

FEATURE

SUDDRIRHA BHARAT ABHIYAN:
SYNERGIES OF PUBLIC -
PRIVATE PARTNERSHIP

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**PRE-SCHOOL
EDUCATION - BUILDING
THE FOUNDATION**

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JSW CSR FOOTPRINT



Associate Editor

Chandra Shekhar Jha

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EDITOR'S NOTE

STEWARDSHIP

BY JSW STEEL



Mukund Gorakshkar
Executive Officer, JSW Foundation

Friends,

As we persuade our partners to pen down their thoughts on our projects, we realise how thoroughly we are being examined. It encourages us to have the District Collector of the Palghar district, Maharashtra, share his perception on our collaborative project to eliminate all identifiable cases of malnourishment.

The diversity of our projects does expose us at times, to the question, 'why so many'. However, the dedication of our field teams often convinces stakeholders that these projects are carefully conceived. We have had the Tata Institute of Social Sciences map the need and satisfaction scores for our projects and this analysis coupled with few studies being planned, will further structure our portfolio of interventions.

JSW Steel is among the few companies on the CSR horizon that had made a clear distinction between philanthropy and participatory development much before the companies act was amended.

It continues to inspire us with newer opportunities to redefine our social development template.



Mr. Seshagiri Rao

JMD, JSW Steel Ltd & Group CFO

Dear Friends,

I am proud of not just the manner in which we conduct our business, but also of the sensitivity we exhibit in our work with the community. As a business conglomerate, there are lot of expectations the community places upon us. It is challenging to respond with compassion, but at the same time, in a manner that persuades the community to participate in their own development.

JSW Steel has been contributing 2% of its profit after tax to CSR even before it was mandated by the government. Our Board of Directors and senior management are now keen to understand the processes of community engagement and issues of sustainability which I admit, is an interesting area to me as well. 19 group companies are contributing to CSR and I compliment the CSR team for evolving community centered projects and presenting

outcomes to the Board.

Our programs in malnourishment elimination, securing water sources in our villages, working with anganwadis, providing science centres in government schools have been welcomed by the local governments who have also expressed an interest to replicate them.

I am aligning the accounts, audit and commercial functions of our group companies to ensure timeliness in the conduct of CSR programs and instill a sense of volunteerism in our colleagues.

I am happy that our magazine VIVECHANA has been able to capture the sense of purpose for which JSW stands, and, will continue to bring to you, stories of hope.

With warm regards

Seshagiri Rao





Dr. Vijay Kelkar

Chairman,
CSR Committee, JSW Steel Limited

Dear Friends

I have heard many colleagues in the CSR committee mention that these meetings are very enjoyable and enriching. I completely agree. JSW has chosen a unique approach to its CSR, titled 'Janam Se Janani Tak.... JSW aap ke saath' to address issues not just of safe motherhood and child care, but also those of early childhood education, adolescent health, and empowerment.

Malnourishment, sanitation, preschool education are generally not flagged in the needs assessment studies, but we know how critical these are to help our country realise its demographic dividend. Statistics are there for all to see and express concern, but, we need many more Public Private Partnership models that will draw upon the systems and protocols of our government, and the inventiveness of our corporate sector.

JSW has had a long history of serious community work and now, as Chair of the CSR committee, I am pleased to learn how the community in the neighborhood of our operations has involved itself and benefitted from our programs. Talking of 'participation' is not easy with a community outside an 'oasis of prosperity', as our operations are seen by them, but this is a challenge I find our CSR team willing to take. Evidence of this is visible when a pipe water supply scheme no longer remains technical in

nature. In fact, the social engineering aspect is seen to take precedence as the community becomes more interested in restoring their own local sources of water. School management no longer demands a cheque for their proposal to upgrade the facility, but the principal and teachers are now involved in doing a market study of the equipment they require and in choosing such equipment or even contractors themselves. Anganwadi sevika is no longer lost for want of ideas to engage with the tiny tots and now merrily engage with children & parents and is excited to maintain records of pregnant women, lactating mothers and adolescent girls registered at her anganwadi.

I also find our long term engagement with the Tata Institute of Social Sciences to be a meaningful exercise. It was interesting to hear their senior faculty discuss the method of assigning need and satisfaction scores to our various field programs.

I would like to see greater visibility at national level in the malnourishment and skill development space.

