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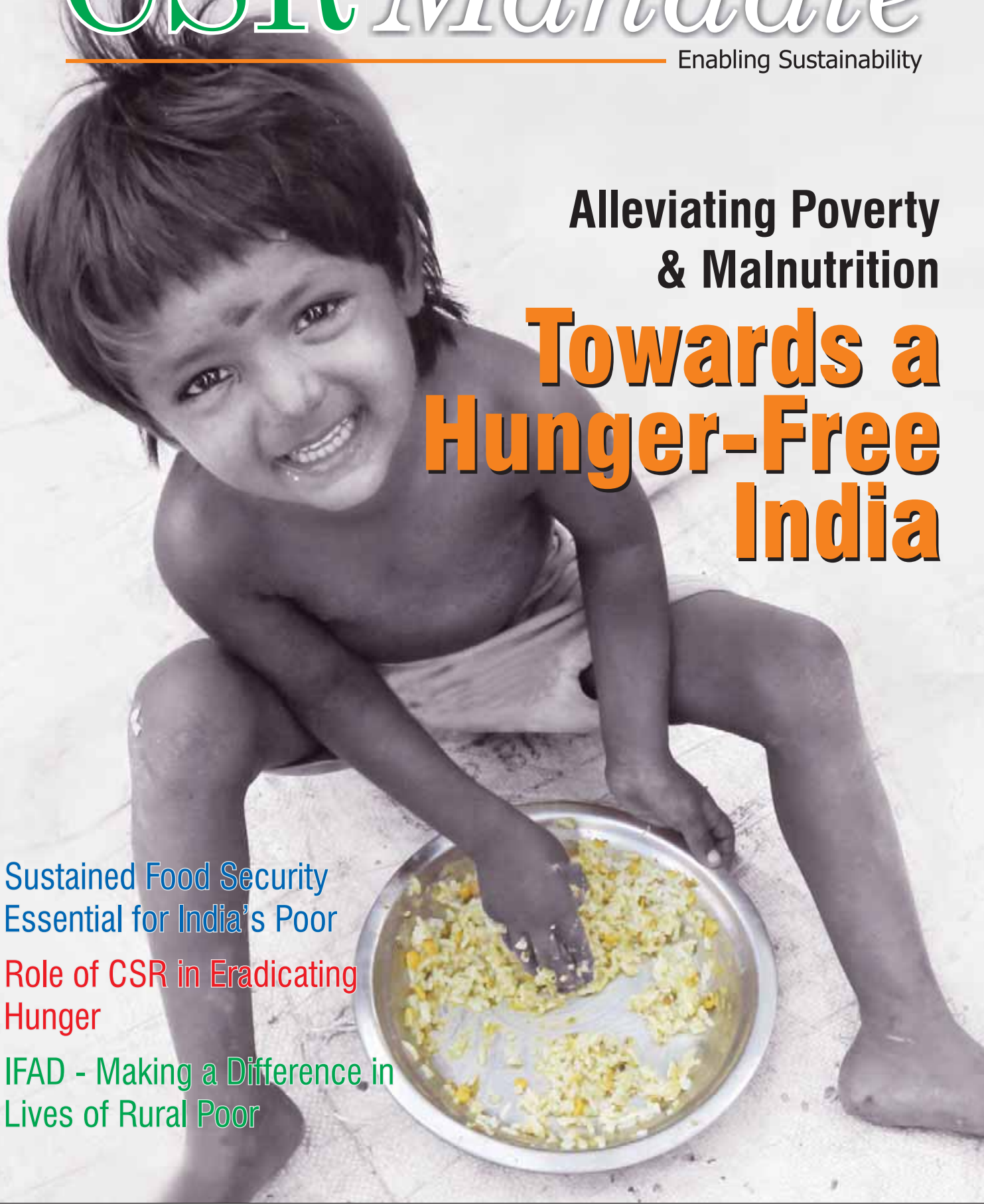
CSR *Mandate*

Enabling Sustainability

**Alleviating Poverty
& Malnutrition**

**Towards a
Hunger-Free
India**

- Sustained Food Security
Essential for India's Poor
- Role of CSR in Eradicating
Hunger
- IFAD - Making a Difference in
Lives of Rural Poor



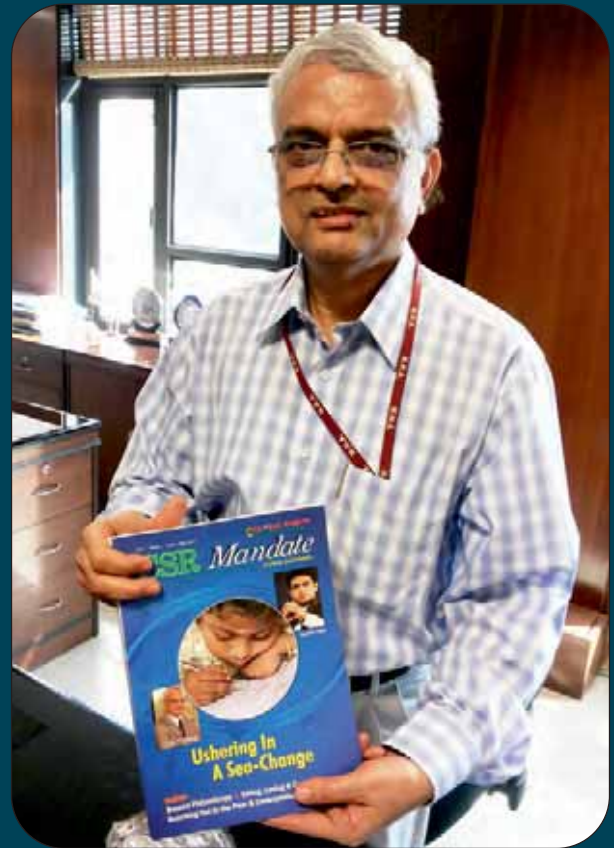
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New Media's Community Division-Forum for Community Development Foundation is looking forward to a fulfilling and responsible working relationship with all PSUs, Corporates and NGOs as the nation embrace the new Act that will implement CSR initiatives by all stakeholders thus making us socially responsible citizens, contributing and giving back to the society that has given us so much in return.



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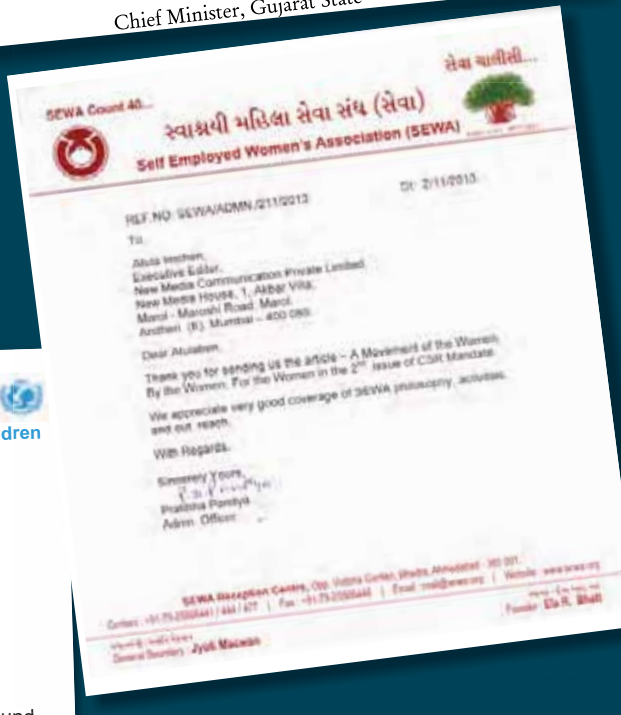
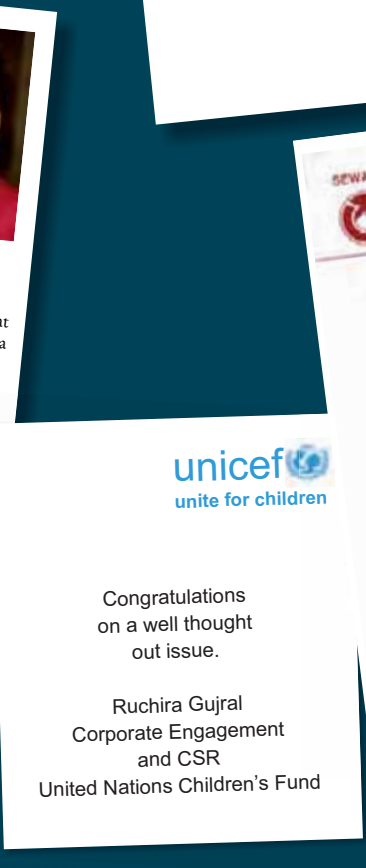
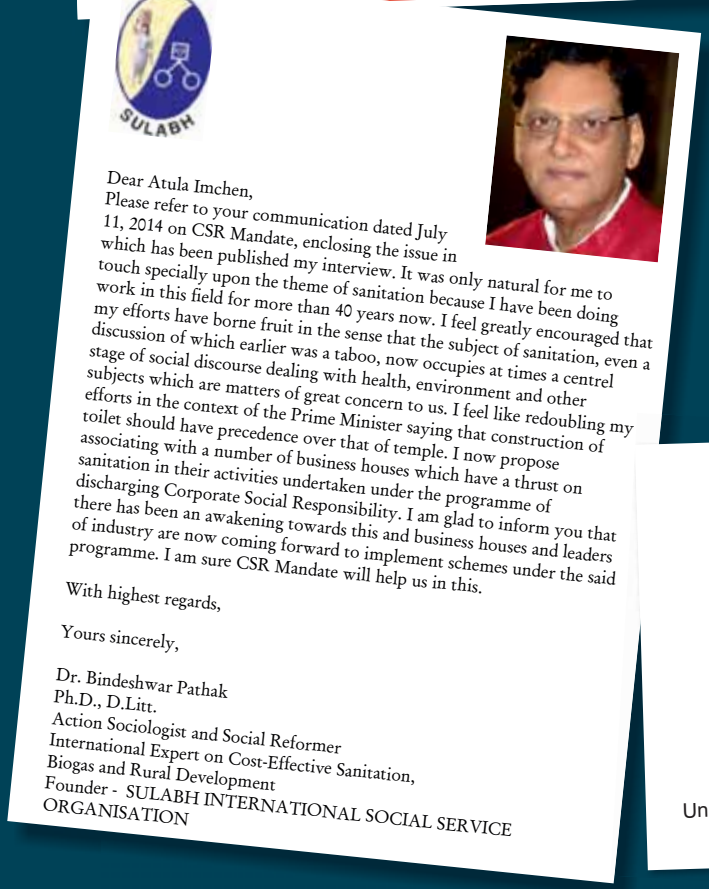
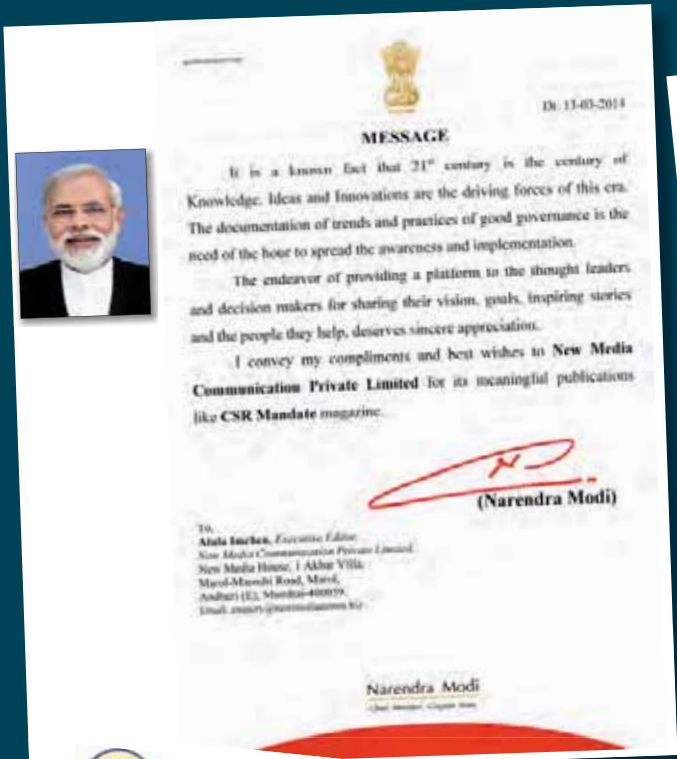
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F oreword



Poverty in India is a historical reality. From the late 19th century through early 20th century, under British colonial rule, poverty in India perpetuated and intensified, peaking in 1920s. Famines and diseases killed millions every year.

Post independence, wide-spread deaths from famines were prevented, but poverty increased, peaking once again in the 1960s. A slew of welfare and food security initiatives, along with rapid economic growth since 1991, have led to a sharp reduction in extreme poverty in India. Yet, those above poverty line live a fragile economic life, making do with lack of basic essentials of life such as safe drinking water, sanitation, housing, health infrastructure as well as nutritious food. Hunger has been a stark reality among many.

According to a World Bank report, the world had 872.3 million people below the new poverty line, of which 179.6 million people lived in India. In other words, India with 17.5 percent of total world's population had 20.6 percent share of world's poorest in 2013. More than 300 million people remain hungry for days together.

One cause is the high percentage of population which has not been well employed to even buy decent meals for themselves. While services and industry have grown at double digit figures, agriculture growth rate has dropped from 4.8 to 2.0 percent. About 60 percent of the population is employed in agriculture whereas the contribution of agriculture to the GDP is about 18 percent. The surplus of labour in agriculture has resulted in severe unemployment in rural India.

India's lopsided economic policies too were responsible for this situation. The license-raj and controlled economy somewhere spawned corruption. Only a limited number of jobs were created and wealth generation was very little compared to the nation's potential and requirement. These factors further aggravated poverty.

Post 1991, liberalization of the economy and market competitiveness coupled with several government schemes for job creation in rural India has somewhat reduced poverty to a certain level, but hunger and malnutrition among children continue to present a grim picture. This is not because of poverty alone, but because most people have faulty dietary habits and do not get sufficient food through the public distribution system. Ironically, India produces enough food grains but not everyone gets to eat sufficiently.

If India is to grow at the rate that it is experiencing today and faster in the coming decade, it is imperative that the issue of poverty, hunger, health and basic living essentials are raised to a minimum standard for its vast majority to emerge productive and participative in the country's growth. Otherwise, growth itself will bust like a bubble, as economic activities will not be able to sustain themselves due to lack of capable human resources. The Government alone cannot do it. We all have an active role to play to eradicate poverty and hunger from India forever.

A handwritten signature in black ink, appearing to read 'Kamaljit Swaroop', with a long horizontal line extending to the right.

Kamaljit Swaroop
Vice Chairperson
New Media Communication Pvt. Ltd



Among the eight Millennium Development Goals (MDGs) set by the United Nations, eradicating poverty and halving extreme hunger by 2015, tops the list. But most developing nations, including India, have not achieved tangible results on this front. Now with 2015 around the corner, the new government has this major task at hand - of addressing the issues of poverty and hunger. It is understood that 2015 is too short a time to achieve something noticeable, but something substantial has to happen at least by 2017-2018.

According to the World Bank, some of the main issues responsible for widespread poverty in India are poor health services, child malnutrition and inadequate education and training. Almost half of India's population drops out of school by the age of 13 and only one in 10 people receive some form of job training.

We have moderately succeeded in reducing poverty with the Poverty Headcount Ratio, now estimated to reach 18.6 percent by 2015 (according to the Government of India MDG Report 2009). But the Global Hunger Index 2013 indicates that although global hunger levels have declined, South Asia continues to reel under extreme poverty and India has fared poorly even among its South Asian counterparts, ranking 63 among the 78 countries.

In his recent speech on Independence Day, when Prime Minister Narendra Modi emphasized that his government's top priority is to address the problems of the poor, he was probably thinking of the twin problems of hunger and health which are at abysmal levels by world standards.

It is paradoxical to see our country registering remarkable progress marked by high economic growth, impressive food production levels, technological advancement and enviable human resources, while it has 350 million hungry people gaping to find a morsel to fill their mouths. The problem lies in the people's lack of purchasing power. Faulty storage and distribution systems of food grains, inadequate health services, education and skill training, further worsen the problem.

India cannot afford to ignore these problems anymore. The long term implications of the currently underweight children below five years will be on the future generation. Physical and mental health is essential to take up the responsibilities of nation-building. To sustain developmental activities during the coming decades, all children, the teens and youth must be given utmost care in a holistic manner in terms of health, education, environment, character building and skill development. This alone will help perpetuate leadership qualities among the new generation.

While the government is setting up the roadmap for eradicating poverty and hunger, it is the responsibility of every Indian to see that targets are achieved. It is time that the corporate sector, NGOs and individuals find out ways to share wealth and feed the hungry and thereby walk alongside the government in transforming India from a nation of poverty and hunger to one that is healthy and vibrant, with sustainable growth and development. It is time that eradicating poverty and hunger becomes a collective responsibility of all of us.

A handwritten signature in black ink, appearing to read 'Archana Sinha'.

Archana Sinha
Editor

CSR's Role in Eradicating Hunger & Malnutrition

Corporate Sector Can Help India Achieve MDG Targets by 2015



Damien Garoyan

Millennium Development Goals and India

As the final hour for the 2015 Millennium Development Goals (MDGs) draws near, we can already state some first results. Goal number one of the MDGs, "Eradicate extreme poverty and hunger" has to be reached through the achievement of three targets:

- a) Halve, between 1990 and 2015, the proportion of people whose income is less than \$1.25 a day.
- b) Achieve full and productive employment and decent work for all, including women and young people.
- c) Halve, between 1990 and 2015, the proportion of people who suffer from hunger.

If we consider only target a) and c) in our analysis, on a global scale, target a) has been met in 2010, and target c) is likely to be reached or close to be reached by 2015. On the other hand, at a national or continental level, the picture changes, indeed marked differences in hunger

reduction persist amongst countries.

The main reason for this satisfactory "success" at a global level is the tremendous progress achieved in China due to its robust economic growth in the past two decades. Thus, China has brought the percentage of those living in extreme poverty from 60% in 1990 to 13% in 2008.

Meanwhile, the Indian economy has expanded considerably over the past 15 years, but improvements on social indicators such as malnutrition and hunger have not kept pace with its growing prosperity.

While the GDP per capita based on PPP (Purchasing Power Parity), has increased 162% between 2000 and 2013¹ in India, this growth has not translated into a proportionate decline in poverty. Indeed, according to the World Bank database, some striking data has to be taken into consideration:

- The prevalence of undernourishment has diminished only from 21.1% of the population in 2000 to 17% in 2012

¹World Bank Database

involvement, companies have not only to estimate the direct impact of their programmes but have also to consider rigorously the possible indirect impacts.

Going in this direction, many kinds of initiatives can be envisaged by companies, for instance farmer training programmes, setting up self-help groups and, advocacy to reduce malnutrition. Acting typically as teachers and vocational trainers, companies play a central role in the transfer of expertise, knowledge and technology to the disadvantaged population, and have to channel this through their CSR programmes.

Another area, if well monitored, which can have a significant impact in the alleviation of poverty is to invest through CSR in infrastructure. However, these projects often involve public-private partnership (PPP), or are subject to government regulation.

Expanding the PPP model

With such a big challenge to “eradicate hunger, poverty and malnutrition”, to succeed in this demarche, no effort can be done in isolation, the assets of all sectors have to be used, from the political will, resources and convening power of the government, to the knowledge, expertise and financial power of the private sector, without forgetting the dedication and the experience of NGOs.

For a national scale mission as this one, much impact can be reached through reinforcing a state-led development policy.

As recommended by the World Bank, to significantly combat malnutrition, two models have to be implemented, engaging both the private and public sectors.

The first model requires “public nutrition interventions targeting the

very poor”. Based on a national public plan, these programmes can succeed through the contribution of both sectors; the public body is in charge of a national plan, while the private sector as playing an advisory role at this stage. Concerning the implementation phase, the public sector provides funding to purchase or to heavily subsidize the products, while manufacturer commits to decrease their margin. For this first model, CSR can play an important role by implementing food fortification programmes, developing training, hiring staff, or paying the deficit cost.

A good example of this first model is the “Midday Meal” scheme, launched by the Government of India. The programme is designed to lift the underprivileged children from the scourge of hunger and malnutrition by serving them with free lunch when attending school. Through CSR, companies can help to upgrade the standard of meals, to increase the know-how on culinary practices and logistics, as well as raising the accountability of all players involved.

The second model is based on the idea that if we want the private sector to play a major role in the eradication of hunger, poverty and malnutrition on a larger scale, we cannot separate companies from their essential purpose, which is to generate profit.

Aligning profit making with large social impact, and which role can CSR play?

By creating market for the poor, the so called “Bottom of the Pyramid (BoP)” approach asserts that the pursuit of profit and the improvement of social welfare for the most disadvantaged are not incompatible. By selling to the socio-economically poor population affordable and appropriately formulated food products or providing

them with micro-credit to start their business ventures are great sources of poverty and hunger alleviation. To do well, companies have to be willing to reduce their margin per unit considerably, but the benefit can still be considerable due to the huge market size. Socially oriented corporate engagement can therefore create a multiplier effect that both impacts hunger alleviation substantially and stimulates sustainable economic development.

To this end, CSR has an important role to play in order to ensure the social component and sustainability of these social businesses. [Microfinance, through micro-credit provides loans to low-income individuals ensure a sustainable business for the borrowers thereby securing a high repayment rate]. Companies should combine their core activity with CSR practices as training the lenders on financial management, business management and/or launching programmes on women empowerment, running professional reintegration schemes, etc.

This principle can and should be applied to a multitude of other initiatives.

Finally, the new Companies Act offers a great opportunity to the private sector to meaningfully contribute. In addition to the above alternatives, corporates could create peripheral social business, not especially with a profit perspective, and combine these projects with CSR expenditures in order to enlarge their scope, increase their social benefits and fight sustainably against Hunger, Poverty and Malnutrition.

Damien Garoyan is a Mumbai-based CSR Researcher for Innovaid Advisory Services.

