



ISSUE 1 - JAN 2015

# || VIVECHANA ||

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

## PROMOTING SOCIAL DEVELOPMENT

Strengthening foundation through early childhood intervention

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## FEATURE

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# JSW CSR FOOTPRINT



## EDITOR'S NOTE

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## ENABLING PARTNERSHIPS THROUGH CSR



Mukund Gorakshkar

Executive Officer, JSW Foundation

Friends

For someone who has boarded JSW's CSR journey in its early stage, this feeling of inviting you all on board is overwhelming.

Vivechana is the story of our partnerships. Our efforts to empower the society with skills, and capabilities, fortunately have found willing participants from public and private sector as well as civil society.

Corporations which have committed to a social cause alone can project an image of being well managed. With this motivation, JSW Steel Ltd formalized the JSW Foundation in 1987. A professional CSR positioning was put in place in 2000. In 2003 involvement with NGOs commenced with a shared vision that resulted in the structuring of need based community projects. In 2009 we adopted the Millennium Development Goals framework.

As a forward looking strategy, JSW Steel limited has been contributing 2% towards CSR since 2011. In view of the recent amendment to the Companies Act, 2013 the JSW Foundation is reviewing challenges with renewed vigour. Our focus now is "Janam se Janani Tak....JSW aap ke saath" to enable our work with women and children, the most deprived sections within the communities in which we operate.

We are proud of our 'Mission against Malnourishment' in Maharashtra and Karnataka and hope that our strategy will be worthy of scale up.

Seeking your good wishes and involvement!

Mukund Gorakshkar



## FROM HERE THE FUTURE LOOKS BRIGHT

### Sangita Jindal

Chairperson, JSW Foundation

JSW Foundation is working relentlessly to create a happy and socio-economically all-encompassing India. It leads concerted efforts of social development with an aim to reach out to every individual in India.

My vision is to create a perfect trajectory where quality education, supreme health conditions and excellent livelihood opportunities converge to make living conditions better in our great nation. I firmly believe that unless we reach out to the less fortunate and marginalized a sustainable bright future is not possible. JSW Foundation is working to create a society which is empowered through concerted interventions in various spheres of life. I also encourage the culture of volunteerism in JSW to enable deployment of time and expertise to developmental causes.

I am firm in my conviction that aligning our efforts to the national missions and goals of development can be significant in bringing the meaningful and desired changes. We have already started shifting our focus from projects in various areas of interventions to national missions. We have redrafted the Corporate Social Responsibility policy for JSW Group, embedding women at the center of all interventions. We are calling the new theme 'JANAM SE JANANI TAK, JSW AAP KE SAATH' as it strives to address various challenges from antenatal stage of life to the reproductive age of 45 years.

Our Foundation has taken up the mission to tackle malnutrition in Thane, Palghar and Bellary districts, in collaboration with governments of Maharashtra and Karnataka respectively. The major expected outcome of the initiative is to



reduce malnutrition among children under the age of six. We are also committed to 100 percent institutional deliveries in our plants' vicinity.

I get deeply saddened as so many women in our country use open spaces for defecation; a major health and safety concern for them. We have taken up the cause of improving the sanitation scenario in the villages by providing low cost toilets to households via part cash support, cement support and construction material support such as sanitation pan and pipes. The Foundation is simultaneously working on the sanitation and best hygiene practices awareness campaign to bring people into participation mode.

We are also making continuous efforts to encourage, train and enable individuals to acquire the necessary employable skills to earn livelihood at our vocational training centres at Vasind, Vijayanagar and Ratnagiri. We are also supporting many government industrial training institutes – setting benchmarks in public private partnership sphere.

I see a great future for all of us Indians from here.

# CSR IS A CORNERSTONE IN JSW GROUP'S PHILOSOPHY



**Sajjan Jindal**

Chairman and Managing Director, JSW Steel

A corporate's role is much beyond profit making. It is about building a nation, brick-by-brick; JSW is doing its bit. For me, CSR is going beyond allocating mandatory funds. It is about our employees adding value to CSR to ensure inclusive growth.

