

Corporate Social Responsibility

1. Aarogya

Institute of Social Development implemented Aarogya project funded by TATA Motors Ltd. Sidcul, Pantnagar, under Udham Singh Nagar **Corporate Social Responsibility** in three densely populated slum areas of Rudrapur, Udham Singh Nagar. Project focused on pregnant women, lactating mothers, adolescent girls, SAM and MAM children. Health awareness programme conducted in the slum areas of Rampura, Khera and Bhadaipura in coordination with ICDS team of these areas. Community need assessment done by the ISD team members and also conducted base line survey to assess the health and hygienic status of target beneficiaries in these areas. As per CNA and BLS findings activities plan for the different categories of target group. Various types of health activities implemented in these areas. Major goal of the project was to ensure sustainable health and nutrition for women and children. Awareness session was based on personal hygiene, low cost and nutritious food and food products, Immunization, Exclusively breast feeding, supplementary food for babies, water borne diseases, etc.

Health talks based on health and nutrition issues discussed with 4231 target members. Puppet show conducted in Rampura, Bhadaipura and Khera and 810 community members got messages about healthy living. Puppet show was very interesting and community fully enjoyed and sensitized. Capacity building training conducted in Rampura, Bhadaipura and Khera for 358 pregnant and lactating mothers. Training was based on health and nutrition issues. Master Trainer imparted training on ANC, PNC, Exclusive Breast feeding, Institutional delivery, Immunization, Anaemia, Sources of Iron, low cost nutritious diet and their preparation.

Health Calendar based awareness done among 9771 community members. Healthy baby competition organized in Rampura, Bhadaipura and Khera and healthiest babies awarded by health kit (tooth brush and tooth paste, nail cutter, soap and soap case, hanky, comb inside a transparent box). One to one counseling session conducted by the ISD team during home visits of target groups. Clean up campaign organized by TML, Pantnagar volunteers, ISD and ICDS team and community members in the slum areas. Home visits of SAM and MAM children jointly made by TML volunteers and ISD team.

Activities-

Various types of activities implemented in the community during the project period to sensitize the community about health and nutrition. Our main goal was to provide sustainable health to the community the efforts made to achieve the goal. Activities selected as per local need. Puppet show organised to communicate the mass community regarding health issues. The following activities implemented is as given-



Base Line Survey-

Base line survey conducted in slum areas to assess the health status and health needs. Base line data shows that community is not sensitized about the relation between health and hygiene. Pregnant women registration in health center is very poor. Exclusive breast feeding practices is also very poor. Mothers did not know about side effects of vaccines. Sometimes they left rest vaccines due to side effects.

Puppet Show

Puppet group told about importance of toilet, hand wash before eating and after defecation, importance of supplementary foods for children above six months and also brief about exclusive breast feeding. Puppet show proved very effective IEC tool to gather and communicate to the community.

Health Awareness by Puppet Show



Bhadaipura-250



Khera-300



Rampura-260

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Health

Check up Camp

Three health check up camps organized in slums of Rudrapur is as below-

Health Check-up Camp organized at Katori Manir, rampura from 10 AM to 5 PM. Camp inaugurated by ADM Mrs. Deepti Vaisya and DPO Dr. Akhilesh Mishra. Pediatrician Dr. Rakesh Sinha (Retd.CMO, USN) and LMO Dr. Shashi Jain provided health check-up services and Pharmacist Mr.Kamal Ram Arya, distributed Medicine as per prescription. ANM facilitated to check BP and temperature. PD Binduvasini and PC Meera Parihar held health awareness session.

Health Check-up Camp organized at Parvarish Kendra, Bhadaipura from 10 AM to 3 PM. Camp inaugurated by CDO and DPO Dr. Akhilesh Mishra. Pediatrician Dr. Probhakar Singh (Retd.CMO, Bareilly) and LMO Dr. Shashi Jain provided health check-up services and Pharmacist Mr.Ashish Sharma, distributed Medicine as per prescription. ANM facilitated to check BP and temperature. PD Binduvasini and PC Meera Parihar held health awareness session on health and nutrition. ICDS team helped to take



weight and in registration.