CSR Marketplace:

Auguring a new dawn for CSR Partnerships



Santanu Bhattacharya

With the passing of the Companies Act 2013, the need for companies to engage with the communities they serve and operate around has gained considerable importance. At the same time, the last decade has seen a meteoric rise in social enterprises or social businesses in India. These enterprises have redefined how businesses can be both profitable and socially impactful. They function with the need to make profits as well as with the mission to address key issues of low income communities. In recent times, many such enterprises have shot into the limelight due to their innovative products, or the large scale impact that they have created.

Nevertheless, partnerships between mainstream companies and social businesses have been rare to come by. With the new law in place, there is an excellent opportunity for both parties to explore partnerships and capitalize on

each other's resources and expertise to create measurable impact at the bottom of the pyramid.

CSR Marketplace

Responding to this urgent need to bridge this gap and the tremendous potential that such an initiative has, Samhita Social Ventures launched the **CSR Marketplace**, an online platform that is designed expressly to meet this purpose. The Marketplace, as the name suggests, is a platform built to facilitate vibrant activity between its two major stakeholders. On the one hand, the Marketplace showcases, in great detail and logically presented information nuggets, the work of credible social enterprises in the country. On the other hand, it allows for companies to quickly and conveniently register on the portal and browse through social enterprise



profiles. The Marketplace can be accessed at samhita.org/csrmarketplace

By creating such avenues of unlimited access, the Marketplace lays the foundations of unprecedented levels of interaction between companies and social enterprises. The Marketplace is designed on the view-interact-transact model, whereby companies can first browse through profiles of social enterprises, then send direct emails to the ones they find of interest and would like to work with. This is followed by discussions and negotiations, in which both parties match the needs and products and competencies on both sides. Samhita, in its role as an expert CSR advisory, has played the role of consultant and facilitator on a project-by-project basis.

Samhita, as a thought leader in the field of CSR, envisions a CSR ecosystem in which all stakeholders are not only working together, but also learning and employing best practices. To this effect, the Marketplace also houses case studies that help educate visitors on successful existing partnerships between companies and social enterprises. These case studies showcase examples of partnerships in different geographies of India under various conditions. Care has been taken to ensure that these case studies cover a wide range of causes – from environment to education, from sanitation to low-cost housing, from livelihoods to agricultural interventions.

In addition to the above, Samhita has supplemented the CSR Marketplace with several events across the country that serve to bring to life the interactions and conversations the platform

supports. Events held in Delhi, Mumbai, Pune, Bangalore and Hyderabad have played active roles in bringing the two target communities closer and enabling dialogue between parties that almost never speak. These events have been designed to meet the goal of forging partnerships, thereby giving social enterprises the opportunity to pitch their programs and products to a comprehensive panel of corporate decision-makers. The events have also actively showcased successful past partnerships, with the parties sharing their learnings and experiences with the audience.

Partnerships Galore

The CSR Marketplace has gotten considerable traction from both industries. With more than a hundred companies registered and browsing, and 150 profiles of social enterprises presented, the response has been more than encouraging. In the most marked testimony to the utility and efficacy of the platform, the Marketplace has also engendered

partnerships of sizeable value across causes and geographies. A leading telecommunications company has partnered with several environment-based social enterprises for a structured waste management and recycling program. Another heavy manufacturing multinational company has partnered with education-based social enterprises to conduct school assessments that have then fed into their CSR strategy and programs. A leading shipping company has partnered with a social enterprise that installs bio-toilets to install the products in flood-ravaged areas of Uttarakhand. These partnerships augur a new dawn for such associations, not only in terms of financial value, but also in terms of how social enterprises are contributing substantially to key CSR decisions and implementation. The Marketplace has, till date, facilitated partnerships worth INR 74 lakhs in its first year, and is well on its way to exceed that figure in its second year.

Nature of Partnerships

Companies can partner with social enterprises in several ways. The flexibility of these relationships is very beneficial to the enterprises, and is a major departure from the donor-receiver model that companies have traditionally followed with NGOs through the years. Also, due to the symbiotic and service-oriented nature of the partnerships, companies can now mandate greater accountability and adherence to processes, something that the company-NGO relationship has always found a challenge.

The partnership between companies and social



businesses can take many forms and shapes. For one, companies can employ social businesses to act as vendors that design and/or deliver products for their BoP customers. This is particularly effective because of the expertise the social business has in understanding the needs of low-income, rural or marginalized communities. This positively impacts both product design and marketing, helps to generate employment through creating new distributing channels in remote/rural areas and helps the company reach out to customers it would never be able to reach out to through mainstream marketing channels. Social enterprises can also become ethical suppliers for products required for CSR programs, from bio-toilets to solar lights to water purifiers.

Companies can also engage social enterprises as service providers for regular business operations such as marketing, customer relationship etc. This taps into the latter's extensive on-the-ground networks and resources, helps to lower the business cost of the activity at times and generates employment. This model has, for example, worked when companies are looking to conduct rural marketing outreach, or set up rural BPOs by training and employing local youth from rural communities.

Social enterprises can also be crucial partners in helping a company put into practice responsible business practices such as waste management or execute certain industry such as extended producer responsibility for e-waste in India. The Axis Bank Foundation, for instance, partnered with Sampurn(e)arth to recycle waste generated in forty-four of its branches in Mumbai, whereas Tetrapak partnered with an enterprise called Saahas in Bangalore to collect and process the packaging material. Both these social business had a triple bottom-line model – people (creating formal employment for rag pickers), planet (efficient waste

management and recycling) and profits (from selling the waste).

Challenges

Even as we highlight several models and successful partnerships, the challenges of these two entities working together are many. For one, companies still feel comfortable with the donor-receiver model they have had with NGOs, and their acceptance of social businesses as plausible partners has been slow. Especially in the case of CSR, companies have been uncomfortable with the “for-profit” status of these organizations. Companies are also wary of the business's ability to deliver efficiently, and to scale up their operations if required. Furthermore, companies sometimes come to the table with very set ideas of what they want, and social businesses find it difficult to customize their models to suit these needs or to branch out to unknown geographical territories that a company may favor.

Going forward

In spite of the challenges, the development ecosystem is extremely optimistic about the scope and possibilities of such partnerships. Events, platforms and conversations centered around this have grown manifold in the past few years. The success of the CSR Marketplace and resultant projects are proof of the potential that the space holds. The Marketplace, true to its vision, will grow further to showcase more social enterprises and will also expand laterally to include NGOs. The vision is also for the platform to house in-depth research and recommendations on successful interventions. A lay corporate user should be able to intuitively and seamlessly navigate through the system to find an optimal intervention and implementation partner to join hands with. The platform will also engage more and

more stakeholders going forward, becoming a one-stop for strategic social good.

Soon, industry associations, philanthropists, small-to-medium companies, fellow platforms, government agencies and international as well as multilateral organizations will



play instrumental roles in enabling CSR and development. Only then will we be able to capitalize on the full potential of the development sector, and empower India and her people to meet her development goals and create better lives and better futures.

Santanu Bhattacharya is a development sector professional and has served in leadership roles with Samhita, Teach For India and UNIFEM-Singapore.

Samhita Social Ventures is a leading CSR consulting firm that provides end-to-end services (strategy, design, program implementation and impact assessment) to companies and foundations. To know more, visit www.samhita.org

Hub & Spoke

Implementing Agencies as CSR Drivers



Gayatri Subramaniam

The emergence as one of the fastest growing economies has changed the way the world perceives India. The irony, however, is that India is not a poor country but has one of the largest concentrations of poor in the world. While India can be proud of what it has been able to achieve, it cannot remain impervious to this often indigestible reality.

As a result, the ever-dynamic development sector in India has been witness to a far more than usual degree of changes in the past few years. One unforeseen but obvious consequence of the rise in India's fortunes has been the decline in funding from traditional donor and government-supported international agencies. Fortunately or



Geetanjali Gaur

unfortunately, it has highlighted the need for NGOs to shift from their traditional grant-based approach to open market-based sources that are service and/or product-oriented and contribute to sustainable development in the long term.

With the passage of the Companies Act 2013 in Parliament and with its new provisions of Corporate Social Responsibility (CSR) there is a big paradigm shift in the development initiatives of the Corporate Sector. If the recent developments in India's legislative and policy landscapes are anything to go by, companies are being expected to take responsibility for the impact they are making on society and the environment. The rules on Section

135 that underscore the importance of implementing agencies and also make it clear that corporates are not required to conduct CSR programmes by themselves. They are free to take the help of implementing agencies thus generating a win-win situation.

In this context, it is essential that implementing agencies like NGOs, CSOs, VOs, Foundations, Trusts or Section 8 Companies understand the CSR landscape in India. The contours of what can be called a new age relationship need to be shaped and carved. A partnership that is based on factors as diverse as historical records, thematic priorities, geographic preferences, resource utilization, management information systems,

financial management and convergence of economic benefits with social returns in the long run, requires deep understanding of either party's vision and values.

Although in general, the majority of businesses are still in the early stages of developing collaborations with NGOs/Implementing Agencies (IAs), a wave of companies both new and longstanding are taking the lead in adopting a systems approach to the job of bridging India's wide gap between rich and poor. NGOs/IAs need to improve transparency to counter negative stereotypes and professionalize management processes, but they need help to do this.

The scene is set for corporates that need to comply with the new legislation to take advantage of the opportunity, to use their unique status and capabilities and to lead a collaborative effort with NGOs/IAs and government. This would help capitalize the growth potential of India and create a lasting legacy of equity and prosperity for all.

At present there is certainly a lack of recognition of NGOs as drivers of CSR, concerns about their legitimacy in relation to CSR, difficulties in the mutual understanding between NGOs and corporates and a lack of self-confidence among NGOs as important players in CSR. The role of NGOs is often regarded as controversial and their integrity is contested. This deep-seated misunderstandings and mistrust among different stakeholder groups (particularly between NGOs and corporates) can be a possible impediment for concrete CSR initiatives.

It has to be acknowledged that over the years, a fairly large trust deficit has developed between NGOs and corporates. NGOs, particularly small and medium sized NGOs, frequently paint corporations as solely

profit-maximizing entities with little care for stakeholders or the environmental impact. Corporations, on their part, find it difficult at times to place their faith in NGOs. Their hesitation relates largely to issues of ethics and implementation capabilities.

A synergistic partnership between corporations, NGOs and the government would also allow for greater transparency in the operations of all three agencies. Government data can help guide CSR agendas into areas it is most needed, corporations have experience making sure the projects are streamlined and cost-conservative, and NGOs have experience and knowledge of marginalized and underserved areas of society as well as experience in operational transparency (some NGOs, in fact, directly target transparency as a goal). As such, if a symbiotic relationship can develop between corporations, NGOs and the government, socially responsible programs have a measurable impact faster and more efficiently than if there is less transparency and no trust.

As per the size of the CSR space, around 14,000 companies fall within the purview Section 135. Around Rs. 20,000 crores in total will be spent by corporates each year on CSR. Currently there are 3.3 million (33 lakhs) registered NGO's in India. Probably around 10 lakh are fully functional – ready to face implementation challenges. Back of the envelope calculations place the average absorptive capacity of NGOs at around 20 lakhs annually. Hence, around 1,00,000 implementing agencies of good track record are required at the very least to carry forward the national CSR Agenda.

The vision for IICA envisages a holistic think tank, capacity building and service delivery institution, operating through effective partnerships with corporates, professionals and

institutions, and focusing on problem solving through action research. Creating synergy between the various elements of the implementing agencies and corporates to take the CSR journey ahead would be a crucial step. In this context, IICA is setting up and **CSR Implementing Agency Hub** that would create an extensive database of the implementing agencies.

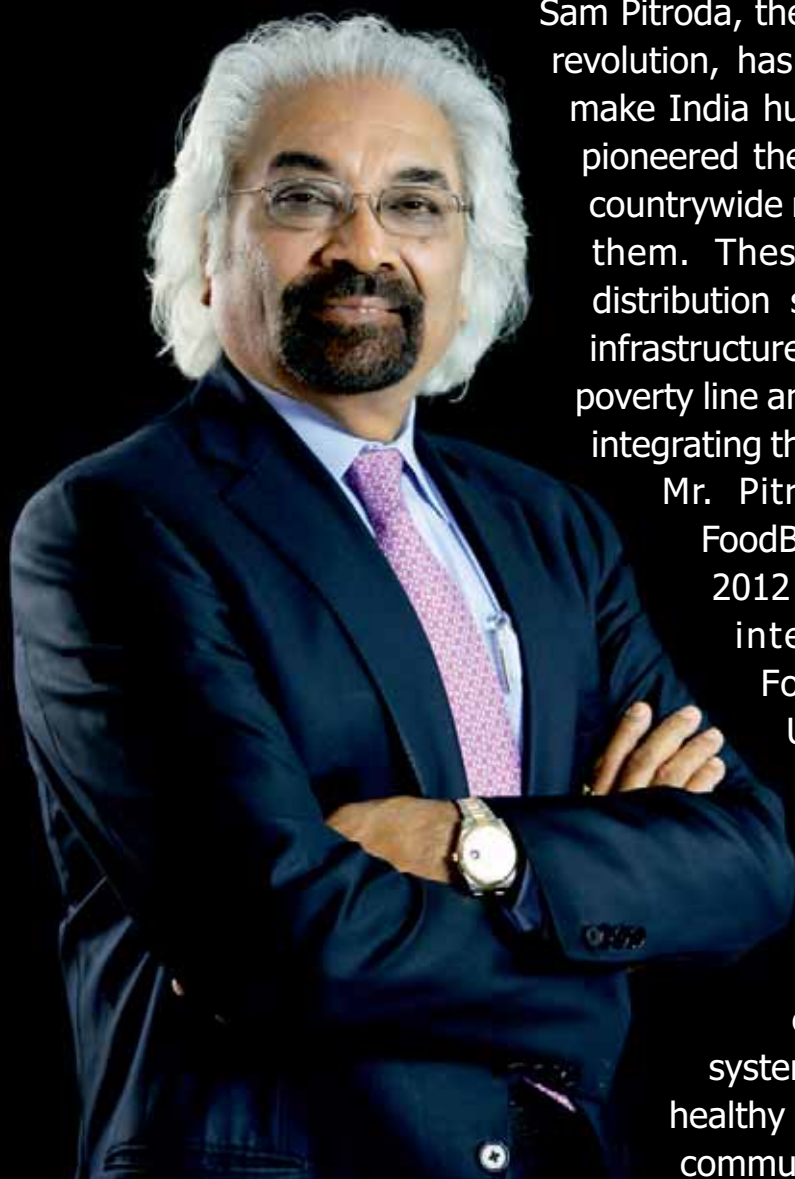
The CSR Implementing Agency Hub would generate a database of implementation partners with information about their geographical presence, area of work, previous projects executed. Hub will also take concerted steps for the training and development of comprehensive skill enhancement of Trusts/ Society/ Section 8 Company/ Foundation/ CSOs operating within India and will organize regular meets of NGOs/Implementing agencies and Corporates on national and international levels.

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Sustained Food Security Essential for India's Poor

- Sam Pitroda



Sam Pitroda, the father of Indian telecommunication revolution, has embarked on a new mission — to make India hunger proof and food reliant. He has pioneered the concept of private food banks, the countrywide network of resource pools, as he calls them. These banks will work as a parallel distribution system to disburse food and allied infrastructure to people living on the edge of the poverty line and below in the vast Indian heartland, integrating the government's initiative and society.

Mr. Pitroda has put his project, India FoodBanking Network, in place in June 2012 with the help of a Chicago-based international organisation, Global Foodbanking Network, a Stanford University think-tank that helps provide food aid to 30 nations. In conversation with Archana Sinha and Satya Swaroop, **Mr. Pitroda** shares his thoughts on India FoodBanking Network and how it can integrate society and other systems to make India hunger free and healthy through the use of technology and communication. An excerpt.



It has been more than two decades since you led the technology revolution in India. How do you rate the achievement?

I am happy for the people in India and do feel happy that many villages are now connected through technology and communication. However the result could have been still stunning since the mission was launched. Of course this needs political will and a strong government. I have hopes that India will fare better despite obstacles. I have faith in the people of India and its youth who are now the major stakeholders in the country's future.

What made you think of setting up FoodBanking Network in India?

The United Nations World Food Programme says nearly 350 million of India's population - roughly 35 percent, is considered food insecure, consuming less than 80 percent of the total energy requirements, out of which almost about 285 million people go hungry for days together.

I identify with the problem because I was born in a large family in Kalahandi

in the Bolangir district of Orissa that is ravaged by hunger and is prone to drought. I remember the sight of malnourished children even now; with sunken cheeks and eyes, they tell a grim tale of their plight. Many did not even get water for days and died of starvation. About four years ago, I took up the issue with a group of food activists at the Global FoodBanking Network in Chicago, the global capital of commodity trading. I asked them if they want to go to India and explore the dimension of hunger and malnutrition that can affect the future of India. More than 250 million people face paucity of food in India.

How much time did it take to finally bring the concept to India?

Some groundwork was needed to be done. We needed money and a team of people who were committed to dedicate time and conduct research. We have a friend in Chicago, John Kapoor, who has made a lot of money. He sponsored a fact-finding team to India that conducted a feasibility study of the project in four underdeveloped states to find out whether it was possible to engage local communities, ensure community participation and

create a network of stakeholders who could source essential food and related infrastructure for voluntary donation and distribution under an alternative food chain like the sub-Saharan models. We also needed to put down a system that could ensure accountability and track the movement of inventory. All of that took some time.

How will this be different from the government's food programme?

The government has several food programmes but can we really organise these programmes effectively? It is necessary to ensure sustained food security in India. While the population grows, food resources are continuously shrinking. Also, with natural phenomenon like climate change and global warming, food security and other resources is a worrying question. One answer is the concept of food banks. Moreover, food banks are also about distributing excess food to the needy. It relies a lot on man's natural instinct to share once his own needs are fulfilled. In India, we do it subconsciously all the time as you have seen at the langars, temples and churches. We do it off and on and we do have a generous heart. It is this idea that I am disseminating in the country - the idea of giving in the country in a sustainable manner and in an institutionalised way so that more people can be fed and more people can participate in the act of giving. We are also continuously learning from experiences and working out the

Corporates can support India Food Banking Network in 3 ways!

Funding Support

- **Strategic partnership** with IFBN through contribution towards IFBN's corpus fund
- Partner to establish more food banks in the country through financial support

Food Drives

- **Donate Food** to the Foodbank
- Organize **Food Collection Drives** at your organization

Spread Awareness

- Be the torch bearers & **spread awareness** about:
 - the national challenge of eliminating hunger
 - food banks and the role they are playing





models that will suit each situation. We wish to integrate the existing systems, companies, society and NGOs to make the food banks robust and sustainable in the long run.

The problem of hunger in India is a complex one, related to difficulties of

accessibility by people, no accountability and unfair distribution methods. Will food banks be able to provide food on a sustainable basis?

The idea for IFBN emerged from discussions with the Global Food Banking Network in Chicago. Such problems are there in other countries where food banks are operating. I believe, and this is true, that technology can help greatly in solving issues related to hunger. We will bring technology, logistics, IT and the involvement of the local community to feed their own community.

IFBN will be an effort to bring the government, private sector and NGOs together to fight hunger and malnutrition in the country. Food banks will help create a converging space for the government, the private sector, civil society and NGOs to channel their key capabilities towards a common mission: social and economic

development through hunger relief management.

How do Food Banks in other countries work?

The Global Foodbanking Network, founded by Red Argentina de Bancos de Alimentos (Argentina), Food Banks Canada, Asociaciexicana de Bancos de Alimentos (Mexico) and Feeding America (United States) shares food banking concepts and helps partners evaluate the feasibility and most effective business model for implementation in their country. It relies in voluntarism and the charitable heart of fellow men. We can do it in India too. All we need is the will. India's educated youth are now coming up in large numbers. They want to do something for the country and also want to share with others. Now that is a big positive. I am extremely hopeful. And it is this group of people who will use technology to ensure that the system is working and sustaining.



Food Banking in India, A Tough Task at Mitigating Hunger



Christopher Rebstock

Hunger is a very critical issue in India. The country is home to one quarter of the world's hungry people. More than half of India's children face nutritional deficiency to one degree or another.

But there is cause for hope. The government has made a variety of statements and commitments to deploy significant resources to address hunger. In addition, the Indian economy is growing, and so is a general will to address poverty and malnutrition.

Funding and sustained momentum are the most significant challenges facing the system. For food banking, food sourcing continues to be a difficult proposition in India. Global Food Banking's Feasibility Assessment (completed in 2008) said it would be, and the planning process for the establishment of the Delhi Food Bank

said it would be. The food industry is not structured like it is in many other countries. There are not large grocery stores disbursed around the neighbourhoods and the food processing industry is quite small. The reality is that Indian food banks will receive smaller size donations than food banks in many other countries. This is one of the reasons that, early in the planning stage for Delhi FoodBank, local leaders suggested that there would be thousands of food banks in India rather than hundreds.

As food banks develop in new locations across the country, very specific focus needs to be placed on the food sourcing capacity and strategies. This will be an issue for food banks in India for some time, and creative thinking is a necessity.

