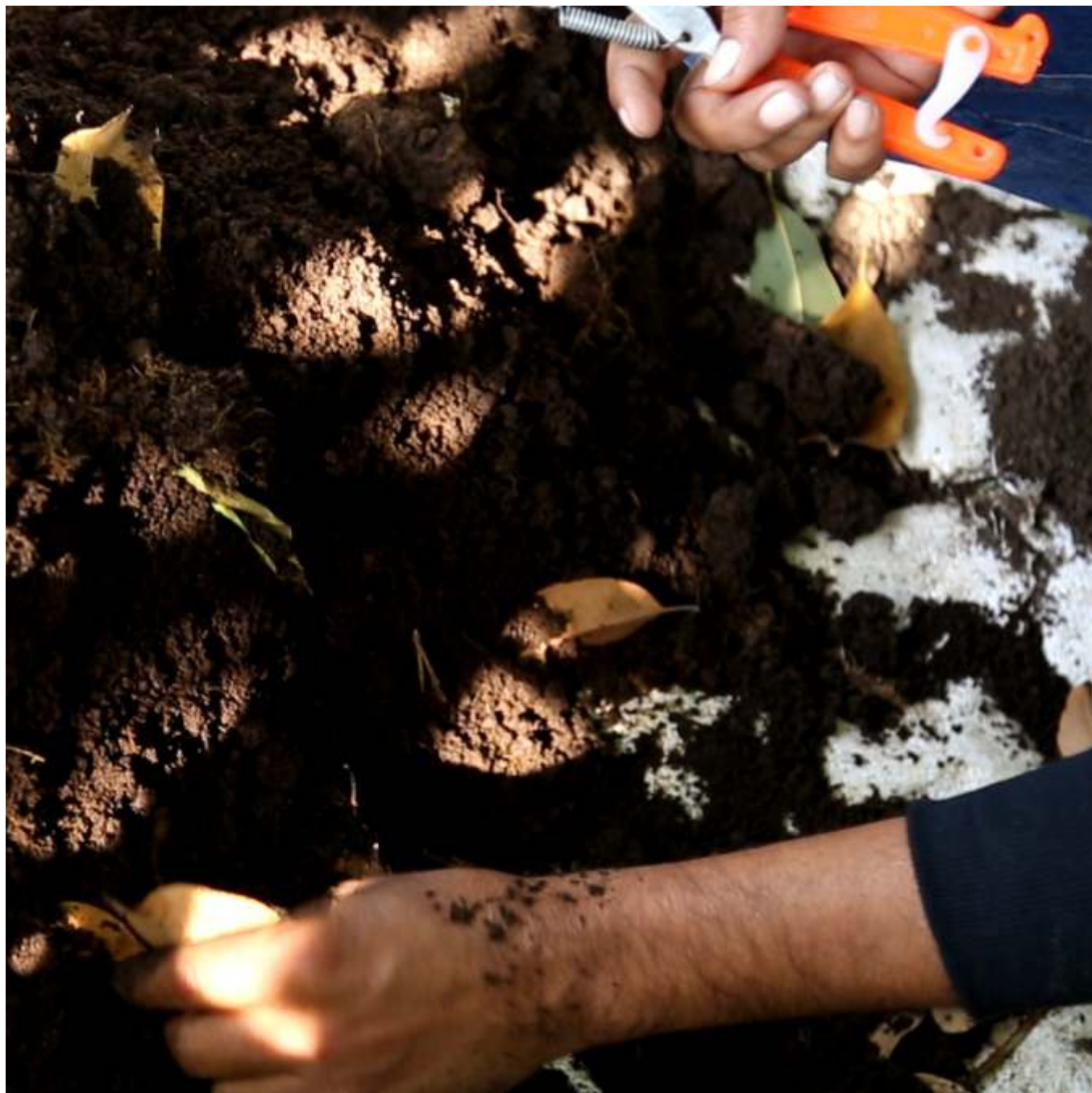


OUTREACH AND SCALE:

The project started with 500 farmers from the villages in the vicinity of NTPC’s power project. These farmers have been benefitted with knowledge about improved farm practices and techniques of water usage and conservation. The project has subsequently been successfully replicated in areas of Rihand, Uttar Pradesh, Kahalgaon in Bihar and Ramagundam in Telangana.

IMPACT:

Farmers covered under the support of the programme have been benefitted with increased knowledge about improved farming practices. The project has helped in increasing the income levels of such farmers, thus contributing to the Government’s commitment to double the farmers’ income by 2022. With approximately 50% rise in the incomes of the beneficiary group, the project has been able to reap out the envisaged benefits. Also, the social return of the project has been estimated to be 3x (INR 3 per INR 1 invested).





**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**SUSTAINABLE
LIVELIHOODS
INTEGRATED WITH
ACCESS TO
RENEWABLE
ENERGY**





HAZIRA LNG PRIVATE LIMITED

The Hazira LNG Terminal and Port is partnered by Shell Gas B.V and Total Gaz Electricité Holdings France, representing two of the largest private LNG suppliers in the world. The Hazira Terminal includes a liquefied natural gas (LNG) storage and re-gasification terminal within a fully functional port. The INR 3,000 crore Hazira LNG Terminal and Port facility in Surat is regarded as a key foreign direct investment (FDI) project and represents one of the largest international investments in India in the energy sector.