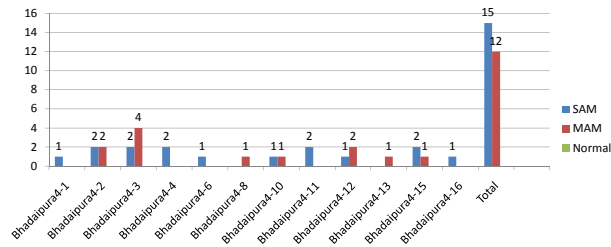
Health Check-up Camp organized at Khera. Pediatrician Dr. Probhakar Singh (Retd.CMO, Bareilly) and LMO Dr. Shashi Jain provided health check-up services and Pharmacist Mr.Ashish Sharma, distributed Medicine as per prescription. ICDS team helped to take weight and in registration. ANM facilitated to check BP and temperature. PC Meera Parihar held health awareness session.

Parvarish Kendra

Venue identification for Parvarish Kendra was very tough job but we did it with the help of community. Parvarish Kendra inaugurated on 3rd Dec.2016 by CDO, USNagar and DPO USNagar at Bhadaipura . 27 SAM/MAM children registered for parvarish Kendra. Mothers of SAM/MAM children oriented about aim and objectives of Parvarish Kendra. Mothers motivated to come with their malnourished children in parvarish Kendra. The timing was 11 AM to 2 PM. Malnourished children given milk, seasonal fruit and an egg. Mothers aware about importance of hygiene and nutritious diet.

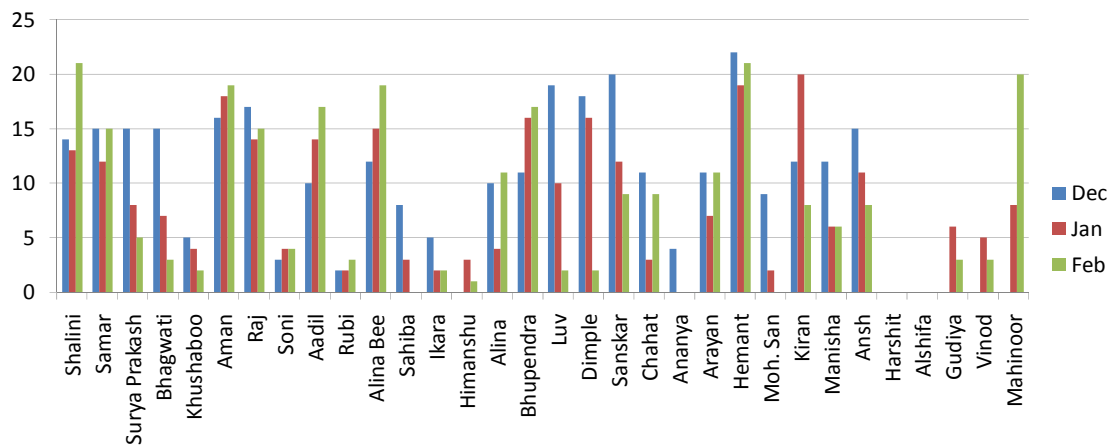


SAM/MAM Children registered in Dec.16 at Parvarish Kendra



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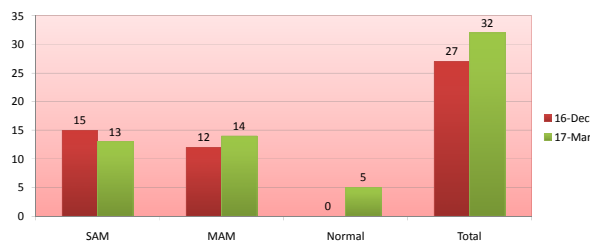
Attendance of malnourished children in Parvarish Kendra



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Attendance of SAM/MAM children at Parvarish Kendra was not satisfactory due to distance between home and Parvarish Kendra due to SAM and MAM children live in scattered area. After all some children recover and cross the category of SAM and MAM.