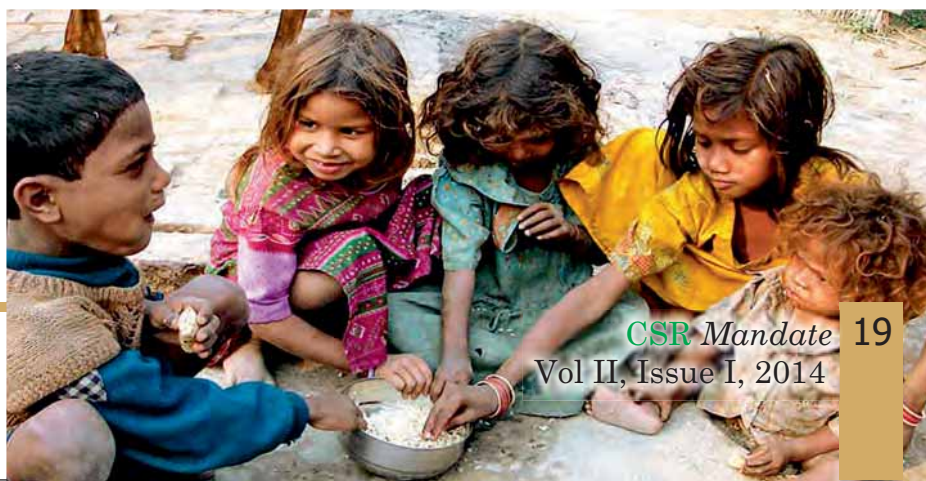
The magnitude of need and the diversity of culture, religion, political views, civil society and infrastructure in India present substantial challenges. They also present significant opportunity. There is a general sense of the will to address the needs of the economically deprived. Common historical concepts like the "fist full of rice" demonstrate that will. IFBN and

the individual food banks must build from that sense of awareness among the citizens of India and provide guidance about the value and efficacy of food banking as a tool to mitigate the problems of hunger and malnutrition.

There is no doubt that along with challenges comes many opportunities for the growth of this movement. The positive energy surrounding food banking in India has picked up in intensity and speed ... and it is making an impact on India's goal to "make India hunger-free by 2020." We have been part of this movement since we began work in the country in 2008. Since we helped launch The Delhi Food Bank (DFB) – India's first food bank – in June 2012, food banking has been on an ambitious course with development in multiple communities and aggressive plans for expansion over the next decade.

India FoodBanking Network's (IFBN) goal is to have one food bank in each district of India by 2020.

Christopher Rebstock is the Senior Vice President of Network Development, Global FoodBanking Network.



Towards a Hunger-Free India

Integration of Govt., NGO & Civil Society Initiatives Vital



American biologist, humanitarian and Nobel laureate Norman Ernest Borlaug who has been called "the Father of the Green Revolution" made a very powerful statement – "The first essential component of social justice is adequate food for all mankind. Food is the moral right of all who are born into the world."

The alarming statistics of the hungry and malnourished in India is a blot on the country's path to development. India is home to the largest number of hungry people in the world. Similarly, malnutrition in India, especially among children and women, is widespread, acute and even alarming. Someone has rightly said that had the malnourished in India formed a country, it would have been the world's fifth largest... This sounds harsh but we need to introspect on this and make sure that social justice is meted out to every man, woman and child in the country.

Many efforts have been made by the government as well as civil society to bridge the gap. Awareness is spreading and it is heartening to see concrete measures taken by the India FoodBanking Network in this direction. The winds of change is surely blowing India's path, especially with six food banks already in place and many more being launched in the coming months.

Vandana Singh, CEO India FoodBanking Network shares her experiences and views with Archana Sinha about the current state of affairs and how food banks are shaping up in India to eradicate chronic hunger that grips almost 35 percent of India's population. Excerpts.



India is the first country in the world to make CSR a law with effect from April, 2014. How do you see this initiative and its impact on community building and social sustainability in India?

All stakeholders need to come together to solve various problems facing India. The new law on CSR will enhance the partnership between government, civil society, private sector and the public at large to ensure that growth is inclusive. The Act also lists out the key areas of spending including vital areas such as eradication of poverty, hunger and malnutrition. The rules have further clarified that contributions to corpus funds are also eligible. This should increase the total CSR spending of corporate India, direct it into areas of national priority and also result in a more meaningful impact on account of sustained implementation of projects.

India suffers from extreme poverty, hunger and malnutrition. Please cite a few main reasons for such a situation even 67 years after independence, especially when there is excess of food in the country.

This is a very complex situation and requires convergence of efforts of different stakeholders. To achieve food security, India needs to ensure availability, accessibility and proper absorption of food. While India has done well to achieve the availability of food by enhancing our production post green revolution, we have not fared well in other aspects. Our malnutrition challenges are the outcome of multitude of factors such as lack of sanitation, lack of access to healthcare, lack of potable water and poor living conditions. We also need to address the issue of food loss at different levels



of the food value chain.

Why should eradicating hunger occupy the top most priority space among the social work programs and responsibilities being undertaken in India?

Food and water are the basic nutrients for body and mind and are the very means of survival. Hence addressing the problem of hunger along with safe drinking water and good sanitation has to be immediate. Unless a child is physically and mentally fit and has proper growth, he cannot make it to the educational institutions or a skill training centre that the government or private sectors set up. A sizeable number of India's population goes without such basic necessities of life for days. They suffer from chronic poverty and hunger as access to food, water and sanitation is just not available to all, which is actually appalling. They need sanitation and good drinking water also along with simple healthy

“Unless a child is physically and mentally fit and has proper growth, he cannot make it to the educational institutions or a skill training centre that the government or private sectors set up”

food, as they can suffer from diseases such as diarrhoea, gastroenteritis, jaundice and such diseases which will rob them of nutrients again. So the agendas are interlinked.

Do you think people will come forward to donate food on a sustainable basis?



operations, how has the journey been? Do you think that India will be able to achieve the goal of being food reliant as envisaged?

With the advent of IT and telecom revolution, we have unlocked some great opportunities for the people of India and we need to take the next steps now. The purpose of food banks is to harness the potential of the government, private sector and people at large to institutionalize the food access to people who need it the most. Involving technology to the operation will provide scale and solutions that can cease food wastage and connect the areas of surplus to that of deficit. The work has begun and it will take a few years to see the trickledown effect.

Nearly 250 million people face paucity of food in India which makes for almost 35 percent of population when you started the project. Has the number reduced even marginally since then?

IFBN is now a network of six food banks and has demonstrated that food banks can be scaled and sustained. But this is just the beginning. We are striving towards building the momentum needed to make this a sustained initiative which will see the government, private sector and society itself taking the initiative to open multiple food banks or variations of it across the country. These food banks can then be networked into a movement for eradication of hunger from India. The response has been encouraging especially as the awareness level of people at large has increased.

What were the limitations of the Public Distribution System (PDS)?

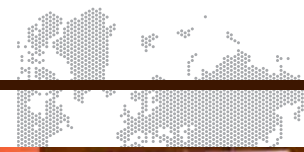
“ I have great hope in our collective ability to ensure food security for all in India ”
- Vandana Singh

Fortunately in India, as in other countries, there is a tradition of providing food, giving and feeding the poor and hungry. People do that often in mandirs, gurudwaras, even in masjids and churches but they are done sporadically and in an isolated manner. They benefit only a few and for a short time, perhaps for a day or even for just one meal. The good gesture of giving continues without making any significant change. People continue to suffer from chronic hunger and there is no sustainable trickle-down effect on the efforts to eradicate poverty and hunger. Anything done

sporadically and in isolation will have limited effect.

Setting up food banks on the lines of such banks that are operating in other countries makes the act of giving institutionalized. More people can be fed for more number of days. These banks are set up in the communities which are the hub of all human activities. People from the neighbourhood come to such places. In fact, it has been seen that such hubs can be scaled up to deliver other services such as drinking water, primary healthcare, driving awareness about personal health and hygiene, mother and child care, sanitation, and even vaccination. Food banks in a way nationalizes and institutionalizes the act of giving, making it a sustainable way of providing food to the poor and hungry.

The aim of India FoodBanking Network is to eliminate extreme poverty and hunger by 2025. Two-and-a-half-years down the line since it began its



The Public Distribution System (PDS) is a good system but has its limitations especially when you need to reach the last leg to feed the hungriest. It is difficult to ensure efficiency in delivery mechanism as the government alone cannot look at each and every aspect of procurement, transport, storage and delivery. Their job is to put the policy in place and ensure overall implementation of policies; it is difficult for them to reach at the community level.

NGOs and community workers are in touch with that last leg - the people in the remotest areas. And corporate houses provide efficiency and proficiency in working out smooth functioning of procurement, storage and delivery of services and of providing infrastructure.

The other limitation is that PDS does not cover all the food items, such as vegetables, pulses and fruits which are important for all round nutrition.

Moreover, in the current social scenario, it is difficult to determine poverty only on the basis of income only. It has become a complex process where several parameters need to be taken into consideration. The old and infirmed, physically and mentally challenged people, widows, destitute, single and lonely people who are deserted or have no one to take care of have to be taken into consideration.

How different will IFBN be from the established systems? How will there be accountability in the system?

The food bank initiative is not meant to reinvent the wheel but to create a model that takes the best from the existing models and works as a catalyst to bring efficiencies and create an institutionalized but flexible, scalable and sustainable model of food donation and feeding. It encourages



the community to create, own and operate the food banks in a way where society itself takes the responsibility of taking care of its poor, hungry and malnourished.

Today there is a need to come together. While the government has the best possible methods and people and has the authority to make policies and guidelines, the NGOs have the expertise in reaching the last leg, and corporate houses provide the efficiency and professionalism in the execution and delivery of food in an institutionalized way. With the help of technology, they can set up a tracking system which brings in transparency and accountability until the last leg of delivery. So we decided to locate food banks in the communities, which is the centre of all activities and where food can be reached at the quickest possible time.

The project has been envisaged on the model of Global FoodBanking Network. How different are India's problems vis-a-vis

“Food banks in a way nationalizes and institutionalizes the act of giving, making it a sustainable way of providing food to the poor and hungry”

other developing countries, especially African and South American countries?

The inspiration for IFBN came from the Global FoodBanking Network. But the initiative is designed to suit the complexities of India and localized to Indian needs. However, best practices like inventory management, hygiene and food safety, efficient handling of food and quick delivery are incorporated from the global model.

Africa has based its "South Africa without Hunger Program" on the "Zero Hunger" commitment of Brazil. The positive energy surrounding food banking in India has picked up in intensity and speed and it is making an impact on India's goal to "make India hunger-free by 2020." We have been part of this movement since we began work in the country in 2008 and I have observed the positive changing scenario on my recent visit.

The first global food bank was set up in Argentina, some 30 years back. What are the similarities and differences between India and Argentina's situation regarding extreme poverty and hunger?

No two countries are the same and solutions are also very contextual. We are learning from global best practices and how different countries are

innovatively solving their issues. At the yearly leadership program for food bankers from over 30 countries, the Global FoodBanking Network provides a platform for sharing experiences. Some countries have in fact achieved their goal of zero hunger and some are on the verge of attaining the goal soon. There is no reason why India cannot do so too.

How does the system operate? How do you ensure fast and smooth movement of inventory with minimum wastage and zero pilferage?

FoodBank is a distribution mechanism which acquires donated/surplus food from all sectors of the economy and distributes it efficiently and transparently to a network of institutional feeding programs run by the voluntary sector to feed people who are hungry or who lack nutritious food. It harnesses the potential and resources of the private sector, NGOs



and government. Food banks are run professionally and partners such as FMCGs, corporate donors, etc. have the necessary expertise and have already successfully address the issues of efficient distribution mechanism, inventory management and pilferage.

What role does technology play in making this programme a success?

Technology plays a critical role in scaling the operations, bringing transparency and efficiency to our processes. Currently we are in the process of creating an online system where donors can keep track of their donated food so that there is transparency and real time data available to the donors. Thankfully, we have enough surplus food and enough capacity to grow more food. At the same time, many of our people in the country go hungry due to inadequate logistics, information and delivery systems. To eliminate hunger, Information Communication Technology Infrastructure (ICT) can play a significant role. It is time to really use technology in a big way to handle problems related to hunger.

How do you go about identifying beneficiaries, collecting database of the poor and hungry and designing a foolproof method of distributing food to the beneficiaries? Roughly how





many people are employed in the network?

Food banks have a robust system of assessment of voluntary organizations and their feeding programs which includes an assessment of their target beneficiaries and their ability to deliver hygienically-prepared food. We have created a comprehensive mechanism to identify beneficiaries and keep track of the food distribution.

The entire process is professionally managed by FoodBank. IFBN has set standards and processes for every major operations of a food bank - be it food collection drive, identifying beneficiaries to distribution of food. IFBN also imparts training and provides support to FoodBank staff and volunteers.

An online system to track the beneficiaries on the basis of their Aadhaar number would also help to connect them to other skill building programs and employment to reduce their dependence on food banks.

Every food bank would typically employ five to six full time employees to raise resources both funds and food, program implementation, network development, monitoring and evaluation, warehouse, logistics and inventory management. Food banks also have volunteer engagement program.

How do you integrate the government programmes of eradicating hunger and poverty with this project?

Food banks are community assets and can identify and reach the neediest within the population. They can thus supplement the efforts of the government and reach those who are unable to access the safety nets provided by the government programs. Food banks work as efficient



“ IFBN has set standards and processes for every major operations of a food bank - be it food collection drive, identifying beneficiaries to distribution of food. IFBN also imparts training and provides support to FoodBank staff and volunteers ”

distribution mechanisms based on Standard Operating Procedures (SOPs) and use of IT to connect food to those who need it the most in an efficient and transparent way and can also operate as community hubs to deliver various services to the poor in an integrated manner.

Your final comment on making India food reliant; how has the journey been so far? How does the future look?

There is an urgent need to commit ourselves to a hunger-free India with renewed vigour. Political commitment, multi-sectoral approach and a greater participation of the private sector and the community at large is necessary to supplement the ongoing government programs. I have great hope in our collective ability to ensure food security for all in India. I would also like to see food banks, with their ability to leverage technology and efficient distribution mechanisms being adopted as a part of the Food Security Strategy of India.

Robust Food Transportation and Distribution Vital to Fight Hunger



Vinita Bali, former MD Britannia Industries and an Independent Director associated with many prestigious companies, has been with food and beverage industries for more than 35 years. Her chequered career includes her stints with Voltas, Cadbury's, Coca Cola and Britannia among others. Known among "Asia's 50 Power Businesswomen," Bali founded the Britannia Nutrition Foundation which combats child malnutrition through the distribution of fortified biscuits to Indian schoolchildren. She won a Corporate Social Responsibility Award for her work with the Foundation. She spearheaded the process of forging partnership of Britannia with India FoodBanking Network. She is associated with the United Nations for its nutrition programme. In conversation with Archana Sinha of CSR Mandate, Vinita Bali shares her thoughts on Food Bank and how it should shape up in the future.

Please share your thoughts on the concept of Food Banking Network and Britannia's association with it.

Food Bank is doing something that is very much required, that is, making available food to so many people, food which would otherwise be wasted. As a packaged food company, for Britannia to partner with Food Bank is a brilliant idea as packaged food have shelf-life of about 6-8 months and it is very difficult to sell to the last packet within the stipulated time and to predict the right amount for production. There is always a situation of overproduction of biscuits and cakes as it is difficult to maintain the



exact balance of supply and demand. So by the third or fourth month and after assessing the situation, we pass on quality food that is well within the expiry date to the food bank so that it may be given to people who do not have the ability to buy food. There are nearly 285 million people who go hungry every day.

Why are food packets distributed so close to the expiry dates?

The reason for disbursing food closer to expiry date is simple. This way people cannot hoard it or sell it privately should they have such intentions. This food is still in its best condition and still fit for consumption. We thus save food from wastage, which would otherwise be destroyed.

Why packaged food, when people need nutritious meals to sustain themselves.

Definitely food grains and pulses are among the priority list and it is being procured in large quantity by food banks that have been established until now. In fact, it is a very good idea to pass on packaged food to such banks as they do not get spoiled easily. Moreover, companies can supply them on a sustainable basis. Food banks can be assured that they will have a minimum number of biscuits and cake

“What a reassurance it is for the poor and hungry if they know that they will be receiving food every day. We need to create awareness for this and also create a need for food banks in all communities”



FOOD WASTAGE
ABOUT 1/3 OF THE FOOD
PRODUCED IN THE WORLD
FOR HUMAN CONSUMPTION EVERY YEAR;
APPROXIMATELY 1.3 BILLION TONNES
GETS LOST OR WASTED.

packets every month. In fact, even hotels can forge a partnership with food banks by supplying a minimum quantity of cooked food to them regularly.

How do you foresee the collection storage and distribution shaping up to include more people among beneficiaries?

The problem is not with dry ration or packaged food. The challenge in India is to ensure the quick and fast delivery of cooked food without losing its quality, especially as the climatic conditions are extreme. For example, food in Delhi or in the entire north gets spoiled due to extreme heat even if it is well stored in the refrigerator.

My desire is to see large quantity of food being transported in the best condition within the shortest time period so that more and more people are able to consume food instead of it being wasted; that food banks are able to collect food from hotels and from

weddings in large quantity and able to develop high quality packaging and distribution system so that food is disbursed quickly, retaining its top quality. Offering packaged food works well in the west where they consume a large quantity of packaged food for nutrition, but in India, we are used to eating coked food which is high in nutrition. What a reassurance it is for the poor and hungry if they know that they will be receiving food every day. We need to create awareness for this and also create a need for food banks in all communities.

What are the other challenges that you would like to see being sorted out?

The number challenge is to create awareness on food wastage. We notice that people in India have a tendency to pile on huge amounts of food on the plate during weddings and parties. They are not able to consume all and it therefore goes to waste. In fact, it is in no condition to be distributed so it has to be thrown in the dustbin, which is certainly a huge shame to our human values when there are so many hungry people around. As a country, we will be able to reach zero wastage when each individual is aware and practice this on a daily basis. Until then, this will remain a challenge.

How do we reach food to remote and inaccessible areas which due



“Hunger in India is caused due to faulty distribution mechanism which prevents accessibility to food for people. There is no accountability and transparency in the mechanism. Illiterate people are unable to fight for their rights to get food”

to non-employment and non-procurement facilities, people remain on natural vegetation which could be insufficient in catering to their all-round nutritional needs?

Food banks are not the answer to feeding the poor, but to save food from wastage and reaching it to as many hungry people as possible while it is still nutritious. Government distribution system has to continue to work for reaching food. Community kitchen in remote and inaccessible areas where food banks unload their collection of dry ration could be the solution to feeding as many hungry mouths as possible. Ultimately, food banks have to evolve into a holistic programme that integrates many other isolated programmes related to food and nutrition and eradication of hunger

into one so that more people are brought into its net.

Your final comments on ways to mitigate starvation and hunger.

Nearly 300 million Indians live in poverty, in fact, much below the acceptable minimum living which is caused by non-availability of safe drinking water, sanitation, food shortage, lack of education, proper clothing and hence, non-employability. The entire situation is like a downhill spiral that grips an individual in a way that there is no respite from it.

Hunger in India is caused due to faulty distribution mechanism which prevents accessibility to food for people. There is no accountability and transparency in the mechanism. Illiterate people are unable to fight for their rights to get food. A lot of food gets wasted due to lack of proper storage and some are not accessible due to corruption and vested interests.

The Food Security Bill is trying to address this problem and hopefully, the new policies will plug the loopholes and translate them into reality. Good government intervention in the form of public- private partnership is required to execute this program with defined accountability towards deliverable objectives. Ultimately, it will be the community which will ensure that no one remains hungry.

In India helping the community is well known, especially in rural India, and getting together to celebrate special occasions is common. Feeding the poor is part of the custom hence the chances of success of food banks is high as it makes sense for people to send their leftover food to a place where they are sure will be consumed before it gets spoiled.



Bill and Melinda Gates Optimistic About India's Potential

In a conversation with Chetan Bhagat in New Delhi recently, Bill and Melinda Gates, Co-chairs of the Bill & Melinda Gates Foundation, discussed the values and experiences that have shaped their philanthropy. Guided by the belief that 'all lives have equal value', the co-chairs spoke about their work and their commitment to supporting the government in reaching India's most vulnerable communities with the services they need to live healthy and productive lives.

Speaking on her commitment to improving health in India, Melinda said: "I love the work that we are doing today and I love the progress that we are seeing. I'm particularly gratified when I see progress for women and children."

Bill and Melinda applauded the Government of India for its vision of an equitable health system, where women, babies, and children survive, thrive and reach their full potential.

Despite the number of challenges facing the country today, Bill said that there was every reason to believe that progress is possible: "I'm very optimistic and very impatient. If we have got the right people and studied the right way, we will be able to come up with a solution."

During the conversation, Bill and Melinda also engaged with thirty of India's bright young students from three of the country's leading academic institutions: the All India Institute of Medical Sciences (Delhi), the Indian Institute of Technology (Delhi), and the Delhi School of Economics. The students posed their questions to the co-chairs, including asking about the lessons they have learned from their work in other parts of the world.

In closing, Melinda asked how India's youth could be better engaged on health and development issues affecting the country's poorest people.

About the Bill & Melinda Gates Foundation

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In India, the foundation focuses on four sectors: health, sanitation, financial services, and agricultural development and works with national and state governments, Indian businesses, non-governmental organizations (NGOs), and development partners to generate economic growth for the benefit of all Indians. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Sue Desmond-Hellmann and Co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett.



ENGAGING THE COMMUNITY TO FEED ITS HUNGRY

Nutritional Challenge, India's Key Concern

Siraj A Chaudhry is the Chairman of Cargill India, the wholly-owned subsidiary of Cargill Inc., and the CEO of Cargill Foods India. He has been associated with the agriculture and food industry for over 25 years with stints at ITC Ltd and the State Trading Corporation of India before joining Cargill. His tenure at Cargill spans more than 19 years, and includes handling key responsibilities in India as well as in Geneva, Switzerland. Under his leadership, Cargill India has successfully built both institutional and consumer businesses, a robust distribution network and an enviable brand portfolio.

Chaudhry provides leadership and

insights in policy advocacy for the industry as an active member of several industry associations including FICCI where he is a member of the Executive Committee. He also chairs the National Committee on Food Processing at FICCI. He has played a key role in setting up the Delhi chapter of United Way and the first ever food bank in India. He is actively involved with several non-governmental organizations and provides leadership to a few including India Food Banking Network (Board Member), United Way of India (Board Member) and United Way of Delhi (Chairman of the Board). Chaudhry shares his views on how food banks should shape up to make India hunger free and food reliant by 2020.

Please share your thoughts on how food banks will help address the problem of poverty and hunger at a larger level.