PROJECT DESCRIPTION:

The Company's CSR project complements its core philosophy – harnessing renewal resources. Natural gas, one of the key components of Hazira's business, has plenty of underlying benefits i.e. natural gas is efficient and one of the most cleanest forms of energy that is consumed. It also represents itself as an alternative to reduce greenhouse gas emissions and help reduce global warming.

The project embraces the use of cow dung to generate cooking fuel, use of solar energy to drive electrical pump sets and activities aligned towards greening of the coastline through rapid afforestation. The core motive is to conserve resources and reduce the emission of carbon-di-oxide into the atmosphere. Hazira understands that not all residents in the targeted geographies have the ability to afford and invest towards use of renewable technologies and hence efforts are directed to subsidize and further make these technologies accessible to the beneficiaries.

The project has completed three years of implementation in partnership with three NGOs - KVSVS, AKRSP and BAIF. Reaching out to seven blocks in two districts, the project has made available resources to the most marginalised



The work on restoration and greening of the coastal area initiated as part of the mandate by the Government.



and downtrodden populations, and the support provided includes use of biogas, fuel efficient stoves, solar power for irrigation purposes and large scale mangrove plantation to positively impact the livelihoods of the fishermen community. A needs assessment study was initially conducted to gauge the perceptions of the community. KVSVS works with Gram Vikash Paryavaran Samiti, which has members from the villages who decide on the site selection for plantation of mangrove trees, whereas AKRSP and BAIF work with Gram Vikas Mandal to supervise other project activities.



“We were used to cultivating paddy in kharif season earlier but due to the application of silt on land and reduced usage of chemicals on field, the production has now increased considerably to about 1.5 times the original production”

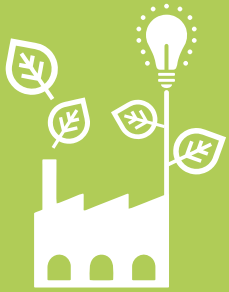
- Tulsiramhai of Mahalpada village

OUTREACH AND SCALE:

In a short span of three years, the programme has positively affected the beneficiaries in terms of saving costs and increasing incomes. Also, the user groups created are responsible to plan and operate mutually and in agreement with one another. Hazira's efforts goes beyond just donations and has pooled in approximately INR 1.48 Crores as community contribution and also mobilized shramdaan towards project assets such as community wells and check dams. This has helped ensure decentralised accountability and resulted in a robust monitoring of the assets created. Hazira is now looking forward to replicate the same model in Dangs and Surat.

IMPACT:

Hazira's focus on environment has resulted in manifold benefits. Firstly, construction of 850 fuel efficient wood stoves has benefitted women with increased leisure time and better health conditions. The mangrove plantations have resulted in bettering the livelihoods of the fisherfolk. A total of 45 water harvesting structures have also been constructed / renovated, which has helped harness water in the rivulets. About 580 families have been benefitted with production of at least one food crop, with easy availability of water from check dams and ponds also motivating the farmers in opting for additional crops.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**NAVYA:
A NEW
BEGINNING**





APOLLO TYRES LTD.

Apollo Tyres Ltd. came into inception in 1972, and has, since then been a trusted name in the business of manufacture and sale of tyres. With its corporate headquarters in Gurgaon, India, it caters to over a 100 countries across the globe. The company markets its products under two global brands- Apollo and Vredestein, which are available in countries across the globe through a vast network of branded, exclusive and multi-product outlets.

PROJECT DESCRIPTION:

Formation of self-help groups in the country have been successful in knitting a framework for women centric development. Although sustenance comes with years, these groups, apart from the core objective of inculcating the habit of savings, help develop in the members a sense of accountability, basic financial management skills and reduced dependency on exploitative sources of finance.

Apollo Tyres, through its CSR intervention in Vadodara, has helped in creating and strengthening SHGs and extending support including market linkages. The SHG promotion project started in the year 2013 in Limda, Gujarat, and has now spread across 52 villages of Waghodia Taluka. A baseline study was undertaken to ascertain the as-is situation of the targeted geography. The study revealed that women in the area were earning about INR 4,000 per month on an average. This led to the inception of the programme with a notion to make women self-reliant and empowered. The project entails skill building and entrepreneurship training, designed mainly for the beneficiaries (women) and made available to the communities at their door step. The trades include vocational skills such as apparel manufacture, nursing, Khakhra making, sanitary pad making etc. Farm based trainings include livestock care and management and scientific agriculture practices. Other than these, basic



*Appreciation Plaque from
FICCI 2017 for
commendable work in CSR
– Women empowerment
category*



trainings related to seed selection, soil testing, organic compost making, organic farming practices etc are also provided. Apollo Tyres' efforts have led to formation of Village Development Committee (VDC), which comprise of one panchayat member, one Anaganwadi worker, one school teacher, SHG representatives and Apollo Tyre's representative. A monthly meeting is regularly organised to update the VDC about the progress of the project activities.