Comparative chart



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SAM/MAM Children get rid of Malnourished status

Name	Dec16	March 17
Samar	MAM	Normal
Surya Prakash	MAM	Normal
Himanshu	SAM	Normal
Bhupendra	SAM	Normal
Aryan	MAM	Normal

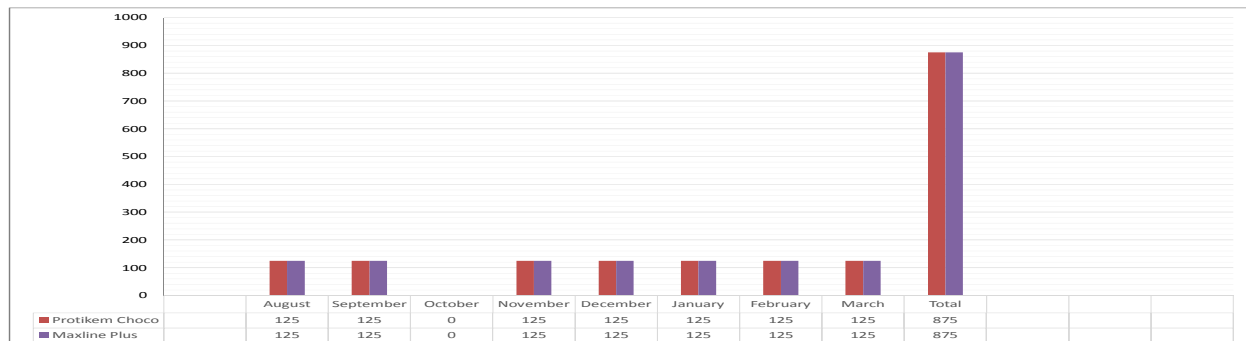
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Calendar based awareness activities conducted in the Parvarish Kendra. Children and their mothers honored by different prizes regarding health and hygiene for their active participation. Puppet show organized at the Parvarish Kendra. TML team members visited various times and provided their valuable inputs. ICDS team also supported .

Poshan packet distributed to 125 SAM and MAM cases of Rudrapur urban project. TML provided Protein Powder and multivitamin syrup to the children need special care.

Poshan Packet on FDA Distribution status

July 16 to March 17



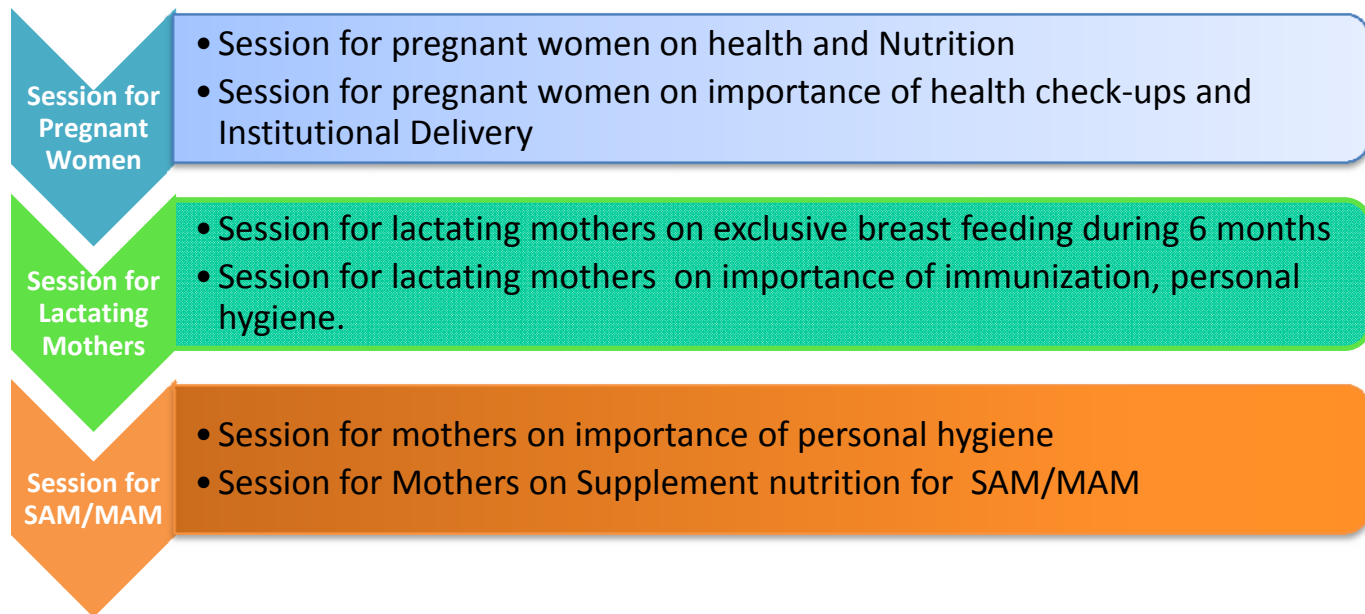
Calendar based Awareness Session

Calendar based awareness done on the following issues-

- Vaccine site reactions (pain, swelling, redness and mild fever)
- Importance of Exclusive breastfeeding for mother and child
- Ante natal and post natal check ups
- Importance of institutional delivery
- Dangerous sign during pregnancy
- Precautions during pregnancy
- Precautions during child feeding