My best wishes to the CSR team and team JSW

With warm regards

Dr. Vijay Kelkar

SUDDRIRHA BHARAT ABHIYAN: SYNERGIES OF PUBLIC - PRIVATE PARTNERSHIP

Malnutrition and related child deaths are the most significant challenges to administration in Palghar district. In fact this was one of the primary reason for the creation of Palghar district. It was a fair argument since – given the size of erstwhile Thane district—it was very difficult for administration to pay undivided attention to this issue.

When we talk of malnutrition we need to understand that there are various ways to measure it. For our purpose, we propose to consider three forms of malnutrition.

Measured as underweight (UW) i.e. less than ideal weight – age ratio.

Severe Acute Malnutrition (SAM) and Moderate Acute Malnutrition (MAM) i.e. Low weight for height - commonly known as Wasting.

Stunted growth i.e. low height for age - commonly known as stunting.

These are the most widely referred criteria of malnutrition. A UNICEF study explains malnutrition as follows, “Stunting is associated with an under developed brain, with long lasting harmful consequences, including diminished mental ability and learning capacity, poor school performance in childhood, reduced earning and increased risk of nutrition related chronic diseases. Wasting is a strong predictor of mortality among children under five.”

Though situation in many tribal areas are similar to what is being discussed here, our focus here is on Palghar district of Maharashtra. Palghar is predominantly a tribal district with 80% of its rural population being tribal. There are few inherent attributes of economic and social structure of this region that leads to incidences of acute malnutrition. Even though this is evident in all of the tribal area of the district, it is more severe in three talukas viz. Jawhar, Mokhada and Vikramgad. Just to understand how serious the problem of malnutrition is in these three talukas, following statistics can be very revealing. The data is based on survey of the children in the age group of 0-5 years.



**Mr. Abhijit
Bangar, IAS**

Collector, Palghar District

“Stunting is associated with an under developed brain, with long lasting harmful consequences, including diminished mental ability and learning capacity, poor school performance in childhood, reduced earning and increased risk of nutrition related chronic diseases.”



The Survey was commissioned by Rajmata Jijau Mission, Government of Maharashtra and conducted by Fight Hunger Foundation. The survey was conducted for Jawhar and Mokhada talukas combine and Vikramgad taluka as a separate unit.

Talukas	Prevalence of Under Weight	Combined Prevalence of Wasting (SAM +MAM)	Prevalence of Stunting
Jawhar and Mokhada	74.9%	41.8%	70.8%
Vikramgad	69.6%	41.9%	58.8%

It shows that the incidences are alarmingly high and children are in very vulnerable condition.

Similar analysis of such data over a period of time points to the seriousness of the situation over many years now. Year after year and generation after generation, the problem still persists. A careful analysis into the causes

shows that its a vicious circle of hunger and under nutrition. Average birth weight in these talukas is very low. Low birth weight coupled with insufficient nutrition in the first five years leads to stunted physical and mental growth. This impacts the next generation since majority of mothers are anemic and stunted hence give birth to low birth weight babies.



The fundamental cause of this vicious circle of malnutrition is lack of sustainable livelihood. Major occupation in this area is agriculture. However, cultivation happens only in Kharif season. Double or multiple cropping is hardly undertaken due to lack of irrigation. Since agriculture is only sustaining occupation here, people don't have any alternative but to migrate for jobs after cropping season. Thus most of the families migrate for 6-8 months of the year. When a family migrates it compromises on facilities provided by the government such as ANC care, nutritional support to children, pre-school and school education. These factors only strengthen the vicious circle.



Given the complex nature of the problem, the solution needs to be complex too. While nutritional support and proper ANC care are part of the short term solutions, it's the provision of sustainable livelihood that will

break the vicious circle and provide the ultimate solution. It needs to be coupled with continuous education and awareness activities to overcome social and cultural dogmas.

Government has few schemes through which a serious effort is made to curb malnutrition. Through the Integrated Child Development Scheme (ICDS) nutritional food is supplied to children in the age group of 0-6 years as well as to pregnant and lactating mothers. Special efforts are made in the form of Village and Child Development Centres (VCDCs) wherein additional nutritional support and medical services are provided to malnourished children. However, these efforts are not without challenges- the biggest challenge being the varying quality of services provided through Anganwadis.

This is where collaboration between government and private entities such as JSW assumes significance. This collaboration resulted in "Suddrirha Bharat Abhiyan" in Palghar which introduced two important interventions. First being **Growth Monitoring**.