“Learning tailoring has helped me in earning INR 3,000 – INR 5,000 which increases up to INR 25,000 during festivals. Currently, I am also the President of Waghodia Block Women Savings & Credit Cooperative Society.”
–Hemlateben Mohanbhai Vankar, Waghodia

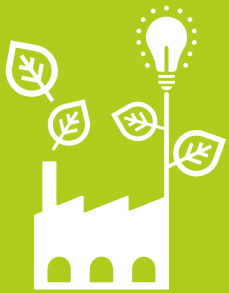
OUTREACH AND SCALE:

The project has been extended to 52 villages in Waghodia Taluk (from 25 villages) since its inception, and covers members from BPL families and socio-economically weaker sections. The project aims to cover 90 villages by 2020 and benefit approximately 15,000 women, with a view to empower them and make them self-reliant.

IMPACT:

With an objective to provide a decent independent life to the women folk in the target area, the project has been successful in forming a total of 241 SHGs since inception. Around 1,900 women have been successfully trained in income generation activities, resulting in an increase in the monthly income of women from INR 4,000 to INR 11,000. Furthermore, grading of 43 SHGs have helped in receiving one-time monetary support of INR 5,00,000 from the Gujarat Livelihoods Promotion Company in the form of revolving funds.

12 children of SHG members have been linked with the Deen Dayal Upadhyay Grameen Kaushal Yojna. In the service sector, contracts of 7 women members working as meter readers with the Madhya Gujarat Vij Company Limited has been facilitated and also renewed. 328 women have been benefitted with the livestock management training by the animal husbandry department. 20 women have been linked with NABARD for income generation training, with another 98 women trained in organic farming and vegetable processing by the Anand Agriculture University.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**GRAM
SAMRUDDHI**





NAYARA ENERGY LIMITED

Nayara Energy (formerly known as Essar Oil) is an integrated downstream oil company encompassing the entire hydrocarbon value chain from refining to production and marketing, across segments, including retail. In 2016, Essar Oil was acquired by Rosneft, the world's largest public Oil & Gas Company and an investment consortium led by global commodity trading firm Trafigura & UCP Investment Group. The company has since been renamed to Nayara Energy.

PROJECT DESCRIPTION:

Nayara Energy is committed towards its social responsibility and is closely working in 15 villages in the periphery of its refinery. Given that it is a coastal region, issues related to water scarcity, salinity and unpredictability of rainfall are common areas of concern. Sea water ingressión significantly affects the primary livelihood source of the residents i.e. agriculture. Other issues include decreasing soil fertility, insufficient supply of potable and irrigation water, insufficient fodder for livestock and lack of secondary livelihoods etc. Socially, while women are active in agriculture, their role in household decision making is limited due to the lack of education and limited access to information. All these issues have cumulatively affected the standard of living of the local populations.

Gramsamruddhi - an integrated approach of Nayara Energy, aims to lessen these disparities and cement a platform for the residents to earn and empower themselves. The various sub-components of the project are:

- Agriculture Development and Animal Husbandry: to increase the opportunities of climate resilient and



Primary beneficiaries of the project are the small & marginal farmers, landless labours, women and cattle owners.



The project has previously won the CII-ITC Sustainability Award and Greentech Water sustainability Award



sustainable livelihoods by promoting water management, training on improved climate smart agriculture, effective livestock management and breed improvement.

- Skill training for women: to develop entrepreneurship and vocational skills leading to gainful employment opportunities.
- Water resource development and management: to address the gap between demand and supply for water resource and ensure 100% water availability for drinking and irrigation purposes.
- Waste paper recycling project: Nayara Energy supports a waste paper recycling unit run solely by women in Singach. Producing high quality recycled paper, the programme caters to a diverse range of capacities allowing custom designing of products as per requirements.

At the onset, a needs assessment was carried out to assess the needs of the community followed by scientific geo-hydrological study of all the target villages. Village level meetings, focus group discussions and baseline data collection were subsequently carried out. These preparatory activities helped formulate the sub-projects that could be beneficial for the community. A 10-year plan was prepared for the 15 villages in the year 2016. The on-ground implementation of the project is being done by Arid Communities and Technologies (ACT) and BAIF Institute for Sustainable Livelihoods and Development (BISLD).

OUTREACH AND SCALE:

The project reaches out to the population of 15 villages wherein around 50,000 members have been impacted. Furthermore, the project has been successful in formation of a cadre of community level facilitators,



“I was once reluctant to take up organic farming but Nayara's support has helped me in realising good returns, both in terms of production and profits.”

*- Mansukh Bhai,
Singach village, Lalpur
block, Jamnagagr*

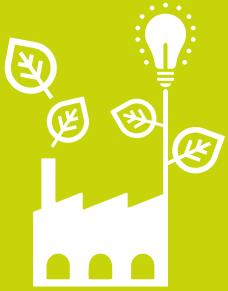
which include 5 Krishi Sakhis, 9 PashuSakhis, 2 Kisan Mitras, 2 technicians for Artificial Insemination (AI), 2 Silai Sakhis and 5 Bhujal Jankars. These are essentially village level resources, who have been trained and are now available 24 x 7 for knowledge sharing and management of ground level activities.