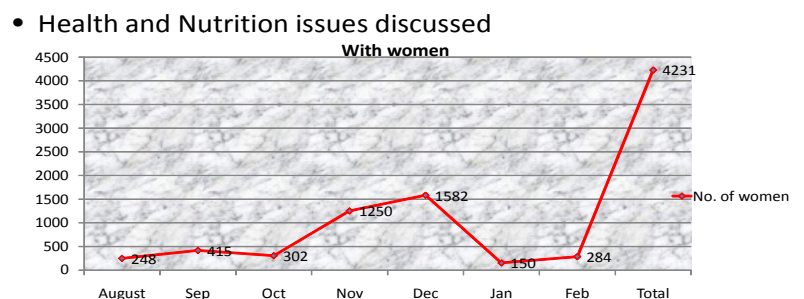


- Supplementary food for children above 6 months.



Awareness session organized at katori mandir Rampura by key partners they share the knowledge and experiences about immunization and nutrition. Awareness session held on Personal, domestic and environmental hygiene at

Rampura

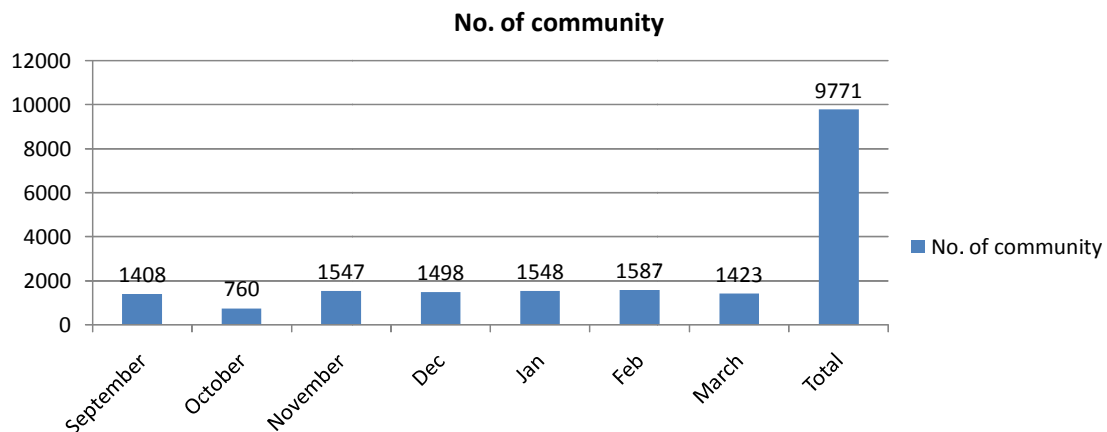


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Health and nutrition issues discussed with the pregnant and lactating mothers, adolescent girls etc. Pregnant women told about importance of health check up, diet and rest during pregnancy and lactating mothers motivated for exclusive breast feeding for below 6 months and supplementary food for above 6 months children.

Twelve month calendar having twelve issues to discuss with community. Every month having different issues based on seasonal diseases, UN Days and other important issues. Organization tried to sensitize about health and nutrition. Health Calendar based awareness done among 9771 community members.

