



ISSUE 5 - MAR 2016

|| VIVECHANA ||

A C S R M A G A Z I N E

SPECIAL COVERAGE

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HANDPRINTS -
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**RESTORING
A LEGACY**

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JSW CSR FOOTPRINT



Associate Editor

Chandra Shekhar Jha

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EDITOR'S NOTE**ENDEAVORS OF JSW ENERGY**

Mukund Gorakshkar
Executive Officer, JSW Foundation

Friends

Commencing with this issue, the next four issues of Vivechana for 2016 will highlight the community development work being done by various companies of the JSW Group. This first issue covers stories of hope and change through the endeavors of JSW Energy and its affiliate companies.

We have always endeavoured to place the community as stakeholder at the centre of our activities. We are conscious that every little step that we take leads to the community at large. We would thus share with you not just our milestones but even these small steps. Some highlights are:

1. The model of our Mission Against Malnourishment at Ballari is reflected in the Karnataka Government budget
2. Our twin pit toilets and biogas intervention in Ratnagiri is the first such model in the laterite belt of the State
3. 3 players from our Sports Excellence Program have qualified for the Rio 2016 Summer Olympics

As a team, we recognize that the principle of '*Common but Differentiated Responsibility*' has a strong social connotation. It is important that we reach out to the lesser privileged amongst the communities around our operations. Identification of partners is critical here. It is equally important that all interventions follow a defined outcome statement and are not activity based any more. Internal deliberations are critical to this.

We are committed to internalize this understanding.



MISSION AGAINST MALNUTRITION, BALLARI

Concerns related to the health of women and children are extremely close to the heart of JSW, therefore, the resolution to launch March 31st as ‘**Eliminate Malnourishment Day**’ by JSW group is a laudable and timely initiative. As the founder of Spirulina Foundation, **Mr. Mahesh RV, Founder, Spirulina Foundation**, was aware of the immense benefits of Spirulina, but he gained a wider perspective when he got associated with Dr. C.S. Kedar, Mr. Balu and the team at JSW. The team transformed a modest malnutrition project into a mission that has now gone beyond the boundaries of the districts.

“I was humbled when JSW’s ‘Mission Against Malnutrition’ (MAM) project was discussed in the Karnataka State Assembly. Unlike typical

models, where outcomes are dependent on many variables, this is a relatively simpler model with sure outcomes. Consumption of two grams of Spirulina a day by a severely malnourished child for 180 days can bring a child out of malnourishment. No wonder this simplicity has resulted in an easy to adopt model with assured results.

Children suffer from anemia and acute malnutrition because of ‘micro-nutrient’ deficiency. These micro-nutrients are the essential minerals and vitamins needed in minuscule amounts and serve as “magic wands” by promoting proper growth and development. However, the consequences of their absence include severe health threats, especially in children and pregnant women of low-income communities. Spirulina is best known remedy against malnourishment because of its rich micro-nutrients contents.

JSW’s Mission Against Malnutrition began at Sandur Taluk with the formation of a consortium across sectors. This includes the JSW Foundation, Department of Women and Child Development (DWCD), Government of Karnataka (GOK), Spirulina Foundation, Boruka Charitable Trust, Indian Institute of



Health Management & Research (IIHMR) and Innovations-In-Development.

Our background studies revealed that even though the calorific and protein requirements of children are being met through ICDS, malnutrition existed in 45.6% of the children. To address this issue, we obtained list of malnourished children from the anganwadi centres. Our team approached the families of these kids and weighed them to confirm the malnutrition status. Families were made aware of the properties and method of using Spirulina for the eradication of malnutrition. Every month, these families were supplied with the required quantity of Spirulina. Well trained *Paustika Mithras* (nutrition friends) – the volunteers, supported the project by creating awareness and motivating the beneficiaries.



Mr. Mahesh RV
Founder,
Spirulina Foundation

“Our background studies revealed that even though the calorific and protein requirements of children are being met through ICDS, malnutrition existed in 45.6% of the children.”



This mission has so far covered 6700 malnourished children in the year 2014-15. The results were astonishing! Malnutrition had declined from 45.6% to 28.3%. Since the project was aligned with the mandate of Government of India, a special team visited our project area. We were also given an opportunity to present our findings in a high level committee under the Chairmanship of Secretary, DWCD, GOI at New Delhi on 2nd December 2015. This resulted in chalking out action plan for scaling up of the initiative. A team of senior government officials from 200 high burdened districts across the

country will be visiting us to study and explore the possibility of replicating our initiative. Even international organisations such as the UNICEF have visited and appreciated the impacts that we have made in the lives of thousands of malnourished children and women.

Inspired by our results, Government of Karnataka has launched '**Bala Poshaka Scheme**' under their special scheme as part of 2016 – 17 Budget, wherein, Spirulina will be provided as nutritional supplement. This will benefit 25,000 children suffering from acute malnutrition across the state.