Under the programme, INR 3.05 Crores have been mobilised from various government departments including the Gujarat Land Development Corporation (GLDC), agriculture & animal husbandry departments, KVKs & State Agriculture Universities, research institutes, Gujarat Green Revolution Company (GGRC) etc. for implementing the diverse activities under the project. Dialogues are underway with the Paschim Gujarat Vij Company Limited (PGVCL) to form Solar water pump cooperatives in the villages and link the farmers with these renewable sources of uninterrupted energy.

IMPACT:

Financial contribution of the beneficiaries has helped imbibe in them a sense of ownership as well as responsibility. These efforts have also resulted in accountable community groups, who are not only able to transfer knowledge but also motivate others in the process. With beneficiaries contributing 8 -10 % of cost of trainings and raw materials, the motivation of the beneficiaries to learn floats higher. The beneficiaries have also contributed 15 -30 % towards the cost of farm equipment, and hence, they are concerned with and involved in monitoring the usage of such equipment as well as their maintenance.

Water recharge and harvesting activities have resulted in an increase in the irrigated land from 914 hectare to 2,346 hectare since 2014. An impact assessment study indicates that there has been 15 % increase in farm yield and 5 % increase in milk production. The project has also empowered women and young girls in the area with the transfer of gainful skills. This positively reflects on the Company's continuous efforts and commitment to empowering the residents.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**PARTICIPATORY
GROUNDWATER
MANAGEMENT
(PGWM)**





COASTAL GUJARAT POWER LIMITED (TATA POWER)

Coastal Gujarat Power Limited, a wholly owned subsidiary of Tata Power, which implemented the 4000MW Mundra UMPP. The company is involved in power generation, transmission and distribution, and operates a sub-bituminous coal-fired power plant in Tunda village at Mundra in Kutch district.

PROJECT DESCRIPTION:

Groundwater is the only and most reliable and sustainable resource to fulfill the water demand in this water-stressed age. Management of water has become a crucial developmental activity for many institutions, which devise activities to include community in the overall process of governance of such dynamic and crucial natural resource. Multiple user groups with zero or minimal regulations make management of water a more cumbersome process, resulting in overexploitation, wastage and degradation. CGPL's CSR project -Participatory Groundwater Management, aims to provide a sustainable solution to the residents living in the periphery of its operations. The project is being implemented by Arid Communities and Technologies (ACT) and Geo Science Services, Bhuj. The various components of the project are:

- (i) geo-hydrological study
- (ii) water security plan,
- (iii) groundwater monitoring;
- (iv) technological intervention in agriculture;
- (v) groundwater recharge augmentation;
- (vi) capacity building; and
- (vii) institution building.

The project is focused on groundwater resource management based on Kankawati sandstone aquifer. The aquifer is a coastal aquifer spread over 4,000 km² area. On this aquifer belt, the project is being demonstrated in 19 villages wherein activities are designed for drinking water security, fodder security and intervention in agriculture practices.



The project is designed for the entire Kankavati Sandstone aquifer. The project was initiated with a geo-hydrology study in 12 target villages in 2015-16 to assess the water resource potential, post which, a water security plan was prepared for every village. The next phase involved implementation of the water security plan, demonstration of demand-supply management and institution building. The ongoing phase is targeting convergence and scalability in terms of institution building and advocacy at cluster, block and regional levels. Partnerships with the WIN foundation (Wheels Niswarth Foundation) and relevant government departments have helped materialize this phase. Till date, seven rain gauge stations have been set up and drip irrigation solutions provided for cultivation of fodder species, with a total of 230 farmers being benefitted through these direct interventions.



“Upgradation of village pond has improved drinking water quality and we are confident that after few years we can use our own drinking water source very effectively and in a sustained manner.”

—Jadeja Lahubha, Sarpanch,
Mota Bhadiya

OUTREACH AND SCALE:

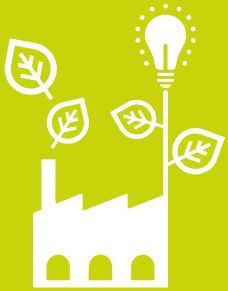
The project has been successful in reaching out to more than 77,000 residents across 19 villages. The Company has also created village level facilitators/resource persons, which include youth as Bhujal Jankars (ground water experts). Village level committees have also been formed involving members of Panchayat and women, formed with an intent to monitor the activities at the ground level.

The Company has planned to replicate the project at Maithon Power Plant, Jharkhand, another of the units of Tata Power. The partnership with WIN Foundation has also helped in mobilising funds amounting to approximately INR 78 Lakhs for the project activities, thereby furthering sustainability of the initiative, through mobilization of alternative funding sources.

IMPACT:

Water management plan for 12 villages have helped the local residents in becoming more responsible towards utilization of a shared resource, leading to efficient usage. Larger impact on the community has happened in terms of increased awareness of resources, use of water efficient farm technologies with more than 504 Ha brought under drip irrigation reaching out to 263 beneficiaries, and farmers cultivating 2 crops per year as opposed to a single cropping before, leading to an increase in farming by 15%-20%.

The knowledge of groundwater recharge augmentation has translated down, and sensitization provided on proper usage and availability of water for domestic as well as farming purposes. The local institutions at the village level are now also more strengthened to manage water resources and regulate the withdrawal of groundwater on a sustainable basis.



