

Investing in Disaster Risk Reduction: Corporate Social Responsibility Initiatives in India



- 2 Does CSR Matter to DRR?
- 3 Transformative Interventions of Infrastructure Leasing and Financial Services Limited for Community Empowerment
- 4 A Community of Practice for Teacher Professional Learning and Student Learning Resources
- 5 IIFCL Smart Village – Borsimaluguri (Assam)
- 6 Mobilising Corporate Social Responsibility Across the Country by Magma Fincorp Ltd.
- 7 CSR Activities of Nava Bharat Ventures Ltd.
- 9 Standing with Communities in Need: HCL Foundation's Journey in Capacity Building on Humanitarian Actions, DRR, and Resilience
- 11 Nurturing Young Seeds: An Initiative of Essel Group

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Does CSR Matter to DRR?

In 2014, India became the first country to enshrine corporate philanthropy into law. India enacted Section 135 of the Indian Companies Act which mandates all businesses with annual revenues of more than INR 10 billion must give away 2% of their net profit to charity through Corporate Social Responsibility (CSR) projects. Areas they can invest this money in include promotion of education, removal of poverty, accelerating gender equality and eradicating hunger.

Ever since the passing of this CSR law, the humanitarian landscape in India has been steadily changing. Apart from the aforementioned focus areas for CSR, disaster risk reduction (DRR) is another important area that can greatly benefit from CSR resources. This is because India is one of the most hazard prone countries in the world, where an increasing number of people and assets are exposed to the risk of disasters and catastrophes. Since 2014 AIDMI with the Associated Chambers of Commerce and Industry of India (ASSOCHAM) in Round table Discussion on CSR & DRR, and with Climate and Development Knowledge Network (CDKN) in Round table on Towards CSR Opportunities in Implementing NDCs in New Delhi have urged for disaster risk reduction (DRR) as a cross cutting theme for CSR. The main reason is that disasters destroy schools and slow down education; disasters make poor more poor; disasters effect women more severely; and disasters lead to hunger, often entended malnutrition.

a) Larger Pool of Resources

One of the biggest challenges for DRR initiatives in India has been inadequate funding, especially to the civil society organisations. CSR can help in bridging this gap by

providing a much needed financial assistance to such initiatives. DRR is a wide theme that cuts across several humanitarian sectors such as health, education, poverty alleviation, etc. For instance, there is a need in India to have disaster resilient schools so that education can continue without disruption in the aftermath of disasters. Similarly, hospitals in the country ought to have a disaster management plan to help them cope with a disaster or similar crisis. The new avenues of finance opened through the CSR route can be leveraged to take up such projects.

b) Utilizing Public Resources

Given the early evolution of the public sector since Independence, the outreach and coverage of India's public resources are great. CSR can also be leveraged to link corporate philanthropy with state sponsored altruism to maximize social welfare outcomes. Welfare of the State and by the State in India is cannot reach out to all who are vulnerable or victims. The concept of public-private partnership already exists for profit generating ventures. It is high time that a similar approach be taken in social welfare initiatives by bringing together the best that public and private sectors have to offer. For instance, public sector governance infrastructure that spreads across to the remotest parts of the country can be enabled to do better planning, monitoring, operation, and review through CSR funding.

c) Multiply Civil Society Efforts

India has a vibrant civil society. Most innovative and new ideas of DRR have come out of CSO actions in India. CSOs are composed of activists, citizens groups, community based organizations (CBOs) and Non-Government organizations (NGOs) among others. CSOs in India has taken up multiple causes at the behest of the poor and deprived. The

convergence between corporate organisations and CSOs can be used to amplify the impact of the efforts of civil society not just through increased funding but also greater expertise and experience from the corporate sector. Such convergence is not easy as time comes when the corporate sector and CSOs are on two opposite sides of risk reduction efforts. May that be there are areas where and when both can be on the same side and such areas can be sought and made use of.

d) Doing Charity Professionally

India is rapidly addressing by a host of large and complex social challenges it faces. Between 2004 and 2015, India recorded 2.24 million crimes against women, and 1.08 million children died before their fifth birthday in 2017 alone. In addition small but substantial number of our citizens are malnourished, when not hungry. In many cases, not all, the allocated resources do not reach to address these challenges. The "last-mile" is left out. CSR represents an opportunity to make philanthropy in India more efficient, professional and effective and cover this "last mile". The business acumen and expertise possessed by the corporate sector can be transferred to social welfare initiatives where needed to make their impact more sustainable and enduring.