Surely, there cannot be a better occasion to celebrate the success than the 'Eliminate Malnourishment Day'."





Mr. Balu H U,
Mission Head - MAM Ballari, Civil, JSW Steel



I am a civil engineer and have been working for nearly a decade in JSW. Getting an opportunity to lead MAM initiative was more than I could have hoped for. It was overwhelming for me and of course, quite

challenging. The mission deals with cross-functional stakeholders and it has been exciting to work with them towards a shared goal.. I am happy that the mission is already delivering the desired results and people are showing interest to replicate it at other places. My expertise to organize, oversee and facilitate is helping many children to get essential micronutrients; this is a special feeling that I cannot state in words.

Dr. Rajneesh Goel, IAS
Additional Chief Secretary to the Government of Karnataka, Department of Women and Child Development (DWCD)



Government of India, as well as Government of Karnataka have been making sincere efforts to ensure that every child is out of malnutrition. I am happy that,

this Spirulina project that Government of Karnataka and JSW together have rolled out in Ballari has borne fantastic results. With the launching of this mission, in the last one year the malnutrition percentage in Sandur Taluka has dropped from 45% to 28%. It is worthy of replication and that's what Government of India has recognized now. They have held a meeting with the JSW team and our representatives, and have agreed to get officers from 20 different states to come and study this project and also to try and replicate it. Within the State, we have 25000 + severely malnourished children and we are considering ways and means in association with JSW to use the same project methodology to bring these children out from the vicious circle of malnutrition.

Mr. Babu Kaladgi,
Deputy Director, Department of Women and Child Development (DWCD), Govt of Karnataka, Ballari Dist



Dr. Kedar and his team approached me in 2013 with an innovative proposal aimed at eradicating malnutrition among children of Sandur Taluka

using Spirulina. I whole heartedly consented and forwarded it to Secretary and Director, DWCD. Upon evaluation, DWCD approved the proposal and Memorandum of Understanding (MoU) was signed in 2014 between the JSW and the State Government. We are astonished by the groundbreaking results. The micro-nutrient component is making all the difference. We could implement the project successfully because of excellent support from our field level officers, anganwadi workers and local leadership. After successful implementation of the project at Sandur, we are now replicating it at Kudligi Taluka.

Dr. Manoj Kumar Gupta

MD Community Medicine (BHU), MIPHA, MIJPSM
Associate professor and Dean Research, IIHMR
Bangalore

Even though the benefits of Spirulina for malnutrition have been documented in several studies, it has not been done in a systematic, rigorous form. Realizing this, IIHMR Bangalore has used this opportunity to develop some sound scientific evidence with ample data to state how and why this mission was able to reduce malnutrition burden.

This was a four arm experimental study in which a four-pronged strategy, viz. Biochemical assessment, Anthropometric examination, Clinical evaluation and Cognitive development assessment has been adopted for complete assessment of nutritional status of 1000 moderately and severely malnourished children of age group 6 months – 6 yrs, before and after the intervention.

The intervention could reduce up to 67% of underweight prevalence in the 2 gram of Spirulina supplementation group within 6 months. Blood sample analysis indicated that Spirulina reduced vitamin A deficiency (biochemical examination) to more than half in the study area. Percentage of Iron deficiency among the selected children dropped 2/3rd. Improvement in immunity was evident in the study via CD4 count assessment. During cognitive/intellectual development assessment via Vineland Social Maturity Scale (VSMS), it was noted that around 33% of the children had below average IQ level. After 6 months of Spirulina supplementation, this figure got reduced to around 5 percent.

**Shivarudramma, Mother, Joga village**

Earlier, my daughter had health problems. She used to be very cranky, ate less and didn't sleep well. For the past 3 months we have been giving Spirulina to her. She has shown significant weight gain. She has now become healthy, alert, and active, and her appetite has improved and she sleeps well.

**Mrs. Uma, Anganwadi Worker, Joga village**

There is considerable reduction in the number of children belonging to Red and Yellow categories after JSW provided Spirulina to these children. Now we have not been able to find Red and Yellow category kids, even after rigorous search.

**Yeremma, Mother, Basapura village**

During my first delivery, I had not taken Spirulina capsules, as it was not available then. However, I took them during my second pregnancy. I had a normal delivery. My baby was healthy and had a normal birth weight. When compared to my elder daughter, my younger daughter is very active, healthy and has a good appetite. I recommend all pregnant women to take Spirulina. Most of us are not able to eat healthy food, fruits and vegetables, but Spirulina provides all these nutritional ingredients to us. Spirulina transforms unhealthy children to healthy children.

**Susheelamma, Mother, Joga village**

As per Doctor's report I had low hemoglobin level during pregnancy. From the 5th month of pregnancy, I started taking Spirulina capsules. My appetite and hemoglobin level improved. Even after delivery, my health is good and I have sufficient breast milk. My baby is also healthy. I would like to thank JSW for providing Spirulina to me.



