



ISSUE 2 - MAY 2015

# || VIVECHANA ||

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# JSW CSR FOOTPRINT



**Associate Editor**

Chandra Shekhar Jha

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**A Step towards**  
Swachh Bharat**EDITOR'S NOTE****CELEBRATING** PARTNERSHIPS

**Mukund Gorakshkar**  
Executive Officer, JSW Foundation

Friends,

Did the first year under the revised companies act 2013 pose challenges or did it help channelize our inherent and collective strengths towards the benefit of society?

Our programmatic transition was smooth. I am sure this is the case with most peers. The interesting part was to match this with upgraded internal systems. Systems that would weave in the audit team, the commercial team and the accounts team, systems that would enable fellow JSWites to champion projects. And all this without compromising on the philosophy of partnership.

Our juggernaut has rolled effectively and one feels proud that all 18 companies of the JSW group have spent their mandated 2% on community initiatives. A big plus is in the form of new partnerships with many fellow JSWites that we have created in the process.

We have traditionally focused on individual toilets and the Swachha Bharat mission led us to school toilets. It was gratifying to see many JSWites volunteer to champion this program in different schools, hoping to use this as a pivot to align with overall cleanliness and hygiene in the village for the next couple of years.

Vivechana applauds these ambassadors.



## **WE SHALL WIN** OVER MALNUTRITION

**Sangita Jindal**  
Chairperson, JSW Foundation

Close to 1.3 million children die every year in India because of malnutrition, according to the World Health Organization (WHO). In a country which is home to the world's largest child care programme (Integrated Child Development Services), the death of so many children due to malnutrition is quite a paradox. There are currently over one million of daycare centres (anganwadis) run by the government across India. They are fed their midday meals by daycare workers. The meals are prepared by a good local agency that the government hires on contract. The workers are given training on child health and nutrition when they are hired by the government. Another aspect of the daycare workers' responsibilities is to visit and communicate with the mothers whose children attend the centre, giving them advice on how to keep their children healthy.

We are collectively concerned, our institutions are fairly expansive to offer referrals, where then is the problem?

We must make our development schemes leakage free and also concentrate on improving communication between field bureaucracy and the community. I am happy that JSW Foundation began its multi-approach intervention on nutrition status enhancement of the children and mothers.

We are taking steps that are intended to provide both immediate relief and long-term solution to every treatable and preventable case of malnutrition. At Bellary, we began with this approach where each malnourished child is being tracked by a cadre of committed professionals and local NGOs. The weight and

**I am confident that our supplementation of government efforts will provide a sound strategy to 'Mission Malnourishment Eradication'.**

hemoglobin level of these children is measured on a monthly basis. Based on the nutritional status of the child, the child is administered "Spiriluna" (an algae based nutrition supplement with scientific evidence showing enhancement of nutritional status of women and children). Similarly, in Thane and Palghar districts of Maharashtra, our approach is to facilitate line listing of all the pregnant & lactating mothers and children below 6 years, providing need based micronutrient sprinklers and supplementary feed, equipment such as infantometers and laptops to anganwadi supervisors; one of the major thrust of the project is to build the capacity of anganwadi sevikas, ASHA workers, ANM & Supervisors through facilitating training and capacity building.

I am confident that our supplementation of government efforts will provide a sound strategy to 'Mission Malnourishment Eradication'.



## SHARED RESPONSIBILITY

**Sumantra Sen**

Chief Executive Officer, JSW Foundation

### Travelling the CSR Path *With Others*

Corporate Social Responsibility has evolved from plain good intentions to addressing critical issues involving an intricate network of strategic associations and activities. Environment, communities and business intersect in many complex ways that should be understood by all the stakeholders. Through their strategic linkages, companies can definitely assist in tackling some of the challenges, but for that they also need to foster a sphere of reciprocal support that will guide the path to progress.

For every large societal problem, be it education, climate change or inequality, the collective endeavour should be to create effective and inclusive solutions. Whether that means clean drinking water, health services, education and an enabling system that works, individual contributions however noteworthy are not sufficient and there may be an essential modification required in the way companies operate and organise themselves. As a nudge, the Government of India has already encouraged collaboration by way of allowing companies to engage with CSR programs of the others. This creates an immense opportunity to overcome hurdles and collectively enhance efficiencies in CSR projects.