At a very basic level, it is about engaging the community to feed its hungry. Community movement and its influence are more common or popular in the rural areas than in urban areas. Hence, engaging the community is the best thing and locating food banks in the community is the most suitable step to take. Finally the government, private sector and the civil society must come and support this effort. If you notice, community activities at the Panchayat level work the best. Same goes with community activities in the districts.

How does Cargill India reach out to food banks?

We are collecting raw grains and packaged food at the moment. But the goal should be to provide, in the near future, complete meals to people. Sustained daily feeding to around 10,000 beneficiaries in a year by partnering with local NGOs, corporate bodies, schools and individuals is our goal for now.

We will also be popularizing the concept of food stores, donating items to the food bank and making food donation popular among corporate firms. In most countries, large retail stores are also the pick-up points for food. In fact, feeding the poor is the responsibility of civil society too. If we don't feed people nutritious food, we will not have enough healthy people to join the workforce. Therefore, the nutritional challenge in India is a key concern for all the people.

How do you see this operating in rural and urban areas?

If we locate food banks at the Panchayat which is where all community activities of the villages are located and integrate the PDS system with this, it can work wonders. It is here that the civil society, which includes companies, can donate dry grains, rations, packaged food, oil, flour etc. The food banks can in turn encourage local women to set up



community kitchens, where these items are distributed through a monitoring system. The kitchen then prepares and distributes food for free or at a nominal charge depending on the purchasing capacity of the people that it is serving, and the hungry people can be taken care of easily.

A similar model can be built in urban communities. Going forward, there could be kitchens on wheels to cater to rickshaw pullers, casual labourers, destitute, invalid people, homes and orphanages.

Poverty and hunger is associated with people living below the poverty line and are determined

through statistical data. Is that enough?

Understanding the poor and hungry is equally important. It is not just about income. It is about identifying those who do not get proper nutrition in sufficient income and also accessibility. It could be anybody from old people, destitute, homeless, beggars, people working in unorganised sectors, such as hawkers and peddlers, plumbers, electricians and other such people who can be provided nutritious food at nominal charges. These people are dependent on civil society. These do not even figure in the count in surveys. But they too are poor and cannot afford nutritious food.

In fact food banks can emerge as an integrate solution. Until now, feeding the hungry has been the responsibility of the Government in India, which is heavily dependent on PDS. The government is seen as the sole solution provider. But elsewhere in the world, it is the civil society that takes responsibility of its people, whether rich or poor. Community centres are big activity centres. This can be adapted in India too as the different faiths that are being followed by the people are about feeding the poor; whether in marriage, birth, death, naming ceremony,





birthdays, and special offerings et al. Culturally, we are oriented towards it, so it should not be a problem. It is just a question of selling the idea to people and creating awareness. We are currently working towards that and we are hoping that it gains momentum.

How are you creating awareness towards this idea of donating to food banks?

We are engaging the community, social media and also trying to engage the government in creating awareness programmes about how people are hungry and giving has to happen in a sustained basis to feed them. In fact, every MP can take an initiative to set up a food bank in his or her constituency

and join hands with IFBN to manage and distribute the inventory to feed the hungry just as he or she has taken a pledge to set up toilets in the constituencies.

We will then have to make the collection system robust through food drives, food-a-thon and many other initiatives. Collections can be done on a sustained basis from condominiums and housing complexes, where people can donate a kilo of rice, wheat, pulses, sugar, oil, flours and vegetables at regular intervals. This can be replicated in districts and villages around their community centres.

How can society come together to collaborate? What are the scopes

for collaboration?

There can be several areas of collaboration - extension services, farm services, water resources, pre and post harvest management and technology, supply chain, procurement and distribution system, and infrastructure. Besides, there can be collaboration for linking farmers' produce to domestic and global markets, augmenting government's distribution through grain banks and food banks, research and development and so on.

For a country as large as India, partnership among the private sector and the public sector and government is necessary to meet the food requirement in the country and benefit all stakeholders — whether it is the farmer, consumer, industry or the government. The private sector has demonstrated significant skills in execution and trust-based partnerships to create solutions that are well thought out and efficiently executed. Government offers best understanding of the needs and the civil societies can best understand the needs at the local level.



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India FoodBanking Network Strives to Eradicate Hunger

Archana Sinha

While the government is initiating policies to tackle the problem of acute hunger and extreme poverty countrywide, India FoodBanking Network (IFBN) is working alongside to engage all sections of society to reach food to those who need it most.

Established in 2012, under the aegis of Sam Pitroda, the knowledge and communication expert, the idea of IFBN emerged from discussions with the Global Food Banking Network in Chicago. He noted that food banks operational in more than 30 countries globally are an effort to bring the government, private sector and NGOs together to fight hunger and malnutrition in India. With the objective of eradicating hunger and extreme poverty from across India by 2020, Pitroda helped establish the India FoodBanking Network, which will work as the guiding institution for the rest of the food banks in the country. The first food bank was set up in Delhi in June 2012. Since then, six food banks have been established and more are in the offing in the next few months.

The Concept of FoodBank

FoodBank is a non-profit, charitable organization that distributes food to those who suffer from chronic hunger and cannot afford to buy food. The world's first food bank was established in the USA in 1967, and since then, thousands have been set up worldwide.

India being culturally oriented to offering food to the poor and hungry is expected to adopt organized methods of distributing food to feed the poor through food banks across the country, feel the partnering companies, such as Reliance Foundation,



Cargill India, Britannia Industries, DLF Foundations, Aid Matrix and others.

In the United States and Australia, food banks usually operate on the "warehouse" model. They act as food storage and distribution depots for smaller frontline agencies and usually do not give out food to the hungry directly. After the food is collected, sorted, and reviewed for quality, these food banks distribute it to non-profit community or government agencies, including food pantries, food closets, soup kitchens, homeless shelters, orphanages, and schools.

Worldwide, the "frontline" model is often found. Such food banks give out most or all of their food directly to the end users. For both models, the largest sources of food include for-profit growers, manufacturers, distributors and retailers who, in the normal course of business, have excess food that they cannot sell. Some food banks receive a substantial proportion of their food from individual donors, including their volunteer workers. There is considerable overlap with food salvage, food rescue and gleaning.

Societies have welcomed the idea of food bank as evidence of active community work that is independent of the state. With awareness increasing in India, FoodBanking officials are also hopeful about its success as feeding the poor and hungry has been customarily ingrained in our psyche since ancient times.

"The positive energy surrounding food banking in India has picked up in intensity and speed ... and it's making an impact on India's goal to 'make India hunger-free by 2020.' We have been part of this movement since we began work in the country in 2008 and I certainly felt the winds of change on my recent visit", says Christopher Rebstock, Senior Vice President, Global FoodBanking Network, which is the guiding institution for IFBN.



Since the Delhi FoodBank (DFB) was launched, in June 2012, food banking has been on an ambitious course with development in multiple communities and aggressive plans for the expansion over the next decade. DFB is growing well and is creating awareness of the value of food banking through frequent events and media attention. Food

banks have also been set up in Gurgaon and Noida/Ghaziabad and Bangalore. It is also learned that local leaders are in the preliminary stages of planning for food banks in Mumbai, Jaipur and Orissa.

In collaboration with Griffith Laboratories in India, the newest

FoodBank in Bangalore which was launched in October 16, 2014 with its operational design and programming, will provide a new model. This is exciting because India is a very culturally diverse country, and the evolution of food banking will require multiple models from which to build.

Statistics narrate a grim story of hunger in India - a country of 1.2 billion; it is home to 27 percent of the world's hungry populace with one of the largest populations of malnourished children. Approximately 285 million people suffer from chronic hunger and undernourishment in India, according to Action Aid, a global anti-poverty organization.

Sourcing Food

In some of the advanced countries such as Canada and the US, food banks run by charities often place relatively more weight on the salvaging of food that would otherwise go to waste, and on encouraging voluntarism.

For many US food banks, most of their

donated food comes from food left over from the normal processes of for-profit companies. It can come from any part of the food chain, e.g. from growers who have over produced or whose food is not sufficiently visually appealing; or from retailers who over-ordered. Often the product is approaching or past its "sell by" date. In such cases, the food bank liaises with the food industry and with regulators to make sure the food is safe and legal to distribute and eat.

Food Drives for Continuous Supply

Other sources of food include the general public, sometimes in the form of "food drives", and government programs that buy and distribute excess farm products mostly to help support higher commodity prices. Food banks can also buy food either at market prices or from wholesalers and retailers at discounted prices, often at cost prices. Sometimes farmers will allow food banks to send gleaners to salvage leftover crops for free once their primary harvest is complete.

In India too, events such as food drives and food collected from partnering companies are currently helping management of food supply in food banks. Going forward, there are plans to run campaigns in hotels, hospitals, community centres, large housing complexes and large retail chains to donate food to these banks.

Of course, in a country like India, summer can be a challenging time for food banks, especially in regions where school children are usually given regular free meals during term time. Spikes in demand can coincide with periods where donations fall due to people being on holidays or cooked food being spoiled due to extreme weather conditions. IFBN is actively working on finding solutions and helping banks develop campaigns for garnering donations of large storage systems that can help keep food fresh for a longer time. Community kitchen where the food bank can supply dry ration and integrating public food distribution system into this exercise are being pondered upon.

Despite these challenges in India, the food banking concept is being pioneered by the India FoodBanking Network to augment ongoing government and non-profit feeding programs, with the establishment of the Delhi FoodBank. IFBN acquires donated food in the form of grains, pulses, oil, spices etc. sourced on the basis of community food habits and makes these available through a network of mostly community owned agencies. These agencies and institutional programs include school feeding projects, shelter homes, old age homes, substance abuse clinics, and after-school programs which cater to various needs.





Towards Integrated Development

RISE 2014: Connect, Communicate & Collaborate

RISE 2014 was held on the 11th- 13th September at Mumbai, based on the theme "Connect, Communicate, Collaborate", as a platform for CSR and Affirmative Action to actively engage participants in an inclusive, flexible and non-competitive format, bring down outreach and visibility costs for development sector organizations through common infrastructure and shared networks, cut across silos for multi-stakeholder dialogue on a spectrum of issues and design solutions that leverage strengths and resources for integrated development.

RISE 2014 set the stage for deeper engagement and transaction between Government, private and development sectors, social enterprises and impact investors on issues that addressed nine impact sectors – Health, Livelihood, Education, Women, Disability & Senior Citizens, Water,

Waste, & Employee Engagement as well as other topics such as resources for development – People, Technology, Finance, Markets, HR, Communication & Media, Monitoring and Evaluation.

The Summit had:

ROUNDTABLES – Interactive sessions among key opinion leaders, special interest groups to discuss issues and work towards solutions. The roundtables were two hour interactive sessions moderated by an industry expert/practitioner. Participants included industry, government, social enterprises, academia and civil society members. The Round Tables saw serious discussions about the respective issues, and a number of solutions were thrown up as a way forward.

WORKSHOPS - Intensive consultation with subject matter expert in focus groups

CHAT TABLES - Pre-arranged and on-spot meaningful conversations with relevant associates

EXHIBITION AREA/DISPLAY TABLES - Space for display, live demos and walk-ins which showcased handicrafts and services offered by the members of Idobro, ranging from traditional,



festive and green products, and services for rain water harvesting, and vermi-composting.

The Summit was organized concurrently with Global Economic Summit and saw the participation of about 30 persons at each of the Round Tables and about 20 at the Workshops.

The Summit closed on the third day, with an opening address by Mr. Richard Bale, Consul General for Canada in Mumbai, followed by the release of the RISE values by Ms. Michele Weldon, Strategic partnerships Coordinator, UN Women Office for India, Bhutan, Maldives & Sri Lanka, & Dr. Veena Vohra, Program Chairperson - MBA HR, NMIMS School of Business Management. The closing remarks and call for partnerships was given by Karon Shaiva, Chief Impact Officer and MD, Idobro.



Food Companies Must Dedicate Funds to Help Small Farmers



Punit Gupta

Both direct intervention by large food and retail companies and CSR funds are needed to eliminate poverty amongst smallholder farmers.

700 million of India's population of 1.2 billion are dependent on farming activities for a livelihood. 400 million are classified smallholder farmers, which mean they own less than 5 acres (2 hectares) of land. By conservative estimates, nearly 250 million of these farmers are below the poverty line, earning less than Rs. 32 a day. To ensure uniform growth and development for its people, Indian needs to eradicate poverty among smallholder farmers.

Global philanthropic organisations are becoming increasingly aware of the need to address poverty in the farming sector and are devoting a larger share of their contributions towards this cause. To quote Bill Gates, co-chair of the Bill & Melinda Gates foundation that has an endowment of USD 38 billion - "Melinda and I believe that helping the poorest smallholder farmers grow more crops and get them to market is the world's single most powerful lever for reducing hunger and poverty". Studies have shown that a one-per-cent increase in agricultural per-capita Gross

Domestic Product (GDP) reduced the poverty gap five times more than a one-per-cent increase in GDP in other sectors, especially amongst the poorest people.

The participation of companies in eradication of poverty from smallholder farmers presents certain challenges. Companies have historically been reluctant to participate directly in agriculture, preferring to work indirectly through agencies. This has been due to various reasons – the complexity of the industry, political and reputational risks associated with any failed attempts at intervention. As a result, majority of smallholder farmers still rely on traditional markets for their sales, do not have any signalling on pricing trends, have no quality based incentives and suffer losses by not realizing the full value of their produce.

There is now a growing realisation that the gap between the demands of the companies and the production potential of smallholder farmers needs to be



addressed. Businesses are increasingly willing to engage directly with farmers. We are seeing the proliferation of models like PPIAD or Public Private Partnership for Integrated Agricultural Development, where companies are working closely with the government to jointly develop agricultural value chains.

Companies' viewing long-term economic and social goals as connected are starting to reap benefits. PepsiCo India's potato farming programme reaches out to more than 12,000 potato farmers across six states. Farmers are provided with superior seeds, inputs and trained on best practices. PepsiCo has managed to create an assured buy-back mechanism at a prefixed rate with farmers. To meet its need for cocoa in its chocolates, Cadbury's introduced the crop as an intercrop to coconut farmers in India in the 1980s. Today, there are more than 60,000 cocoa farmers in India, majority of whom supply to Cadbury.

Companies who wish to undertake such direct interventions often find that they do

not have the capabilities, skills or knowledge to engage at scale at the level of farmers and farm organisations. In such situations, non-profit organisations like TechnoServe can bridge the gap.

TechnoServe is an international non-profit that promotes business solutions to poverty in the developing world by linking people to information, capital and markets. It is headquartered in Washington, D.C. and has over 1,400 employees in 30 countries. TechnoServe's vision is to be the most effective catalyst and partner for transformative, on-the-ground market-based solutions to poverty. It coordinates among industry players and connect emerging businesses and farms to capital, networks and suppliers.

As an example, TechnoServe partnered with a leading global retailer in India to help it procure fruits and vegetables using the 'direct farm model'. The fresh produce category (fruits and vegetables) supply chain in India suffers from poor logistics, inadequate cold storage facilities and lack of professional management – the result is up to 45% wastage. The global retailer wanted to address this issue by working directly with farmers. TechnoServe organised 50-100 smallholder farmers into informal groups led by a 'lead farmer'. All farmers were trained in good agricultural practices. The lead farmer acts as a transparent intermediary between farmers and the retailer, aggregating produce, performing quality checks and supplying directly to retailer. In doing so, the lead farmer secures a small service fee. Assistance was provided to lead farmers to set up infrastructure for collection units. Such a model enabled better quality and quantity control for the retailer; higher incomes and lower costs for farmers. The project was implemented with 10,000 farmers in 9 states of India for a period of 30 months. On average, 40-45% of a retailer's daily demand is now met through direct farm procurement. Within a few months of operation, farmers selling through this model had seen a 9% increase in income. The funding for this project came from the philanthropic arm of the retailer in the initial stages. Soon, TechnoServe was able to reach out to

Success Story

Yogesh Todkari, Narayangaon Cluster

Yogesh Todkari pursued agriculture as an occupation after completing his schooling. Yogesh owns 3.5 acres of land and leases 2.5 acres in Narayangaon, a popular year-round vegetable procurement hub in Maharashtra's Pune district. He cultivates onions, tomatoes, sugar cane, and other vegetable crops on his limited plot.

Observing his dedication, the TechnoServe team selected Yogesh as a lead farmer for the Direct Farm Project. He soon became a regular at TechnoServe trainings and conducted field demonstrations for other farmers.

Many small farmers in the area faced problems sourcing seedlings due to nursery owners cheating them. Yogesh had constructed a small nursery to raise seedlings for his own land, and the TechnoServe trainers suggested that he increase the nursery area and start producing seedlings commercially. The team connected him with local farmer groups and helped establish partnerships. These partnerships not only provide an additional source of income for Yogesh, but also help fellow farmers gain access to genuine seedlings. Yogesh now runs a successful business and is empowering other farmers to start new ventures in the village.





Success Story

Manju, Bassi Cluster

Vegetable farmer Manju owns 7.5 acres of land in Himmatpura village, Rajasthan, where her family wholly depends on agriculture for their livelihood. Because she lives far from the main market, Manju faces high transportation costs and risks harming her produce on the extended trips.



A TechnoServe cluster manager enlisted Manju to participate in the Direct Farm Project, and she quickly became involved in sourcing, training, and extension activities.

Among the training Manju received were sessions on integrated pest management, during which she was taught how to choose the pesticide appropriate to control specific pests on her plot. Manju faced the most difficulty with termites and eradicated them from her farm after applying the new techniques. Manju also participated in field visits to learn about new high-yielding vegetable varieties. She planted a new variety in her next crop of tomatoes, which yielded not only a larger batch but also one of higher quality and better colour.

Beyond farming practices, Manju gained essential business skills and knowledge of agricultural services, such as the government's soil testing labs and drip irrigation subsidies. With TechnoServe's support, Manju applied and received a 70% subsidy for a drip kit, which greatly reduces water demand, monitors water waste, and cuts electricity costs associated with pumping water.

Manju's participation in the project increased the family's farm-related income by 10%, and the transportation savings empowered her to make investments such as a vermicompost kit.

philanthropic arms of other retailers and the project became an initiative involving many retailers.

The question arises as to where does Corporate Social Responsibility (CSR) funding fit into the picture? Food and retail sector companies do not have the scale or resources needed to fund and sustain large-scale programmes of direct intervention amongst smallholder farmers. CSR funds need to be channelled effectively to these types of programmes of direct intervention considering the social benefit to smallholder farmers. This requires a mindset shift in CSR funding - requiring a move from funding local community social initiatives like the neighbourhood hospital or school to partnering with a large company to fund programmes that help farmers in remote locations.

The potential for impact in poverty alleviation amongst smallholder farmers is extraordinary. Across the agricultural sector, there is scope for companies to engage directly with farmers and reap benefits. We look forward to programmes of collaboration between companies that have a business desire to work with the smallholder farmers and those who are willing to channel CSR funds towards agriculture. TechnoServe will be delighted to partner in such programmes.

Punit Gupta is the India Country Director for TechnoServe, a position he has held for 3 years. Prior to TechnoServe, Punit held various leadership roles in the private sector for 15 years, working with consulting firm McKinsey & Company, private equity firm Sabre Capital and then as a CEO in a Media and Technology company. He can be reached at pgupta@tns.org

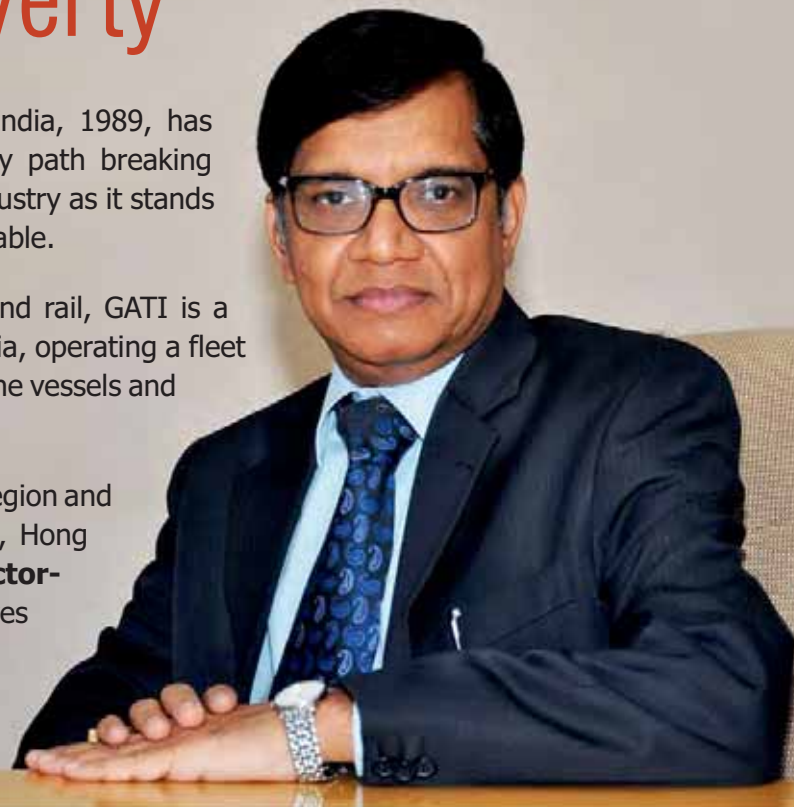
'GATI MUSKAN'

Sees Education as Key to Help Eradicate Poverty

GATI a pioneer in express distribution services in India, 1989, has transformed the logistic industry in India with many path breaking revolutionary initiatives that paved the way for the industry as it stands today- world-class, organized, trustworthy and dependable.

With seamless connectivity across air, road, ocean and rail, GATI is a market leader among the top logistics company in India, operating a fleet of over 4000 vehicles on road, a few independent marine vessels and over 7000 plus business partners across India.

GATI has a strong market presence in the Asia Pacific region and SAARC countries, having offices in China, Singapore, Hong Kong, Thailand and Nepal. **Mr. Sanjeev Jain, Director-Finance, GATI** talks to Archana Sinha on CSR initiatives of the company and his thoughts on poverty eradication.