FOOTPRINTS AND HANDPRINTS - CSR AT RATNAGIRI



When invited in 2014 by the management from the desert district of Barmer in Rajasthan, to the picturesque, lush green Konkan with its postcard beaches and fishing villages, **Mr. Sudhir Tailong**, presently Chief CSR, JSW Energy Ltd. - Jaigad Works, did not hesitate even for a moment. "Rajasthan is my home state, and I had started and developed the CSR portfolio in Barmer. But I have also seen the sensitivity that JSW brings to CSR during my nine years with the Group. I was well acquainted with the good work at Jaigad through regular interactions in our CSR forums. Accepting the new responsibility was easy."

"The Konkan region is dotted with hamlets that are thinly spread out in the hills. The first similarity I noticed between Barmer and Jaigad was the water stress. And, second similarity was the insufficient knowledge among people about various ongoing government schemes. I knew where I had to focus." Mr. Tailong recollects.

He further elaborates, "In Jaigad, our team had made extensive efforts in the areas of education and health care. We had established a round-the-clock primary health centre for the communities in our DIZ. We had ensured that schools have basic infrastructure. Our children-friendly ambience building activities in anganwadi alongwith nutrition interventions had improved attendance and also participation of parents.

We have now has expanded our DIZ to include 10 villages, upto 20 km from the plant. We are strengthening our programs to benefit women and children, and further align them with our philosophy of '*Janm se Janani Tak*'. While renewing our emphasis on education and healthcare, we have added vocational education, income generation activities for women, agricultural interventions and watershed development to our CSR portfolio.





We are working even more closely with our stakeholders, such as the *Gram Panchayats & Wadis* (hamlets), school principals, anganwadi workers, district authorities, and various state-held departments like health, ICDS, rural development and PHED.”

Mr. Tailong enlists few of the milestones achieved by him and his team. “It deeply satisfies me and my team that:

a) Jaigarh Panchkroshi (earlier DIZ) is now 100 percent open defecation free. Many villagers have taken it upon themselves to spread awareness about sanitation. Villagers are convinced that the two pit model is low-cost, odorless, more convenient, and requires less water and space, as compared to the septic tank model. More than 25 toilet units are connected to bio-gas units to benefit the households with cooking gas for the first time in Konkan.

b) Our self-help group program has scaled up to include 85 women, who have been able to transform their lives and have collectively managed a turnover of INR 7 Lac.

c) Our OP Jindal Vocational Training Centre offers courses in fashion designing and BPO, and has 100+ women associated with it, including 45 women who are currently working at the Rural BPO.

d) Our agriculture program has moved from *chaarshutri* farming technique 4 point-technique that includes a combination of use of

Mr. David Akov,
Consul General, Israel

“On March 2nd, my wife Tamar and myself visited the JSW – CSR project in the Jaigarh district of Maharashtra. It was an eye opening experience for us as well as a valuable data source for Tamar’s research of rural sanitation facilities. We witnessed firsthand the comprehensive regional approach of the JSW - CSR in the areas of education, waste management and sanitation.

We were especially impressed by the innovative design of household and community toilets which produce cooking gas from waste. The effect on the local population is truly remarkable and seem to begin transforming the lives of many in that region.”

Sudhir Tailong

Chief CSR, JSW Energy Ltd. - Jaigad Works

“In Jaigad, our team has made extensive efforts in the areas of education and health care. We have established a round-the-clock primary health centre for the communities in our DIZ. We have ensured that schools have basic infrastructure.”

hybrid seeds, equidistance sowing, use of urea briquettes and optimum utilization of paddy harvests’ waste to ‘Saguna Rice Technique’ (SRT). This is a unique method of paddy cultivation and crop rotation that does not need ploughing, puddling and transplanting. In SRT,





the raised bed facilitates the adjustment of moisture to optimum level. The maiden harvest of SRT was almost three times the local harvest and we are sure of even better results in the forthcoming paddy crop season.

e) Our commitment to water conservation through the 'Jalayukta Shivar Abhiyaan' has so far led to construction of 18 check dams. The structures will hold more than 69000 cubic meter of water in the catchment area and will benefit 10000+ people. The acceptance and success of our programs makes us more assertive in the continuous dialogue that we have with our communities, government officials and key decision makers.

f) About 60 pregnant women are registered under our e-assistance project with the Primary Health Centre. They have been receiving 145 personalized voice messages of 60-90 seconds each, emphasizing on safe motherhood and child care practices.

g) The discipline enforced by the JSW Sports Academy at Jaigad has resulted in 37 of the 254 enrolled children competing and winning at state level. The academy focusses on track and field, kabaddi and kho-kho."

Pradnya P Daripkar, Anganwadi Worker, Kasari village

The ease at which I am delivering my services today to the children is remarkable in every sense; I had never experienced this in more than 22 years of my service. The new anganwadi facility motivates me and my assistant. Children and their parents are overjoyed with the changes and now we have very few absentees.