These collaborations may be initiated with many diverse objectives. One of them may be to develop industry standards and to promote common best practices. JSW Foundation and CSR divisions of several leading companies have recently joined the Confederation of Indian Industry's working group for NGO Evaluation System. The outcome from the joint efforts of the group members will be a credible & self-sustaining evaluation system to enable healthy partnerships for social good.

Similar consolidated efforts can also help influence policy makers and broader supply chains.

Specific government backed programs can at times provide a powerful platform for companies to collaborate. The recently launched 'Jalayukta Shivar Abhiyan', a Government of Maharashtra initiative to drive water conservation efforts, is one such opportunity. Although at this stage the participating entities, including JSW Foundation, are voluntarily adopting identified villages across various water deficit divisions, at an advanced stage it can lead to ideas and expertise sharing or even sharing of resources. The Mission against Malnutrition and Swachh Bharat Abhiyan can all hugely benefit from the companies pooling in capabilities and resources.

The key to such collaborations will be congregating the like-minded organizations including NGOs and Government bodies. Transparent sharing of information, whether through online communication channels or in-person fora will not only assist in obtaining valuable feedback but will avoid reinventing the wheel and will help build focus on select CSR projects. The evolving space of CSR in the new regime at least in the medium term will also struggle for appropriately skilled workforce. The next level of collaboration may be in the form of nominating specialists to volunteer or cross-train professionals on diverse projects.

The beginnings of such partnerships can already be seen but they have to progress to the next level as combined dedication in addressing key social issues is the best way forward to make a significant positive impact on the communities. To quote Henry Ford: "Coming together is a beginning; keeping together is progress; working together is success".

## COMMITTED FOR A DEVELOPED JAIGARH AND PANCH KROSHI



**H**ow often we come across women in powerful decision making positions in our country? While their contribution in both public and private sector in urban spaces is increasing, rural India still may take decades to catch up. Mrs. Farzana Aslam Dange, Sarpanch, Jaigarh Gram Panchayat in Ratnagiri district of Maharashtra, joins this increasing group of far sighted women leaders.

"I never thought of becoming someone important in my life; someone who takes decisions that

impacts so many people. Today I am serving people as Gram Panchayat Sarpanch. I have everything today, a loving and caring husband, two loving daughters and many who look up to me for their welfare.

I studied till class 7th in Urdu medium school, got married and moved to my husband's house. Like every other women in the village I too have household responsibilities to take care and also to help my husband in his fishing business. In addition, I am handing responsibilities of a

Sarpanch, a nerve wrecking combination of duties. I am elated by the trust bestowed upon me by my family, friends and the community. I keep myself accessible to the people 24/7 and ensure personal supervision to all the ongoing developmental works in my panchayat.

I am aware I cannot work without support and one such steadfast support has been JSW. After I joined Gram Sabha as a member in 2004, most of the villages were struggling in almost all development indicators. I had a very tough time initially sorting out grievances, issues and concerns of the people. The year 2009 has special significance for me as this is the year I become Sarpanch and coincidentally JSW inaugurated Jaigarh Port. In JSW, I got a partner to expedite development work; the company since then has always remained cooperative and eager to listen to the problems faced by the people.

Among a plenty of initiatives taken by JSW, I highly appreciate the water tanks construction and water supply pipeline construction work carried out by the company. This has given all of us a great sense of water security. JSW also constructed four schools (including Urdu school) and has given computers and printers to each school. The Company has also enabled in construction of 87 individual toilets in households in Jaigarh; it has also made a model bio-gas unit covering 25 families. The emphasis on education, both pre and primary, is another vital contribution by JSW. It has thematically painted anganwadi centers, provided benches and books, supplementary food, sports materials, and constructed a



### **Mrs. Farzana Aslam Dange,**

Sarpanch, Jaigarh Gram Panchayat

**“I never thought of becoming someone important in my life; someone who takes decisions that impacts so many people. Today I am serving people as Gram Panchayat Sarpanch.”**

science lab in our Urdu school. The Company has also worked on many rural infrastructure development projects such as construction of roads, deepening of wells, solar street lights etc. I am happy to see girls from my village getting trained at the recently inaugurated rural BPO at OP Jindal Vocational Centre. The Jindal Vidya Mandir is a top class school which has reduced the pressure on parents to send their children to Ratnagiri for quality education.