Poverty alleviation has been identified as one of the most important activities among the CSR activities identified by the government towards making India an inclusive nation. What are your views on it?

Emphasis on high economic growth will play a vital role in poverty alleviation and pave the way towards being a developed nation. Studies across the

globe indicate that along with growth, equality and opportunity in the growth process are the key factors to alleviate poverty. The poverty rate in India has declined from 42 percent in 2005 to 33 percent in 2010. The new Government is also working towards eradicating financial poverty by launching schemes like the 'Jan DhanYojna'. However, there is a lot more to achieve in this regard.

At GATI, our CSR activity programs are

segregated based on the different aspects like education, health, environment and community development. These CSR verticals target to empower the poverty-affected population across our nation.

How will corporate houses and the government get together to push India out of the clutches of poverty?

Under the new Companies Act formed



in April 2014, organisations that have attained a certain scale of profit or turnover (net profit of Rs. 5 crore or a turnover of Rs. 1000 crore or Rs. 500 crore) need to contribute at least two percent of its three-year annual average net profit towards CSR activities. This new Act, formed by the Corporate Affairs Ministry, will facilitate in creating a better environment for the marginalized people to sustain.

The Government and corporate houses need to collaborate while planning and executing activities like building schools, empowering women, providing financial aid and generating employment opportunities. GATI has collaborated with the Government of Uttarkhand and Andhra Pradesh to provide facilities for the destitute in these regions. A significant aspect of this partnership also includes the development and maintenance schools in these states.

Please throw light on GATI's poverty alleviation projects?

GATI's distinguished CSR initiative – GATI Muskaan – not only fulfills its social responsibility but also touches lives in the true sense.

Our efforts focus on undertaking all-encompassing CSR activities which address issues like poverty, education and women empowerment along with health, environment and community development. The various CSR projects initiated by GATI across India are based on the necessities of the region identified by extensive research conducted on the region.

At GATI, we believe that providing education is the stepping stone to complete eradication of poverty. Education is a key tool in any effort towards empowerment. An educated and self-reliant individual will be better equipped to take the professional route or be self-employed.

Under the 'Muskaan' initiative, children from 17 different locations were given scholarships. GATI also sponsors the 'Human Development Foundation of Sikkim (HDFS)' – an orphanage and community development trust that provides education to underprivileged children.

GATI and the Government of Andhra Pradesh have together built a school which currently provides education to approximately 1000



students and was declared the 'Model Government School' of 2011. Our organization financially supports the school in conducting yearly events and undertakes all expenses related to housekeeping, security and maintenance. The first computer lab of the school was also setup by GATI under Project Muskaan.

In another initiative, GATI collaborated with GOONJ and conducted a 'Clothes & Book Donation Drive'. The materials collected were recycled by the marginalized people employed by GOONJ and converted into daily usage objects.

Which are the locations where GATI is working on the projects and what are the future plans?

Currently, GATI is actively implementing need oriented projects in a number of states like Uttarakhand, Maharashtra, Telangana and Andhra Pradesh. We intend to extend our activities to other regions of the country as well. Our constant research allows us to map the areas that require our utmost attention.

Saree weavers displaced as floods caused major devastation

Rajoli village, known for its famous Gadwal sarees was

among one of the worst affected villages in Mahabubnagar district, Andhra Pradesh that was hit by the floods in the first week of October 2009. The floods shattered the lives of the weavers who lost their looms as well as their houses.

GATI took up the responsibility to revive the handloom weavers' community of Rajoli village and acquired 2 acres of land to construct work sheds. Proper arrangement in terms of water, lighting, ventilation and washrooms for the weavers was also taken up. The first work shed was inaugurated in Sept 2010 and could accommodate 40 weavers. The success of the first one and the need to accommodate more weavers prompted GATI to construct a second one, which was inaugurated in December 2011.

Both sheds can accommodate 78 weavers. Apart from the sheds, a yarn spinning machine was also provided to the weavers. With the aim of helping them further, an NGO has also been appointed to train them with improved techniques of weaving which would lead to increased output both in terms of quantity and quality. GATI is also helping the weavers to develop links with the market for selling their products, getting support from banks and keeping them up-to-date with market trends.

Weavers' Testimonials

K. Ramakrishna – It was very unfortunate and unexpected. The havoc created by the floods disrupted our lives. The water suddenly entered the village and inundated our houses. We stayed on the rooftops without food and water for days when help finally arrived from the government. But regarding our livelihood, it was only P.D. Agarwal Foundation who came to our rescue and provided this facility and I really thank them for being so thoughtful.

B. Nagaraju – The floods caused immense devastation to our village. I am indebted to P.D. Agarwal Foundation for helping and giving us a source of livelihood.

G. Ashok – I wanted to start weaving sarees in my house but due to lack of space for handloom installation, I began looking for another place and I came across the GATI sheds. I want to thank the Foundation for providing me a place to work and for taking care of my family.



K. Umakanth – Being the sole earning member of my family, I was worried when the floods destroyed my house. My family went without food and water for days, but our prayers were finally answered when P.D. Agarwal Foundation provided sheds for the weavers. This has truly transformed our lives and I want to thank them from the bottom of my heart.

Dismantling Poverty Trap & Combating Malnutrition

Smile Foundation's 'Life Cycle'

Road to Child Health & Education



Santanu Mishra

The number of people living in India is more than 1.2 billion. A sizeable portion of them lives below the poverty line in living standards that are among the poorest in the world. Here, millions of mothers, newborn babies and children die each year from preventable diseases.

As per India's new poverty line, those spending over Rs. 32 a day in rural areas and Rs 47 in towns and cities are not poor. However, having access to just that much money a day does not mean that the person or his family is nutritionally secure or educated enough to be making a living. He does not have access even to minimum

healthcare and his living conditions do not offer proper shelter which robs him of any sense of dignity. Poverty also prevents him from accessing information and exercising his rights as a citizen.

Malnutrition is more common in India than in Sub-Saharan Africa. As per studies, one in three of the world's malnourished children lives in India. About 50 percent of all childhood deaths are attributed to malnutrition. Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Rajasthan, and Uttar Pradesh account for over half of India's



malnutrition cases, while an additional 8.0 to 10 percent of the burden is concentrated in specific areas of Andhra Pradesh and Maharashtra. About 46 percent of all children below the age of three have stymied growth and are too small for their age, 47 percent are underweight and at least 16 percent are emaciated. Girls are more at risk of undernourishment than boys because of their inferior social status. Malnourished children are less likely to perform well in school and more likely to grow into malnourished adults, at greater risk of disease and early death. Every year, thousands of women die due to pregnancy-related causes that result from malnutrition and underweight. The child and maternal mortality rates for India are amongst the highest in the world. It is believed that leading causes of infant and child mortality are illnesses such as malnutrition (50 percent), respiratory infections (14 percent), and diarrhoea (11 percent).

India is fourth among the top 10 nations with the highest numbers of school drop-outs in primary level. It is estimated that as many as eight million children between age 6 and 14 are not in school. A disproportionate number of

“Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Rajasthan, and Uttar Pradesh account for over half of India's malnutrition cases, while an additional 8.0 to 10 percent of the burden is concentrated in specific areas of Andhra Pradesh and Maharashtra”



India's total out-of-school children are girls. Denial of equal opportunities to children is a serious social problem that has arisen out of caste, class and gender differences. The practice of child labour and resistance to sending girls to school in several parts of the country remain among the genuine concerns.

Poverty inflicts an oppressive weight on India. It begins in childhood when babies are born to poor, malnourished mothers. Such children enter into a cycle of poverty at a very tender age because their families are poor. Once a family falls below a certain level of resourcefulness, a series of inequitable events starts to happen that tends to perpetuate the situation. Some of them are progressive downfall of access to education and training, which leads to lack of employment opportunities, increased chances of indulging in criminal activities for survival, shattered health, early deaths and breakup of family. These further lead to a bleaker future for the next generation. This cycle continues until someone intervenes by providing valuable means (not handouts) for people to climb out of impoverishment, and by ensuring that every underprivileged child is provided education and good nutritious meals for good health.



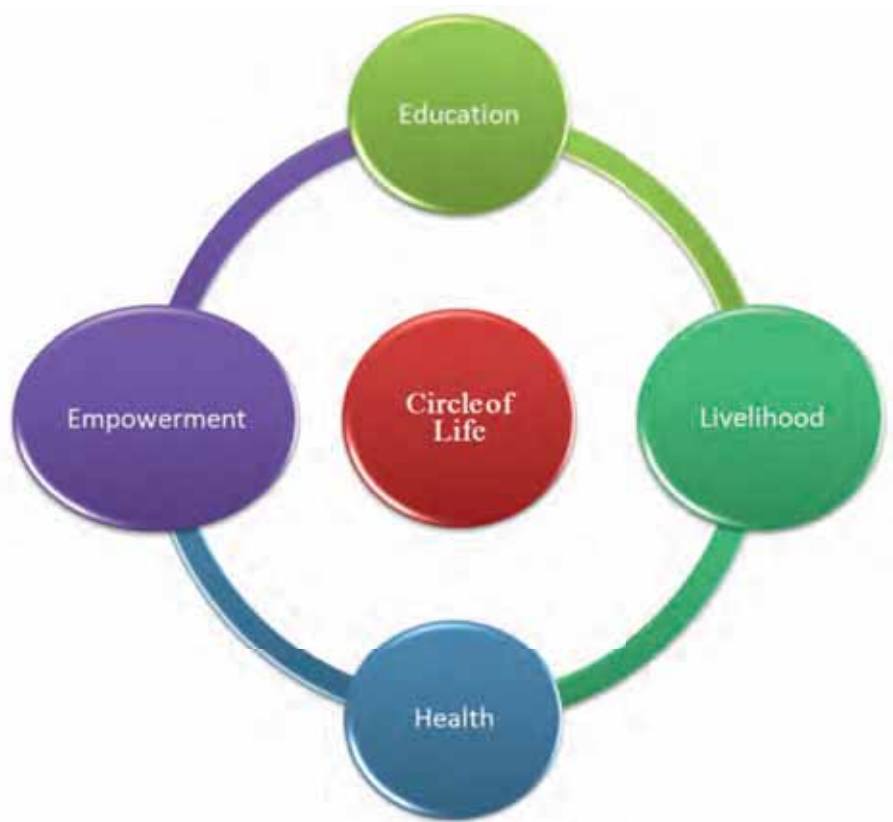
Poverty and poor health are inseparably linked. The causes of poor health for millions of people in our country are rooted in social and

economic injustices. Poverty increases the chances of getting sick because of inability to afford nutritious meals, doctor's fees and medicines, lack of safe drinking water, and finally, perpetually falling sick. It is a vicious cycle as poor health increases poverty by reducing a family's inability to participate in income generating activities and leading families to sell assets to cover the cost of treatment.

Smile Foundation's work on the ground has evolved over the decade and it has been reflective of the aspirations of the people that it takes care of. Its on-the-field experience made it realize that an associative approach was less successful in bringing the change in a befitting manner. Henceforth, a 'Life Cycle Approach' was adopted, wherein challenges around education, livelihood, health and empowerment of women were addressed.

With the passage of time, scope of interventions also increased. It graduated beyond education of children to helping increase employability by training the youth, healthcare for the underprivileged and empowerment of people with special focus on women.

Today, Smile Foundation has come full circle. The holistic Life Cycle Approach has been able to bring that distinctive



change, which the organization symbolizes.

Smile Foundation highlights the 'importance of education to all children'. It tries its bit to give these valuable lives a reason to be called equally advantaged—through education. To help children achieve this, Smile Foundation promotes and catalyses universal education, devises methods to mainstream them into

formal schools, and facilitates them to emerge as productive assets for a brighter future.

Smile Foundation's priority areas where it focuses its attention are 'improving access to education' and 'improving quality of education'. Since the start of Mission Education programme in 2003, more than 200,000 underprivileged children were directly provided proper primary education. The support given to Smile Foundation's education programs provides children with the infrastructure, training, tools, services and support they need for a better education.

Amongst the several aspects that contribute towards the development of a young student is his good health. An unhealthy student will find it difficult to concentrate in studies and participate in sports and other activities. Hence, provision of nutritional meals/supplements has been included in the programme. This has not only ensured good health of the children, but also



helped the centre achieve 100 percent attendance. In 2013-14, 18,953 children were directly supported and 87 percent of the total eligible students were mainstreamed. Libraries were established in 100 educational centres across 19 states, and 54 computer centres were set up across the country.

This endeavour has brought smiles on the faces of many innocent souls who are the silver lining of India's future.

By approaching and strengthening a large number of like-minded individuals and organizations, Smile Foundation has maximized its reach across India's length and breadth. In addition to handholding grassroots initiatives, it directly implements its development initiatives through an outreach model in the remotest rural areas of the country. Mission Education was the first development initiative and the flagship programme of Smile Foundation. With the passage of time, scope of interventions increased. It graduated beyond education of children to employability training for the youth, healthcare for the underprivileged and empowerment of people with special focus on women.

In India, millions of youth do not have opportunities to acquire the skills and knowledge that they need to secure a livelihood. Smile Foundation's 'Smile Twin e-Learning Programme' (STeP) help fill that gap, empowering thousands of youth with skills for life. Focusing on the poorest of the poor households, Smile Foundation aims to help the most vulnerable - especially young girls and boys. So far, over 16,000 youths have been trained and around 11,500 of them are placed in reputed brands.

Smile Foundation's women-centered and community-based Swabhiman programme is an initiative for the healthcare and empowerment of women and girls. It is specifically aimed at realization of both individual



and collective self-esteem and inner strength for marginalized and socially excluded women and adolescent girls through innovative community practices. Started in 2005, Swabhiman has so far benefitted over 150,000 women and girls in the country.

Through 'Smile on Wheels' and 'Smile Health Camps'-Smile Foundation's exclusive healthcare programmes, thousands of men, women and children are given primary healthcare services every day - right at their doorstep. To reach the people in reachable as well as the remotest corners of the country, the Smile on Wheels programme was devised. It is a unique mobile hospital service that seeks to address problems of mobility, accessibility and availability of primary healthcare with a special focus on children and women in urban slums and remote rural areas. Smile on Wheels benefitted 310,047 people directly, last year.

The endeavours of Smile Foundation are supported by various Corporate

Houses, PSUs, Institutional Funding Partners as well as responsible individuals.

'Cook for a Smile' is another recent initiative with a mission of 'Nutrition for Better Literacy' which would benefit 5,000 children of Smile Foundation across India in a year. Master Chef Vikas Khanna – Goodwill Ambassador - Nutrition For Better Literacy, Smile Foundation, along with a dozen top boardroom leaders, joined this initiative to battle it out over a cook off to ensure that the cause wins. Corporates like YUM Foods, HerbaLife, Cleo County, Hyatt Hotels & Resorts have supported Smile Foundation for the cause of providing nutrition.

Santanu Mishra is Co-Founder and Executive Trustee, Smile Foundation, a global non-profit organization that is a catalyst in bringing sustainable change in the lives of underprivileged children, youth and women, with a life cycle approach of development.



Disseminating CSR Information

Tata Group Holds Roundtable on Sustainability Achievements

The Tata Group had a Round Table discussion at Mumbai to disseminate information about the Sustainability achievements of the Group.

The Round Table started with **Dr. Mukund Rajan**, Member – Group Executive Council and Brand Custodian, Tata Sons, commenting on



the Tata companies' CSR spend, said, "CSR is not a practice but a tradition in the Tata Group and is embedded in our corporate DNA. It is the Group's business approach that creates long-term stakeholder value by balancing economic, environmental and social factors. In the last three years, we have been spending an average of Rs.1000 crores per annum between the Tata Trusts and our companies. The specific figure for 2013-14 for the Tata companies is Rs.660 crores. In the last decade, our spend on CSR activities, between the Tata Trusts and the Tata companies, has been in excess of Rs. 8000 crores."

Tata Sons has recently established the Tata Sustainability Group (TSG). It will guide, support, and provide thought leadership to all Tata companies in embedding sustainability in their business strategies. TSG has also focused on volunteering programmes

for Tata companies. The pool of Tata volunteers at present comprises 25,000 employees in 150 companies, across 60 countries and 540 locations.

Led by **Shankar Venkateswaran**, TSG will take its strategic direction from a new Global Sustainability Council which have been created,



which includes the CEOs of a number of Tata companies and chaired by Dr. Mukund Rajan.

Scope of work for TSG:

- Tata Group believes that minimising the negative impacts and maximising the positive impacts that a business has on society and the environment is not only the right thing to do, it is also good for business.
- The formation of TSG essentially formalises this belief of the interconnectedness between societal and environmental impacts and business success.
- TSG will guide, support, and provide thought leadership to all Tata Group companies in embedding sustainability in their business strategies and demonstrating responsibility towards society and the environment.
- While all Tata companies have a strong tradition of working with communities through funds and volunteering, there is a renewed emphasis going forward on building on each other's competencies and experiences to make a greater impact on society. The Group's CSR Programmes and Tata Engage are two such initiatives.
- On the environment front, the Group is working on a number of themes including Carbon, Energy, Water and Waste. Group companies have made significant investments in all these areas.

Dr. Paul Brooks, Group DIRECTOR - Environment Tata Steel said that sound environmental stewardship is consistent with the Tata values and is commensurate with good business practice. Whilst there are potential threats to business in relation to



environmental stewardship (largely physical risks and regulatory/market issues, especially where the international playing field is not level), these are generally outweighed by the benefits. He also reiterated that their environmental stewardship covers the products as well as the processes – this does not finish at the end of the useful life of a product, but also ensure that the circle is complete.

Ms. Alka Talwar, Head Sustainability & Corporate Communications, Tata Chemicals mentioned that "Integration of Sustainability is at the core of its business operations" and the corporate philosophy is deeply rooted in the principles of sustainability which implies a commitment to environmental stewardship while adding economic value, promoting human rights and building social



capital. Tata Chemicals has a robust policy for safety, health and environment which it practices with equal diligence in its facilities all over the world. It also uses its innovation and technological expertise to create new innovative and/or green products in order to address the planet's most pressing issues.

Mr. Sanjeeva Singh, Head – Business Excellence & Corporate Quality Head, Tata Housing stated that Tata Housing is one of the fastest growing real estate companies with a presence across the consumer pyramid. Currently, it is present in eight states with 70 million sq feet under



various stages of construction and a steady pipeline of over 19 million sq feet. It pioneered integration of sustainability features in the value and affordable housing segment. Currently, it has a portfolio of over 20 million sq of pre-certified green buildings in the value and affordable housing segments. With the technological innovations at the forefront, Tata Housing intends to be "Water Positive", "Carbon Positive" & "Zero Waste" by 2018-19.

COMBATING MALNUTRITION Sterling Work in Progress by Pragati Pratishthan



Dr. Sujit Nilegaonkar

If we pause and look at the development that has taken place in the past 67 years since independence, we see huge economic disparity. India is progressing towards becoming an economic center of the world. Mumbai, the financial hub of India, has led the country towards economic development. But just 100 kms away from this economic nerve, a very different world exists; a world where development is still a distant dream or unheard of by its inhabitants. A glance at the tribal belt of Palghar district (Jawhar, Vada and Mokhada Talukas) paints a grim picture of the abject poverty faced by the tribal people. There is absence of electricity in most villages; malnutrition, illiteracy and hunger deaths are all too common.

There are many villages in the tribal areas in Thane, Nashik and Nandurbar districts of Maharashtra where people have not had any form of basic education and are living way below the poverty line. They suffer from infectious diseases, congenital anomalies and malnutrition-related deaths due to lack of food.

Additionally, people are chronic alcoholics and mainly dependent on their daily wages to make ends meet. They are unaware of government schemes and other facilities. Farming is their main source of income but since they grow only a specific type of seasonal crop, they are left with no food for a major part of the

year. This also leads to malnutrition. Majority of padas (hamlets) are situated in inaccessible areas and are devoid of proper roads, electricity and fresh water. In spite of the presence of schools in some of these padas, lack of infrastructure and unhealthy school environment has demotivated the teachers and parents resulting in large dropout rates. Recurring illnesses among children is another major factor keeping them away from attending schools, so they end up helping their parents in the fields.

Pragati Pratishthan, headed by Sunandatai Patwardhan, and the dedicated volunteers of the group undertook the Arogyaseva project to tackle malnutrition and illiteracy among young children in Thane, Maharashtra. The project site is located in the tribal areas of Maharashtra. Sunandatai also came up with a centre called Palnaghar which has proved to be a boon for malnourished children and pregnant and lactating women of this region. The success of the first centre has thus enabled it to spread its wings to seven other hamlets with the help of Budharani Trust and ASHA.

How does this program work?

With an aim to achieve a malnourishment-free pada, each centre



selected had to pass through an extensive research and survey showing the need for such an intervention i.e. where severe malnourishment is rampant.

An example of how Pragati Pratishthan identified and chose the different centres can be seen through a case study done in Pasodi pada (Taluka Mokhada). This small hamlet located in the lap of the Sahyadri range of the Western Ghats is blessed with a beautiful array of flora and fauna.

Pragati Pratishthan conducted a survey among children in this hamlet in September 2009. There were 26 children in the pada and they were graded according to height, weight, age and gender.

Of the 26, only two were found to be normal and not suffering from malnutrition; eight were in Grade I malnutrition, nine in Grade II, five in Grade III and two in Grade IV.

The startling situation required an intervention. The villagers were open for this as they also desire to see the future generation free from the trap of malnutrition that has enslaved them for years.

A Balsevika and helper from the same locality were employed to run the Palnaghar Project. Their basic training was conducted at Pragati Pratishthan, Jawhar for two days to help them understand the fundamentals of the project.

Children from the age group of six months-six years were enrolled in the Palnaghar. They came from the Anganwadis to the Palnaghar and spent the entire day learning and playing. A physician visited them once a week and recorded their height and weight along with a weekly check-up for nutrition levels. Children were offered meals and food at regular intervals during the entire day. Food rich in proteins, vitamins and calcium

were given in the form of lapsi, kitchdi, sheera, upma, biscuits, rajgiri vadi, usal and mixed pulses. The Palnaghar received its monthly ration from Pragati Pratishthan and a proper storage facility was also provided.