Abhiman Munde, Head Master, Zilla Parishad Primary School, Kasari village

The support we are receiving from JSW is instrumental in making my school better. We are fortunate that the company is giving a lot of impetus to improving school infrastructure in villages around its plant. Today more than 2,000 children are accessing better infrastructure in this area.



Betel nut leaf plate making SHG Members, Sandkhol village

Our lives have changed. We were only focusing on saving and internal money lending through our SHG, 'Navjivan Swayam Sahayata Mahila Bachat Ghat,' but thanks to JSW, we have now become entrepreneurs. We received a seed capital of 3.5 Lakh rupees from JSW to start our own utensils making unit using betel nut leaves. We had not heard of any such initiative in our region before. We received operational input in an exposure visit organized by JSW and then we were offered 100 per cent assistance in procurement of the required machinery, setting it up and conducting the trial run. Today we are managing it on our own. We have recently bagged an order of 5,000 plates, worth 20,000 rupees. We are confident that soon we will increase the production and sell utensils in Ratnagiri and beyond.



Shankar Bhuvad, Farmer, Nandiwade village

I used to depend on success and failure of my paddy crop which I harvested on my 15 guntha land, before I adopted SRT. My subsistence agriculture barely enabled me to feed my family properly. Thanks to JSW's initiative, today I grow multi-crop in the same piece of land and have started earning surplus cash. I have sweet corn, watermelon, chilly, lady finger, leafy vegetables, etc. growing on my farm land. Earlier I would begin the land preparation for paddy in the month of January, but now because of SRT, my land is ready which saves a lot of time and energy. I can now utilize the same land for growing other cash crops during non-paddy season.





Mahadev V Vane, Deputy Sarpanch, Hedvi village



We have been suffering from acute water shortage for most part of the year due to the run-off of the fresh water into the sea. After so many years, the government has

finally come to our rescue through 'Jalayukta Shivar' scheme. I thank JSW for joining hands with the State Government. JSW is guiding us in constructing check dams, gabion structures and water drainage systems. After completion, our village will have more than 1 Crore litres of water in dry season.



Gajendra Ponikar, Agriculture Extension Officer, Guhagarh

I can say with confidence that there are not many companies like JSW who are so deeply

involved in reviving agriculture and water resources in the region. I can see a lot of change already in farming practices at the pilot sites and in watershed development. The acceptance of SRT and multi-cropping are few instances which I am personally witnessing. I am sure more farmers will accept new technology, and with the impetus given to water conservation farming shall once again become lucrative.

Prathamesh Shirdhankar, Sarpanch, Nandiwade Gram Panchayat



I give full credit to JSW for making our Panchayat open defecation free. I volunteered to construct toilet using two pit technology in my house and mobilized the masses in the village towards this technology. The company put in a lot of effort in convincing people to construct toilets. It has also negotiated with vendors to reduce prices of materials which reduced cost of construction. I am surprised to see women demanding toilets inside their homes today.

Ujjwala Pawar, Anganwadi Worker and Biogas beneficiary, Chaferi village



I have a stock of fire wood that would last me for a year, as now we use bio-gas in the house. The byproduct of bio-gas unit goes to my vermi composting bed to become organic fertilizer for our farm.

JSW is always standing by my side, and supports me with all the awareness and technical inputs I require. This has helped us not only in saving money but also in creating a new source of income through sale of vermicompost and earthworms.

Soniya Surve, Associate, OPJC Rural BPO



I have a diploma in computer sciences from Dapoli. But I had to return to my village and as circumstances forced me to idle away my free time at home. OPJC came as a blessing in my life.

The rural BPO training made me job-ready and today, I am working as an Associate here while earning a handsome salary.



Suraiya Solkar, Trainee, OPJC Fashion Design Centre

The ace fashion designer, Manish Malhotra is my inspiration. Thanks to OPJC, I am chasing my dream of becoming like him. The quality

of teaching I am getting here is solid and it is preparing me to pursue higher education in fashion designing from Mumbai or Pune.



OF KAMANCHA, SARANGI, ALGOZA AND KHARTAL - SYMPHONIES OF THE DESERT



JSW Foundation has been instrumental in revitalization of arts and conservation of cultural heritage in India. From restoration of temples at the UNESCO world heritage site of Hampi in Karnataka to building its own art precinct called 'Kaladham', JSW has been constantly engaging in creating a platform for art and artists from India and abroad. The effort to preserve the folk music of Manganiyars of Rajasthan is another step by JSW to restore pride in our culture. Their music is complex and secular, its roots spread wide, though chiefly in Hindustani classical music. But its delivery isn't bound by the set rules of this tradition. The Manganiyar splits notes into improbable fractions, keeps beat with his eyes, shifts tempo as suddenly and effortlessly as a gust of desert wind moves a dune.