I am committed to further strengthening the partnership with JSW. I am proud that my efforts have been noticed in the form of three awards- Nirmal Gram, Gadge Baba puraskar and Adarshpuraskar (Wardha).

Looking back, I am happy that JSW has been able to separate charity from development and has made us participate in its projects.”

## FURTHERING THE CAUSE OF UNNOTICED SECTION OF SOCIETY

The momentum for cleanliness is building in our country today; it is critical that we all come forward and do our bit to make it successful. This is also important that those who clean our streets and backyards must be treated with respect and their children must attain quality education. Ramesh Haralkar from Safaikaamgar Parivartan Sangh shares his experience of working towards the education of these children...

"Few bother to think what hundreds of workers go through to clean Mumbai's muck. Plunging their arms into sludge, scraping the hide and flesh of animals knocked down by speeding cars off the streets, handling toxic hospital waste, carrying mounds of putrefying garbage to the dumping grounds. Cleaning the kind of filth most of us would not touch even in a nightmare.

More than 80 per cent of the safaikaamgars in the Municipal Corporation of Greater Mumbai are Dalits. You won't find so many of us in other departments; only Dalits work with this kind of filth, using their bare hands, bodies. We get no respect for cleaning other people's dirt. The central government has given a lot of emphasis on cleanliness under the ambitious 'Swachh Bharat Abhiyaan', cascading a great expectation from the ground staff to make it a success. While we are committed to their objective, can't we expect dignity in our work and access to quality education to our next generation to compete equally with everyone in the society?

I was lucky. A decade after I filled my father's shoes as a safai worker, a head clerk in the municipality



encouraged me to apply for a job outside my circuit—as a painter in the waste management unit. After that people started looking at me differently, calling me by my name instead of 'Oye, bhangji'.

I pledged to give the children of safaikaamgars an opportunity to educate themselves and choose a better career. The best lesson one can take from Baba Ambedkar's life is of education and living with pride and confidence. I want children of Dalit community to take pen in hands and write their destiny. In the year 1998, we registered the Safaikaamgar Parivartan Sangh. Our organization has helped reach out to more than 10000 children over a period of 16 years and continuing.

Today many individuals and organizations are coming forward to address this cause. Our collaboration with JSW Foundation is the first with any corporate; it includes the education project 'Adharshila' with an aim to bring students into the mainstream education.



Since the commencement of Adharshila project, we are encouraged by the response to community meetings, career counselling sessions and children activities. The community meetings have engaged the people (mostly parents) with the objective of 'Aadharshila' and established dialogue with them to come forward and be part of the project as volunteers. Under career guidance, we have targeted both undergraduates and graduate students to help them set their goals and systematically strive to achieve them through effective time and resource management. We have also reached class Xth students and counselled them to get over exams' anxieties and focus on planning and practice to do well through workshops. We have also celebrated children's day and organized drawing competition for children; more than 100 children participated. We are also in discussion with Mumbai Municipal Officials and education department to get spaces for conducting classes and workshops.

We shall continue to educate the children of safaikaamgar community and beyond."



**Ramesh Haralkar,**  
Safaikaamgar Parivartan Sangh

**"Few bother to think what hundreds of workers go through to clean Mumbai's muck. Plunging their arms into sludge, scraping the hide and flesh of animals knocked down by speeding cars off the streets, handling toxic hospital waste, carrying mounds of putrefying garbage to the dumping grounds."**

## SURE – REBUILDING HOPES OF WOMEN IN BARMER

Lata Kachchhwala, affectionately called 'Lata Benji' is a crusader for women rights in Barmer district of Rajasthan. At 64, her youthful exuberance is infectious. She writes on what it is like working in the most difficult geography and rebuilding hopes ...

"Life in Barmer is difficult, if you take into consideration the harsh natural terrain, scarcity of water, high rate of illiteracy, high rate of infant and mother mortality rate, poor male-female ratio, very limited employment opportunities etc. Adding to the woes, prevalent social and economic mal practices in the name of gender, caste and class are not doing any good either for the cause of development.

I was youngest among my siblings and got interested in Mahatma Gandhi's philosophy and his struggle for freedom from young age; this ultimately helped me choose the path of fighting for women.