This is a mechanism of real time data collection of attributes showing status of malnutrition. Apart from using the existing set-up of Anganwadi Workers (AWWs), it has made two important interventions in terms of manpower and technology. It has introduced a team of contractual workers between AWWs



and supervisors named *Yashodas*. The latter facilitate the technological change and give on the job training to AWWs. Technology, of course, plays a pivotal role as *Yashodas* and AWWs feed GPS based real-time data and photographs of each child to the server every month. This data can be accessed on a portal which presents it in an analytical way in order to illustrate action points directly. SMS system is also developed which sends alerts to various levels of field machinery. Further, reports are generated in such a way that it will soon replace manual reporting done by AWWs to their department. The second important intervention is that of **Growth Promotion**. It provides for additional nutritional support in the form of ready to cook food packets. The recipes are selected considering the tastes and food preferences of the local population. Two aspects in which this system differs from that of 'Take Home Ration (THR)' - the protocols devised for storage and how to handle & cooking, maintaining hygiene and ensuring quality. Secondly, since a standard taste is maintained, it is much preferred by children and pregnant mothers. The results of this intervention of growth promotion have been very encouraging.





Here I wish to underline the significance of the complementing nature of partnership between the Government & JSW wherein inputs from JSW help augment results of the government's initiatives. It is important that such interventions as mentioned here do not remain external but should be also absorbed and internalized. Happily, the Government-JSW is based on this understanding.

Another significant aspect of this partnership is that it extends beyond mere financial support, as normally envisaged under CSR mandate. Here the collaboration anticipates both personnel and equipment to be provided by JSW. Quite often it extends to local participation.

The doctrine of public-private partnership is used here too but in a different context. Here a private agency is involved in the process of planning and execution not for profit but solely to discharge an obligation to the society. To me this is real comprehensive meaning of CSR.

It remains to be seen inputs from this experience can help in policy planning on a large scale.

Issues such as malnutrition are not easy to handle. Government has waged an all-out war against malnutrition. However, its efforts are hampered by the scale at which it is operating and the availability of resources. However, when government's efforts are supported by private sector not just in terms of financial resources but as seen above, synergies can be developed which will work towards getting better than expected results.

Life should be a pleasant experience for everyone on this planet. This is what we can strive to achieve - together.

PRE-SCHOOL EDUCATION – BUILDING THE FOUNDATION

The early years of a child's life are critical. It is during the early years that children develop cognitive, physical, social and emotional skills which they need to succeed in life. Every child must have access to proper nutrition, health care and early child education (ECE) which helps him or her to keep pace with physical and mental growth. It is proven that a right ECE approach leads to better attendance, retention and learning in those children who gradually advance to elementary and higher education. JSW is demonstrating a replicable model in ECE at Vasind. **Mr. Nandkumar Jadhav**, Director, Navnirmiti (partner NGO) explains the intervention...

"The gross enrolment in ECE, managed by government's Integrated Childhood Development Program (ICDS), is approximately 55 percent. The onus of its implementation is with Anganwadis (child care centers). With the given work profile of anganwadi sevikas (one at each center) which also includes supplementary nutrition, nutrition and health education, immunizations, health check and referral services, ECE remains a neglected area. Lack of specialized training in ECE to anganwadi workers also affects the quality.

To improve the condition of ECE in the country the central government issued a National Early Childhood Care and Education (NECCE) policy in the year 2013. The focus of the policy is on strengthening access, equity, capacity, monitoring, research and advocacy. Although states in India have contextualized the new policy they have been slow in implementing.

As far as our two decades of experiences on ECE are concerned, we can vouch for a collaborative effort where government, private sector and civil society converge. The convergence can then focus on curriculum of ECE, quality standards and accreditations, training of teachers, research, collection of impact and evidences and last but not the least, community engagement.

We got associated with JSW in the year 2012 to take up ECE in anganwadis in and around Vasind and named the project *Kilbil Prakalpa*. We aimed at upgrading teaching skill of anganwadi sevikas, learning by experience for the children, ensuring joyful learning ambience in the anganwadis and gradually transforming conventional anganwadis into model anganwadis.



We started working in 35 ICDS anganwadis of Vasind. The government soon requested us to upscale it further and cover Shahpur block in the project. So today we are covering 268 anganwadis in Shahpur ICDS block.

One of the most critical aspects of our ECE model is the training of anganwadi workers. The training covers knowledge dissemination communications

skills, language development, mathematics, logic exercises for children, creativity, games etc. The sevikas are encouraged to engage the children in the activities through various games, singing and poems.