Thus CSR does matter to DRR, not only in the assigned areas of poverty removal and hunger eradication but also in a wide range of development initiatives. India is at a threshold of experience of using CSR to upscale DRR activities to only within India, but wide scale the expertise of using CSR for DRR in South Asia if not Asia Pacific. I have no doubt India's corporate leaders will not miss this opportunity. ■

- Mihir R. Bhatt

1 <http://www.bain.com/publications/articles/india-philanthropy-report-2018.aspx>.

Transformative Interventions of Infrastructure Leasing and Financial Services Limited for Community Empowerment

"Catch them young!" goes the famous adage. Behavioural impact, crucial for catalysing sustainable change, is, hence, ideally initiated as early as possible. Besides a wide array of subjects, which form a part of the curriculum of today's student, it is interesting and encouraging to note that subjects such as civic sense also form an integral part thereof. An important arm of civic sense is road safety, a challenge, which requires urgent attention, especially in today's times, and in hectic cities.

Any initiative, which supports the redressal of a challenge, has to see active community participation, which, in turn, requires sensitization through generation of awareness, followed by subsequent mobilization of the concerned community through application of the awareness imparted. This model applies to road safety too. Though the government has undertaken a number of initiatives in this direction, corporates supplement these endeavours with projects of their own, under social corporate responsibility.

While BMW has implemented its road safety programme for children in the age groups of 5-8 years touching approximately 3000 and 6000 students in 2017 and 2018 respectively, Castrol India has reached 20,000 plus truck drivers under their Saarthi Mitra, and 13,000 plus roadside 2/3 wheeler mechanics under their Eklavya initiative respectively; Toyota has targeted around 6,80,000 students, in the age group of 9-14 years, from 2007-2017; for students the emphasis of the



content material developed is on creative and interactive learning tools and techniques, followed by application of the learnt material through simulation; on the other hand, content for professionals includes subjects like road safety training, special accident cases training, defensive driving, commercial vehicle drivers training, auto service technician training, financial and digital literacy, among others.

Rubina Bembli, Head, CSR Practice, Interventions of Infrastructure Leasing and Financial Services Limited (IL&FS) Education, explains: "We all know that road safety is paramount; and we all agree that something needs to be done about it; at our end, our approach is multi-pronged: we help corporates develop creative and effective solutions for the implementation of their road safety programmes, which address diverse audiences ranging from students to professionals. The most important aspect is, of course, to understand the requirement of the corporate and the type of target audience, followed by the subsequent design of the content and its execution aimed towards sustained retention and recall.

Besides training of target audiences, involvement of stakeholders such as the traffic police and other government authorities is crucial. It is only with an -inclusive approach that solutions can be designed. In fact, we provide skilling to, and certification of drivers & auto technicians for a safer community, in addition. The IL&FS Institute of Skills (IIS) in Ajmer hosts a Center of Excellence for Automotive Training with classroom facilities, technology enabled content, simulator training, cut section labs, and real time simulation."

In India, approximately 17 deaths of every 55 accidents happen every hour (source: report compiled by the Transport Research Wing, Union Road Transport and Highways Ministry; statistics for 2016)! Staggering statistics! We, as citizens, need to focus on safe and disciplined driving, which involves following traffic rules and regulations, which in turn requires generation of awareness early on. As they say: Better safe than sorry! ■

- Sarah Berry, Advisor, Communications and Media Outreach, IL&FS Education and Technology Services (IETS), Uttar Pradesh, India

A Community of Practice for Teacher Professional Learning and Student Learning Resources

The Continuum of Science, Technology, Engineering and Mathematics (STEM) Education: Integrating IBM's solutions and services for personal experience of all stakeholders in an education ecosystem through every phase of the learner's journey.

Across many cultures the new year is a time of reflection and celebration. We take this as an opportunity to reflect on the past year and continue our ongoing efforts in STEM education with all our stakeholders and beneficiaries. How will we prepare our children for a world that is constantly changing? How will we prepare today's workers for jobs that don't even have titles yet? How will we prepare ourselves for a lifetime of learning? We need a new set of skills, and a new way to learn. This is what it could look like.