My life turned for good when I met with Padmashri Magraj Jain ji and joined his organization, Nehru Yuva Kendra (NYK) in 1986. In NYK, during promotion of training among rural youth I noticed that women are not coming forward and I decided to take up the cause of women empowerment on priority.

I continued my mission after joining SURE (Society for Uplift Rural Economy) in 1990. My first victory



came when I fought and won the rights for women to allow them participate in dancing festivals of Gere KNANA and LAKHETA.

Those were the days when women were living behind veils, could not talk to strangers without their husband's permission, early marriages, no access to toilets, totally ignorant about the menstrual hygiene and last but not the least, were subject to sexual assaults by men from superior casts and inter-relative sexual harassment. Today when I look back and compare it with prevailing condition of women in our country, I find it that we have to continue walking many miles towards women's empowerment. I used to walk 20-25 miles to visit and stay with women living in far flung hamlets to know more about their lives and living conditions.

I have focused on using livelihood as a tool to

benefit women folks; united them through various self-help groups (SHGs). Today, I am working with more than 2200 ladies through SHGs and also regularly interacting with 650 adolescent girls on various issues; Rangсутra, FabIndia and Setu are among the few names these SHGs' are selling their products of to.

Our work with the women got further momentum when Raj WestPower Limited extended their helping hand to the cause. The company has helped SURE to capitalize on its experiences of many years in Bhadresh gram panchayat. Here, we are working with 80 women from 7 SHGs. Today, these women are out of their veils, care about their health and hygiene, getting trained in tailoring and applique techniques and also getting market related information to better their products. The Company also helped the cause indirectly by providing access to drinking water to the households which saved women crucial 2-3 hours daily which they now use for training and skill upgrade.

It is high time that we let our women choose their own destiny.



**Lata Kachchwala,**

Crusader, Women Rights, Barmer District

**“Life in Barmer is difficult, if you take into consideration the harsh natural terrain, scarcity of water, high rate of illiteracy, high rate of infant and mother mortality rate, poor male-female ratio, very limited employment opportunities etc. Adding to the woes, prevalent social and economic mal practices in the name of gender, caste and class are not doing any good either for the cause of development.**



## EARTH CARE AWARDS - RECOGNIZING CLIMATE CHANGE CRUSADERS

It is certain that most of the readers of this magazine are noticing significant changes around them, in the environment and its patterns. Many of you would have been experiencing or are aware of extreme heat in not so heat prone climatic regions, change in rainfall pattern in most of the geographies, increased frequency of droughts as lands are getting drier, increased dependency on ground water which is depleting at pace, melting of glaciers and snow cover, rise in sea level, impact of crop productivity (especially water intensive crops) and the list goes on. Climate change is going to be the most talked about, read, experimented and sought after issue in this century and after.

South Asia is home to fifth of the world population and represents a densely populated geographic region. Countries in the region, including India, are constrained with high levels of poverty and are highly vulnerable to natural disasters and climatic stresses. The challenges posed by climate change in the region needs to have strategy driven responses suitable to the climatic and socio-economic contexts of the region.

There are various institutions (both public and private) and individuals doing extraordinary work at the ground level separately on mitigation and adaptation to climate change. The Earth Care Awards offer a platform to understand and recognize such work.

Launched in the year 2007-08, a joint initiative of

JSW and Times of India, the Earth Care Awards (ECA) is into its sixth year. Center for Environment Education (CEE) is the Knowledge Partner for this awards, the institute has been instrumental in conceptualizing a well-defined technical and methodological framework for assessment of the mitigation and adaptation parameters to define the evaluation process.

ECA seeks to identify and foster actions across several sectors with special reference to mitigation and adaptation imperatives related to climate change. This is in response to the growing consciousness on climate impacts and need to identify and foster locally evolved responses. The focus is to reduce emissions, adopt approaches to protect land and water resources and promote innovations for reducing impacts, emphasizing appropriate environmental action.

In 2011, this initiative has extended its reach to all countries in SAARC region and was joined by TERRE Policy Centre as outreach partner. The expansion to countries in SAARC region is a reflection of its commitment to recognize, strengthen and foster initiatives on mitigation & adaptation, both at organization and individual level.