The communities sacrifice their lands to allow industries to set up the manufacturing facilities. It is an emotional matter and must be handled with utmost care and sensitivity. Our Group's CSR philosophy is to provide a wholesome solution to the people who are displaced or whose lands have been acquired by us; money is one small component of the solution we offer to them. I am firm in my belief to make them part and parcel of the development that is coming up on their lands. So, we make farmers the shareholders, to give them an opportunity to grow with the company. And this is how we go ahead with all our land acquisitions across India.

Our nation is moving from strength to strength, supported by attractive demographics, rising industrialization and rapid urbanization. On the other hand, the country is facing major challenges in education, health, nutrition indicators in women and children, maternal and child mortality, skill development of youths, sustainable livelihood, lack of rural infrastructure; and the list goes on. It is not government alone who is responsible to tackle these issues; it is all of us, especially the corporates, who need to come forward and contribute.

We are growing as a group, spreading our footprints across the country. At most of the places our plants are located in the rural India. I grew up in close proximity with agriculture as my father started off as a farmer. I believe agriculture, if supported with scientific knowledge and modern technology, can yield great dividends for both our country and the farmers. The time has come to reinstitute yet another green revolution embedded with improved sustainable technologies. In the year 2013, we have pledged to extend all the supports to farmers in their endeavour. In this regard, we have launched a "Integrated Watershed Management Project" in Bellary District. The project started in association with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and the Government of Karnataka, to undertake soil and moisture conservation and agriculture productivity enhancement. We are committed to take the learnings from this project to all the JSW locations' in due course of time.

For me smiling children are as important as my plants rolling out best quality steel, energy and cement. If our efforts towards reaching out to communities results in reducing the problem of malnutrition among children and ensures their healthy upbringing, I shall be a very satisfied man. We can definitely supplement the ongoing efforts of the government to optimize the resources and skills. Some of my colleagues at JSW have already started sharing their skills through our volunteering programme, I am confident of more and more joining in to extend their support.



## OUR WAY AHEAD - **JANAM SE JANANI TAK**

Dr. Srinivas Kedar

Advisor, JSW Foundation

While serving as a bureaucrat for more than 3 decades, I was privileged to serve mostly in the social and developmental sectors. Involved at both policy formulation and roll out levels, my roles enabled me to travel across the length and breadth of this great country and interact with every section of society. It may not have been a great revelation, but still it made me accept that society has two sets of people; one, who can move on their own, just needing opportunities; and the other who carry historical baggage of disadvantages, craving for both support and opportunities. Professionals in bureaucracy, public services, non-government organizations and private trusts must strive to create an enabling environment, throwing challenges to the first set of people, and comfort and confidence to the second, the vulnerable group.

The most vulnerable among the set are the women and children, especially the

ones living in the most remote parts of the country. Ironically these are the areas where governmental instruments are not the most shining and vibrant, though they tend to be so in more endowed areas. Challenges to help these vulnerable groups are not inherently insurmountable, but definitely daunting, both during policy formulation as well as implementation. Sensitivity and subjectivity needed to handle these issues often baffle bureaucracy at the district, state and national levels.

On the eve of my joining JSW Group, I spent considerable time and energy getting exposure to their programmes and shared the vision of the Chairman of the Group and the Chairperson of JSW Foundation. I was awed by their commitment to squarely take up this tremendous challenge with rarest sense of dedication to their plants, mostly located in remote areas. I was just left to make patent what were already latent, not so difficult



tasks of synthesising their heartfelt hard work to a thematic focus, which can touch the soul and minds of one and all, furthering the great convictions. Thus was born the dream 'Janam Se Janani Tak - JSW Aap Ke Saath', to reflect JSW's commitment to reach out to the most vulnerable section of the society, a long term commitment extending physical services to meet their pressing needs and campaigns aimed at empowering these people living in the Direct Influence Zone of our plants.

Our CSR adopted a life cycle approach; weaving together missions for enhancing quality of life for different phases of life of people through well-defined time bound missions encompassing outcomes, beyond mere outputs. These seven phases are - Pregnancy, Child Birth, Anganwadi (0 to 6 years), Schooling (6 to 14 years), Adolescent (14 to 19 years), Empowerment (19 to 24 years) and Earning Women (24 to 45 years). These

seven phases are exemplified by bringing in seven rainbow colours; signifying the quality and brightness of life.