As we look back at the trends in education, technology and STEM has been at the forefront of reshaping and disrupting the education sector. There is an urgent need for a

paradigm shift in education- to prepare students to be global citizens while providing them with the skills and abilities for them to thrive. IBM's Teachers Try Science's this past year has focused on leveraging emerging technologies to empower teaching and learning in and out of classrooms and provide capabilities to drive and support education transformation at scale aligning with the governments initiatives. At a crucial stage when Indian government is promoting initiatives such as Make in India, Skill India, Digital India, Tinkering Labs to encourage manufacturing, technology usage and skill development in the country, STEM is turning out to be an essential and integral component of our education.

However, when we look at the current Indian educational system, even from a very broad perspective, we clearly notice that we are far behind in adapting to the changes in global educational arena. Still today, a major emphasis in our schools' education system is put on learning through text books and in

most cases, marks secured is the only criteria to assess the knowledge. 21st century learning skills and design based learning to spur curiosity, innovation and thirst for knowledge towards Science, Technology, Engineering and Mathematics in kids can be encouraged by an early exposure to hands-on learning and practical knowledge in a more engaging and fun to learn environment. Once a kid develops a passion for STEM fields, it smoothens the decision making process to choose a right field to pursue career. It will help to create great thinkers, innovators, engineers and scientists that our society and industry needs. As said earlier, it is needed for our future prosperity and to our nation in order to develop competitiveness and play a vital role in global economy.

Building the base of scientists and engineers and preparing the next generation of innovators requires great science teachers with the skills and knowledge to educate, inspire and motivate students. But the demand for science teachers continues to far outweigh the supply. In the US for example, about one-third of all middle school science teachers are not certified to teach science. The challenge is providing teachers with the resources they need to strengthen their instruction and better prepare students for the jobs of the 21st Century, many of which will increasingly be in STEM (Science, Technology, Engineering and Math) fields. STEM gap in India is huge too and bridging the gap through teacher capacity building and quality education resources students should be prepared to think deeply



and to think well so that they have the chance to become the innovators, educators, researchers, and leaders who can solve the most pressing challenges facing our nation and our world, both today and tomorrow. But, right now, not enough of our youth in the country has access to quality STEM learning opportunities and too few students see these disciplines as springboards for their careers. This is a huge gap and STEM integration in classroom and fostering the spirit of scientific temper and innovation is thus critical!

In its STEM journey started in India in 2011, IBM Teachers Try Science (TTS) is an international platform in association with New York Hall of Science, Teach Engineering and Generation of Science Standards. This program allows STEM teachers the opportunity to participate in communities, access and put up quality STEM resources and provides strategies and tutorials for teaching STEM based lessons. In India, TTS is working closely with Department of Science and Technology (DST), National Council for Education, Research and Training (NCERT) and Niti Aayog.

IBM through its Teachers Try Science program has created STEM capacity and supported teachers in different school systems in past few years to address these points articulated above. Over the past five years Teachers Try Science in India has reached out to nearly 30,000 educators and science teachers, 11,03,643 students impacting 1,44,000 classrooms. STEM pedagogy of Design based learning and Teachers Try Science resources has reached out to across 9 states and in 5 local languages (Hindi, Tamil, Kannada, Gujarati and Marathi in India with 5 implementing partners and science based NGOs. We strongly believe that it is poised for further growth and scale particularly aligning

closely with the government education priorities and STEM initiatives and efforts of other organizations to popularize science education in our country.

Over the last 5 years, IBM Teachers Try Science has succeeded in unearthing brilliant young minds from schools through the scientific lens of the teachers across the country. We really want to celebrate some of the teachers who have taken lead in low cost or no cost innovation across all the schools in India. You will hear more about the impact that this initiative has had upon their lives and choices. We salute their innovative ideas and

efforts which reveal the abundance of science talent that India has.

(Joyeeta is an experienced and committed leader in the field of Corporate Social Responsibility (CSR) having 18 years working in the private and NGO sector with a focus on education, social impact and across other broad portfolio of global citizenship initiatives. She is currently responsible for Education, STEM and Skill development initiatives nationally in IBM ISA/AP Corporate Citizenship and Corporate Group since the last 2 years). ■

- **Joyeeta Das**, Program Manager, Corporate Citizenship, IBM India Private Limited, Bengaluru, India

CSR IN SANITATION

IIFCL Smart Village— Borsimaluguri (Assam)

Borsimaluguri in Baksa district of Assam is a backward village notified by the erstwhile Planning Commission of India. Under the CSR initiative of India Infrastructure Finance Company Limited (IIFCL), Borsimaluguri has been transformed into a model village, which is open defecation free, has a community RO water plant, Solar home and solar street lights and other important infrastructure.