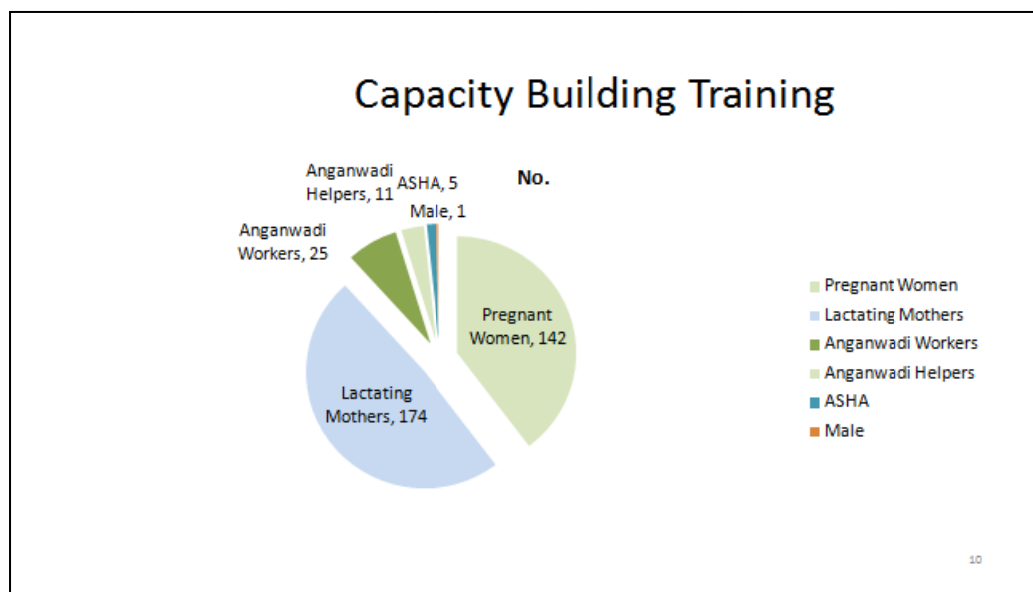
Awareness by Health Calendar



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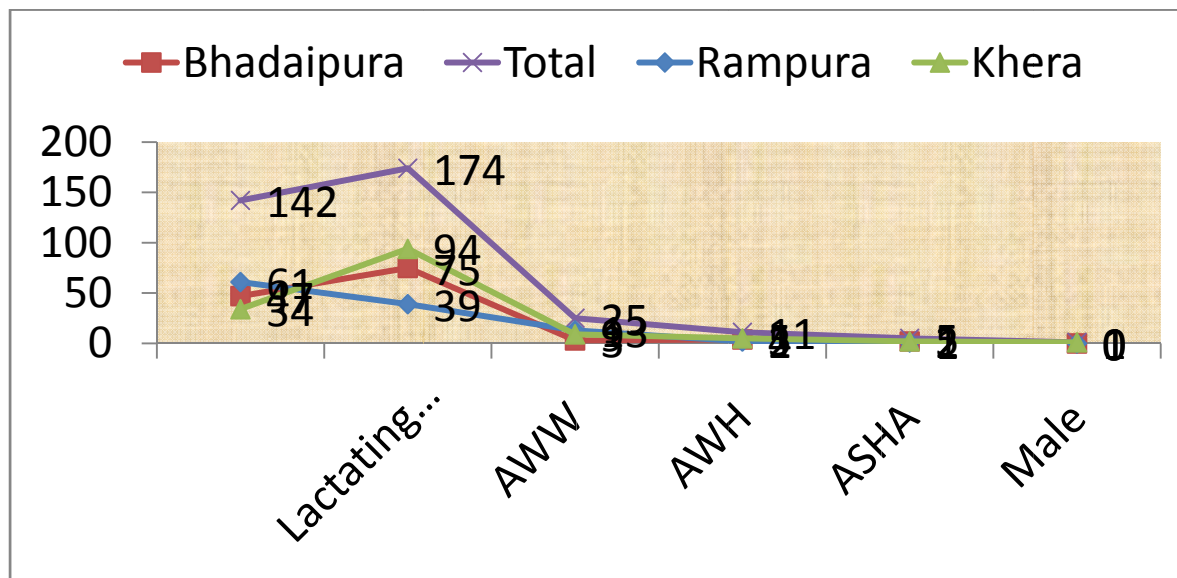
Capacity Building Training

Capacity building training organized in Rampura, Bhadaipura and Khera. Pregnant women, lactating mothers along with ASHA and Anganwadi workers and helpers participated in capacity building training



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Based on health and nutrition. Training completed in six batches and trained approx 358 participants. Training topic discussed by retired Health Supervisor of Community Health Center, Kichha. Training was conducted in a participatory approach and each participant tried to speak something and also tried to remove the myths related health and nutrition. Training was successfully completed with a remark to again conduct these types of training in future.