Mr. Manjoor Khan, the flag bearer of Manganiyar community, details the efforts of JSW in preparing the next generation of Manganiyar to carry forward the legacy.

"I consider myself fortunate to represent my community of Manganiyars here in this prestigious magazine. We are simple people from rural Rajasthan and we are proud of our culture.

We have inherited music as a legacy from our forefathers and as far as I am concerned, I learnt it from my father Bikha Khan. He had a profound impact on my singing skills and performance.

In our early days, Manganiyars were obdurate traditionalists and reluctant to go on stage. In the wide and desolate areas of Sind and North-western Rajasthan, for centuries Manganiyars



Manjoor Khan
Manganiyar

"JSW has been helping our cause from the day the company commissioned its operation in our region. I am fortunate that both Mrs. & Mr. Jindal appreciate our music and give us opportunities to perform as often as we can."

have survived on the patronage of wealthy merchants in caravan towns. At times of birth, marriage or any family festivity, the Manganiyar troupe would be in attendance, evoking the right mood with songs of the desert and praise of the patron and his family. The patrons assured them an annuity, and thus survived the Manganiyars' world until the fifties.

Today, the wide publicity has given us a new lease of life and we can consider this as our new livelihood. Still a lot has to be done to excite our children to appreciate our legacy. The statistics are not very encouraging as less than one per cent of our total population of approximately 40000 has taken up singing.

There are major challenges in our way forward, such as reluctance from future generations in pursuing music as their career, institutional or academic driven approach of learning the art, over exposure to bollywood



music threatening our very style and absence of music archives.

The drive to carry on comes from the love we receive from our audiences. Wherever we have performed, strings of our Kamagacha, clacking of Khartals and squeezing of Harmonium have kept the audience mesmerized. The colour of our costumes, the sounds of the desert, the passion in our voices and animation of our performance make our concerts gripping. I can say with confidence that no one can evoke India better than us.

As we go along, we want to save the classic form of our singing and pass it to the generations to come. JSW has been helping our cause from the day the company commissioned its operation in our region. I am fortunate that both Mrs. & Mr. Jindal appreciate our music and give us opportunities to perform as often as we can. We have recently completed our fourth camp for our children, which was supported by JSW and, now we hope to have a minimum of two such camps every year. I am happy that these residential camps are helping children come closer to the original Manganiyar music. Not only do our children receive scholarships to pursue vocational studies, but also we are advised and given support to construct toilets.

Our people know that we have immense support from JSW."



SAVING LIVES OF MOTHERS IN VIJAYANAGAR

Maternal mortality ratio (MMR) denotes the number of women who die from pregnancy - related causes either while they are pregnant or within 42 days of pregnancy termination. This is calculated for every 100,000 live births. As per the 2015 World Bank statistics, 174 women die in India while only 27 women die in China per 100,000 women. The statistical analysis of the World Bank data shows us a not so peculiar trend – countries where child births are attended by skilled health staff and where women receive regular medical advice, the cases of loss of lives of both child and the mother is far lesser than in countries which lack these facilities. JSW is committed to reduce MMR in and around its plant locations. **Dr. Dhir Singh**, until recently Chief Medical Officer, Jindal Sanjeevani Hospital (JSH) Vijayanagar, details the efforts taken in this direction.

“Women die as a result of complications during pregnancy and after childbirth. Most of these complications develop during pregnancy and most of them are preventable or treatable. Other complications may pre exist but get worsened during pregnancy. The major complications that account for nearly 75% of all maternal deaths are: severe bleeding after birth, infections after delivery, high blood pressure during pregnancy, complications from delivery and unsafe abortion.

It is important that women get access to antenatal care during pregnancy, skilled care during childbirth, and care and support in the weeks following childbirth. Factors that prevent women from receiving or seeking care during pregnancy and childbirth are poverty, distance from health care facilities, lack of information,



inadequate service penetration and prevalent cultural practices.

In Karnataka, MMR is high when compared to other states in the country. The current situation is prevailing in spite of implementing State Government's *Janani Suraksha Yojna* (JSY) and *Janani Shishu Suraksha Karyakram* (JSSK) schemes under NRHM. This is mainly due to lack of manpower, lack of facilities in PHCs and lack of blood bank facilities. The high cost of private hospitals is also playing its role in discouraging families from approaching them.

JSW is providing free and cashless services to pregnant women, including normal deliveries and caesarean operations at our Sanjeevani hospital in Vijayanagar. JSH launched the scheme *Garbhini Gelathy* (GG – friend of the pregnant women in Kannada) on 24th June 2014 which is similar to JSY and JSSK. The objective of the scheme is to reduce maternal and neonatal morbidity and mortality by promoting institutional deliveries among poor pregnant women. It is covering 36 villages of Ballari district. We have appointed facilitators to establish links between pregnant women and JSH.