**SUSTAINABLE AND
IMPACTFUL CSR PROJECT**

**OKHAMANDAL
SUMRUDDHI GRAM
PARIYOJANA**





BY TATA CHEMICALS LIMITED

A part of the over US\$ 100 billion Tata Group, Tata Chemicals Limited is a global company with interests in businesses that focus on essentials for LIFE: Living, Industry and Farm Essentials. The company has evolved into a market-leading international business, with operations across four continents, and businesses that touch the lives of millions across the globe.

PROJECT DESCRIPTION:

Environmental degradation in Gujarat's Saurashtra coastline has resulted in a decline of cattle population and acute crisis of drinking water in the region. The twin effects have led to a social unrest in many of the coastal villages. Tata Chemicals' efforts are directed to address the resource needs of the population by promoting natural resource management, sustainable agricultural practices and alternate livelihoods for landless populations. The efforts are also focused on creating sustainable community institutions to help manage the above interventions.

A detailed Participatory Rural Appraisal (PRA) study was conducted with the involvement of the intended beneficiaries at the start of the project, which helped ascertain the needs and perceptions of the community. The key areas of interventions, post the PRA study, included support towards water conservation structures, agriculture trainings and capacity building on pest management and animal care. The target villages are divided into 4-6 clusters with each cluster having one Agriculture Information Center (AIC). This AIC is created and maintained by the Tata Chemical Society for Rural Development (TCSR), which helps the beneficiaries with agriculture related information. A cattle development center was also set up to look into health needs of the cattle in the villages.



The project is a phase-wise approach which includes preparatory phase, implementation phase and exit phase. Currently, the project is in implementation phase in two block of Dewbhumi at Dwarka.





“I have adopted MIS-Sprinkler which has helped us save water for next Rabi season. Earlier the availability was a huge challenge and we could harvest only one season in a year. I can now utilise every acre of my agricultural land, the farm pond is an additional water conservation source post monsoon”.

-Popat Vasram Parmar,
Okhamandal, Dwarka

OUTREACH AND SCALE:

The project is operational in two blocks of Devbhumi Dwarka, with benefits extending to more than 4,000 individuals including landless and small farmers. The partnerships with Gujarat Green Revolution Company Limited (GGRC) and the irrigation department has resulted in the availability of seeds, fertilizers and canal system to the farmers. Farmer Interest Groups have also been created under the project, which help in governance and management of project activities. As far as replicability of the project is concerned, the project has already been replicated in areas of Maharashtra and Chennai.

IMPACT:

The project has been helpful in creating village level institutions resulting in an increased accountability of the beneficiaries. This has increased the likelihood of community ownership of project activities in the coming years.

Also, demonstration of improved agriculture practices has resulted in achieving the envisaged results, with farmers reporting an average of increase in productivity by 14%-15% during the kharif season, with a 15%-20% rise in yield of cash crops such as groundnut and and cotton, resulting in approximately an overall 15%-25% rise in incomes of farmers. Linkages with related organisations has contributed significantly towards sustainability and effectiveness of the project activities. The project has not only helped in increasing the beneficiaries' knowledge and participation, but has also resulted in meaningful associations with other organisations.







**A COHESIVE AND STRATEGIC
PARTNERSHIP CSR PROJECT**

**CORPORATE -
NGO
PARTNERSHIP
MODEL**





GUJARAT INDUSTRIES POWER COMPANY LIMITED

Gujarat Industrial Power Company Limited (GIPCL) was incorporated as a Public Limited company under the auspices of the Government of Gujarat. The company is engaged in the business of electrical power generation. With a total installed capacity of GIPCL is 1009.4 MW, the company has a vision to transform itself into a national level power sector enterprise. GIPCL is having its registered office at P.O. Petrochemical, District Vadodara, Gujarat.

PROJECT DESCRIPTION:

CSR projects with a holistic perspective have evident benefits for the community. Combining projects of a distinct nature under an umbrella provides the community an array of opportunities to reap benefits from, while for a Company, there are multiple paybacks. Firstly, it results in coverage of a wide range of stakeholders and beneficiaries get the benefits of a network through the project. Secondly, it helps create a model that is best for replication, thereby amplifying the impact. For the same, strategic grass root planning involving the prime beneficiaries and mobilization of resources is a key enabler. With a similar notion, GIPCL, a company committed to creating wider development avenues for the community, has initiated the Integrated Community Development programme (ICDP). The key sectors under the ICDP are education, health, livelihoods and women empowerment.

- Education: activities such as construction / repair of classrooms, toilets, multi-purpose sheds have been undertaken for students to improve the retention level and create conducive learning environments.



CSR at GIPCL takes into consideration the key stakeholders and plans activities to address the most pressing needs.



The project has previously received an award for Outstanding Achievement in Social Welfare Programmes by the Southern Gujarat Chamber of Commerce and Industry (SGCCI) Golden Jubilee Memorial Trust, Surat



- **Livelihoods:** the company has included land losers as prime beneficiaries under its livelihoods component. Key interventions include facilitating land losers for bank loans to purchase vehicles and hiring such vehicles to enable earnings, making available fly ash to make bricks and animal husbandry.
- **Health and sanitation:** activities conducted under health component are construction of toilets, awareness drives in schools and community, increased access to safe drinking water via subsidies on water cess, conducting health camps including eye check-ups and mobile health care, appointment of paediatricians and gynecologists in the Community Health Center, Mosali.
- **Women empowerment:** creation, training and strengthening of SHGs and skill development through courses in tailoring, beautician and cooking.