We have a specialized kit designed to assist anganwadi sevikas in dispensing quality ECE to children. The kit includes teaching materials



on pre-entry level number concepts, letters' introduction and words making, stories, problem solving and logical writing. We also provide a handbook and yearly syllabus to all the anganwadis. We have also provided 7000+ workbooks to children to practice the exercises.

We have also transformed nine conventional anganwadis to model anganwadis. Each of them is now spacious where children can spend quality time leaning and playing. To facilitate the engagement of children in learning process, we have arranged all the learning aids at the comfortable reach of children.

We have also introduced additional help in the form of supportive teachers in 10 anganwadis to further facilitate ECE. We are in constant touch with anganwadis to help and solve their queries. "



Mr. Nandkumar Jadhav

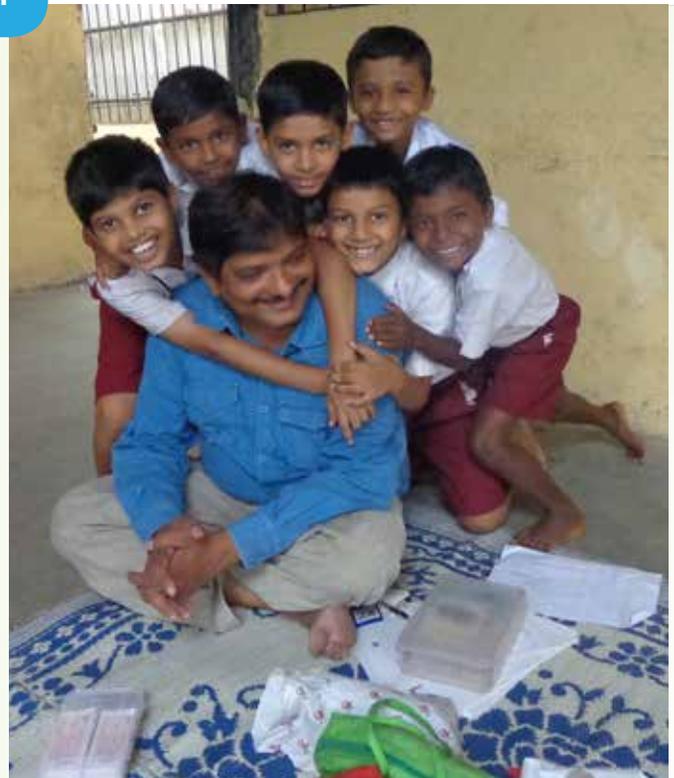
Director, Navnirmiti

"We have also transformed nine conventional anganwadis to model anganwadis. Each of them is now spacious where children can spend quality time leaning and playing."

JSW invited the Tata Institute of Social Science (TISS), Mumbai, to conduct an impact assessment study of this project. The assessment particularly focused on the training of anganwadi workers, provision of assistant teachers in 10 anganwadis and infrastructure upgrade of anganwadi centres. **Prof. S. Siva Raju**, Chairperson – Centre for Population, Health and Development at TISS, describes the findings of the assessment...

“Our assessment was both qualitative and quantitative. We covered 43 anganwadi centres, including 3 model anganwadis and 10 anganwadi centres where JSW has appointed assistant teachers.

In depth interviews with everyone including anganwadi workers, helpers, assistant teachers and mothers of ECE children were conducted. We also assimilated feedback about the project from important stakeholders, such as District Program Officers (DPO), Child Development Project Officers (CDPO), Assistant Child Development Project Officers (ACDPO) from ICDS, resource persons from Navnirmithi, and CSR staff of JSW.



I would like to highlight some of the key findings of the study in the following paragraphs:

- Our assessment highlighted that about 95 percent of the anganwadi workers whom we interacted with are appreciative of the training and its content. Most of them said that they are feeling more confident, both personally and professionally. They believe that the input received during the course of training is helping them in conducting ECE in their respective anganwadi centres. Their post training assessment data reveals an enhanced understanding of child development processes. They have also demonstrated enhanced knowledge related to health, environment and social issues associated with child development. The assessment also highlighted improved performance of children in anganwadi centres. They are enhancing the ECE course content with elements like singing songs, learning things by doing, practicing memorization, vocabulary, self care etc. The anganwadi centres also recorded improved attendance of children.
- Almost 97 percent anganwadi workers appreciated the training faculty, course material, participatory method of teaching, responses to queries and feedback.
- 75 percent of the anganwadi workers believe





that given an improved infrastructure in anganwadis like electricity, access to potable water, toilets for children, centre repair etc will further encourage parents to send their children to the centres. The assessment also revealed that the trained anganwadi workers are training their assistants on ECE and its importance.