One of the most encouraging aspects of the award has been the response from diverse sectors of industries, NGOs, community based organizations, Government institutes, showcasing their significant work on avoiding emissions and



improving adaptation towards climate change. So far, 38 climate change crusaders have been recognised by Earth Care Awards.

The awards has been conceptualized to promote and strengthen climate change projects by recognizing excellence in climate change

mitigation and adaptation initiatives by Industries, communities and individuals. ECA recognizes these initiatives and undertakes extensive networking with stakeholders, conducts due diligence, develops field assessment and strengthens capabilities through knowledge sharing.

**ECA is given under following categories:**

<p><b>Community based Mitigation and Adaptation to Climate Change:</b> Water Resources, Land Use, Land Use Change and Forestry</p>	<p>Initiatives related to conservation of water and land resources reflecting mitigation and adaptation goals aimed at increasing resilience of communities, to tackle challenges arising out of climate change</p>
<p><b>Innovations for Climate Protection</b></p>	<p>Development and use of innovative product or services which help reduce the greenhouse gas emissions</p>
<p><b>GHG Emission Reduction in Industry :</b> Large Enterprises and Small and Medium Enterprises</p>	<p>Champions within Industries across the large sector, who has demonstrated considerable leadership and willingness to reduce carbon intensity of their operations. The Award emphasize on the reduction of all Green House Gases (directly / indirectly) in particularly and not limited to Energy Conservation &amp; related emission reduction alone</p>

## FEW PAST WINNERS ON RECEIVING THE ECA

### **Avani Bioenergy, Uttarakhand,** Innovation for Climate Protection (2012)

ECA was the first International recognition and first strong validation of our work. The award helped us to gain further recognition and outreach to our different stakeholders; they reacted positively to the media attention that the work received. The fact is quite motivating for our team that we are recognized as one of the leading innovators in the SAARC region. We look forward to more such recognitions to keep our momentum going towards promoting social entrepreneurship ecosystem.

### **Coir Atlas, Jharkhand,** Innovation for Climate Protection (2012)

It was our pleasure and delight to receive the prestigious award from Mr. and Mrs. Jindal, our team rate this occasion as one of the best in our lives. ECA has helped us to up our collective morale and we are working hard for the cause. We have recently participated in Bamboo Global Summit and International Bamboo Sonclave in Vietnam and Bangalore respectively.

### **Farmland Rainwater Harvesting (FLRWHS), Karnataka,** Innovation for Climate Protection (2012)

The Earth Care Award has been the single most influencing and motivating factor for (FLRWHS) to reach the top level of innovation, demonstration and field scale implementation of the RWH technology at the National Level. Because of the two ECA awards, FLRWHS was in a position of strength to convince various stake holders, in implementing the technology both in the public and private domain, including various Government



Organizations. We would like to admit candidly here that before receiving the Awards in quick succession, FLRWHS was not in a strong position to convince various stake holders to implement the technology. But after the recognition the situation is completely changes. Today, our technology is welcomed and the implementation is on at a large scale throughout the country.

### **Prakriti Jal Urja Pump, Jharkhand,** Innovation for Climate Protection (2010)

The ECA provided us the seed money to do more research & development to further improve the design and efficiency of the Prakriti Jal Urja Pump. After the award, we been receiving more peer group attention and cooperation; scientists, NGOs, students and farmers are visiting our farm at Hazaribaug, to witness the efficacy of 'Prakriti Jal Urja Pump' in lifting ground water with clean and green energy. . The award helped us in furthering our relationship with the government, Shri S K

Choudhury, IAS, Development Commissioner of Government of Jharkhand helping us promoting use of Prakriti Jal Urja Pumps for domestic water supply and irrigation in remote areas of the state.

**Mahindra & Mahindra (Nasik Plant),**  
GHG Emission Reduction in Industry (2010)

ECA has been a prestigious award with a very good assessment process. The assessment process encompassed a holistic approach towards manufacturing. We had main focusses on energy & water within the boundaries of manufacturing, however the ECA made us evaluate the material wastages linking to Green House Gas (GHG) calculations. It enabled us to relook at our stakeholder engagement process Visa Vis the business related materiality requirements; our stakeholder engagement towards green supply chain movement is aligned with ECA mission.