Other initiatives include imparting free education to two children of land losers wherein the support provided includes tuition fees, uniforms, set of books and notebooks to help pursue education at the Bhartiya Vidya Bhawan - GIPCL Academy.

For on-ground implementation, GIPCL has engaged two partners : Development Efforts For Rural Economy And People (DEEP), which is a charitable trust promoted by GIPCL at the Surat Lignite Power Plant and the Society for Village Development in Petrochemicals Area (SVADES).

OUTREACH AND SCALE:

GIPCL's endeavour to serve the community and cater to its beneficiaries started around 22 years ago. The project, with its holistic approach, now reaches out to 49 villages across 28 panchayats. Interventions in the area of education, health, infrastructure and women empowerment has benefitted approximately 1.38 lakh population. GIPCL has also subsidised the water cess in three villages against bills raised by Gujarat Water Supply Sewerage Board to the extent of 90%. Till date, a



"Being a single mother, earnings from the SHG has helped me to meet the daily expenses. The beautician training has helped me to increase my income substantially. I thank GIPCL for the efforts."

*-Jahera Salim Patel,
Mangrol Taluka, Surat*

total of 3,562 toilets have been constructed in the areas of Vadodara and Surat since the year 2015.

The construction of toilets coupled with awareness drives has also resulted in the increased usage of toilets.

The health intervention has benefitted more than 5,000 beneficiaries, including 3,273 beneficiaries who availed paediatric services and 2,171 beneficiaries who availed gynaecological advice. 240 spectacles were also distributed as part of the eye camps conducted by the company.

IMPACT:

The project has been highly beneficial for the community in which GIPCL operates. On livelihoods, beneficiaries engaged in animal husbandry earn between INR 4,000 to INR 5,000 per month whereas beneficiaries of fly ash brick making earn between INR 3,500 to INR 6,300 per month.

The component of women empowerment has been successful by providing the women members with a means of earning to sustain themselves. SHG members are now self-reliant and well-versed with the basics of management and control of the group. This has also increased their decision making capabilities. GIPCL, with its integrated development approach, has touched lives of all sections of population in the target geography.

Interventions in education has helped in bettering the learning environment for the students resulting in an incentive for parents to send their children to school regularly.

Also, contribution to community development by providing infrastructure facilities has resulted in accessibility and availability of space for village functions that necessitate a space for a larger audience.



**A COHESIVE AND STRATEGIC
PARTNERSHIP CSR PROJECT**

PROJECT SARASWATI





TRANSPEK-SILOX INDUSTRY PRIVATE LIMITED

Transpek-Silox Industry Private Limited (TSIPL) is a Joint Venture company between Transpek Industry Limited, India and Silox, S.A. Belgium, embodying a combined vision to excel in the Global Inorganic Chemical Industry. Guided by science and driven by technology, TSIPL's product portfolio caters to diverse end use segments such as Textile, Paints & Coatings, Rubber, Pharma, Polymer, Ceramic, Paper and Personal Care etc.

PROJECT DESCRIPTION:

With a view to smoothen the road to efficient education provisions, Transpek – Silox initiated 'Project Saraswati' in partnership with Nutan Bal Shikshan Sangh. Predefined indicators were set up during the inception of the project, which included parameters to gauge the effectiveness of the programme. The components of the programme are multifaceted and include slow learners, irregular children and children below their desired educational level as the major beneficiaries.

- School enrolment function supported with distribution of educational kits complete with bags, books and materials
- Promotion of girl child education - focus on physical wellbeing, mental well-being and holistic development of the girl child
- Udaan –an education sponsorship program to support secondary passouts to pursue higher education for bright future
- Computer education classes – for students between 10th to the standard
- Other components include infrastructure support, development workshops, health, hygiene and medical care

Partnerships have been developed with the Health Department, District Child Protection Unit, National Health Mission, SSG Hospital Nutan Bal Sikshan Sang, Community Science Centre, Shroff Foundation Trust, Seades, WASMO (Water and Sanitation Management Organization), Vatsalya Foundation and The M.S.University, Vadodara.



The broad objectives of Project Saraswati include (but are not limited to) reducing drop outs, improving the quality of education, encouraging students to pursue higher education. The role of the implementing agency was to drive the project components and ensure inclusion of the intended beneficiaries.

The implementation was done with the support of Nutan Bal Shikshan Sangh. Post nine months of project implementation, Transpek Silox carried out an assessment to gauge the outcomes and impact. The Maharaja Sayajirao University, Baroda was engaged to conduct the third party assessment of the project which highlighted key impact pointers.



The project has received certificate of merit at the 15th FGI Awards for excellence in the category of Outstanding contribution in the field of CSR



OUTREACH AND SCALE:

Transpek Silox, through its education initiative, has reached out to Altadra, Silvassa and Ekalbara, and now intends to replicate the same in five villages in the vicinity of its operations. This initiative will help the schools where the quality of education is a flagging concern. Till date, the project has reached out to more than 2,700 students across three villages in six years of rigorous implementation.