- The 10 assistant teachers appointed by JSW are also contributing immensely to the success of ECE project. Our assessment data mentions that all of them are educated, active and represent the same village of the anganwadi. 70 percent of them have completed their education up to higher secondary school.
- One of the critical assessors of ECE projects are the mothers. Most of them who send their children to anganwadis are housewives. Only 32 percent of the mothers are 10th grade pass. Almost 100 percent of these mothers believe that they can make out the changes in the anganwadis functioning and observe changes in learning levels of their children. A majority of the mothers mentioned improvement in identifying and relating to letters, colors, shape, and classification post training, while more than half mothers observes that the children's learning has improved with regard to understanding, identifying and relating to

charts, stories, learning by doing, vocabulary and other child development themes, especially after training. More than 95 percent of the mothers believe that sending their children to anganwadi centres is worthwhile.

- The CSR manager of the project from JSW is convinced that effective ECE is the way forward to ensure a brighter academic future for them. The District Program Officer (DPO) considers the program a unique and significant initiative to promote early childhood care practices in the region. He also praised the training component of the ECE project which he believes has equipped the anganwadi workers with new skills and positive attitude. The government officials from education department and ICDS believe that the project has the potential to scale up in other regions of the state.

I would not be wrong to mention here that ECE Vasind project is one of best model in pre-education and must be replicated in other parts of the state as well as other CSR field area of JSW."

HAMRAAHI PROGRAM – A HOPE FOR A HEALTHY LIFESTYLE FOR TRUCK DRIVERS



The awareness around HIV AIDS and its causes in India has increased over the years but is still far short of the mark. And one classic 'low-awareness and high risk' category is truck drivers – a highly mobile population who spend nights and days traversing the roads and highways of the country. Their indifference towards importance of safe sex leads to the migration of the virus from the high prevalence to low prevalence zone, spreading throughout the country. Bhoruka Charitable Trust (BCT) is tackling the issue at Vijayanagar truck terminal through spreading the awareness and appropriate referrals. **Dr. G. S. Suryaprakash**, Project Director, Bhoruka Charitable Trust outlines the work so far...

"There are about 5 to 6 million truck drivers in India of which 40% are long distance drivers (LDT). Of these LDTs, 36% go to sex workers. Therefore, it is critical that the truckers are given awareness to go for safe sex using condoms to avoid the chances of Sexually Transmitted Infections (STIs) including HIV-Aids. In association with JSW, we have started a program called '*HUMRAAHI*' (companion in the journey), in January 2010. This program aims to enhance the knowledge of HIV/AIDS among LDTs and their helpers.

On an average more than 500 truckers come to JSW's truck terminal every day at Tornagallu from across India. They venture outside the

terminal to find commercial sex workers. And mostly they find one. These women are mostly rag pickers desperate to earn some quick bucks. There are also incidences of transgender community from nearby districts also participate in sex trade. Many a times LTDs end up having sex with these commercial sex workers without protection.

'*HUMRAAHI*' caters to LDTs, transporters, contract employees as well as commercial sex workers operating in and around the truck terminus. The program is designed to bring behavioral change in the target population. We are using medium of entertainment as intervention to stimulate the desired behavioral change. Our health educators continue interacting with the truckers and other target population to build the affinity and disseminate information regarding safe sexual practices.

A Drop in Centre (DiC) at the truck terminal is operational giving services to LDTs, helpers and casual workers. DiC ensures regular high quality services like STI care, periodic health clinic, referral services and last but not the least counselling. The automatic condom vending machines are installed to make condoms available at a nominal fee.

The program is following the guidelines provided by National AIDS Control Organization (NACO). It is applying NACO's Syndromic Case



Management (SCM) approach to care STI cases visiting our DiC. SCM is the most appropriate and proven method of treating STIs in truckers. SCM is based on the identification of consistent groups of symptoms and easily recognized signs, and the provision of the treatment that will deal with the majority or most serious organisms responsible for producing a syndrome.

Our periodical health clinics in tandem with SCM approach and a robust referral system (network doctors at spread in different cities) further gives the STI care services.