Under GG, the women are entitled to the following free facilities:

- Free and cashless delivery
- Free C – section
- Free Antenatal checkups
- Free drugs , diagnostics ,ultrasound
- Free provision of Blood
- Free transport from home to health institution and for referral
- Free diet

I can say with confidence today that, GG has resulted in significant increase in number of institutional deliveries, almost four fold. Our facilitators are playing a crucial role in educating, counseling about nutrition and immunization services, getting patients to hospitals, answering their queries, ensuring complete ANC checkup and institutional deliveries.

Dr. Dhir Singh,

Chief Medical Officer (Until March 2016),
Jindal Sanjeevani Multi-Speciality Hospital

“JSW Foundation is improving the infrastructure at primary health centres and we hope that in coming three years, our hospital will become a referral hospital.”

21 months of GG data shows that we have provided OPD services to over 3500 pregnant and lactating mothers and have facilitated over 1270 institutional deliveries at JSH. The number includes 800+ normal deliveries and 450+ C-section deliveries. There are 30 women who are giving their services to the communities as GG facilitators.

Simultaneously, JSW Foundation is improving the infrastructure at primary health centres and we hope that in the coming three years, our hospital will become a referral hospital.



BLENDING SCHOOL EDUCATION WITH THEATRE



Bhartiya Natya Kala Vikas Sansthan (BNKVS) is embedding nuances of theatre in school education to make learning fun. **Mr. Kamlesh Tewari** is serving Secretary of BNKVS. He was personally involved in the 'Theatre in Education (TIE)' workshop at Barmer. He casts an appreciative gaze on children of class VI while they are enacting '*Bindu Bole Sun Bhai Sun*' (Basic Geometrical Concepts – Mathematics chapter) to their peers and teachers.



"Theatre in Education (TIE) originated in Britain in the mid-1960s and the idea of a high impact performance for a specifically targeted school audience became instantly popular. Today, drama is increasingly being fit into the time-table and forms a rubric of personality development. Because the audiences are small, they can be stimulated and encouraged to participate through role play and debate. Through performance, TIE presents a different approach towards discussions, contributions, and creativity. It uses various dramatized elements such as movement, voice, concentration, improvisation and role play to aid the self- development of the student.



Through TIE, the aim is to change the technique of knowledge dissemination from memory based exercises to more feelings, thoughts and experience based learning. The pedagogical value of TIE lies in integration of the school curriculum with drama – i.e. transacting a part of the curriculum through dramatic means.



Kamlesh Tewari,
Secretary, BNKVS

The technique demands more independent thinking and spontaneity from the students and inculcates collective work competency. Some of the benefits of TIE, noted over a period of time, are self-confidence, imagination, creativity, empathy, concentration, communication skills, relaxation and physical fitness.

With more than 15 years of experience, we have been using theatre as a tool to develop the skill of expression and personality of the children. We have several experienced resource persons with us who are dedicated to the cause.

While working with the children and teachers in schools, we have realized that without the interest of a child, he/she may never enjoy the learning process. Teaching should stimulate the urge to learn new things among children and make use of unconventional tools of teaching. We know that a child loves to laugh, sing, mimic others; he/she loves sounds of animals and birds. At BNKVS, we build our teaching syllabus and tools around these aspects of childhood.

BNKVS teachers convert syllabus-based teaching into dramatic forms and help children transact through drama. They learn effortlessly. This method is now proven to reduce instances of hesitation among children and makes them more confident.

Our collaboration with JSW is running in four government schools. We began with four days of pilot workshop in the district. We identified

“Theatre in Education (TIE) originated in Britain in the mid-1960s and the idea of a high impact performance for a specifically targeted school audience became instantly popular.”



children from classes 3 to 8 and covered subjects like Maths, Science, English and General Awareness.

Teachers were sensitized about TIE and its benefits. The children prepared different plays based on their choice of subject and presented to a large audience on the final day of workshop. More than 300 students, including 100 + girls participated in the workshop.”

RESTORING A LEGACY



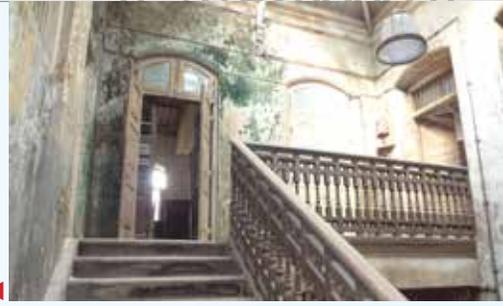
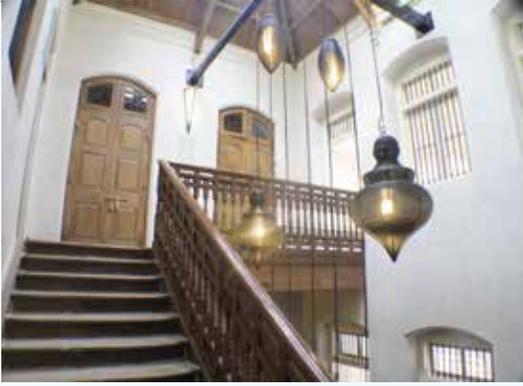
H'eritage' symbolises those buildings, artifacts, structures, areas and precincts that are of historic, aesthetic, architectural or cultural significance. 'Conservation' encompasses all the processes of looking after a place so as to retain this historical and/or architectural and/or aesthetic and/or cultural significance. JSW firmly believes in beguiling power of art and culture, and it is conscious of the need of preserving timeless cultural heritage of the country.