A diet plan was prepared according to the age group. A baby of six months-one year was served ragi sattva, nachani satv and bhatachi pej. Older children were served sheera, rajgiri vadi, usal, chikki, rajgira ladu, moong daal khichadi, eggs etc. Each child's food intake was noted.

Iron supplements and multivitamin tablets were given along with frequent deworming medicines. Kids were kept engaged with different games, songs and educational activities.

To help the babies (infants between six months-one year) thrive and grow properly, oil massage was given thrice a week. A special baby room was also made available so that each baby get the special care and attention it required.

Malnutrition starts from the womb and continues till the tomb. Seeing the importance of raising a new generation of healthy babies, pregnant and lactating mothers were also included in the project. They were provided nutritious food on a daily basis.

New born babies were given an infant kit free of cost from the Balwadis containing two sets of clothes, bedding, bed cover, rubber sheet, a blanket and a mosquito net. Each kit cost Rs. 230 and was sponsored by donors from Thane and Mumbai.

The perseverance and relentless efforts of the volunteers and Balsevika are showing results. The children are regularly getting half of their daily requirement of calories and a third of their requirement of proteins at these centers. The robust recording system and follow-up surveys have shown rewarding results with significant



reduction in malnourishment.

Pragati Pratishthan firmly believes that if similar partnerships can be built with corporates and other stakeholders to fight malnutrition, it won't be long when Maharashtra can proudly proclaim that the State is free from malnutrition-related deaths.

Dr. Sujit Nilegaonkar is Consultant and Head of Department, Nuclear Medicine at Deenanath Mangeshkar Hospital, Pune. He is also a member of Pragati Pratishthan, Jawhar; Project Coordinator for ASHA Toledo; Trusty Shree Sadguru Shree Swami Samarth Medical Trust; Maharashtra Project Coordinator Ekam Foundation and Project Steward for NREGA movement at Jawhar and Mokhada, Maharashtra.



Penury to Prosperity

Making a Difference for the Rural Poor

A North Eastern Region Community Resource Management Project for Upland Areas (NERCORMP), a joint development venture of IFAD and Government of India, works towards the objective of creating livelihood for vulnerable groups while contributing to environmental conservation. The project aims to bring together knowledge, expertise and ideologies of the government, local civil societies and communities to unleash the potential for development in the backward areas of the region.

The project presently operates in four states covering two districts each in Assam (Karbi Anglong and Dima Hasao) and Meghalaya (West Garo Hills and West Khasi Hills), four districts in Manipur (Ukhrul, Senapati, Churachandpur and Chandel), and three districts in Arunachal Pradesh (Changlang, undivided Tirap, including Longding).

The broad objective of the project is: "To improve the livelihoods of vulnerable groups in a sustainable manner through improved management of their resource base in a way that contributes to preservation and restoration of the environment".

Testimonials:

NERCORMP in its endeavour to improve livelihoods of poor people in upland areas of the North Eastern Region also stresses on gender equality and the empowerment of women. The project forms community-based organizations such as Self Help Groups (SHGs) and Natural Resource Management Groups (NaRMGs) and provides 'micro-credit' which has indeed gone a long way in helping the rural communities.

Kave Phanchopi is a young woman entrepreneur from Sambe Parai village in Karbi Anglong district of Assam. She and her family of six lived a pitiful

existence as her main source of income from jhum cultivation was barely enough to feed her family. She did not have her own land to cultivate but did it on other people's land on a sharing basis.

She would occasionally make bamboo mats for additional income but many a time, she borrowed money from the local money lenders who would charge her a very high rate of interest.

With NERCORMP's intervention, Kave became a member of the village SHG and took active part in its activities. She was also elected as its Secretary. From the village NaRM-G, Kave got around 120 arecanut saplings for



plantation in the land owned by the community.

With the revolving fund amount provided to the SHG, she took up her first loan and purchased a pig which multiplied, giving her good returns. She was able to repay her loan and took up a second one to buy raw materials for bamboo mat weaving, the products of which she then sold in the local markets. Thus, taking one small step at a time, she was able to improve the livelihood of her and her family. Kave helped her husband in taking back their mortgaged land, provide better food and education to the children and also build a corrugated metal roof house for the family.

Kave has emerged as a young entrepreneur and a motivator to many young women of her village. Her zeal and enthusiasm along with support from the project has transformed her family's prospects and future for the better.

Kave and her group have realized that because of their participation in the SHGs, their esteem within the community has also increased. They have gained their self-respect and confidence. They jointly agree that their contribution to the household income is appreciated and their

participation in household decision-making has increased, thus empowering them to work hand in hand with their male counterparts in bringing a change in their lives.

50 year old **Fores A Sangma** is a poor labourer who earns his livelihood by working in a stone quarry for the past 20 years. This job does not bring in much income and it has been difficult taking care of his wife and two daughters.

He lives in his native village Meggongre in West Garo Hills district of Meghalaya. This area does not practice jhum cultivation. The community takes up orchard plantation and wet paddy cultivation. Yet for people like Fores who do not own any land, these options were out of question, so the only way out for him was to work as labourer in the stone quarry.

When the project intervened, an amount of Rs 15000 was sanctioned to the village Natural Resource Management Group (NaRMG) under non-farm activities grant. The village NaRMG selected Fores to set up a blacksmith unit in the village.

Having some knowledge of blacksmithing, Fores went ahead with much zeal and enthusiasm to run the unit. He sharpened his knowledge and



opened a small blacksmith unit opposite the stone quarry site where the stone quarry workers would bring their tools to be sharpened. He also makes traditional tools like jomphol (iron rod), gaithi (spade), rua (axe), seni (masonry tools) called "dou" usually used in the field, gardening tools, and different masonry tools.

He is the only blacksmith in the area covering around seven villages and is thus able to render his services for the people while also earning a decent amount for a better livelihood. He no longer works in the stone quarry. Demand for more blacksmithing business has also enabled him to hire two more help from the village.

On an average, Fores now earns around Rs. 800-1000/day. His friend jokes, "Fores now offers us tea and is very cheerful. Earlier, he used to borrow money from us on a regular basis but thanks to NaRMG, there is a complete transformation in his life. He is very happy as he can now support his family in a proper manner."



Strong Political Will Vital to Boost Healthcare & Eradicate Malnutrition



Malnutrition has contributed to as close as 1.3 million deaths among children in India every year. This is a very high percentage. Inappropriate feeding, lack of proper care for children, especially under the age of three, are some of the factors responsible for malnutrition, according to a World Bank Report. The overall health status thus diminished, leaving them with weakened immune systems which eventually make them fall prey to various diseases resulting in death. In a conversation with Atula Imchen, **Dr. Samapti Guha**, Associate Professor and Programme Coordinator at the Centre for Social Entrepreneurship, School of Management and Labour Studies, Tata Institute of Social Sciences (TISS), Mumbai, shared her views and experience on various issues affecting the society, especially, the poor and underprivileged. Excerpts.

What is the root cause of malnutrition in India? Why is it that despite a rapidly growing economy and rising income levels, the country still suffers from inadequate feeding, lack of nutritional information or food affordability?

Uneven distribution of resources due to existence of socio-economic and political inequalities is the root cause of malnutrition in India. It is true that India is a growing economy but the fruits of growth are not distributed equally. Along with this, development of this country is seen as development of physical infrastructure and not the development of human beings. Due to this fact, very few resources are allocated to health and education. In Education, the expenditure is 3.3 percent of GDP and in Health it is 1.4

percent of GDP. In the Economic Survey (2013-14), it is mentioned that human development dimension need to be considered during policy formulation and implementation.

How well are Indian mothers aware in timely introduction of

different kinds of foods to children at different growth levels? Does this have a significant impact on bringing up well nourished children?

General awareness about health among the Indian mothers in specific





and parents in general helps children get the nourishment they need. In India, majority of mothers are illiterate or semi-literate, so information from agencies disbursing and disseminating awareness on how parents ought to nourish their children does not really reach them at all. Thus, children are impacted by this.

Statistics show that we lose a child every six seconds to malnutrition or starvation. While there is surplus food in the world for everyone to have the nourishment necessary for a healthy and productive life, why is it that we still struggle with inequality in food distribution? What, according to you are the urgent steps needed to bring an end to this disparity?

We need responsible State and market agencies who can think about human development. Resources are always a constraint, but if the agencies have political will, resources can be prioritized during the course of distribution. If a child dies due to malnutrition, parents do not know where to seek answers from regarding the lack of timely nutrition. Most of the time, parents take all the responsibility for the nutrition of their children. For example, Infant Mortality Rate (IMR) is 42, which is very high in a growing country like India. In my above



response, I mentioned the allocation being given to the health sector in India. If health is a very serious issue, then more importance and adequate GDP allocation should be given to this sector.

The Integrated Child Development Services Scheme and the National Nutrition Policy have been introduced to eradicate malnutrition stemming from poverty and provide optimum nutrition for all. How have they fared? Do you think they need to undergo some transformation to be more effective in their implementation?

The success of these schemes depends on the implementing agencies and the administrators who are supposed to help them. The impact of all schemes is contextual in nature. In some places schemes are delivered well and positive impact is seen while in other places, there is a failure of implementation.

In the field of nutrition, malnutrition and anemia are just two of the chronic problems that majority of our people face

on a daily basis. How can they better their lives in these areas when they do not even have a roof over their heads? Can you suggest steps to bring all stakeholders together to combat this menace?

We need to have State provisions to curb these problems. Privatisation of health creates a burden on the poor and marginalized. Even policies such as reducing regulations on pharmaceutical companies for drug pricing are not affordable to the people. Private players like hospitals, medical professionals, pharmaceutical companies, etc. are only concerned about their market share and the State wants to reduce the burden of health expenditure as a percentage of GDP. I think the first step is to provide state support to solve the immediate health problems in terms of providing medical facilities, sanitation and basic amenities like clean drinking water etc. All agencies – government and non governmental institutions should also come together to tackle the menace. There should be an end of corruption in the supplying and distribution of food to the most needy as well as apathy by the government and its agencies in tackling this problem.





According to statistics, though the number of hungry people in the country has fallen to 190.7 million from 210.8 million, India is still perceived the hunger capital of the world. Over 2.5 million of our countrymen die from hunger every year. These are depressing statistics for a country which is being considered as an emerging superpower...Can you comment on this?

The above statement clearly indicates the contradictions of development in India. While we have the rosy picture of GDP growth rate of 5-9 percent per annum over 6-7 years, at the same time, we are witnessing hunger deaths. There is no political will across political parties to focus on the issue of human development despite the fact that GDP growth needs to be distributed properly for the development of the whole nation. We are experiencing the co-existence of high growth rate and high level of hunger death.

We can consider the Human Development status of India. According to Economic Survey, 2013-14, Infant Mortality Rate (IMR) is 42 which is on a higher side. In case of education, the Gross Enrolment Ratio (GER) for 6-10 years is 116 and the GER for 11-13 years is 85.5. This shows that the level of

promotion from Primary to Upper Primary classes is low. There is a further decline in student's participation from Upper Primary to Secondary from 85 to 43. So development and human development need to be considered simultaneously.

The World Bank says that malnutrition decreases educational achievement, labour productivity and economic growth. All these indeed affect the nation as a whole. Can you suggest some crucial interventions, nutrition and malnutrition resources we can follow to better this grim picture.

The first step for all the stakeholders is



to stop promoting the idea of privatization of health facilities and reduction of the role of the State in providing health services for broader human development.

What is the role played by institutions like TISS in solving various community challenges?

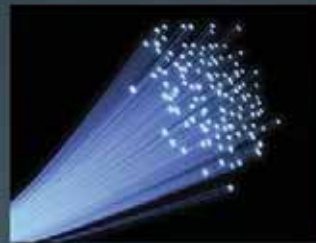
Through Field Action projects and research work, institutions like TISS can help the community to understand the basic issues of health, steps to be taken to general healthcare, etc. TISS, through its studies and research, can also share the core health issues with the State. Institutions like TISS can therefore be knowledge partners of the agencies who can take their help much before policies are made and implemented.

Anything else you would like to add.....

Everybody talks about bringing change among the poor and marginalised but we need to think about when and how powerful agencies start to think of the marginalized. How can we create the political will to provide health to all? It is important that the society think about the marginalized. We have to create an awareness and have the will to do something concrete in our own neighbourhood as poverty and malnutrition is going to adversely affect the whole nation.



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The Akshaya Patra Foundation Charting a **Bright Future** for **India's Children** through the **Feeding Programme**

Every day, Mahesh Bhikha Bhai's father rummages through plastic and garbage for hours together and all he manages to earn is a meagre hundred rupees. Until a few years ago, Mahesh used to accompany his father. A child laborer, he never imagined a life beyond this reeking debris. Susceptible to diseases because of the hazardous work conditions, Mahesh would often fall sick and was naturally weak.

But today, he is a 4th grade student at the Chiroda Primary School in Gandhinagar, Gujarat. The School Principal, Harshad Bhai Patel says, "It is the thought of a

daily substantial meal that motivated Mahesh to get himself enrolled here. He walks a little over two miles every day to reach school." A good student, Mahesh can comprehend each subject with ease and is also an enthusiastic sports player. Harshad Bhai Patel says, "If he continues to study, he will surely be able to chart a different future for himself".

Mahesh is one of the 10.68 crore children of the country who are beneficiaries of the Indian Government's flagship programme, the Mid-Day Meal Scheme (MDMS).

With an aim to fight classroom hunger and foster education, the MDMS is undoubtedly one of India's most powerful social imaginations.

The Akshaya Patra Foundation is one of the first non-profits that decided to be an implementing partner of the Mid-Day Meal Scheme (MDMS). It began in 2000 by feeding just 1500 children in 5 schools of North Bangalore. Today, the organization reaches out to over 1.4 million children in over 10,600 schools in 10 states and 23 locations with an unlimited, nutritious meal on every school working day.



The organization believes that only an educated populace can drive progress. Education, within one generation, has the ability to take an entire family out of poverty. Hence, it follows the strategy of 'unlimited food for education'. This framework of The Akshaya Patra Foundation, assumes great relevance and all activities stem from this phrase. By providing food at government schools, the programme ensures that children come to school, motivated by the thought of eating a nutritious, hot meal and then stay back to get education.

The mid-day meal program works at two levels. At one level, it helps to reduce the stress on poor household's incomes as children get to eat one free, unlimited and assured meal at school, thereby reducing instances of child labor; at another level, it helps children receive education, because the meal is provided at school. That one noon meal, which is nutritious, hot and fresh, also goes a long way in addressing many problems; the main being education and malnutrition. It also fosters social equality, enhances gender equity and ensures the children's full cognitive development.

Since hunger is at the very core of the programme, quality, scale and operational efficiency are a key to address this enduring social challenge. Through continuous research and innovation, the organization has indigenously designed and established large centralized kitchens. This innovative and indigenously designed technology, smart engineering, good management and continuous innovations have helped it gain considerable repute as being a child-centric organization with a focused approach.

The organization follows a dual approach of centralized and decentralized kitchens to make the meals. Furthermore, the organization



ensures to cater to the local palate; in North India, the meals are roti-based whereas in the South, they are rice-based. Local vegetables and spices are extensively used to ensure that children eat their meals.

Each of its 21 centralized kitchens are capable of cooking meals for approximately 2,00,000 children in less than 5 hours! Engineered to optimize quality and minimize costs; thereby saving time and labor, the kitchens follow gravity-flow

mechanism and all machines are custom-made to suit varied needs across locations.

For example, large stainless steel cauldrons with easy-tilt mechanisms prepare 1,200 liters of lentils in two hours and a specially designed roti-making machine cooks up 60,000 rotis (flat whole wheat bread) in one hour. Steam is used instead of fire for cooking thereby enabling acceleration of cooking processes and retention of nutrients. Everything is premeasured,



“ Akshaya Patra is also one of the very few NGOs in the country which has adopted Six Sigma, LEAN and KAIZEN methodologies to improve its kitchen infrastructure, operational efficiency and bring in standardization to the quality and nutrition of the meals. 11 of its centralised kitchens are ISO 22000 certified ”

pre-cut, pre-portioned, pre-processed, electronically controlled, and correctly timed.

The cooked food is finally distributed through well-coordinated precision logistics using custom designed insulated vehicles with a honey-comb structure inside to ensure loss of heat and zero spillage.

This model works very well in urban and semi-urban areas that have motorable roads and easy access to the schools. However, in rural areas wherein there is limited possibility to set up large centralized kitchens and lack of motorable roads, the organization has evolved a model of decentralized kitchens or school-based kitchens. These are run by the local women self-help groups who cook the food within the school-based kitchen ensuring Akshaya Patra's high standards of hygiene. Today, the organization runs decentralized kitchens in three locations- Baran in Rajasthan, Nayagarh in Odisha and Mathura in Uttar Pradesh which have given continued employment opportunities to more than 1500 women.

In 2012, Akshaya Patra reached a milestone of having cumulatively served a billion meals since its inception. In terms of numbers, it had fed all of India once over. But in terms of significance, each meal fuelled a dream of an educated future. In 2014, the organization was the first non-profit in

the Indian history to enter ICAI's (Institute of Chartered Accountants of India) prestigious Hall of Fame for winning the Gold Shield five consecutive times for Excellence in Financial Reporting.

Leaders across the world have appreciated Akshaya Patra. In 2013, His Holiness the 14th Dalai Lama of Tibet said, "The programme has exhibited how compassion of the people combined with support from government can bring a wonderful and meaningful impact." Recently in July 2014, former US president, Bill Clinton visited the Foundation's kitchen in Jaipur as part of the Clinton Global Initiative. Impressed with the innovative kitchen technology, he said, "Such huge quantity of food prepared and served in efficient, healthy and sanitary manner is unbelievable. This is an ideal collaboration of government and NGO in serving a society."

Madhu Pandit Dasa, Chairman, The Akshaya Patra Foundation, says, "We began with a simple mission but today the impact of the programme reflects the magnitude of the problem of hunger, primarily among children. We have a mission to reach out to 5 million children by 2020. But with nearly half of India's children being malnourished, we all have a bigger responsibility to ensure hunger is not a hindrance to education. All our efforts need to converge to chart a different future for these children."





GODREJ'S GREEN ENERGY CONCLAVE 2014

CREATING A GREENER INDIA

As part of the Good & Green vision for a greener India, Godrej organized The Green Energy Conclave 2014, the second in its series of conclaves that they started hosting in 2013.

The Conclave gave an overview of the Green Energy sector in India. It was inaugurated by a welcome speech in the form of an extremely interesting poem on Green Energy by Mr. Nadir Godrej, Managing Director, Godrej Industries Ltd and Mr. Jamshyd Godrej, Chairman, Godrej & Boyce, followed by the key panelists sharing some interesting insights of the future trends of Green Energy in India. Innovative and out-of-the-box ideas like the DC

grid by Dr Ashok Jhunjhunwala – Indian Institute of Technology, Chennai and the Women Barefoot Engineers as the agents of change by Mr. Bunker Roy – Founder-Director, Barefoot College.

Some of the other interesting perspectives shared during the conclave included discussions on the first solar lighting village in Africa to the introduction of training programs for women to become solar engineers.

The conclave witnessed participation from industry stalwarts such as Mr. Pradeep Bhargava, Director, Cummins India, Dr. Arunabha Ghosh, CEO,

Council on Energy, Environment and Water and Dr. Nitin Pandit, MD, World Resources Institute India and witnessed an audience of over 250 people. The audience was a perfect mix of youth, aspiring professionals and nature enthusiasts.

On the occasion Mr. Nadir Godrej, Managing Director, Godrej Industries said, "At Godrej, our sustainability strategy, Good & Green, is driven by the desire to help create a more inclusive and greener India. By 2020, we aspire to create a more employable Indian workforce, build a greener India, and innovate for 'good' and 'green' products. The Green Energy Conclave 2014, the second in its series of conclaves that we have been hosting since 2013 is a step closer in achieving that vision of Good & Green for a greener India. With such a fantastic panel of speakers and a brilliant audience I am extremely glad that the Conclave has been a great success this year as well and we hope to organize more of these in the years to come."

Godrej aspires to create a more employable Indian workforce, a greener India by 2020, and as a step towards this vision, they plan to organize a conclave each year to address some of the big issues impacting our planet.





Being one of the largest beneficiaries of IFAD's projects, India has many success stories to share. We feature two stories of women from IFAD assisted projects who have been able to overcome poverty and determine the direction of their own lives.

JANGLI BAI- BUILDING A LIVELIHOOD THROUGH OKRA CULTIVATION

Jangli Bai lives in Deri village in Abu Road Block of Sirohi district of Rajasthan with her husband, Shankar, and two children. Her household is classified as "below poverty line" (BPL) being totally dependent for their income on casual labour and agriculture. They only have a small piece of land of less than two bighas (0.27 ha) on which they grow maize and wheat which provides the family with food for eight months in a year.

Their major problem is dearth of finances to cover her medical costs,



children's education and other household expenses. Last year their annual income was approximately Rs. 21,500 (two-thirds from labour wages and one third from farming) and their expenditure was Rs. 26,500 – resulting in a deficit of about Rs. 5,000. The family had debts of Rs. 8,500: Rs. 4,000 in loans from relatives and Rs. 4,500 borrowed from money lenders.

Although Jangli's household had access to irrigation from a well (shared with her husband's three brothers) and from a river, they were not using this water to grow cash crops as they lacked the cash to invest in the inputs needed.

About three years ago a new project, Mitigating Poverty in Western Rajasthan (MPOWER) started work in the block. It is being implemented by the Department of Rural Development of the State Government with support from IFAD and the Sir Ratan Tata Trust. PRADAN, a well-known NGO, was identified by MPOWER as a facilitating NGO in this block and commenced work by organizing poor women into Self Help Groups (SHG). Jangli, along with other women of her hamlet, formed the Laxmi Mata SHG and started to make regular savings into the group's bank account. Jangli found this to be very helpful as she could meet her regular credit needs through a low interest loan from the group, rather than going to moneylenders. This encouraged her to seek more opportunities through her group.