Borsimaluguri is a remote village in the northern part of Assam with a mixed population of about 1172 tribal and minorities living in 234 Households in sub-standard living condition. The village has been neglected of the basic infrastructure and lacked proper sanitation facility, drainage, provision for clean drinking water, electricity supply, etc. Majority of the youth were unemployed and were engaged as casual labourers in the fields whereas people suffering from

water borne disease were a common sight across the village.

IIFCL intervention through community participation aimed at providing basis infrastructure to the village to improve the standard of living and then provide skill development to empower people to earn a livelihood.

Today, women in Borsimaluguri have taken up weaving on a cluster basis and have engaged the youth in providing facility to transport the produce to the market hub in Guwahati. Borsimaluguri is considered to be the first smart village of North East and is considered as a role model for village adoption projects. Recently, the village has received the award for being the second cleanest village in Assam and has received a special mention for the smart initiative. ■

- **Amit Kumar**, Deputy Manager, India Infrastructure Finance Company Limited, Borsimaluguri, Assam, India

Mobilising Corporate Social Responsibility Across the Country by Magma Fincorp Ltd.



About Magma

Magma Fincorp Ltd. is a non-banking finance company (NBFC), listed on BSE and NSE. Since its inception in 1988 the company is driven by a single purposeful goal of "investing in the smallest dream" and has been offering financial solutions to the under served in the rural and semi urban India. Magma today operates through a pan India network of 305 offices and employs 9400+ people. Magma provides a bouquet of financial services products including Asset Finance, Agri Finance, SME Finance and Mortgage Loans and also has a General Insurance subsidiary.

CSR Outlook

Magma Fincorp Ltd. (MFL) over the years has demonstrated several laudable examples of responsible corporate action for sustainable social development. Moreover to conduct CSR activity in an organized way, Magma with its group companies has created a dedicated trust namely Magma Foundation. The purpose of this trust is firstly to organize activity which can bring a significant change in the lives of under privileged masses and secondly to motivate others to come up and serve the needy ones.

The following is a brief description of our ongoing CSR activity:

Magma Highway Heroes: One person dies every 4 minutes in road accidents on highways in India. Of the 1.5 Lac people who die due to accidents annually, majority are the main bread-earners for their families (source: Commission for Global Road Safety 2009). Drivers' fault account for 78.5% (3,81,648 accidents) of the accidents and more than 30% of the total road accident deaths are associated with trucks annually.

With a view to improve Safety standards and awareness, Magma Fincorp Ltd. is running a training cum health & safety programme for the Truck drivers with the help of Petroleum Conservation and Research Association, Government of India. Till March 2018 we have conducted around 800 such camps and have trained around 1.45 lakh drivers.

Magma M-Scholar: Magma believes in "Padhega India Tabhi to Aagey Badhega India". Under this scheme Magma is supporting bright students from under-privileged families to continue to live their dream by pursuing under-graduate studies at

prestigious institutes. At present we have around 200 students enrolled in our scheme from various streams like Engineering, Medical, Humanities, Science, Commerce and Law at some of India's best known institutions.

Hunger Free Education: One of the reason that school drop outs in India continues to be high is what is termed as Class Room Hunger! Magma has been working on this area for a few years now. In FY19 we have decided to provide mid-day meal to nearly 7000 school kids at different government schools located in West Bengal, Jharkhand, Rajasthan, Maharashtra, Andhra Pradesh, Haryana, Delhi. ISKCON is our implementation partner under this initiative.

Promotion of Education: We have adopted schools in tribal areas as well as urban areas to offer education to the tribal kids and street kids. Our association with The Friends of Tribals Society (FTS), is a volunteer organization running over 50,000 such schools in Tribal area dates back by a decade. FTS runs programs with the goal of improving literacy and health among the rural tribal kids. Presently We have adopted only 15 such schools and will increase our participation in the coming days.

Mobile Clinic: The doctor patient ratio in our country is in a bad state. The situation is so alarming that some of the villages even don't have a proper registered health clinic in the radius of 5-7 km. To deal with the situation Magma is currently organizing weekly mobile clinic for the poor masses. The clinic carries a team of qualified doctor and lab technician. As of now we have organized such activity in the state of West Bengal, Andhra and

Telangana and have touched the lives of around 5000+ villagers.