Healthy baby show

Questionnaires developed by ISD organization to identify the healthiest baby. Questions were based on weight according to age, immunization status, Exclusive breast feeding, personal hygiene and institutional delivery of mothers. Healthy baby show organized in Bhadaipura, Rampura and Khera. All participants listed and checked their personal hygiene, immunization, exclusive breastfeeding status and other indicators. Maximum scorers selected as healthiest baby and awarded. Some healthy baby do not



selected due to their mother's deliver them at home. Institutional delivery promoted and told them its benefits for mother and children both.

A) Education (Corporate Social Responsibility with TATA)

Executive Summary

Vidyadhanam project supported by Tata Motors Ltd. Pantnagar and implemented by Institute of Social development (ISD), Kichha, Udham Singh Nagar in six Schools. Special coaching project implemented in GIC Bagwala, GGIC Fazalpur Maharoula and GHS Shantipuri. Three coaching teachers appointed to teach English, Math and Science to 150 students. Scholarship project implemented in GGIC Dauliya, Halduchour, GGIC Fazalpur Maharoula, Sri Gurunanak Girls Inter College, Rudrapur, GGIC Pantnagar, GHS Shantipuri. Students



selected after
written test and
viva. ISD and TML
team jointly
selected 200
students for
Scholarship.
Students paid
rupees eight
hundred per month



up to five months in their personal saving account. Study kit material included master mind of English, Science and maths, School bag, Note books-3, geometry box and dictionary provided to 200 students. Extracurricular activities, competition, rally, puppet show etc. conducted in these schools. Special coaching and scholarship project not only help to improve their studies but also enhance their personality.

Key Activities Conducted

- Community meetings
- Community Mapping
- Capacity Building Training of Stakeholders

- Home visits and one to one counseling
- Focus Group Discussion (FGD) on education, health and Nutrition issues



- Celebration of Teacher's day, Children's day, world water day and world environment day, international women's day, Science day etc.
- Project based teaching
- Learning by doing activities
- Exhibition and Seminar
- Coaching on Science, Math and English.

Extracurricular activities-

- Prize distributed to those students actively participated in sports and other competition
- Prize distributed to those students scores maximum in their class
- Prize distributed to those students was regular in schools.



Home Visits

- TML and ISD Team members made home visits of selected students in special coaching and scholarship. The aim was to visit their home and their living status, parent's involvement in education, regularity in school etc. During visits parents counseled to support their child to be



regular in school. Home visits define the clear scenario of a student's personal, sociological and economical profile and possibilities of improvement in personality and study.

Celebration of UN Days-

UN Days celebrated in all selected schools by students, Teachers, Parents, SMC, TML and ISD Team members. Students participated in various types of activities such as rally, essay competition, poster making competition, role play, sports, cultural activities etc.



Awareness by Puppet Show

Puppet show organized in GHS, Shantipuri and GIC Bagwala by folk group of Rajasthan. Message delivered by team based on cleanliness practices surrounding us and importance of education in our life.

Health Check-up Camp

Health check-up camp organized in GGIC Pantnagar. LMO delivered basic knowledge about menstruation period and nutrition during and after menstruation. She also explained importance of hygienic practices in our life. More than 150 girls advised and recorded their height and weight according to their age. Free medicine distributed to those students having health issues.

Motivational Activities

Students mobilized to make their better efforts on study and in school activities. Best performer in study, sports, cultural activities, competition and regular in school honored by prize and certificates in school assembly.

Plantation

Students in Sri Gurunanak Girls Inter College participated in World Environment Day on 5th June and presented their speech on importance of medicinal plants and Swachha Bharat Mission. Students plant more than hundred plants. Each student was given a plant.



Scholarship distribution

200 students selected for scholarship after written examination and Viva. In student's selection TAAP criteria followed by the organization. At the rate of eight hundred rupees per month, two hundred children have been given scholarships for five months in their saving account. They were given school bags, geometry boxes, 3 notebooks, dictionary equivalent to the scholarship amount for the sixth month.

10th class students were given one bag, one All In one and three Master Mind.