All the missions have clearly spelt outcomes which are aligned with the national goals in the specified sectors. CSR is committed to bring in these national goals within our reach in a time span of 10 years. The approach is not to substitute the government; but to complement and supplement it; building collaborations with like minded non-governmental entities and continuous evaluation by external agency to ensure midcourse corrections. Some of these missions are likely to be trend setters for the society.

"I will not be satisfied with anything less than JSW being cited as a role model for CSR in the corporate world", emphasized our Chairman. We are visualizing 'Janam Se Janani Tak' inspiring inter generations and Corporate CSRs in the near future.



## IMPROVING NUTRITION STATUS IN THANE, PALGHAR AND BELLARY



Most of us, here in India, are used to seeing children with sunken eyes, swollen bellies and withered skin. They are everywhere, in just a few kilometers from most of the major cities, many a time in city limits also.

The HUNGaMA survey, conducted across the country in 2011-12 to understand the child nutritional status, revealed an appalling situation. It says, “42 percent of children under five years of age are underweight and 59 percent are stunted. The rates of underweight children and stunting are significantly higher among women with low level of education; a result of lack of awareness about healthy child nutrition practices. More than 50 percent mothers did not give colostrum (first milk) soon after birth and 58 percent mothers fed water to their infants before six months.”

Malnutrition in early childhood has serious, long-term consequences because it impedes sensory, cognitive, social and emotional development. Damages happening to brain during first 1000 days of childhood due to malnutrition are irreversible (Mother 100 Days 2012 Report). Malnourished children are less likely to perform well in school and more likely to grow into malnourished adults, at greater risk of disease and early death. Inadequate care of women and girls, especially during pregnancy, results in low- birth weight babies. Nearly 30 per cent of all newborns have a low birth weight, making them vulnerable to further malnutrition and disease.

Considering the abysmal condition of nutrition among women and children in the districts where JSW Group is present, JSW Foundation has prepared a template of intervention for

the Group. Based on the template, JSW Group has started working to address the issue of Malnutrition in Thane, Palghar and Bellary districts. The target is to reach out to every child in the age group of under six years who is suffering from severe to moderate malnutrition.

In all the three districts, the Foundation is working closely with the respective state governments to complement the ongoing efforts to tackle malnutrition.

Government of Maharashtra (GoM) issued a resolution that allows the Public- Private Partnership (PPP) through Corporate Social Responsibility (CSR) of the lead companies in Maharashtra. JSW is the first corporate which joined hands with the GoM in addressing the issue of child malnutrition, since the government resolution. The initiatives of the JSW Foundation are recognized by the GoM and it has invited Mrs. Sangita Jindal to the core team of 'Maharashtra Alliance Against Malnutrition' (MAAM). MAAM is state level secretariat which is chaired by the Honorable Chief Minister.

### **Thane and Palghar Project**

The major aim of the project in Thane and Palghar is to reduce malnutrition among children from 49% to 35% at the time of start; and to reduce Low Birth Weight (LBW) babies from 35% to 25%. The capacity building of state government's on ground cadre, through regular training is most crucial strategy adopted by the JSW Foundation. The training covers Integrated Child Development Scheme (ICDS) Supervisor, anganwadi workers and helpers, Accredited Social Health Activist (ASHA) workers, Axillary Nurse Midwife (ANM), Gram Sevaks, and government school teachers. They receive regular training inputs to enhance their learning and so their performances. The effort is also to develop convergence among various



government departments for a concerted push to defeat malnutrition. The important ingredients of these trainings are persuasion skills, confidence building, assertiveness and effective communications. So far, two Training of Trainers, eighteen cluster level trainings, six taluka level reviews, two district level advocacy workshops and two task force meeting have been organized in association with the government. The trainings have covered more than 1000 government cadres.

Another major thrust is given to the utility of available technology to monitor every child. An android mobile based application is used in line listing the vital status of each child, such as location (GPS), photo, age, weight, length/height, mid upper arm circumference, and birth weight. So far 8724 children (4384 male children and 4339 female children) have been tracked and validated through the use of this application.

The mission is facilitating line listing of all the pregnant & lactating mothers and children below 6 years, providing need based micronutrient sprinklers and supplementary feed, equipment such as infant meters and laptops to anganwadi supervisors. The recent report from the government shows that there is five percent increase in the number of children in normal category in Jawahar 2 ICDS project and significant decrease in the number of severely malnourished children.