Swayam: Magma has around 300 branches with 9400 people across the country. To give CSR a holistic approach we have launched Swayam, a corporate volunteering programme designed for the employees of the company. Following are the few of the projects taken in FY19:

- Water filter and Toilet facility set up in a slum school located in Bhadrak, Odisha.
- Pre Scholl facility for kids, Alwar, Rajasthan.
- Supoorting youth hostel, Tamil Nadu and Andhra Pradesh.

- Renovation of Kitchen room at Anganwadi located in the outskirts of Punjab.
- Promoting computer education in School, Odisha.

Awards and Recognition

Magma has been recognized by several top industry forums for the CSR work being done under the aegis of the brand. Some of the notable awards are as following:

- Asia Pacific HRM Congress Awards - Best Corporate Social Responsibility Practice, 2015 (**Highway Heroes**)
- CSR Leadership Award, National Awards for Excellence in CSR & Sustainability, 2016 (**M Scholar**)

- Corporate Responsibility Award - by Investor Review, UK, 2016 (**M Scholar**)
- NGOBOX CSR Impact Awards- CSR Project of the Year, 2016 (**Highway Heroes**)
- 2nd Best Project of the Year- NHRDN CSR Competition, 2016 (**Highway Heroes**)
- BT CSR Excellence Awards - Innovation in CSR Practices, 2017 (**Highway Heroes**)
- Asian Customer Engagement Forum & Awards - Best CSR Event, 2017 (**Highway Heroes**)
- CSR Journal Excellence Award - Health and Sanitation, 2017 (**M Care**). ■

- **Kaushik Sinha**, Vice President, Magma Fincorp Ltd., Kolkata, West Bengal, India

CSR AND TECHNOLOGY

CSR Activities of Nava Bharat Ventures Ltd.

Nava Bharat Ventures Limited (NBV) is into power generation, Ferro alloys, mining and agri-business. The company has been in this business for four decades and operates in different geographies spanning across India and Africa.

The philosophy of company's CSR policy is about the relationship between business and society. It is the continuing commitment of business to behave ethically and contribute to economic development. Fulfilling CSR is a vital and integral part of the overall business strategy of NBV.

The main focus areas are **Health, Education and Livelihood**.

Health: Nava Bharat Eye Center (NBEC): In association with L.V. Prasad Eye Institute, Hyderabad, Nava Bharat has established an Eye Centre in 2011 at Paloncha which is providing world-class outpatient care, surgical care and nursing care apart from community eye care & rehabilitation program for the benefit of a large tribal and other underprivileged communities.

Since its inception, 1.97 lakh patients have benefited by the eye center out of which 64% of surgeries on free of cost to the poor people.

Primary Health Centre: A Primary Health Centre was opened at Nava Bharat Eye Centre, Paloncha, to cater to the medical needs of local poor people. The Centre provides treatment for ordinary ailments on free of cost to the economically backward people.

Safe Drinking Water Plants: The organization installed 15 safe drinking water plants in rural and slum areas and 80% of the population in the villages is using the water supplied from these plants.

Health Campaign: The Company has launched Health Campaign program in the local areas. The medical team has been providing treatment for ordinary ailments.



Mobile Science Laboratory.

So far, a total of 30,000 people got benefited by the social intervention.

Toilets: The Company has arranged to construct toilets/ wash rooms in 20 government schools for the benefit of the students.

Mosquito nets and Indoor Residual Spray: The Company has distributed 8,000 mosquito nets to the people living in tribal and rural areas and also arranged Indoor residual spray in 108 villages to prevent vector born diseases.

Education

Free Tutorial Services: The company arranging private tutorial services for those students whose parents are illiterate, economically backward and cannot afford pay for such extra tutorial services. A total of 1200 students in 22 Government schools have benefited from this initiative.

In the process of our efforts for promoting education we have provided K- Yans (Knowledge yantra) an Audio visual instrument embedded with computer, projector, speakers and digital board with other accessories to teach lessons to the students. We have provided 18 K Yans to the Government schools with subject content (Software) to teach all subject for 6th to 10th classes.

Nava Bharat High School (NBHS): The company has established a Nava Bharat High School to cater to the educational needs of 300 economically backward children of the nearby villages.

Mobile Science Laboratory: The Company has been organizing Mobile Science laboratory in 28 Government schools to improve the interest level of students in science subjects i.e. Physics, Chemistry and Biology. The project is facilitating 3011 students to enrich their knowledge in science subjects through hands-on experience in science experiments.