## ECA JURY MEMBERS

**Mrs. Shailaja Chandra**

I have been part of ECAs from the first edition of the awards. As a part of jury team I have been assessing awards' applications; it has grown both quantitatively and qualitatively. We as a jury also evolved with every edition of the awards and began thinking collectively to assess applications in front of us. The awards cater to a diverse range of interventions towards climate change, mitigation and adaptation. It needs different expertise to judge and add value to the jury process, thanks to my colleagues in the jury who brings their years of experiences, knowledge and wisdom to strengthen the selection of the right case for the awards.

**Mr. Kartikeya Sarabhai**

ECAs are getting better and better with every edition. The team behind the awards is continuously working to look for better processes and methodologies to zero down on the right cases to recognize and reward them. Each category of the awards are challenging and push us the jury to do focused deliberations on the approaches and impacts of initiatives, to get to the final results.

**Prof. Anita Benninger**

I am really happy to be a part of the jury; my experience so far has been phenomenal. The Earth Care Awards are truly a benchmark in recognizing the sustainable efforts of the government, civil society organizations and private sector towards climate change mitigation and adaptation.

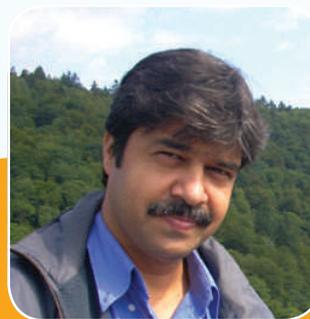
## SUSTAINABLE DEVELOPMENT - THE WAY FORWARD

**E**nvironment has become a clichéd term. But the growing awareness towards it, is not translating into holistic action. Another key question is what can be termed as real Sustainable Development? Where it goes hand-in-hand with the environment? Dr. Deepak Apte from BNHS India highlights various aspects about this...

“Most ancient civilizations were sustainable and in sync with the environment. As per India’s Vedic culture, environment consists of the five building blocks (Panchmahabhootas), viz. Earth, Water, Fire, Air and Space; and the all pervading cosmic consciousness. All these elements and every living and non-living entity created out of them were considered sacred and hence not treated as an object of exploitation. Sustainable development was inbuilt in human endeavour in the form of four recommended goals of human life (Purusharthas), viz. Dharma (ethical living according to law of the land, in tune with the natural cycles), Artha (economic activity within the ethical framework), Kaama (human desires within the ethical framework) and Moksha (spiritual liberation where one tends to see oneness in everything). If a country practices such holistic philosophy, it is unlikely to ruin its environmental and social wellbeing.

In today’s context, corporate social responsibility (CSR) is indeed an important tool for sustainable development. Apart from spending a certain portion of net profit on

welfare projects, CSR should also ensure that the business itself is in tune with the aspirations of all stakeholders, including the environment. BNHS, under its Green Governance Programme, has been working with corporates on integrated programmes for safeguarding wilderness through innovation. After profound discussions with Mr Sajjan Jindal and Mrs Sangita Jindal, BNHS has got into the role of a knowledge partner to facilitate a larger role for JSW in conservation. The primary objective of the JSW-BNHS partnership is to provide sustainable and win-win solutions in the long term, encompassing the society and the environment.



**Dr Deepak Apte,**  
BNHS-India

**“Most ancient civilizations were sustainable and in sync with the environment. As per India’s Vedic culture, environment consists of the five building blocks (Panchmahabhootas), viz. Earth, Water, Fire, Air and Space; and the all pervading cosmic consciousness.”**



To begin with, JSW Infrastructure and BNHS have joined hands for an integrated mangrove conservation and livelihood programme in the Jaigarh region of Ratnagiri District, Maharashtra. Mangroves are under threat for many reasons and require large scale restoration efforts. In some areas of the district, large parts of agricultural lands are turning saline, due to sea water ingress. Such lands then get overgrown by mangroves and the local population, which otherwise leads an eco-friendly lifestyle, develops strong views about mangroves. If restoration is combined with local livelihoods, it creates a win-win situation for all. At present, nature education and awareness drives are under progress to sensitize the locals about the utility of this programme. Experts from BNHS are giving presentations and lectures in the surrounding villages about mangrove-based livelihood options.