### **Bellary Project**

In Bellary district, the Foundation is working on a hypothesis that if a severely malnourished child is administered on the intake of Spirulina (a globally used nutrition supplement) for 156 days, the child's nutrition level returns back to normal level. Spirulina is supported by organizations like United Nations and World Health Organization.

Physical examinations of children, pregnant and lactating mothers along with providing Spirulina are the main salient features of the mission at Bellary. So far the Bellary project has benefitted 10725 individuals, including children and mothers. The four month data collected and computed from the date of the beginning of the mission suggests 16 percent rise in average weight gain, hemoglobin count going up to 10.1 hb (sample size – 162 beneficiaries) and 46.4 percent decrease in malnutrition cases; although a details study shall be conducted in six months, since the beginning of the mission, to take the scientific inferences.



The impetus has been given to creating awareness among communities, explaining what Malnutrition is and how it effects the development of brain and body of children. A lot of success stories related to Spirulina are shared with the people to raise the awareness; many medical students are also involved in the mission. The effort is to reach each beneficiary either through direct contact or via phone call to bust the myths on consumption of Spirulina and also sensitize the person on importance of cleanliness, washing hands with soap before food and after toilet.

There are several awareness tools which are being used in the mission, such as rallies, street plays, community games, wall paintings, door to door visits, magic shows, group discussions, posters-fliers-banners, orientation programs for anganwadi workers and facilitators. So far more than 200 awareness programs are organized in 120 villages.



"In government, we have huge resources at our disposal. But the same comes with its own limitations; we channelize these resources to the schemes, made by the state or the central government. We do not have much to innovate in the whole process. So we bring private organizations on board to fill this vital gap. They can think innovatively and then the ongoing efforts can be blended with new initiatives to better the results. The same we are doing with JSW Group's CSR team. In less than a year, our combined effort is considered the best model in Rajmata Jijau Mother-Child Health and Nutrition Mission. This is a rare feat. In this mission, we are using technology, to the best it can offer. The field data now is available with our anganwadi workers to use it scientifically. Our supervisors now have laptops and android based mobile phones to track and validate data on the field. The experience so far has given us an opportunity to introspect and improve our internal systems.

Our combined effort is to keep the approach direct so that the benefits of the scheme reached to the beneficiaries directly, not in layers. The capacity building aspect of the whole program is a new

learning experience to our cadre which will help them with tools to dispense their tasks more skillfully. The training is reviving the traditional knowledge and using it to further strengthen the efforts. I am looking forward to scale this approach to the other districts of Maharashtra."

**Mr. Shekhar Gaikwad**, CEO, Thane Zillah Parisad

"The association with JSW Foundation is strengthening the communication and training aspect. It is playing a critical role as far as the behavioral changes among our cadre on ground are concerned. I am quite positive for the desired outcome of our combined efforts."

**Mr. Pravin Bhavsar**, Deputy CEO, Women and Child Development, Thane Zillah Parisad

"The initiative taken by JSW will go a long way in our fight to defeat malnutrition. We must aim for 100 percent elimination of severe malnutrition cases from the district and beyond."

**Mr. Sameer Shukla**, District Collector, Bellary

## STRENGTHENING FOUNDATION THROUGH EARLY CHILDHOOD INTERVENTION



According to the statistics available at the Ministry of Women and Child Development, there are 13.42 lakh Anganwadi Centres (AWCs) spread across the states and union territories of India. These AWCs are covering 3.82 crore children between the age of 3 and 6 years and 1.96 crore pregnant and lactating women. These AWCs offer six services, supplementary nutrition, nutrition and health check-up, pre-school non-formal education, referral services, and immunization; the pre-school non-formal education reaches 3.71 crore children between the age group of 3 to 6 years.

JSW Group is providing facilitation to 302 AWCs across its plant locations. Case in point, JSW Steel Coated Products Vasind Works is supporting 43 AWCs. The company provided early childhood educators to 10 AWCs here and has been working towards constructing 3 model AWCs.

These early childhood educators support Anganwadi sevikas in engaging children in different learning exercises throughout the day. The company also provides teachers handbooks, kids handbooks, and weekly calendars for activity plans and educational toys for the children.