Garment making.

Supplementary Spoken English classes: In order to help the students who are not able to speak or read or write basic things in English language the company has implemented the program to improve the communicative skills in English. The facility is being extended to 10 schools and no. of students being covered: 1,800.

Providing Computer Faculty in Government Schools: The Company has arranged Resource persons to teach Computer skills in 17 government schools. No. of students covered: 4,200.

Infra-Structure: The Company has arranged to construct additional class rooms, compound walls, hand wash facilities and provided 3514 dual desks for the benefit of 10,542 students.

Livelihood: The Company established Nava Bharat Vocational Institute in 2010 to provide quality training free of cost on Welder, Fitter, Electrical, Plumber, 2 wheeler technician, Refrigeration & Air conditioning technician courses besides computer skills viz. Tally and D T P courses.

A total of 846 candidates were trained in NBVI in the above trades and 80% candidates got placements.

Women Empowerment Centre (WEC): NBV established Women Empowerment Center at Paloncha to impart employment oriented skills to poor women from the local communities. WEC is providing vocational training on Tailoring & Embroidery, Beautician, Jute Product making, Sanitary Napkin making, Palm Leaf Weaving and garment making.

A total of 1169 candidates were trained in WEC in the above courses and 80% candidates got Self Employment.

Community Kitchen: The Company has arranged financial assistance to Akshayapatra Foundation, Bangalore to establish community kitchen to prepare midday meal to 22,550 students every day.

Construction of Feeder Channel: In addition to the focus areas the company is involved in improving the irrigation facilities for the petty farmers, it has constructed a water channel/feeder to supply water to 300 acres of cultivated land.

Construction of Roads and Drains: The Company also arranged to construct Roads and drains in 10 villages, benefiting 30,000 people. ■

- **Mohammad Ali**, Chief Administrator (SD), Nava Bharat Ventures Limited, Hyderabad, Telangana, India

Standing with Communities in Need: HCL Foundation's Journey in Capacity Building on Humanitarian Actions, DRR, and Resilience

Natural and man-made disasters are a regular, albeit unpredictable part of life. As the world faces intensifying climate change, weather-related disasters are expected to grow. Responding to disasters requires the effort and coordination of many stakeholders—from government and communities to NGOs and businesses. When a disaster strikes, the HCL Foundation marshals resources to provide humanitarian aid to employees and communities in need.



HCL Foundation (HCLF) is the CSR arm of HCL Technologies and a value driven not-for-profit-organization, that strives to contribute towards national and international development goals. HCL Foundation's core values are Credibility, Transparency, Accountability, Outreach to the Unreached, Sustainability & Scalability. The Foundation aims to alleviate poverty and achieve inclusive growth and development. Active community engagement ensures optimal long-term gains and upward accountability. HCL Foundation works through Life Cycle Based, Integrated Community Development Approach with thematic focus on Education, Health, Livelihoods & Skilling, Environment and Disaster Risk Reduction & Response. Child protective strategies, inclusion and gender transformative approaches remain central in all initiatives of HCL Foundation, thus ensuring comprehensive development.

DRR is one of the core thematic focus areas of HCLF with over 26, 000 people supported in the last year in India. In times of disasters, the organization coordinates resources to provide humanitarian aid to employees and communities in need, and supports 'building back.'

Some highlights from our disaster response and relief efforts from the past four years.

Floods in Assam, Bihar, West Bengal

Following the floods in Bihar, West Bengal and Assam in August 2017, HCLF did a SITREP. In partnership with local authorities, HCL Foundation conducted a rapid assessment to analyze the situation. In all, employees and HCL's customers contributed to 80 boxes containing essential items. In all 5,123 items were mobilized and distributed to the affected population. In Phase Two, we are working on post-flood health issues in Bihar and health and education

issues in Assam in partnership with four organisations:

- a. Partnered with Save the Children and supported 250 families and two Child Care Centers having 200 children in Assam through distribution of hygiene kits, shelter kits, child-friendly spaces and set up and play kit distribution, livelihood kit, education kits, utensils and food items.
- b. In partnership with Caritas India, HCL Foundation supported 7000 most vulnerable persons with health services and 5,000 households with WASH interventions in the flood affected districts of Bihar.
- c. Through Kaziranga Women's Society, HCLF helped provide relief kits and medicines to 300 families in Assam.
- d. Partnered with Humanitarian Aid International (HAI) to provide relief support and helped build a response and rehabilitation mechanism to 900

flood-affected families in Assam and Bihar.