The counsellor at DiC is adequately trained to counsel visitors. If the person is referred to an integrated counselling and testing centre (ICTC) at JSW's Sanjeevani multi-specialty hospital, the pre- and post-test counselling are done by an ICTC counsellor. The truckers receive a treatment prescription so as to enable them to plan a visit to other clinics of the national chain part of the



Dr. G. S. Suryaprakash

Project Director,
Bhoruka Charitable Trust

“Our periodical health clinics in tandem with SCM approach and a robust referral system (network doctors at spread in different cities) further gives the STI care services.”



National Networked Targeted Intervention for Truckers (NNTIT).

So far HIV AIDS awareness through *HUMRAHI* program has reached to more 4.8 lacs LDTs and more than 2 lacs condoms have been distributed.”

SKILLING INDIA

One of the critical tasks at hand in India at the moment is to capitalize on the demographic dividend, which is both – the biggest opportunity and the biggest concern. With only 2.3 per cent of the total workforce in India having undergone formal skill training as compared to 68 per cent in the UK and 52 per cent in the US, the quantum of the challenge is still high. JSW is playing its role in government’s Skill India initiative.

Mr. Sandeep Dubey, Assistant General Manager, JSW Foundation outlines various initiatives taken up by JSW.

“JSW is partnering with the Central Government through Public-Private-Partnership (PPP) model and working in the states of Maharashtra, Karnataka, Tamil Nadu, Rajasthan and West

Bengal. 21 Industrial Training Institutes (ITI’s) are being managed by JSW since 2007 onwards.

JSW is supporting ITIs by:

Upgrading infrastructure: Class rooms, students’ welfare like dining room, hostel, sports facility, toilets etc

Providing teaching equipment: New machineries and tools to keep pace with the industry requirement

Providing manpower support: Engaging Instructors on contract basis, developing training and placement cells. The focus has been to inculcate entrepreneurship skill among the students



The average performance of ITIs (state wise) on key performance indicators after JSW’s intervention is enumerated below:

State	Maharashtra		Karnataka		Tamil Nadu		West Bengal		Rajasthan	
	Before	After	Before	After	Before	After	Before	After	Before	After
Drop out %	16	7	12	4	14	4	10	5	12	7
Pass Out %	72	86	76	89	82	94	62	78	52	62
Employment %	40	74	36	62	26	64	38	74	44	62



In short span of time our efforts have been recognized as ITI Mettur of Tamil Nadu was awarded national level Gold Trophy by ASSOCHAM in 2015. ITI Shahpur of Maharashtra was adjudged among top ten best managed ITI under PPP by CII in 2012. We were also felicitated by Minister of State - Skill Development, Government of Maharashtra, for significant contribution in Skill Development in 2015.



We have developed a manual for the Institute of Management Committee (IMC) for ITIs where we are member. The IMC manual has been appreciated by the Director, Vocational Education & Training, Maharashtra. We are in a process of jointly preparing and releasing a similar SOP manual for all ITI principals.



JSW is also running O.P. Jindal Vocational Training Centre (OPJC) at Vasind, Vijayanagar and Ratnagiri located in Maharashtra, Karnataka and Maharashtra respectively. Our OPJC Vasind was established in 2003 in association with Father Agnel Technical Institute, Mumbai. OPJC Vijayanagar started in the year 2008 with the collaboration of Nettur Technical Training Foundation, a front running technical vocational training provider in the country. The newest of the lot is OPJC Ratnagiri established in the year 2014 with the collaboration of the Father Agnel Technical Institute, Mumbai. OPJC at Vijayanagar and Vasind are recognized by the Ministry of Labour, Government of India. So far 2500+ students have received training in diverse technical and non-technical courses ranging from tailoring to welding, from computer hardware to electrical maintenance and fashion designing to beautician.

As part of our Janam Se Janani Tak... roadmap, we have been giving a lot of impetus to women

empowerment through skill development and Self Help Group linkages. In our OPJC centres we have been running training courses like fashion designing, tailoring and beauticians to equip women to stand on their own feet and become an asset in their families. Our Rural BPOs at Vijayanagar and Ratnagiri are training over 150 women at the moment and employing them to do outsourcing assignments; 800+ women have been benefitted since the start of the BPO at Vijayanagar.

India is planning to train over 40 crore youth by the year 2022. It is important that quality trainers and evolving courses are there to meet the demand. JSW has signed a MoU with Government of Maharashtra to set up a state-of-the-art 'JSW Institute of Skill Development and Training' for trainers. The facility shall maintain the national and international training standards. Once commissioned, the proposed institutes will be one of its kinds in India."