In the words of one of the early childhood educators 'Pragati Mhatre', her experience is phenomenal. Speaking to the representative of JSW Foundation, she said, "I joined AWC three months back and each day I look forward to coming here and being with the children. I consider myself lucky to have this opportunity. My own child used to come here in this Anganwadi centre and I had always thought to come and serve in my own humble way. I am thankful to JSW Foundation for facilitating training for me which enabled me to share valuable lessons with these children. The teaching tools provided



*I joined three months back, and I look forward each day to come here and be with these children. I consider myself lucky to have this opportunity.*

by the Company are thoroughly useful for us to plan our day and give individual and group exercises to the children. Children also enjoy playing with the toys provided and learn a lot in the process. You can see for yourself how enthusiastic they are.”

She further adds, “I have noticed, parents now are sending their children every day to the AWC. Most of them want their kids to optimally utilize their time, not just come for the meal. The parents are giving their children all the required study materials, as and when required. I can assure you now with confidence that the children here spend their three and a half hours judiciously, learning and enjoying. For me it is a blessing as I am earning my livelihood doing the job I love most.”



One of the other early childhood educators, Sarika Pawar, shared a similar experience working with the AWC. The common observation was almost hundred percent attendance of children in the AWCs. These educators also interact with parents on daily basis to get their feedbacks and assured to conduct a formal meeting with parents every month.



## BUILDING SKILL, ONE STUDENT A TIME

- Father Victor

We at Father Agnel's are strongly guided by the clarion call given by our Founder Rev. Fr. Conceicao Rodrigues, namely "My Land My People". All our educational and charitable endeavors are viewed from this prism. Reading the signs of the times we realized that development of skill was the crying need of our nation and hence we decided to channel all our energies in the endeavour.

I strongly believe that nothing happens by chance. We are guided by a superior power for the greater good of humanity. In one of our meetings with the CII representatives we were introduced to JSW Foundation. Thus in the year 2004 began the journey of Father Agnel and JSW Foundation leading to the establishment of the OP Jindal Centre (OPJC) for Vocational Training at Vasind. We have recently started our second OPJC at Jaigad, Ratnagiri.

My involvement with the OPJ Center for Vocational Training began in the year 2007, September 17 to be precise. That day, I first



visited Vasind to attend the convocation ceremony and was overwhelmed by the enormous work being done in the field of skill training. We had trades for girls, like tailoring and fashion designing, professional beautician. The trades for the boys included electrical, welding, electronics, and information technology. Since then the trades have been upgraded and a few more have been added, like two and three wheeler mechanic, fitter and CO2 welding. I was very impressed by the proactive approach of Mrs. Sangita Jindal. Her interaction with the students where she asked them what more JSW could do to enhance their training was inspiring to say the least. I thought to myself, here are the right people with the right approach, and our collaboration and partnership since then has been strengthened manifold.

According to me, the success story of OPJ Centre Vasind is the result of the proactive stance of the JSW Foundation and Father Agnel. We





**JSW industry experts interact with our students, conduct a few guest lectures, look for ways and means as to how students can get firsthand experience of industry by way of internship, appoint a placement officer for the center, improve upon our tools, equipment and infrastructure.**



**Father Victor**

Father Agnel Technical Institute



design an annual plan for our Centre, assess it in terms of resource allocation and ensure that it has necessary financial resources to deliver realistic training to the students. Before deciding upon a particular trade, we religiously conduct manpower need survey to acquaint ourselves with the felt need of the industries around. A job potential survey is carried out at different places to apprise ourselves of the job market in the nearby industries. We strongly believe that once the student completes the course he / she must be industry ready and either join the industry or commence his / her own start up. We do not rest on our laurels and hence every year a feedback survey of our past trainees is conducted at Centre to find out their employment status, their problems and understand the validity of the trades.

I am proud to say that a vast majority of our students are either gainfully employed in nearby industries or are self-employed. Another key person involved in the actual development

of the success story is the instructor. We take great pains to recruit the best person to impart the knowledge, skill and attitude to our students. Hence training of the trainers is taken very seriously at the OPJ Center.

Looking ahead, in order to keep ourselves relevant, I think we need to continuously rediscover and reinvent ourselves. To keep our success story going we have taken a conscious decision to make available to our students opportunities for vertical mobility. JSW industry experts interact with our students, conduct a few guest lectures, look for ways and means as to how students can get firsthand experience of industry by way of internship, appoint a placement officer for the center, improve upon our tools, equipment and infrastructure. Finally, our dream is to give an opportunity to school leavers to someday acquire a diploma, degree or even a PhD in the trade he / she has taken up. May God grant success to the work of our hands!