In the second phase, under the tried and tested multi-disciplinary approach, the programme will develop crab farming, followed by apiculture and

sericulture. It also aims to arrange educational field visits for the community representatives to the proposed mangrove restoration sites and thereafter undertake afforestation of the endangered mangrove species *Xylocarpus granatum* in suitable locations. The programme seeks to provide these alternative mangrove based livelihoods to compensate in some way for the loss in agriculture.

In another tie-up with JSW Foundation, BNHS plans to transform and expand the scope of its existing Conservation Education Centre in Goregaon in suburban Mumbai into a full-fledged Sustainability Knowledge Centre (SKC). It not only aims to scale up nature education activities, but also to serve as a natural history knowledge repository for various stakeholders. Workshops, training programmes, nature trails, online courses and application oriented programmes will be the hallmark of SKC. As the name suggests, knowledge of sustainable living and its practical implementation will be the focus areas.

## BUILDING ON SKILL INDIA MISSION

It is by acquiring skills that people get ahead in life. In a fast developing country like ours where need for skilled manpower is in demand, like never before, offers opportunity to millions of youth to get employed. Mr. Madhav B Kalibhat, Principal, Nettur Technical Training Foundation (NTTF) at O.P. Jindal Vocational Education centre (OPJC), Vijayanagar writes about his experience of running the institute...

“At the onset, I extend my appreciations to JSW for providing us state-of-the-art vocational education infrastructure and also helping us in the placement of our successful students.

I was very ambitious as a child and was showing lot of interest in machines and its functioning. It was not surprising when I made a decision to become a mechanical engineer and joined NTTF in Dharwad. I give full credit to NTTF and its faculties and staff members to make me the professional I am today. I feel humble as I am serving as principal of NTTF at OPJC Vijayanagar.

NTTF, an ISO 9001 Certified institution, was established in the year 1963 and today is the living symbol of Indo-Swiss co-operation; aimed at promoting purposeful technical education for the youth of India. In its mission, NTTF was actively supported by Government of Switzerland, HEKS (a Swiss NGO), and Swiss Development Co-operation (a development agency in Switzerland). And with time, Government of India and many State Governments also extended their support. Today, the organization implements its program of technical training through more than 20 Training Centres located in various States across India.

To ensure advanced and in demand training is provided to the students, NTTF offers various courses, such as Mechanical, Electrical, Mechatronics, Information Technology and Computer Engineering. It offers technical training programs at certificate, diploma, post diploma & post graduate levels. It also offers distance education, short term courses, communication & Soft Skills. The courses are designed in a way to make the students understand the industry requirements and learn the latest trends related to their field and get hands on experience in the field of their study.

OPJC Vijayanagar is equipped with necessary infrastructure such as classrooms, laboratories, machine shop, computer labs, audio-visual equipment and library facilities for students. JSW has also provided faculties the housing facility in its township. Most of the students here are from the surrounding villages and represent financially weaker background, the Institute charges very nominal fee to enable them to become skilled person in one year.





The Institute is offering one year 'Plant Operation & Maintenance' course which includes training on electrical, welding, machine maintenance, basic fitting and machine shop; safety techniques, precautions and procedures are embedded. We have trained 796 boys and 20 girls during the past 6 years.

I am proud to share that 98 percent of our students have been placed in JSW and its associate companies, some of our students are also working abroad. I am in constant touch with various companies to further the cause of placement of students. I am encouraging the students to think creatively; recently, many of them have made souvenirs from scrap materials. Once again I would like to extend my gratitude to the management of JSW for proving all the resources, guidance and support to OPJC.

Let us all pledge in our own ways to strengthen the Skill India Mission."



### Mr. Madhav B Kalibhat,

Principal, Nettur Technical Training Foundation (NTTF)

**"I am proud to share that 98 percent of our students have been placed in JSW and its associate companies, some of our students are also working abroad. I am in constant touch with various companies to further the cause of placement of students; some of our students done well in CII work skill competitions as well."**

## TAMANNA - ENGAGING CHILDREN WITH SPECIAL NEEDS

**A**rathi. K. T of educator at Tamanna school for specially abled chosen as team India's Athletic coach at Special Olympics World Games Los Angeles 2015. Here she writes on her experiences of being a teacher ...

Tamanna is a special school that imparts education and training to individuals who are not blessed with a developed mind. Based in Vijayanagar, the school has 60 pupils, 40 males and 20 females.