GONUR WATERSHED PROGRESS AND EXPERIENCE

Decades of groundwater abuse, populist water policies and poor monsoons have turned vast swaths of India into a dust bowl, driving distressed farmers to suicide. Both central government and state governments are taking corrective measures to deal with the situation. The Central Research Institute for Dryland Agriculture (CRIDA), in collaboration with the State Agricultural Universities, prepared a Contingency Plan for 600 Districts to implement location specific interventions to sustain agriculture production. The States are taking various measures like in-situ soil and moisture conservation, micro-irrigation and ground water re-charge. For example, the State

of Maharashtra has launched the *Jalyukt Shivar Abhiyan* in which village level plans have been prepared to renovate and rejuvenate water bodies to improve water security.

JSW in collaboration with National Bank for Agriculture and Rural Development (NABARD) has started Gonur Watershed Project in Salem district of Tamil Nadu state in the year 2013. The collaboration earmarks 1000 hectares of land for the project and to be covered over the period of 5 years. **Mr. Kannan G**, Project Director, Hand In Hand (project executing NGO), outlines the project.

“Salem district is one of the drought prone districts of Tamil Nadu. Poor soil and water management aggravated the problem resulting in low farm productivity. Gonur receives an average annual rainfall of 975.2mm. For the past 17 years the rainfall is uneven, resulting in poor harvests for the farmers.



The Gonur Watershed Project is designed to facilitate effective soil and water conservation leading to enhancement of livelihoods of

rain fed farming families. The objectives of the project are: building people managed watershed institutions & conserving rainwater within the watershed to increase group water level, implement soil conservation in farm land and common land and introduce crop rotation, horticulture, agro-forestry and bio-mass plantations.

The first phase (July 2013 – March 2015) was defined as capacity building targeting to disseminate watershed related information to farmers, women groups, and village representatives to bring them onboard. 100 hectares of land from village Aandikarai was under watershed development benefitting 129 farmers. Various watershed treatments were carried out during this phase, such as field bunds, water absorption trenches, well recharge pits, farm & percolation ponds, fodder development, agro forestry, horticulture and biomass plantation. 600 hours of free man days were generated through *shramdaan* (volunteer services) during this phase. The component of *shramdaan* was an integral part of this phase.

As a result of the interventions of first phase, the intervened watershed area retained most of the rainwater during the rains of October-November of 2015 through ponds, wells, field bunds, and farm ponds thereby recharging the ground water table. The plantation of fodder crops helped to improve the milk yield of the cattle.

The ongoing second phase of Gonur Watershed project is called Full Implementation Phase. In this phase in FY15-16, we have so far covered 65 hectares of land spread in 7 villages. In this phase also all the watershed treatments are applied to the intervened micro watershed.



Mr. Kannan G

Project Director,
Hand In Hand

“600 hours of free man days were generated through *shramdaan* (volunteer services) during this phase. The component of *shramdaan* was an integral part of this phase.”



So far 162 farmers have benefitted from this phase. By the year 2018, the Gonur watershed project aims to cover entire 1000 hectares of land with the aim to increase the groundwater levels by at least by 0.30 meters and surface water are by at least 10 percent.

In addition to this JSW is also supporting the Gonur watershed area with interventions like kitchen garden, health camps and veterinary care.”

RESTORATION OF SRI ESHWARA TEMPLE AT TALUR



JSW has always participated in various heritage conservation initiatives and helped in restoration of ancient temples – an effort that has been lauded and felicitated by UNESCO. Recently we have revived the 14th century Sri Eshwara Temple, of Chalukyan style architecture, situated in Talur village of Ballari district.

Mr. A. H. Harirama Shetty, Director, S.D.M. Dharmothana Trust details the restoration project...

“Dharmothana Trust is a known organization as far as temple restoration work is concerned. Our organization is recognized by Government of Karnataka and so far successfully carried

restoration work in more than 200 temples across Karnataka.

It was an honor for us when JSW approached us for the restoration work of Sri Eshwara temple. The task was challenging as the temple needed an overhauling. The best part of the exercise was JSW’s prior knowledge and experience in heritage conservation. This made the task a lot easier for us.

Prior to the signing of MoU between our organizations, JSW involved the people of Talur village. It was critical for them to understand the conservation work and except our mutually decided modus operandi. It was vital for the success of the temple conservation to excite





people and persuade them for post restoration maintenance. We are glad that the work came to us after taking the local people into confidence. To our delight the people showed great interest and promised their full cooperation. They decided proactively to remove all encroachments in and around the Sri Eshwara temple.