# TAKING A STAND FOR A BETTER FUTURE

- Vinita Vijay Hilam

All 11 members of our Self Help Group (SHG) are dynamic leaders. I am Vinita Vijay Hilam, feeling fortunate to get an opportunity to lead this SHG, to take it to new achievements in future. It all began in the year of 2007 when we were living a very hard life; a life full of despair, back breaking hardship and no hope in sight for better days. I get very emotional when I remember those days. Most of us vividly remember how we used to climb steep hills to collect fire wood to sell them in the local market for a meagre 20 Rupees a bundle and how our contractor used to force

us to work hard at the local brick making unit. Every single one of us used to move more than 1000 bricks a day for less than 100 Rupees and by the time we reached home, we would be dead tired, unable to perform any household chores. But, we had no choice, other than to get going with our lives; most of us are early school drop-outs. All the women in this SHG group were married between the age of 15 to 17, in a few cases at ages even less than that. We gave birth to our first child quite early in our lives and had additional responsibilities while things were quite challenging already.





**Vinita Vijay Hilam**

SHG Group Leader

The moment of joy was destined to come our way when we heard that government has schemes for women. I started exploring by talking to our Gram Sevak and at Taluka level. When I came to know that the government's schemes are for women SHGs, I decided to discuss this with few of my friends. To my surprise some of them immediately agreed to form a group and very soon our group swelled to 11 members and we named it 'Vanvashi Bachat Gut'. As the day progressed, we tried to break the ice with the Gram Panchayat and Zilla Parisad members but to no avail. We were not getting any benefit from the government's schemes.

The real change happened when Ispat company representatives got in touch with us in 2008. They encouraged us to take charge of our lives by saving. Being tribal women, saving and lending were alien concepts to us. We brainstormed and decided that we will save and deposit the amount in the common SHG fund and facilitate internal lending. We received constant training support from Ispat on how to manage our funds. The life-changing moment for us was when we first time went to the bank to open an account in the name of our SHG. As expected, we were rejected for quite some time. But at the end, our persistence paid off. From that day onwards we are maintaining a healthy balance in our SHG account and are free from the clutches of external lending from informal institutions which exploit innocent tribal communities with heavy compound interests rates.

Today, I am proud to say that we are our own bosses. We have registered ourselves as official contractor for the gardening jobs in JSW Steel Dolvi Works' plant premises. The Foundation guided us on every step to fulfill all the required processes with the Gram Panchayat, Zilla

**We would like to acknowledge here, it is because of JSW Foundation's help and guidance, each one of us today own a piece of agriculture land, which we otherwise never would have had. Each of us filed a RTI to get our rights on ownership of forest agriculture land under government's scheme 'Van HaqueKayda'.**

Parisad and District Labour Office. Thanks to JSW Foundation for bringing this day in our lives.

When we look back, we are able to see how far we have travelled. And we are moving forward. Our first pay cheques have made us richer by thousands. We are sending our children to school now and I am sure that our collective endeavor shall keep our children motivated to do better in their lives.

We acknowledge JSW Foundation's help and guidance, because of which each one of us today owns a piece of agriculture land today, which would otherwise have been a far-fetched dream. The Foundation guided us to file a Right to Information application to get our rights of ownership on forest agriculture land under the government's 'Van Haque Kayda'scheme.

We have a comfortable job and a brighter future ahead. Our collective struggle has made us robust and confident to take up any challenge that comes our way. Today, we are leaders.

# LONG TERM PARTNERSHIPS IS THE WAY FORWARD

- Shankar Jadhav



I come here every day with the commitment to work for the improvement of lives of the children who are living here at Children Observation Home, Umerkhedi. The Observation Home houses destitute, delinquent and victimized children under the provision of Juvenile Justice and Act. At any given point of time we have 350 boys and 150 girls living in the house. Most of them come from having lived on the streets and so are prone to many physical and psychological ailments which need medical interventions on priority. Accrediting and building of self-confidence, encouragement and reassurance, emotional support and reality orientation are some of the major interventions that are conducted by the trained staff of Observation Home.