IMPACT:

Efforts of Transpek Silox and Nutan Bal Shikshan Sangh in improving the educational provisions for the students have shown encouraging results. For instance, the programme has resulted in reduced absenteeism with attendance levels now at an all-time high amongst the target group as well as an increased education level among the students enrolled in two primary schools. The project has also helped in improving the health conditions of the beneficiaries, with a reduction of anaemia in the students and increase in the iron level of the girl students.

"We are thankful to Transpek-Silox for providing us with the scholarship to enable us pursue our dream of completing higher education."

- Yogita and Nikita,
Students



**A COHESIVE AND STRATEGIC
PARTNERSHIP CSR PROJECT**

**WATERSHED
DEVELOPMENT**





PIDILITE INDUSTRIES LIMITED

Pidilite Industries Limited (PIL) is an Indian-based adhesives manufacturing company. It also sells art material, construction chemicals and other industrial chemicals, including the famous Fevicol range of adhesives. Pidilite's corporate office is located in Mumbai, India, while its manufacturing facilities in India include Mahad (Maharashtra), Vapi (Gujarat) Baddi (Himachal Pradesh) and Kala Amb (Himachal Pradesh).

PROJECT DESCRIPTION:

Agriculture is one of the biggest contributor of a country's GDP. However, apart from the availability of cultivable land, the peripheral requisites include adequate water provision, availability of improved seeds as well as knowledge of modern farming techniques. With an idea to cater to the need of farmers of Bhavnagar district, Pidilite initiated its Watershed Development programme. The programme started in the Mahuva Taluka and has since then been extended to include other talukas (Mahuva, Jessar, Palitana, Talaja, Gariadhar, Sihor, Bhavnagar) covering 65 villages. A Memorandum of Understanding was signed between Pidilite and the Narmada Water resources & Water Supply Department to undertake water conservation activities in the target geographies, which included works such as pond deepening and desilting of check dams. The process(es) included a preliminary survey of the area followed by a feasibility study and data collection, subsequently followed by a dialogue with Gram Panchayat to seek their consent. The proposal was then submitted to the irrigation department for a joint survey to ascertain feasibility and suitability, before actual construction/repair of the structures.



The target population of the initiative are the farmers and livestock owners who lack water and irrigation facilities due to scarcity of potable water in the region, these farmers being solely dependent on rain water and wells.





The water conservation structures have helped the farmers to improve their farm yields, and in turn, increase their income levels. The project has also benefitted livestock owners as these structures also serve as a source of drinking water for cattle. As the target villages have minimal municipal water supply, these sources also suffice for the household chores such as washing and cooking. Pidilite has also developed strong relationships with the village level authorities like the Sarpanch who assist the company in identifying new sites in their own / peripheral villages. An association of such kind helps in easing out the formal procedure of receiving approvals for new sites.

OUTREACH AND SCALE:

The project has benefitted farmers of more than villages in seven talukas of Bhavnagar district. Pidilite is planning replication of the watershed initiative in Amreli District of Gujarat after its successful experience in Bhavnagar. Partnerships with the relevant departments has helped Pidilite in reaching out to the targeted population in an organised manner.

IMPACT:

Till date, Pidilite has constructed 37 new check dams, repaired 17 check dams, and deepened more than 1,100 ponds and check dams resulting in an increase of almost 2,200 million litres of surface water. This has positively affected the farmers and secondary beneficiaries by providing them with an accessible source of water for domestic purposes and for lift irrigation.



**A COHESIVE AND STRATEGIC
PARTNERSHIP CSR PROJECT**

WATER RESOURCE MANAGEMENT



APM TERMINALS

GUJARAT PIPAPAV PORT LIMITED

Port Pipavav is operated by Gujarat Pipavav Port Limited (GPPL), a subsidiary of APM terminals, one of the most professionally run container terminals operators in the world. High standards of service, ethical practices and operational expertise are the hallmark of APM Terminal ports and terminals worldwide. Gujarat Pipavav Port Limited leverages the shipping experience, strengths and network of its parent, APM Terminals, which operates ports & terminals and inland services in 63 countries.

PROJECT DESCRIPTION:

Monsoon in Rajula Block of Amreli district irrigates 25% of the land during monsoons. The dominance of rain-fed agriculture in the area coupled with usage of water (with higher TDS) increases salinity of the soil and reduces productivity. GPPL, in partnership with the Coastal Salinity Prevention Cell (CSPC) and Vivekanand Research and Training Institute (VRTI), aims to improve the socio-economic conditions of the residents by paving avenues for them to increase their incomes and strengthen capabilities. The project encourages Participatory Irrigation Management by enhancing water resource conservation and management by adopting lift irrigation scheme for facilitating the optimum use of water.

Target beneficiaries under the project are the small and marginal farmers of 34 villages in Rajula Block, Amreli. As part of the project, demonstration of scientific farming practices for cotton, groundnut, wheat, onion and vegetables were carried out by the implementing partners. A total of 1,532 farmers adopted the demonstrated practices leading to scientific farming in about 1,395 hectares of land.



Projects at GPPL ensure inclusivity of members of all caste groups, thus allowing the marginalized population to reap meaningful benefits out of the intervention.