Coaching classes

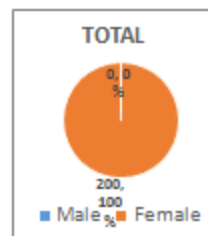
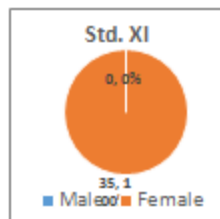
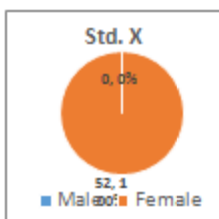
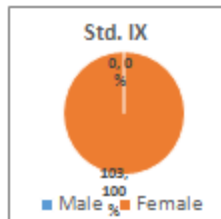
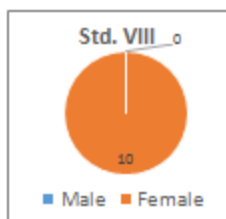
Special coaching classes were conducted in GIC Bagwala, GGIC Fazalpur Maharoula and GHS Shantipuri. Three

coaching teachers appointed to teach English, Math and Science to 150 students. TAAP criteria followed in the student's selection. Tests were taken every month by coaching teacher and oral test were taken by ISD and TML team members.

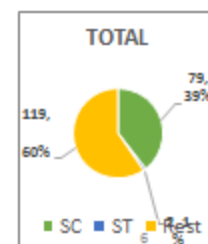
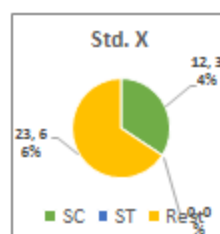
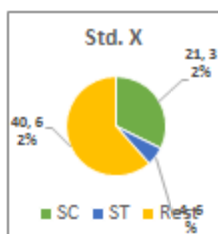
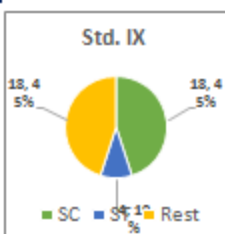
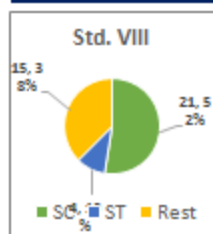


4. Beneficiaries breakup

Gender-wise breakup



Caste-wise breakup



C) Agriculture and Allied Activities

TATA Affirmative Action Program



Audali Village of Sitarganj Block has strong Tribal population that has always depended on agriculture. While few Tribals have managed to retain their small land the vast majority of them have become landless laborers and tenant farmers. They live on the margins of society reeling in rampant unemployment and bare minimum wages.

The arrival of high yielding varieties of seeds, chemical fertilizers and pesticides has made rich farmers produce more and earn much. But Tribals are not in a position to compete with the rich. Even those who tried to remain in the race had to borrow at very exorbitant rates of interest, thus contributing to the indebtedness.

Added to this shifting from food crops to cash crops have adversely affected the food availability for the poor and the globalization induced mechanization in agriculture and other sectors has contributed to unemployment. Lack of knowledge and means of revival of traditional practices have rendered the Tribals mere spectators and there is an urgent need to help the poor to come out of this vicious cycle.

Key Activities Conducted-

Training to Farmers for enterpenureship development: 100 Farmers trained by KVK on turmeric grinding processing and packaging and also trained for enterpenureship development

1. Training on leadership development: The training is crucial and identified as one of the gaps in several studies conducted in Tribal village. The trainings imparted skills in leadership development and management of the group.

2. Training on accounts and bookkeeping. Accounting and bookkeeping in the groups has always been a challenge due to lack of education and literacy amongst the group members. The project imparted training on basic bookkeeping procedure to selected members of the FPOs.
3. Refresher trainings to FPOs : The refresher trainings organized to identify the gaps/challenges in group dynamics, leadership and bookkeeping and address the same in participatory manner.
4. Celebration of World Women's Day: As part of awareness raising on women rights and entitlements, World Women's Days organised throughout the project duration.
5. Training on Organic Vegetable Cultivation: Trainings provided to FPOs on organic vegetable cultivation with the support of KVK. Training provided to interested vegetable farmers belongs to FPOs members. The resource persons hired from KVK and other professional agencies to enhance the skills of poor farmers in operational area on various scientific methods of vegetable cultivation, organic farming and best practices of vegetable cultivation.

Skill Development Training

Skill Development Training organized at Mahila Chhatravas Rudrapur for 123 unemployed women belonging from slum areas and mostly from underprivileged. Forty percent participants were from SC/ST. Women trained on Fashion designing(30), Computer and Beautician skills. The syllabus covered in three months which comprises theory and practical both. During the training period participants aware about health and hygiene, legal literacy, banking process etc. Exposure visits were also conducted. Sessions were held for personality development of participants. Skill Development Training supported by Tata Motors Ltd., Pantnagar Plant.