Established in 1927, the Observation Home

has since then seen nearly 2.5 lakh children passing through it and is regarded as one of the best observation homes in our country today. I am confident that we shall do even better in times to come. Despite some challenges, which are our major bottlenecks in the journey ahead – not sufficient and permanent manpower, lack of trained staff to take care of special children, digitization of information at the time of admission and insufficient maintenance of the premises by the responsible government authorities, we align our efforts to utilize whatever resources are available to us.

I am thankful to all the individuals and institutions for continuously helping us with their donations in both cash and kind. But, to move forward we need support beyond

donations; we seek long term partnerships, driven by planning and strategies. One such partnership that I cherish is our collaboration with JSW Foundation. The Foundation is working shoulder to shoulder with us to fill the most vital gaps, without which it becomes very difficult to run this home. The Foundation is supporting in improving the infrastructure of the observation home and alongside proving manpower support for better children care and development. Our partnership is also focusing on improving the sanitation and hygiene condition of the home. At present, JSW Foundation is helping us coordinate with the Observation Home and NGOs with the help of permanently appointed staff. The trained staff is also appointed by JSW to work closely with the special children. It is also helping us to locate the parents of the missing children to reunite them; a fulltime program officer is appointed for the same. It has also provided us a set of washing machines to take care of the laundry for the children and water tanks to store drinking water.

As we move forward, I personally feel that the premise must have its own medical facility, matching the medical care of any good government hospital; this will cease our present dependency on J.J Hospital. We need the support of good NGOs to work on the child related advocacy. I also feel digitization is critical to keep the information of the children safe and can be very handy to track their parents and other vital details.

I take this opportunity to appeal to all of you to come forward to help these children. The Observation Home can provide great opportunities for volunteerism.

Looking forward to assist you in your quest to give back to someone who needs the most.



## Shankar Jadhav

Superintendent,  
Children's Home

**I am thankful to all the individuals and institutions for continually helping us by giving donations in both cash and kind. But to move forward we need support beyond donations; we seek long term partnerships, driven by planning and strategies. One such I cherish is our collaboration with JSW Foundation. The Foundation is working solder to solder with us to fill the most vital gaps, without that it becomes very difficult to run this home.**



# COMMITTED TO NIRMAL GRAM IN KONKAN

- Dr. S.V. Mapuskar



As per the 2011 census, nearly 56 percent of rural households in Maharashtra practice open defecation, against the national average of 67.33 percent. In the same context, only 44.20 percent of rural households in Maharashtra have toilets in their premises, faring better than the national average of 32.67 percent.

Nobody can really ignore this social and health hazard anymore, and I am no exception. As Mahatma Gandhi once said, "No matter how insignificant the thing you have to do, do it as well as you can, give it as much of your care and attention as you would give to the thing you regard as most important. For it will be by those small things that you shall be judged." I have been working in the field of rural sanitation for the last 50 years towards implementing the principles of appropriate technology and community ownership, from the time when these were not part of the national consciousness. I am active in the field, advocating the use of decentralised, low cost sanitation options.

I would like to extend many thanks to JSW Foundation for taking up the problem of sanitation in a big way, in and around all its plants' operations, especially in the Konkan region. The region which is known for its pristine beauty and wonderful climate has some glaring blots that need addressing. One of the most prominent among them is the minimum penetration of toilets in the rural households in the region. I am talking about

the region where once lived Shri. Appasaheb Pathwardhan, a man we fondly remember as the Konkani Gandhi. He designed the still relevant two pit latrines, locally known as 'SopaSandas', in 1946 and biogas unit attached to the latrine. The concept was a concrete step towards providing households both hygiene and extra source of income through sale of compost and generation of gas.

I started promoting 'SopaSandas' model from 1980 and later, worked on the modification of the original design made by Appasaheb and developed the Malprabha biogas toilet. Later, decentralised on-site integrated waste management (DOSIWAM) was developed and is now implemented in 25 sites across the country. I also set up two organisations, the Jyotsna Aarogya Prabodhan and the Appasaheb Tantraniketana, to work on health awareness and appropriate technology. My team is now working on biogas composters for vegetable waste, monitoring for the Sant Gadge Baba Abhiyaan, and lobbying for policy change in the field of sanitation and hygiene.