In February 2013 PRADAN took up a programme to demonstrate the improved cultivation of okra (lady's

finger) with 500 farmers across the whole block. Jangli was interested in taking part in this demonstration, but she was not sure if she could actually cultivate okra, so she told the SHG meeting that she would discuss this with her husband and then decide.

At the next meeting she was still not confident, but was interested, and agreed to try the okra demonstration on 10 decimal (0.04 ha) of her land. She carefully followed the Package of Practices that PRADAN gave her, with all the instructions needed to grow the crop. In total she planted 1400 plants, harvesting 250 kg and earning over Rs.8,000 from the okra sale. This was achieved despite the irregularity of okra prices ranging from Rs. 80 to Rs. 10 per kg. She also used okra to prepare meals for her family as well as giving some to relatives – worth in total approximately Rs. 1000.

Having cultivated okra, she is now confident of her newly acquired skills and knowledge and will be cultivating tomatoes in the coming season. She has realized that, by cultivating okra on only 10 decimals of her land, she can earn more than her family had previously earned from all of their land, and that too in just one season!

Jangli Bai is now a happy woman and is encouraging other SHG members to take up vegetable cultivation. Jangli says "today any SHG member who has water availability is ready to cultivate tomato in the kharif season".

Jangli Bai and her family have been able to repay the loan of Rs. 4,500 she had taken from a moneylender, and plans to



now repay her relatives. Previously her husband had to go to other towns in search of livelihood, but now, he is working on his own land. Jangli and her husband now plan to invest all their time in agriculture. She is also looking forward to being able to give her children a good education. Jangli's effort left a positive impact on the community and removed the fear associated with growing a new crop, in this case, vegetables.

SUA DEVI- A STEP FORWARD

A lady is trying to attract people passing by a railway crossing shouting "pots for sale, pots for sale" After a while, a boy comes by and picks up a pot. "What is the price of this?" asks the boy, and the lady replies, "Rs. 30". The boy offers a lower price and, after some bargaining, the lady agrees to sell it

for Rs. 25. This is the scene at Sua Devi's small shop for pots and clay items near the railway crossing in Baitu, Barmer district of Rajasthan.

Sua Devi and her husband worked as potters. They made clay items and sold them in the market and also supplied to some shops. Although they worked very hard, they earned little, which was not enough for a reasonable living. During emergencies, they had to borrow money from moneylenders at a very high rate of interest. It was not easy for this family of six to survive and earn a profit by making and selling clay products.

In 2010, the Mitigating Poverty in Western Rajasthan (MPOWER) started work in the area. In this part of Baitu, field activities are being supported by SRS was identified as a facilitating NGO to undertake field activities. Among other things, SRS promoted the

formation of Self-Help Groups (SHG) for poor women.

Sua Devi joined Gogaji SHG and started saving Rs. 100 per month in the group bank account. After continuing with these regular savings for some months, she took a loan from the group and opened a shop in the market. Instead of making pots and other items for sale, they bought ready-made items from another town. Retailing pots is more profitable than making and selling their own. Her family's financial condition started to improve. Sua Devi brings pots from Pokhran and other places by the tractor-trailer load. This costs her around Rs.10,000, which she is now able to finance, thanks to the loans from the SHG.

Apart from support and encouragement, MPOWER gave Sua Devi an improved cooking stove which required less fuel and made less smoke. The amount available in loans from the SHG has increased as the savings fund has grown and has been supplemented by a revolving fund of Rs.10,000 from MPOWER and by loans from a bank in Baitu.

The SHG members have learnt many things from their group activities, including how to deal with banks, etc. Their confidence has also grown by leaps and bounds. The project has helped improve the lives of poor and illiterate women in many different ways.





SPARSH Offers a Healing Touch to Leprosy Patients



Biren R Bhuta

Leprosy is one of the world's oldest and dreaded diseases that has tormented human race leaving lasting impressions. In addition to the physical effects, leprosy patients suffer severe social stigma and ostracism from their families, society and even health professionals.

At the First International Congress in Berlin in 1897 it was agreed that "Leprosy was incurable" but the discovery of Dapsone in 1941 and later implementation of multi-drug treatment (MDT) in 1981 changed the entire scenario. MDT has been the main weapon against leprosy since its inception in 1981. Leprosy in India is more than just a disease, which in fact is curable. From the time of independence till the advent of 21st century, patients suffering from leprosy have been subjected to extreme social stigmas and

ostracism by the society and have been relegated to being the 'untouchable' class in the society. Even Mahatma Gandhi fought hard to generate awareness about the harmlessness of leprosy but could not succeed in changing the perception.

Facts on Leprosy in India

- 55 percent of leprosy cases in the world are in India.
- Government statistics underestimate the extent of leprosy according to research organizations, NGOs and some medical personnel who argue that leprosy cases are on the rise.
- Children are also affected by leprosy with 12,463 new cases of leprosy reported between 2010-11 were children and in nine states/Union



Territories more than 10 percent of new cases detected were children.

- Leprosy is particularly prevalent among the poorest and most marginalized communities due to their lack of access to healthcare, poor sanitation and congested living spaces.
- 14.31 percent of new cases were among Scheduled Tribes and 18.69 percent among Scheduled Castes in 2010-11, although these groups accounted for only 8.2 percent and 16.2 percent of the population respectively in 2001.
- Many districts continue to have incidences of leprosy higher than the WHO benchmark. Although, India officially eliminated leprosy in 2005, yet many cases were reported in the last three fiscals.
- 8,462 new cases of disability were reported and 2,570 reconstructive surgeries were performed on patients with deformities between 2010 and 2011.

Recently the Government of India had declared leprosy being under control whereas the picture at the ground surfaced differently. Official data shows the incidence of the crippling disease has been on the increase with 1, 26,800 new cases in 2010-11, 1, 27,295 in 2011-12 and 1, 34,752 in 2012-13. New cases were being reported from many states and immediate steps were needed to be taken to contain them to maintain the level of elimination, that is, less than one case per 10,000 people at the national level.

Project SPARSH in Jharkhand

Leprosy is prevalent among the marginal communities of the country. The social effect of the disease is even more reflective in the regions dominated by underprivileged population. To fight against the disease and eradicating the social stigma, Tata Steel Rural Development Society (TSRDS) and

LEPRA Society along with the helping hand of the government, has come up with SPARSH ("the healing touch"). The initiative is aimed to cater to the needs of people affected with leprosy and Lymphatic Filariasis (LF) as there were a projected high number of cases residing in the vicinity of the coal mines of Dhanbad way back in 2009. The referral centre was established to provide specialized health care services to those people and thereby improving their quality of life.

In the current project period of the initiative, a total number of 7,993 cases catered at the OPD unit for counselling and treatment, out of which 3,034 were female cases. Majority of the cases which had turned up at the SPARSH centre was of leprosy and LF, the number being 7,298 and 294 respectively. A total number of 401 other patients with seasonal problems had also reported. Total number of new referrals confirmed at the centre was 121 leprosy and 220 newly registered LF cases.

Self-care kits have been provided to all cases and foot maps were taken for providing footwear. Sparsh centre has provided 9,226 pairs of footwear for Grade I cases of leprosy and 1,546 for Grade II cases. A total of 214 arthrodesis appliances have also been distributed by the unit. These specially designed footwear have demands from various other states as well which are served through the SPARSH initiative.

About 300 leprosy patients have been benefited by Project Sparsh in Dhanbad in 2012-13. They are engaged in activities like painting, handkerchief and doormat making.

The good news is that Jharkhand figures among leprosy elimination. At present, the prevalence rate of leprosy in the State stands at 0.59 as compared to the national figure of 0.72. Elimination of leprosy as a public health problem by WHO is defined as a prevalence rate of less than one case per 10,000 persons.

Case Studies

31 year old **Bishwanath Rajwar** from Dhanbad, Jharkhand was referred by Tata Steel Rural Development Society (TSRDS) medical team. When he came to SPARSH centre in October 2012, he was very downcast and dejected. The reason for this was because leprosy had not only left him with a clawed hand but his left eye had also been affected by lagophthalmos or the inability to close his eyelid completely. This is accompanied by redness and tearing of the eye. He was first treated of this disease at the Leprosy Mission, Purulia three years ago with anti-reaction treatment.

The disease had left him without a job and the financial burden is taking its toll on his family and he felt very



isolated and depressed. The kind staff at the SPARSH centre counselled and advised him regarding his health as well as taught him the self-care techniques and practices. He was selected for reconstructive surgery after a two month period of physiotherapy. The surgery took place in December 2012 at the Leprosy Mission, Purulia with the full support of TSRDS. His family was given grocery supplies to tide them over the financial constraint.

The post-operative physiotherapy lasted for two months. Bishwanath was full of joy to notice the improvement in his condition. He is now able to close his eyelid without any difficulty. His left clawed hand has

also been corrected. TATA Steel went a step further by setting up a small shop for him in April 2013. From being without any income, Bishwanath Rajwar is now earning Rs. 60-80 per day. He is very happy as he is now able to support his family. He gives full credit to the SPARSH centre for giving him and his family a new lease of life.

16 year old **Sunita Kumari** of Dhanbad, Jharkhand lost her parents at a young age. Her sister and brother in law took her under their wings but the misfortune did not end there. Her sister died in 2010 during childbirth and life got even harder for Sunita after that as her brother in law remarried. To top it all, she was suffering from leprosy. She was referred by the District Leprosy Officer of Dhanbad for disability care and had completed in Multibacillary Multi Drug Treatment (MB MDT) course from Sadar PHC Dhanbad three years back. Her bilateral hands were clawed (both ulnar and median). She was registered as a case of disabled leprosy at the SPARSH centre and selected for reconstructive surgery after her case history was taken up.



The SPARSH team counselled and motivated Sunita for reconstructive surgery and her psychological health was also examined. They then started with a month long pre-operative physiotherapy. She finally

agreed to undergo the corrective surgery and was admitted to the Leprosy Home and Hospital at Purulia. The first surgery between Dec 2012 and March 2013 on her left hand was a successful one. This was followed by a two month post-operative physiotherapy where she received all the mental and emotional support of the SPARSH team. The second surgery on her right hand in August- September 2013 was also a successful one. Sunita can now function with ease, using both her hands comfortably. She also agreed to go to the Leprosy Motion Chapa in Raipur for socio economic rehabilitation after completion of the post-operative physiotherapy.



Sunita is very happy and is forever grateful for all the help and support SPARSH has given towards her, both physically, emotionally and economically. SPARSH turned her life around and has impacted her in such a positive way that she has no words to express her joy and gratitude to the people who have turned her life around.

Sunita has also entered a new chapter in her life when she got recently.

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Global Eco-Social Market Economy Vital for a Sustainable Future



Naveen Madishetty

In their first report to The Club of Rome in 1972, "**Limits to Growth**", implementing the new art of global modelling, Dennis Meadows and his international team at MIT developed different scenarios of global trends with an outreach to the year 2100. The report focussed on the crucial question - how to reconcile ever growing material aspirations of an expanding world population with the finiteness of natural resources of Mother Earth, thereby laying ground for a comprehensive resource-oriented view of sustainability. But, at that time, when economic growth generally was seen not to be questioned, these scenarios envisaging limits to material growth were extremely provoking, especially to main stream economics setting its trust in the dynamics of markets and the potential of technological progress.

In 2004 Dennis Meadows published his book *Limits to Growth – The 30 Years Update*, re-running the slightly revised

but still valid global model from 1972 fed with the global data of the year 2000, stating that humankind is burdening the natural carrying capacity of Mother Earth at least by the factor 1.2! (meanwhile having reached a factor 1.4). And this load stems to 85 percent from the wasteful resource-consumption within an economy of affluence of one fifth of world population, mainly in the rich North and the rich parts of the emerging societies whereas the poor masses predominantly in the South in their survival economy only have 15 percent of global GDP at their disposal.

This over burdening or over shooting of excessive and wasteful use of natural resources consequently leads to

- loss of fertile soil by erosion, desertification and urbanisation destroying the potential for the production of biomass;
- the depletion of scarce vital water reserves;



- the pollution and over fishing of rivers and oceans;
- the destruction of genetic potential due to the accelerated diminishing of the variety of species; and
- growing risks of climate change threatening the capacity of the above mentioned natural resources.

Consequently, this hazardous development already threatens the life and well being of hundreds of millions of people triggering off destabilising conflicts for survival in many regions of the world. In this fight for minimum food, drinkable water, hygiene, housing and health care, around 25,000 children are victimised daily. And, in addition to this precarious challenge of mere survival, conflict potentials increases dramatically, as the growing demand for raw materials and energy in the prospering mass markets of the new emerging economic giants, such as China, India, Brazil and others, increasingly puts strain on commodity markets leading to a struggle for raw materials and energy or even to resource wars, especially in the field of the strategic rare earth metals. The same relates meanwhile to arable land as in conjunction with the improving living standard of the upcoming middle class in the South. The demand for more qualitative foodstuff (meat, eggs, milk) is growing rapidly. China today is the main importer of wheat and soybeans and to safeguard its supply, China, like others, is acquiring agrarian overseas enclaves in a process of land-grabbing.

Keeping in mind that the world population will peak at around 9-10 billion people (an increase of ca. 2-3 billion world citizens from today), by 2050, we are facing three closely interrelated and interlinked challenges:

1. Sustainable Economic Development: In the next decade, we have to develop a global sustainable economy de-materialised by a factor 5-10 in order to balance our material aspirations and lifestyles with the finite natural resources.

2. Social Justice: Simultaneously we have to secure that all human beings get a fair access to a sustainable economic wealth by being included into sustainable employment structures or by being supported within a system of social solidarity.



3. Peace and Political Stability: Good governance from the local to the global level.

So, for humankind, there will only be a future in peace and welfare if we succeed in building a Global Eco-Social Market Economy within a viable framework of global governance. More or less, since the Rio Conference in 1992, this demanding task has been acknowledged worldwide and the Millennium Development Goals (MDGs) have been introduced asking for concrete steps to improve living

conditions for the poor within a sustainable economic development till 2015. But reality tells us today that we are far from achieving these ambitious goals. In many fields, the situation has become worse.

Note: This article is derived from the author's document called, "Global Sustainable Development - An India Perspective" which deals with the future of this world. It is based, on the one side, the contributions of the Club of Rome over the last 40 years and on the other, work towards a global eco-social market economy and a Global Marshall

Plan. All this is to be seen against the discussion concerning the role of (free) global markets and sustainability as an aim of world politics.

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CSR Can Meet India's MULTIPLE HEALTHCARE CHALLENGES



Kewal Handa

Three of the total eight Millennium Development Goals (MDGs) deal directly with the health and well being of people, especially mother and child; reducing child mortality, improving maternal health and combating HIV/AIDS, malaria and other diseases. Besides these goals there is malnutrition which is a direct result of hunger and poverty.

As per the September 2013 UNICEF report, infant mortality rate (IMR) showed a minor decline from 44 deaths for every 1000 live births in 2011 to 42 deaths for every 1000 live in 2012. India showed Maternal Mortality Rate of 212 per 100,000 live births in 2010-

11, against the target of 109 which remains to be attained by 2015.

A WHO report released in 2011 shows that malaria, TB and HIV/AIDS still continue to remain a topic of concern for our country and the MDG target for 2015 seems elusive. The reverse trend in these diseases requires sustained efforts and innovation to show tangible impact. Another area which needs attention and action is the non-communicable diseases (NCD) such as diabetes, cardiovascular problems which are on the rise and also affect our national productivity.

Clearly, the work that needs to be done in the healthcare sector cannot be defined by the figures stated above as the spectrum of interventions needed are in areas which are beyond the scope of MDGs. But what really needs to be looked at are the supporting and accelerating activities that could improve the infrastructure and delivery of health services to make tangible impact that we wish to see.

Challenges in Healthcare

Though the basket of health ailments is becoming heavier with the changing time, the problems seem to have amplified to a different scale altogether that is burdening the existing health infrastructure which explains the

inadequacy of the healthcare sector in India indicated by the four challenges namely, availability, accessibility, affordability and quality.

Availability of resources in healthcare is a big challenge as that limits penetration of healthcare facilities in the rural pockets as these are concentrated only in urban areas. Most of the medical facilities are far away from villages. Physical accessibility is a challenge to reach out to them in times of emergency care. Though India is a hub for medical tourism, affordability of treatment relative to income is a major concern. Private healthcare





facilities are expensive and the drugs are unaffordable many a time resulting in increased out-of-pocket expenses. With the distinctive gap between the facilities for healthcare to the number of patients, it tends to directly affect the quality of health services being offered. It also puts pressure on the limited trained staff to attend to a large number of patients and also explains that the reach of quality staff remains confined to the urban areas.

As per the findings of a study conducted by National Institute of Health and Family Welfare, members of the Rogi Kalyan Samitis (RKS), a structure under National Rural Health Mission (NRHM), were not actively involved because of lack of knowledge related to objectives and functions at health facilities. The

study indicated a lack of feedback mechanism that discouraged effective implementation of NRHM. Here again, it needs to be understood that the support structure for government schemes and activities also needs to be relooked from various perspectives.

Trend Seen Amongst Companies

A research published in 2013 by CSRIidentity.com revealed that Education and Healthcare are the most common thematic area for companies for their CSR activity. The study covered top 100 companies in India and studied their CSR investments which showed that 15 percent of those companies invested in Education followed by healthcare at 14 percent

while there were few CSR initiatives in Elderly Care (one percent) and Addictions (one percent).

A study by IIM Kolkata revealed that 64 percent of companies prefer to engage through foundations while 61 percent with an NGO for implementation of their CSR activities. Only about two percent of corporates were exploring avenues such as public-private partnerships.

Capitalizing on your Strengths is the Way Ahead...

Companies can leverage their expertise in technology and management leading to social innovation by adding value to existing and new CSR projects. They can also look at capacity enhancement of NGOs who could scale up certain projects as implementing partners. Financially supported programs ensure sustained efforts and pooling of resources giving the program stability besides leveraging on the number of employees in CSR project implementation also. As per the Schedule VII to Companies Act, 2013, eradicating extreme hunger, poverty & malnutrition, promoting preventive healthcare and sanitation and making available safe drinking water are defined areas for companies to focus upon.





There is ample scope for promoting professional and technical skill building projects to increase employability of youth and thereby bridging the industry and skill gap. Creating markets for entrepreneurs looking to attain financial independence and livelihood is another area that can be looked at. Support for domain expertise and project implementation from consultancies, non-profits and government to realize the CSR vision and philosophy can be easily availed by companies.

Structuring CSR Intervention as per Companies Act, 2013

The Companies Act will aid the healthcare sector is what we think as there is more likelihood of focused interventions. It is a good idea to collaborative with initiatives to minimize risk and need of large funds, thus creating a shared value. There can be more stress on preventive measures rather than curative practices.

There would be a need to have innovations to accelerate healthcare delivery and tackle challenges such as accessibility, affordability and quality. Exploring avenues to support national healthcare goals through the Universal Health Coverage (UHC) agenda like by improving access to drugs and also improving health insurance penetration.

Public Private Partnership (PPP) model in healthcare is another way of doing

CSR which is least explored by corporates. Most of the PPP initiatives in healthcare have been targeted in the metros. The industry should look at such models for the rural pockets as well. The secondary and tertiary healthcare services are concentrated in urban areas primarily dominated by private players which leave primary healthcare services in a limbo especially in rural areas. Primary healthcare services are a must to avoid total healthcare costs which escalate when treatment is sought at secondary and tertiary healthcare facilities.

There are many reservations among healthcare activists with regards to PPP in healthcare service delivery. They believe that PPP would make the healthcare industry a 'for profit' one, excluding most vulnerable sections of society who cannot afford treatment. There are also notions of government being ruled out of the PPP equation and possible areas of corruption. All of these arguments can be dealt within the design stage of the program being implemented in the PPP model.

Increasing the quality and quantity of manpower either through patient assistance programs or structured long term CSR interventions with private and public medical institutions can also be effective. Partnerships can also be in the area of academics to generate pool of trained medical staff that can be deployed in areas of identified gaps in healthcare sector delivery. We feel that the Act brings in promising career options for medical practitioners in healthcare and also to those willing to explore the social sector. Ranbaxy Sanjeevan Swasthya Sewa, is a successful PPP model with the Punjab State Government implemented in 2010 that focused on primary healthcare with prevention and early detection of various kinds of cancer that covered 4.50 lakh in 180 villages in the state.

Providing healthcare whether primary, secondary or tertiary to a nation with diversities and complexities like ours is a mammoth task to strategize and execute. It is imperative that private bodies like companies find their independent ways to complement and support the existing infrastructure while ensuring that the marginalized have greater access to the benefits of their interventions.

Kewal Handa is Managing Partner, Conexus Social Responsibility Services. He is also Promoter Director of Salus Lifecare Pvt. Ltd and a Strategic Advisor to various companies.



Giving Peace a Chance

World Peace Army on the March, Armed with Seven-Value Weapon



Dr. Huzaifa Khorakiwala, Chairman Wockhardt Foundation, fondly known as Dr. Huz, is also the founder of the 'The World Peacekeepers Movement' (TWPM). An inspiring personality, Dr. Huz has been quietly influencing thousands of people through his books and talks on peace. As a motivational speaker, he spends most of his time organizing peace activities for the common man and conducting peace workshops and lectures. Some of the initiatives by TWPM are 1 Million Peace Army, Peace Candle Workshop, Peace Auto, Peace for Traffic Cops, Peace Merchandise and other such activities. He talks to CSR Mandate on his mission of creating a peace army, whose weapons will be love, patience, gratitude and other such values and whose number will far outnumber the largest army in the world, the army of People's Republic of China. Excerpts.

Tell us about the concept of The World Peacekeepers' Movement.

In 2011 we launched "The World Peacekeepers Movement" to spread world peace. Today the movement comprises of one million peacekeepers who are part of the World Peace Army and targets to outnumber the Army of 'The People's Liberation Army' of China to become the largest army in the world. It will, at that point, be a symbolic representation that the peacekeepers in the world form its largest army rather than a fighting warrior force.