Preeti Goel Sanghi, Architect, outlines the efforts of JSW Foundation to restore the former glory of *Shreemati Nathibai Damodar Thackersey* (SNDT) Kanyashala, Mumbai.

"At the peak of its popularity, SNDT *Kanyashala* in early 20th century was animated with

close to 2500 young girls, eager to learn about the world and its workings in their native languages of Marathi and Gujarati. Unfortunately, the school was no longer in use until recently, even though it was a part of the first Women's University in India as well as in South-East Asia..The school closed down in 2012 due to its dilapidated condition and insufficient number of students enrolled. The building was in dire need of repairs and renovation but its restoration and development was regulated by the Heritage Conservation Committee appointed by the Government since it was a Heritage Grade III building.

The school, established by SNDT University in 1924, had played a landmark role in the education of girls in the early 1900s. It was set up at the cusp of women empowerment in



India. A hundred years down the line, however, it had become irrelevant to the society. The group of people who preferred to send their children to vernacular medium schools moved out of the area, while others had decided to send them to English medium schools.

For years, the stately building, with its elegant porte-cochere and decorative stone columns and beautiful architecture, faced neglect and suffered the vagaries of weather. It is with the help of JSW Foundation and conservation architect Abha Narain Lambah, that the building has been restored to its former glory. This time around, the rooms are being used by budding young artists to learn the nuances of art through visual art programs. The Kanyashala is now being renamed as **'Jindal Centre for the Arts'**.

The property's repair and restoration was discussed and deliberated repeatedly at the University's Building and Works Committee meetings. It was only when the new team including the Vice-Chancellor Professor Vasudha Kamat joined in May 2011 that the thought process took shape into a concrete plan.

The Kanyashala is gem of a building that stands in the midst of a chaotic streetscape. The ground plus three storied structure combines the traditional timber balcony architecture seen in Mumbai's historic chawls and many old vernacular buildings with a neo-classical façade of carved stone columns. During the 16 months long restoration project, the team made sure that the character of the building was not disturbed through meticulous efforts like retaining the Burma teak wood roof and the Minton tiles.

Preeti Sanghi

Architect, JSW Foundation

“In a recent workshop to promote art education, 35 aspiring artists participated to understand oil and charcoal painting techniques. The one day workshop was organized by JSW Foundation and SNTD Women's University.”



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As an architect, this association with JSW gave me diverse opportunities to acquaint myself with our cultural heritage. I have also been associated with *Kaladham* at Vijayanagar, conservation of temples at Hampi, *Look-Up-Mumbai* exhibition and curation of art at the JSW Centre.”

CLOSING THE GAP - INVESTING IN SHGS

As business houses are discovering a unique form of corporate giving that creates a direct bridge between the employees and the communities, JSW is encouraging employees to become champions of causes and create impact in their communities through LEAP. It is an excellent way for JSW to foster a legacy of philanthropic storytelling that prompts employees to get and stay inspired. **Mr. D. Janakiraman**, General Manager, Control & Instrumentation, JSW Energy Ltd Jaigad Works shares his contributions.

"I have been very fortunate to be able to contribute beyond my workplace, and do my bit for the society. While being at JSW, I have witnessed the tremendous efforts of the company to uplift the lives of people living in the vicinity of its operations. Several CSR initiatives have been focussed on empowering women from all walks of life. Even in the plant, women constitute 10 percent of the workforce in operation & maintenance.

My expertise lies in control & instrumentation, and when I received a request from the CSR team to help them find a vendor for installing a betel nut leaf plate machine, I was very keen to help. I found the business idea very feasible as the region has betel nut leaves in plenty. We were to set up a unit in the village which could be run by a self-help group. I actively contacted people in my network, and found a vendor in my native state of Tamil Nadu. After negotiating aggressively on the price, I also got all the technical queries resolved in an effort to support the SHG.

The machine consists of 5 sets of dyes that can produce bowls of sizes 4,6,8,10 and 12 inches. Technically, each dye is operated by an inbuilt hydraulic system which develops a pressure of 120 bars. There are heaters installed on

each dye to maintain the desired temperature as the raw material is slightly damp. It is critical to produce plates at desired stiffness for better usability.