Sri Eshwara Temple consists of Antarala, open Navaranaga Mantapa with a beautiful carved pillars and Kakshasana all around. This temple is built in granite stone and consists of Garbhagriha with a beautiful Shivalinga inside and Vimana Gopura of Kadambanagara style architecture. We found the Nandi idol in damaged condition. As we assessed the Sri Eshwara Temple, we found the structure was on the verge of collapse. The non-maintenance, growth of vegetation, rainwater percolation, and accumulation of debris around had taken its toll on the temple.

Finally the restoration work started with proper documentation of the existing structure. Every existing stone was serially numbered / marked. After complete dismantling of the entire structure, the foundation was first strengthened before reconstruction. Adhithana was rebuilt using all the existing old stone and by preparing new stone members of old style to substitute in place of missing ones. Stone Shikhara was also rebuilt. Dressed granite flooring was laid both inside & outside. Stone parapet wall was also constructed.

We are happy that we completed the restoration work of the temple within the stipulated time.

This would not have been possible without the support from Dr. D. Veerendra Heggade, President of S. D. M. Dharmothana Trust, Dr. C. S. Kedar,



Mr. A. H. Harirama Shetty

Director, S.D.M.
Dharmothana Trust

“We found the Nandi idol in damaged condition. As we assessed the Sri Eshwara Temple, we found the structure was on the verge of collapse.”



Chief Executive Officer along with Mr T. S. Gouda, Associate Vice President (C & ES), Mr. Balu. H. U, Deputy Manager (PR & CC) of JSW. The process of restoration was done, under the guidance of Advisor of Dharmothana Trust Dr. G. Ashwathanarayana and supervision by the Director Sri A. H. Harirama Shetty.

LEADING A LOCATION

At the onset I would like to accept candidly that 3 to 4 years earlier CSR activities were left to the designated expert to handle. Things have evolved for good as I am writing this article. Today CSR is my key focus areas. From more than a year now, CSR is a part of our monthly review meetings.

It is the only way to connect with the communities living in the periphery of our plant premises. I believe there are a lot of opportunities to further improve our relationship with the people.

I am in constant pursuit to encourage my colleagues to come forward and give their skills to the benefit of people at large. We are lucky that we have internal platforms like 'LEAP' which encourages volunteerism within the organization.

When it comes to CSR at Vasind, I am especially proud of our contributions in the areas of education, health and development of rural infrastructure. We have developed model anganwadis to set example for preschool education infrastructure and are already in discussion to scale it up beyond our DIZ. Our science labs in government secondary schools are facilitating the students to access various science models to enhance their scientific temper. We are making medical diagnosis procedure like sonography accessible to tribal populations. We are in the process of making our DIZ and IIZ Cataract free through our partnership with KBHB.

I am focusing on institutionalising the process of volunteerism at Vasind. Each of our major CSR program today has its own project champion. Our project champions bring diverse skills to add dynamism and fresh perspective to their respective CSR project. These project champions then internally motivate their team members to come forward and volunteer.

I am noticing that my colleagues are now proactively getting themselves updated with issues related to CSR and initiatives. We are also working to further strengthen our internal communications to disseminate our CSR achievements more frequently. This will help us motivate those who today may not have thought of volunteering.



Mr. Sanjay Goel
Head, Vasind Works

“As we go ahead in the journey, I would like that we put more efforts towards tackling malnutrition in the surrounding tribal villages and hamlets.”

We organize an annual one-day health camp in our DIZ. This mega event witnesses the assembly of more than 5000 people from nearby villages. The success of this mammoth exercise can be attributed to the JSW volunteers who help manage the event. I am looking forward to more such opportunities where the collective efforts of our skills are utilised for the benefit of people.

Our CSR is moving from strength to strength. As we go ahead in the journey, I would like that we put more efforts towards tackling malnutrition in the surrounding tribal villages and hamlets. I am also looking forward to devise a solution to prevent pollution of fresh water lakes by domestic sewage. And last but not the least, working closely with Gram Panchayats and civil bodies to develop mechanisms to manage the households' waste.



An art Installation made at JSW Steel Vijayanagar by eminent artist **Mr. Mahbubur Rahman** from Bangladesh. The initiative was facilitated by **JSW Foundation** in *Abhisaran* 2014.



Jindal Mansion, 5A, Dr. G Deshmukh Marg, Mumbai - 400026