JSW's efforts are proving that the technology of two pit latrines can successfully function with the laterite stone, very easily found in the region. The JSW Foundation is also successfully implementing the night soil based biogas plant, the first in Ratnagiri district. The effort is against the myth that cattle dung is the only appropriate feed for biogas units. I see this effort having the potential to become a role model project for entire Maharashtra state.



**Dr. S.V. Mapuskar**

Secretary, Appa Saheb  
Patwardhan Safai Tantra Niketan

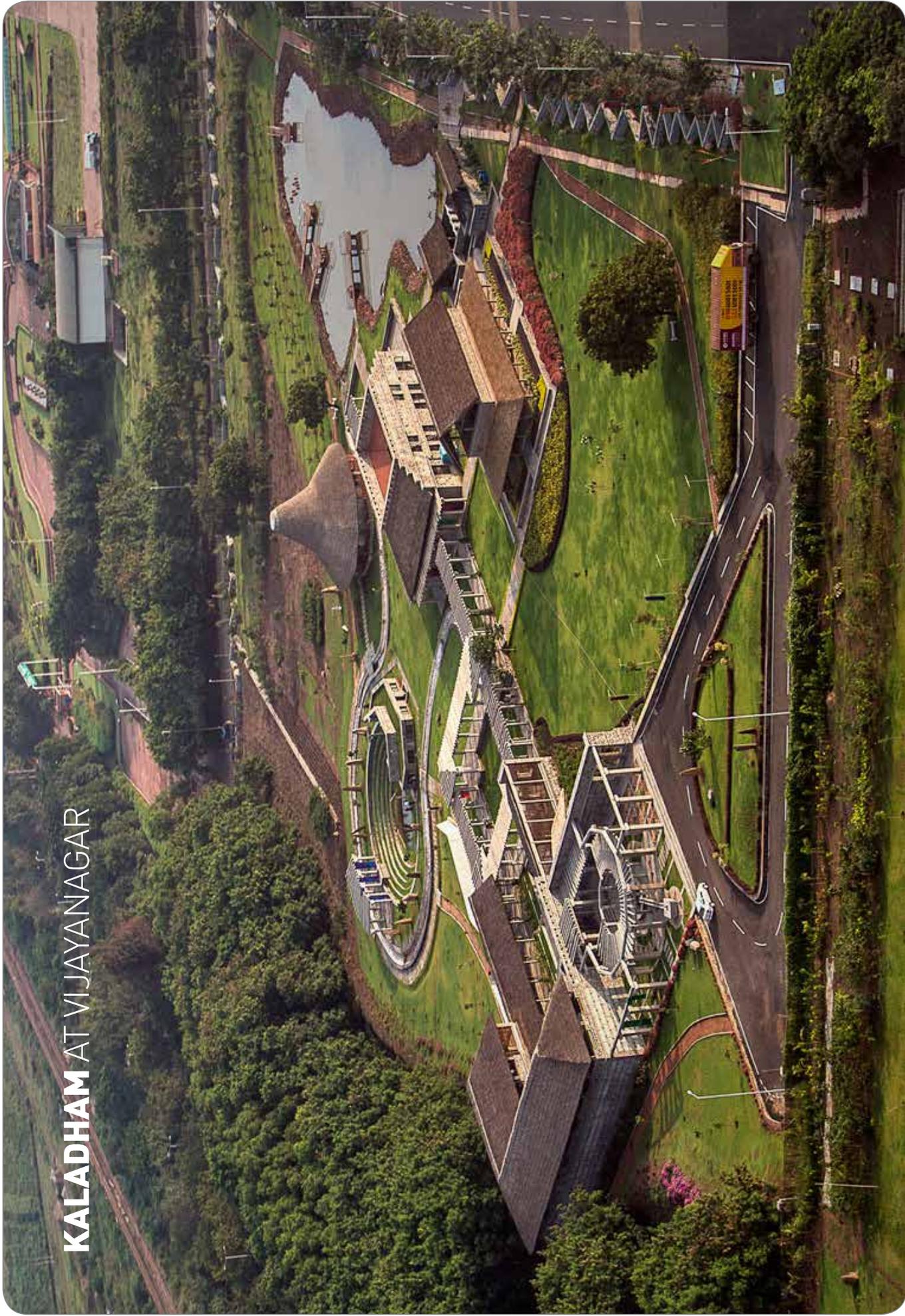
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