"The mission of Tamanna School is to provide all children with the opportunity to fulfill their potential and lead an independent life with self-respect and dignity. The school started with 4 children and a single teacher in a single classroom; today the school has 60 children.

The early days were quite difficult; parents were not regular in sending the children to school. They did not understand the special needs of their child. For them, I was just incompetent-failing in my job of teaching. I used to be the only person working in the school, so had to deal with the administrative duties also. If I was unable to come for a single day, the school had to be closed for the day. If a child did not come to school for some days in row, I personally used to go to his or her home, post school hours to enquire about the reason. Soon, 17 children enrolled in Tamanna and two teachers and an aaya (nanny) also joined. The Vijayanagar plant administration has been very supportive throughout.

We moved from strength to strength. Life skills

and vocational education were introduced. Regular parent teacher interactions were introduced to explain to the parents what their child was undergoing and what the school could do to help them achieve. We also started asking the parents to help us with some activities at home. Another interesting initiative of Tamanna was to start Self Help Groups for the parents and



the neighbours from their respective villages. This enhanced the support base for the parents, the teachers as well as the children.

Today, our school concentrates on vocation training and sports. Our students participate in state and national level competitions for special children and win accolades for us.

Our students have received their first bulk order worth 3 lakh rupees to produce paper envelopes; they produce 6500 kg of envelopes per year. Three students have also started working in the



tailoring unit at OPJC and earn approximately 3000 rs per month.

Today people know that we exist. Still I see a lot has to be done towards changing our mindset as far as specially-abled children are concerned. I can see hope in the fact that parents who are engaged with us found the school helpful for their children. They realise that today their children can dress on their own or sit on their own because of the skills that have developed in the school. Today we have five members working full time in the school and few mothers of our students also volunteer to help us.

We are committed to become more professional as we go along in our quest to find a fitting place for our students.



### Arathi. K. T

Educator, Tamanna

**Today people know that we exist. Still I see a lot has to be done towards changing our mindset as far as specially-abled children are concerned. I can see hope in the fact that parents who are engaged with us found the school helpful for their children.**

## A STEP TOWARDS SWACHH BHARAT

**V**olunteers can play pivotal role in the success of 'Swachh Bharat Mission'. Beyond their call of duty, Suresh K Rotti, Asst. General Manager, is among the 40 Swachh Bharat Ambassadors in Vijayanagar. He speaks about his experiences ...

"At the onset I would like to applaud the Swachh Bharat Mission and all those private & public institutions and individuals who are contributing and supporting best sanitation practices and waste management in our country.

We all must deliberate internally to find the reasons for the untidiness around us. I did and found that leaving the matter of cleanliness to someone else and continuing to contribute to the mess is the prime reason for it. Each of us is equally accountable for the upkeep of our own surroundings. If we show in our behavior that we care, then definitely we can put pressure on other institutions to tender their services in best manner.

I started cleaning areas around my work premise as soon as I joined JSW in 2008, much before the announcement of Swachh Bharat'. I thank my colleagues in the company for supporting me and helping me. I was thrilled when I had been



appointed as Swachh Bharat Ambassador for Dautatpur village to execute the mission. I am playing the role of a conduit for the community, the government school's management in the village and CSR department of our company. I am in constant coordination with school development monitoring committee about the construction and maintenance of the toilets in the school premises.



**Suresh K. Rotti**  
Asst. Gen. Manager

**Volunteers can play pivotal role in the success of 'Swachh Bharat Mission'. Beyond their call of duty, Suresh K Rotti, Asst. General Manager, is among the 40 Swachh Bharat Ambassadors in Vijayanagar.**

I am also developing good rapport with the villagers to garner their support in sanitation, waste management and cleanliness. I have also organized a one day village cleaning exercise at Daulatpur where my colleagues from JSW, student volunteers and villagers took active participation in cleaning the unattended wastes. I will ensure that school toilets are not just kept clean but this initiative becomes a fulcrum for other health and hygiene based interventions. "





## **“ON THE SEASHORE OF ENDLESS WORLDS”**

A Painted Sculptural Steel Art Installation commissioned by 'JSW Steel' & painted by 'Sharmistha Ray' for the Kala Ghoda Arts Festival 2015



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