D. Janakiraman

General Manager,
JSW Energy Ltd.
- Jaigad Works

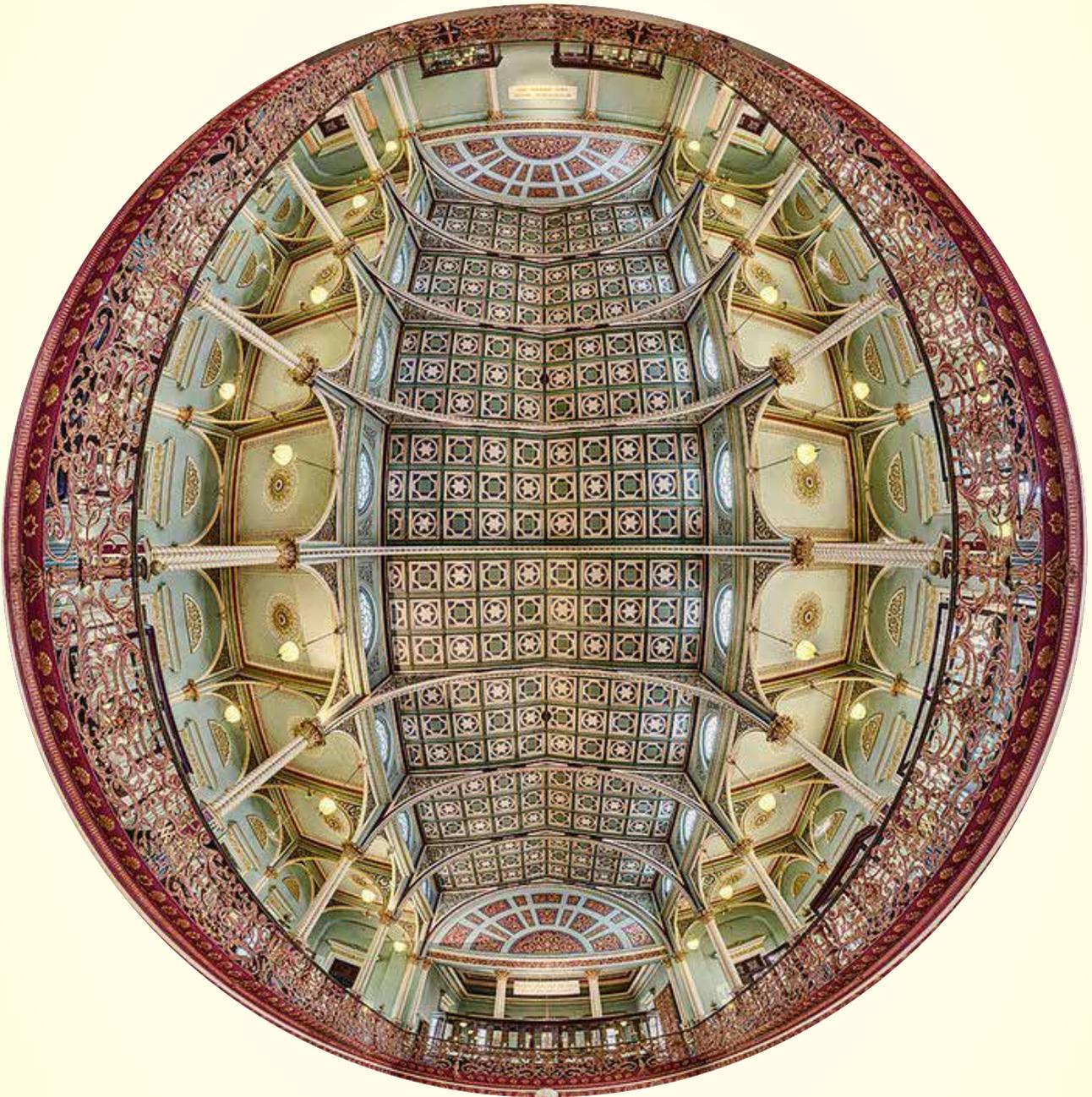
"While being at JSW, I have witnessed the tremendous efforts of the company to uplift the lives of people living in the vicinity of its operations."

My colleague Mr. Aniruddha Patil and the EMD team played a vital role in training the SHG women on the operation and maintenance of the machine. They were actively involved until the machine was fully functional and with their efforts today, the women are skilfully using it to produce plates as per order and requirement. This has given me a new sense of collective achievement.

We are all delighted to know that the SHG women are regularly getting orders from their clients and they are earning profits. They have now requested us to provide them with another dye for spoon making, which is already in process of procurement. Our team is also engaged in procurement of *shevaya* (noodles) making machines for SHGs.

The women in rural India have immense calibre, and it has been a gratifying experience to help them realize their own potential."

Look Up Mumbai



AN IMMERSIVE FULLDOME INSTALLATION

View of the ceiling of Dr. Bhau Daji Lad Museum, one the most spectacular buildings in Mumbai.
(As part of "Look Up Mumbai" presented by JSW Foundation)



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