The project has also been successful in forming two cooperatives namely Radhe Krishna Sahbhagi Sinchai Vayvasthapak Mandli, Kotdi, and Dhatrvadi Farmer Producer Company Limited. These cooperatives have a total membership of 875 members in total.



“Support from the farming intervention has helped me earn good income from farming and I have used the generated income for my daughter's education.”

-Ghanshyambhai Bhimajibhai
Dobriya, Charodiya taluka
Rajula, Amreli

OUTREACH AND SCALE:

The project extends to 34 villages of Rajula Block in Amreli District. Farmer Cooperatives have also been formed, which include 786 members from General as well as OBC caste groups.

IMPACT:

The project has benefitted the small and marginal farmers across 34 villages immensely. Productivity of cotton, groundnut, wheat and onion has increased by 13.40%, 15.50%, 12.44% and 10.34% respectively. Under the project, eight check dams and eight ponds have also been constructed with another nine ponds being renovated to cover over 155 hectares. 78 well recharges have also been done covering 60 hectares of land resulting in an increase in productivity by 12%- 15% leading to increased incomes for farmers.

GPPL's intervention has resulted in increased farmer incomes from the sales of groundnut and wheat by an impressive 121% and 25% respectively. Now, 24-hour electricity is also available to the beneficiaries as a result of cooperatives formed for lift irrigation, due to the government provisions for such cooperatives. The project has been successful in not only shifting farmers from traditional and low margin farming, but also has helped them in realising better productivity and incomes, leading to a better standard of life.



**A COHESIVE AND STRATEGIC
PARTNERSHIP CSR PROJECT**

**MODEL
VILLAGE**





ULTRATECH CEMENT LIMITED (GUJARAT CEMENT WORKS, KOVAYA)

UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India, and is one of the leading cement producers globally. UltraTech, as a brand, embodies 'strength', 'reliability' and 'innovation'. UltraTech Cement has 18 integrated plants, 1 clinkerisation plant, 25 grinding units and 7 bulk terminals and its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka.

PROJECT DESCRIPTION:

Emphasizing on the term 'model' highlights an activity or a situation with greater capabilities for replication. Be it health facilities or educational avenues, a model village is an example for other villages to learn and replicate from. More important is the presence of an institution to drive multi-sectoral interventions resulting in transformation of a simple village into a 'model village'. UltraTech Cement is such an institution, which has targeted efforts to transform its intervention villages into 'model villages'. A baseline study was conducted by Vivekanand Research and Training Institute (VRTI), Aide-et-Action and MS University (Baroda), to ascertain the as-is situation of the area prior to initiating the intervention; post which, a participatory needs assessment was subsequently carried out using various tools to determine the needs of the community.

The key areas of intervention include education, health and infrastructure and other awareness activities related to social issues of dowry, education for girl child etc.



UltraTech's concept of a Model Village revolves around an ancient understanding of shared existence and symbiotic bond between human beings and other elements of nature



- Education: appointment of teachers in schools, transportation facility for students to schools, biodiversity projects, parent-teacher meet, shala praveshotsav
- Health: mobile medical services including eye camps, construction of low cost toilets, awareness drives
- Livelihoods: coconut farming, cattle breed improvement and linking of farmers with milk cooperatives
- Infrastructure: construction of roads, drainage, boundary walls, community centres and other similar structures, supplemented with formation of vigilance committee(s) to monitor the construction work and to maintain the structures.



“The initiatives of the company has helped my village with resources which were previously lacking. With multi-sectoral support, the initiative has benefitted a large number of villagers.”
-Vatsurbhai, Kowaya

The project has received the CSR community initiatives award by India CSR Network in the year 2018. The project has been successful in engaging beneficiaries to form village level committees, which are responsible for implementing the project activities in constant dialogue with the CSR team at UltraTech. The project has multiple partners for on-ground implementation which include prominent institutions such as BAIF, KVK, DRDA and USHA and other relevant government departments.

The project has received the CSR community initiatives award by India CSR Network in the year

OUTREACH AND SCALE:

The ‘Model village’ project has been successful in positively impacting the beneficiaries. The project has reached out to three villages with nearly 9,600 individuals benefitting from different initiatives of the project. In addition, UltraTech has been converging and actively collaborating with stakeholders such as the Directorate of Education, Amreli Department of Health & Family Welfare; Women & Child Development Department ICDS veterinary department and forest department, among others.

IMPACT:

The project, since its inception in the year 2013, has been instrumental in positively affecting the lives of the beneficiaries. 590 families have been benefitted by the construction of Household toilets; 1,295 patients received spectacles under the health initiative. A total of five community centres have been constructed, which are now being utilised for common gatherings and weddings, two villages have become ‘open defecation free’ resulting in a changed behaviour and practice amongst the villagers. The Student-Teacher ratio in the schools has improved from 45:1 to 32:1 resulting in better focus and enhanced learning levels of the students. The gender balance (proportion of girls to boys) in the schools has also improved from 41:59 to 49:51 as a result of the awareness activities conducted under the aegis of the project.



PARTNERS

KNOWLEDGE PARTNER



AWARD PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNERS



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Note:

All the information written in the stories is provided by the concerned organisations thus GCSRA or PwC is not responsible for the authenticity of the information.





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