It is an online movement on Facebook. Today it is the sixth largest army in the world. At the top is the army of the People's Republic of China with



2.3 million, the United States of America with 1.45 million stands second while the Indian army stands third, with 1.3 million. North Korea with 1.1 million and Russian Federation Army with 1.02 million stands fourth and fifth respectively.

The movement believes that world peace is based on the foundation of inner peace of the human race, which can be enriched and enhanced through the 7 Peace Values - Gratitude, Forgiveness, Love, Humility, Giving, Patience and Truth. Inculcating these values is the key to attaining peace at the emotional, individual, societal, corporate, community and global level.

How does the army work?

It works on the foundation of world peace triangle. At the base is the idea of establishing peace with oneself. Then you move up the triangle, that is, peace with people around you. Finally, on top of the triangle is how making peace with nations. Each part has seven peace gems. At every stage you have these gems to work with. These are seven peace values, gratitude, forgiveness, love, humility, giving, patience and truth. If these values are understood well and practised in daily life, you will see a change. An individual who practice them consciously starts getting more inner peace within oneself. If



more humanity has more inner peace, then world peace has a greater chance. We try and spread the message of peace through these seven values which represent seven days of the week.

How do you measure the results?

Results cannot be monitored by any scale of measurement, but with 1 million peacekeepers on Facebook, with an addition of 1000 peacekeepers every day, we are giving a lot of messages to them based on the seven values, such as giving love, helping others, being humble and such other

messages, which they are absorbing subconsciously and practising in their daily life. This brings some kind of change in them and it is observed that they start becoming better human beings. So although the results are not easy to measure quantitatively, we follow the process and qualitative changes are seen.

Do you organise it for other companies also?

Yes, it is open to all and we encourage participation. For the work place, we run the peace candle, which we organise in-house for corporate houses. All seven values are taught and how they can be applied in the work situation. In the corporate world, one has to make different choices, for example, one has to make a choice between complaining, being grateful, being in harmony with colleagues or fighting with them. We bring up case studies in the workshop and discuss on how peace values lead to greater harmony among individuals and people at large.

How frequently do you conduct the workshops?

We do about one workshop a month and many corporate houses such as L&T, Videocon, etc have participated in these workshops and the feedback has





been encouraging. We also get corporate gifts made with these values, such as chocolates, candles, coasters, peace markers etc. Wockhardt Foundation collaborates with NGOs to merchandise these items as corporate gifts.

Recently, The World Peacekeepers Movement (TWPM) announced its significant and path-breaking accomplishment of one million peacekeepers forming the 'World Peace Army', the 6th largest army in the world, ahead of the United Nations Peacekeeping Force. To commemorate this feat, 500 students from different colleges in Mumbai formed a human chain of peace symbol and participated in the peace walk chanting slogans and displaying messages on peace values.

At this grand Peace Awards ceremony, we also honoured seven world renowned personalities who are exemplary peace symbols for humanity."

'Gratitude Peacekeeper Award' was presented to **Dr. A P J Abdul Kalam** since India is grateful for his outstanding contribution towards the country's development.

'Forgiveness Peacekeeper Award' was presented to **Kia Scherr** who stunned the world when she forgave the 26/11 terrorists in Mumbai who killed her husband and daughter.

Love Peacekeeper Award' was presented to **His Holiness The Dalai Lama** for promoting love and compassion as essentials for survival of humanity.

Humility Peacekeeper Award was presented to **Dr. A. R. K. Pillai** for his long years of social and humanitarian services towards leprosy.

Giving Peacekeeper Award was presented to **Ms. J K Rowling** from UK for choosing to lose her billionaire status by donating 16 percent of her net worth to charity

Patience Peacekeeper Award was presented to **Shri. Anna Hazare** for opting to counter corruption through peaceful means like indefinite hunger strike, Maun Vrat, etc.

Truth Peacekeeper Award was presented to **Malala Yousafzi** for standing true to her beliefs on education of girl child despite opposition from terror forces and her country's government.

Dr. A R K Pillai and Kia Scherr personally received the awards from Chief Guest, Shri. Tushar Gandhi, great-grandson of Mahatma Gandhi and Dr. Huzaifa Khorakiwala.

Chief Guest Tushar Gandhi, Head of 'Mahatma Gandhi Foundation' said, "India is known for its culture of peace. However, there are many forces that threatens its existence. In such a scenario, I appreciate The World Peacekeepers Movement for their various initiatives on world peace. Peacekeeping and Peacemaking is an individual responsibility. It is important for individuals to become agents of peace. I feel 'Peace' should be included in the primary school curriculum so that the foundation is laid right from the start. When we think of peace, we think of absence of strife but various other situations like personal vices, personal issues threaten peace. It is therefore important for each of us to become agents of peace."



After accepting the Humility Peacekeeper Award, **Dr. A.R.K. Pillai, Founder-President of Indian Development Foundation (formerly Indian Leprosy Foundation)** said, "I thank Dr. Huzaifa for his kindness. I appreciate The World Peacekeepers Movement for their vision of world peace through peace values. I feel privileged to

be associated with peace. A little compassion and humility goes a long way in saving someone's life. Therefore, it is important for the youth of today to stand up for the rights of others with humility and compassion."



Post receiving the Forgiveness Peacekeeper Award, **Kia Scherr, Author and world renowned inspirational speaker** said, "I am honoured to receive the 'Forgiveness' award and will continue to work towards raising the peace index in the world with love, compassion and forgiveness. I am glad to know that The World

Peacekeepers Movement highlights the importance of forgiveness and human values for attaining world peace. Forgiveness is the first step in creating peace. Forgiving the unforgivable is difficult but it is very critical for world peace. Revenge attracts more hatred and more terrorism. Terrorism destroys life. We will always find a way other than violence. No terrorist is powerful, no matter how big the weapon. After my husband and daughter were killed in Mumbai's 26/11 terrorist attack, I chose to forgive the terrorists. This incident has made me a catalyst for peace and forgiveness. I invite Mumbai's youth to take this stand for forgiveness and share it with everyone to make a difference for world peace."



CRISP's Skill Development Training Helps BPL Youths Land Jobs

Among the various CSR activities delineated by the Ministry of Corporate Affairs, Government of India, skill development has been given utmost importance. Centre For Research and Industrial Staff Performance (CRISP), Bhopal (M.P.), supported by Power Finance Corporation Ltd. (PFC), GOI, has made significant strides in training

300 young people and making them capable of finding meaningful lives through relevant employments.

Information & Communication Technology (ICT), multimedia technology, etc.

CRISP was established in 1997 as an autonomous organization under Department of Technical Education & Skill Development, Government of Madhya Pradesh, under Indo-German Technical Cooperation agreement (GTZ). It is headquartered in Bhopal with national and international operations dedicated to human resource development and organizational development.

The centre is industry-driven, equipped with state-of-the-art training equipment, having credentials for successfully handling projects from Central Govt., State Govt., international development organizations, PSUs, corporate sector, defence establishments, etc. The centre has a huge bank of human resources (PhD, MBA, M.Tech, BE).

CRISP is one of the most preferred service providers in the areas of Skill Development Training and has a proven model of self sustainability. Its expertise in establishing a modern hi-tech Skill Development & Training Centre will be very handy for all.

According to Mukesh Sharma , CEO, CRISP, "The objective of CRISP is to train and place the unemployed youth in the organized sector and to build social infrastructure for the country. We do this using a blend of innovative methods, state-of-the-art technology

CRISP mainly performs four kinds of activities:

- 1) Training
- 2) Tool Room cum Production Job (TcPc)
- 3) IT Consultancy & e. Governance Services
- 4) Skill Development Programs

The organization has excellent infrastructure in terms of sophisticated laboratories in the field of industrial automation, mechatronics, manufacturing technology,





driven labs and unique hands-on training. Our training is flexible, rapidly scalable and based on industry requirements. We also have a proven track record of providing trainees gainful employment.

Skill Development Programme of (PFC) at CRISP

Under CSR programme, PFC has sponsored 300 underprivileged students hailing from Madhya Pradesh, Uttar Pradesh, Chhattisgarh and Maharashtra to undertake Skill Development Programme. The program entails accommodation, training, certification, placement and post placement support. All the seats have been allocated for SC/ST/OBC/ Women/EWS and physically handicapped students.

The training course is designed to meet the following objectives:

- (a) To provide knowledge, skills and attitude to work as a skilled technician in the occupation according to the requirements of the employers.
- (b) To develop abilities to operate and use equipments, tools and instruments used in the trade.
- (c) To enhance personality development and to integrate smoothly in the employment environment
- (d) To upgrade standard of living of the marginalized group of society and bring them into the mainstream.

Testimonials



"The training provided by CRISP was really very good. The trainers were excellent, experienced and helpful. I now have a better understanding of networking which I am now implementing in my job. Practicals performed during training was tremendous, facility provided by CRISP to the training was very good and highly appreciated." - **Tushar Bargath, Network Administrator**, Bhopal, presently working in Spicetech Infratel.

CRISP and PFC for organizing these training programmes. I learned a lot. I got technical exposure which was very useful to enhance my knowledge. Thanks to CRISP for providing a job placement in a very good company. I hope that CRISP will continue to organise these trainings for the benefit of many other underprivileged youth." - **Amit Soni, Control Technician**, Madhya Pradesh, presently working in Eicher, Mandideep, Bhopal.



"I come from a very poor family. I would not have been able to afford this training on my own. I owe it to CRISP and PFC for organizing these training programmes. I learned a lot. I got technical exposure which was very useful to enhance my knowledge. Thanks to CRISP for providing a job placement in a very good company. I hope that CRISP will continue to organise these trainings for the benefit of many other underprivileged youth." - **Amit Soni, Control Technician**, Madhya Pradesh, presently working in Eicher, Mandideep, Bhopal.



"The training I received in computers, basic hardware & networking was excellent. It has helped enhance my technical skills. This training has also helped me get a job without any difficulty." - **Ajit Singh Kustwar, Windows Server Administrator**, Gwalior, presently working in Shivam Associates, Bhopal.

Ranjita Verma, Office Assistant, Bhopal, presently working in GNA Infotech

"The training provided me knowledge in computer operations, of which I had no prior knowledge. This has helped me land a job, to which I am very thankful to CRISP." -



"The training conducted by CRISP was really very good. The trainers were very encouraging. The practicals which we performed during the training were really useful to our jobs as well as improve our knowledge. I am very much thankful to CRISP for giving me the first job opportunity in my batch which I badly needed. And I hope in future CRISP also organizes this type of training programme for unemployed and economically weak youths." - **Atul Pal, Network Administrator**, Chhatarpur Village - Taraee, presently working in CYSCAPE Global Pvt. Ltd.

CRISP's CEO Mukesh Sharma says, "The last few years have witnessed a rapid advancement in technical and vocational sectors throughout India. Availability of quality employment oriented education ensures an increase in the working capability, productivity and employability of the people of the country. With the combined effort of PFC & CRISP, 50 percent of the trainees are employed and holding a sustainable job. CRISP extends its gratitude to Power Finance Corporation (PFC) for its trust and confidence in us."

ICICIdirect launches I-Pledge to Help Educate Poor Children



ICICIdirect.com, the leading financial investment portal from ICICI Securities announced the launch of I-Pledge, a cause based initiative aimed at creating awareness about systematic investments. This unique initiative encourages online visitors to pledge towards systematic financial investments which will help them in meeting their future goals. ICICI Securities will donate Re 1 per pledge recorded to Concern India Foundation. The funds raised through this initiative will be used in the education of underprivileged children.

Pledgers can log on to www.iplledgedirect.in and fill their basic details like name and email. On pledging, they will receive a pledge card. Pledgers also have the option of creating a personalised card by uploading their photograph. Both the pledge cards would be received on their emails.

For ease of telephone users, ICICIdirect.com has also created a dedicated service, wherein pledgers can give a missed call on 07533009963.

Speaking at the launch of I-Pledge, Mr. Anup Bagchi, MD & CEO, ICICI Securities said, "Most people are keen on meeting their financial goals - be it their child's education, owning a house or even retirement. This requires a disciplined approach and we believe I-Pledge (www.Ipledgedirect.in) is the first step to commit oneself to their financial goals. In return, our commitment is to help in building the future of underprivileged children in the society and we are pleased to partner with Concern India Foundation to fulfill this goal."

Ms Kavita Shah, CEO, Concern India Foundation said, "We at Concern India Foundation believe in helping people

help themselves. Our support to grassroots programmes across India in the areas of education, health and community development focus on enabling the disadvantaged to lead independent, self-reliant lives of dignity. Some of our supported programmes work toward creating greater financial awareness and help the underprivileged get into the savings habit, an important step toward creating a secure financial future for their families. We are happy to be associated with I-Pledge, a campaign that encourages people from all walks of life to commit to financial planning for the future of their loved ones."

The duration of I-Pledge initiative is 20 days.



NARESHWADI LEARNING CENTRE Providing an Opportunity for a Better Future for the Underprivileged

Mr. Richard Bale, Consul General of Canada in Mumbai, inaugurated a new school building at the Nareshwadi Learning Centre, located at Dhundalwadi, Dahanu, Maharashtra, a school for tribal students from villages within a radius of 45 km. The school is approved by the Zilla Parishad and follows the SSC system/syllabus. Women's Empowerment International Foundation (WEIF), Canada, Community Initiatives Program (CIP), Government of Alberta, Canada and the Somaiya Trust have contributed toward building the school.

The Nareshwadi Learning Centre campus is in the midst of the Girivanvasi Pragati Mandal's (GVPM) Experimental Farm surrounded by paddy fields and a fruit orchard, contributing to an ambience of spontaneous creativity and learning. The school is situated on a plot measuring roughly 20494 sq ft with a sports ground and recreational area. There are 10 classrooms on each floor along with separate washrooms for girls and boys as well as drinking water facility. The computer lab is located in

the Vocational Education & Training Centre (VETC). Two large exterior walls of the school have 6 murals done by Reena Valvi, a leading Warli artist in the district.

Children enrolled at Nareshwadi are from underprivileged families, aged 5 to 17 years. Ninety-five percent are from the local Warli tribal community with the rest from Dodhi, Katkari, Kokana and other communities. Of the 775 school children, 411 live on campus and the rest are day scholars

from neighbouring villages. About 2% of the children are non-tribal orphans placed by the Children's Welfare Committee. Girls' enrolment is 46 % and there are no dropouts. Education and accommodation is provided free of cost. Performance at the Board exams has risen from 13% to an average 95% over the past 5 years.

Samir Somaiya, Chairman, Somaiya Trust said, "This new building is an extension of our initiatives to deliver quality education to underprivileged





students and help them fulfill their potential. It is especially wonderful to see our students here today, engaging in sports, arts and science. The support of the Canadian Government in these initiatives has further motivated the team. We are planning

to build a new hostel building at Somaiya Vidyavihar campus and 50 beds in that hostel will be reserved for students of Nareshwadi."

Patricia Gokhale, CEO, Nareshwadi Learning Centre said, "The

community's involvement, the commitment of the faculty, the dedication of the students have made Nareshwadi a special place."

Said Richard Bale, Consul General of Canada, "I am glad to see this wonderful group of boys and girls enjoying equal privileges. The Canada Government is happy to support GVET in its initiative of the upliftment of people in rural India, while retaining a strong sense of culture."

Nargis Jamal, President Women's Empowerment International Foundation, Canada encouraged the students to use the opportunity by working hard and achieving their dreams.



Mayfair, Habitat Sign MoU to Provide Housing for Poor

Taking its commitment to the development of quality affordable housing a step further, Mayfair Housing Pvt. Ltd recently announced, in association with Habitat for Humanity India, a worldwide NGO working towards providing housing for the poor. The Memorandum of Understanding (MoU) between the two was signed by Nayan A. Shah, Managing Director and CEO, Mayfair Housing and Rajan Samuel, Managing Director, Habitat for Humanity.

The agreement is part of the CSR activity undertaken by Mayfair Housing under which the NGO will contribute Rs.100,000 from every unit sold at any of its projects over a period of one year from the date of signing it. Habitat for Humanity would utilize the funds generated to provide a decent shelter

to families in need and support in the state of Maharashtra. The funds will be accumulated by Habitat for Humanity and will be utilized to undertake a project in the state with a minimum unit size of 50 over a period of 8 to 12 months after receiving Mayfair Housing's contribution.

Speaking at the signing ceremony, Shah said, "We are delighted to join hands with Habitat for Humanity in their drive towards providing housing for the poor in India. This is our response to the clarion call given by our Prime Minister Narendra Modi for housing for all in India. To be able to be a part of this noble and worthy cause is a part of our mission to provide quality affordable housing which will be our small contribution to the overall development of India."

On his part, Samuel stated, "Habitat for Humanity India's vision is to eliminate poverty housing in India with millions

of people lacking access to proper homes. We are pleased to partner with Mayfair Housing in building homes for such marginalized communities. This initiative of Mayfair Housing will make a lasting impact in the lives of the families reached out through this initiative. This is yet another landmark partnership in fostering private, public and community partnership model and we look forward to similar partnerships from the construction sector as we endeavour to create a decent place to live in."

The MOU is the first of its kind in the country since Prime Minister's Independence Day speech in which he defined his vision for the country and laid emphasis on his dream of housing for all. The agreement kick-starts a partnership which will help those who are in dire need of a roof over their heads and thereby reduce the proliferation of slums across urban centres in the State.

Enactus Somaiya's Innovative Projects Help Change Lives of Poor

Enactus Somaiya Social Cell in SIMSR, the management college at Somaiya Vidyavihar, is a dedicated member of the Enactus, which is an international network of students, academia and business leaders committed to the cause of bringing betterment to the society. They strive to serve the underprivileged by instilling the spirit of entrepreneurship in them.

Project Kruti

The project trains rural women in the art of bag making. They are trained to stitch bags using banhatti cotton and kasuti embroidery which are both indigenous to the region. This not only helped promote a local art form but also impacted the power loom industry and local vendors in this region.

The women of Sameerwadi, a small village in Karnataka, dreamt of living a better life, educating their children and safeguarding their families' future. Their dream is turning into reality with this project. The target group

comprises of 13 BPL women from Sameerwadi, wives of farmers working in the sugarcane farms or workers working in GBRL. This project has positively impacted the lives of more than 33 women till date.

Project Kruti has enabled me to pay for my children's education. I have also taken an LIC policy with this money. More than anything else, it has made me more confident and independent.

**Shakuntala (34),
Awardi, Karnataka**

Project Finlit

In today's world, acquiring knowledge of saving and intelligent spending is vital. This is what the project aims to provide the youth belonging to families having an average monthly income of Rs. 10,000-15,000. Enactus Somaiya Social Cell imparts financial literacy to these students through a course designed with the collaboration of IIFL, India. The course consists of nine

modules and requires 12 one-hour sessions to be conducted. The project has impacted 460 youths till date.

Project Mogra

This project was started with the purpose of stopping migration of farmers.

Due to seasonality of paddy cultivation and water scarcity for seven months of the year, farmers from the village of



Project Kruti beneficiaries



Project Finlit beneficiaries

Nareshwadi migrate to the cities as construction site workers. They take their families along, thus discontinuing their children's education. Mogra (Jasmine) was identified as a perennial crop, having a substantial market demand and requiring minimal water and therefore, could be cultivated on a large scale by these farmers, who are paddy cultivators for four months of the year and working as construction site workers for the remaining part of the year.

The primary objective of the project was to provide them a sustainable alternate source of income. The Somaiya Social Cell provided each farmer 100 mogra saplings and trained them in mogra cultivation practices. The project has resulted in economic and social stability and undisrupted education of children of 314 families.

Project Warli

The traditional art form of warli is a skill passed through generations among the tribals residing in and around Dhundhalwadi Taluka, Maharashtra. Enactus Somaiya conducted a workshop to make specific warli products. In addition to improving the income levels of these farmers by Rs. 10,000-15,000, this project also helps preserve the ancient art of warli. Total revenue arising from this project in 2013-14 was Rs. 1,13,805 and it has directly employed 27 tribal artists, carpenters, etc.

Project Prerna

This project aims to empower women living in the slums of Chunabhatti, Mumbai, by creating a sustainable manufacturing unit for sanitary napkins, training them at all levels-procuring raw materials, operating the machines and selling of napkins. The vision is to empower underprivileged women, make them economically independent, teach them the importance of keeping their environment and living spaces healthy as well as address their hygiene issues.

The project will employ the following number of people:

Activity	No. of people
Manufacturing Unit	10
Supervisor	1
Sales and Distribution	4
Expected investment for this project - Rs. 4,91,503	

Enactus Somaiya Social Cell Projects Win Awards

"Each of us has an entrepreneurial spirit. A passion that, if unleashed, can inspire others to act. A talent that, if developed, can create opportunity for ourselves, our families and our communities. An idea that, if cultivated, can build a healthier, more prosperous and peaceful world." This has been the guiding spirit of Enactus Somaiya Social Cell which has won many accolades for its social projects.

At the Enactus National Competition organized by Enactus India "Hope. Dream. Change. Empower", was Enactus Somaiya Social Cell's war cry for the competition. Among the five inspiring projects undertaken by Enactus SSC, two projects were showcased, namely, Project Mogra and Project Kruti.

"Work hard in silence. Let our success

make the noise" is something Enactus Somaiya Social Cell has always believed in.

- Enactus Somaiya Social Cell stood third in their league
- Prof. Asha Bhatia received the Outstanding Faculty Advisor Award for guiding the Enactus SSC team successfully throughout the year
- The prestigious Enactus Special Unilever Competition for Leadership and Sustainability - A faculty guide and students from Enactus SSC were in Beijing, China for the Enactus World Cup in October 2014

Enactus Somaiya Social Cell is still hoping, still dreaming, still changing, still empowering – as the journey continues – to touch many more lives and spread many more smiles.

Prof. Asha Bhatia, while quoting Pat Riley says, "There's always the motivation of wanting to win. But a champion needs an attitude and motivation beyond winning". She also added that the team has also won the Enactus Mahindra Special Competition 2013-14 Grant with a cash prize of Rs 40,000 to support the projects.





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