Floods and Cyclone in Tamil Nadu

During the months of November and December 2015, Tamil Nadu was pounded by the heaviest rainfall in over a century. Thousands of people in the worst-hit areas faced acute shortages of essentials as families struggled to cope with the stress of displacement and loss of livelihood. HCL sprang into action with a war room to assess the status of its substantial employee base in Chennai and determine their needs. In tandem, the Foundation mobilized and distributed essential relief materials to the broader community.

Immediate and Long-term Outcomes

- **Rescue:** HCL Foundation played a significant role by being the war room with the support of employee volunteers, and community volunteers and initiated a core team to carry out 'Look-out and Safety Check' of stranded HCL employees and employees' family during the flood in Chennai. 250+ employees and employee families rescued.
- **Relief:** HCL Foundation mobilized and distributed relief materials such as food, water and medicine. 10 tons of relief material mobilized & distributed to over 1, 00,000 affected people during the flood. Basic household utility kit was provided.

- **Restoration** of water pipes, sewage tanks, and other essential infrastructure damaged by the flood; Restoration of 1.5 km road, and clean-up drive for 15,000 people.
- **Emergency Help Line and Disaster Relief Call Center:** Drawing on our technical expertise, we partnered with the state government to establish a call center to distribute financial assistance. Finally, we worked with vendors to clean up affected areas. 10,500 calls and 312 hours of support to 1.2 lakh direct and indirect beneficiaries.
- **HCL Information Desk:** An Information Support Desk was set up in Semmenchery, to help affected people to get back key Government documents such as Ration Cards, etc. Reached out to all the 6,734 households and ration cards issued 3,350 households.
- **Health and Psychosocial Support:** Awareness programmes on the aftermath of disasters on mental and physical health and counselled the traumatised persons.
- **Infrastructure:** 6,724 houses restructured and new houses built in the community; An R.O Plant was set up to address clean drinking water requirements.
- **Strengthening education and employability quotient** of people through HCL Gurkul (education

centres) and Yuvakendra(skill training) services. HCL Gurkul building was also rebuilt to support the well-being and continued education of traumatized children.

HCL Foundation analyzed the situation and initiated a collection drive to distribute immediate relief items to victims of yet another disaster on 12 December 2016, a tropical cyclone 'Vardah'. HCL foundation distributed relief kitsto 7,000 people. Following this, long-term rehabilitation in the community including community health programs, tree plantation drives, and infrastructure and renovation support for the local Government school, were initiated.

This collaborative model of Private-Public Partnership adopted by HCL Foundation, not only played a definitive role in enabling inclusive, humane and socially just communities but equipped the stakeholders with resilience to face and deal with further challenges with dignity. Through collaboratively engaging with various stakeholders, HCL Foundation enabled the capacity building of local communities affected by major disasters. The organization facilitated transformative pathways out of distress and poverty over the longer term in the wake of this natural disaster. Complex social problems that persistently and systematically marginalize and filter the worst impact on the poorest sections of society require personal attention, problem solving, dynamic learning through implementation and introspection to truly make a semblance of progress towards social justice. ■

- Ms. Nidhi Pundhir,
Director-HCL Foundation,
CSR Head-HCL Technologies,
Noida, Uttar Pradesh, India



Nurturing Young Seeds: An Initiative of Essel Group

Priti Goel, a proud citizen of India, has a vision to help lead India country towards prosperity and advancement and today, I have written in great humbleness to you to take you through my journey.

As a founder of Nurturing Young Seeds (NYS), an initiative of Essel group I have a vision to change India by the Children of India. I had always day-dreamt and visualized the impact, if every capable child of this country would do a small contribution of time for society, the face of India would change.

NYS has been conducting a yearly NYS Leadership League among Pan India schools.

Leadership in Community

In this round, the students had to choose 1 of the 3 tasks, and do for 3 weeks:

1. Do a Donation Drive for an NGO (Goonj, Feeding India, etc)
2. Adopt a Senior Citizen
3. Conduct Enrichment classes

Importance of this Round

We wanted to show children that they can start contributing to Society from Today itself. We wanted to break their myths that they can only contribute once they have earned a lot or after they have grown up.

It was for them to self learn important life skills which are lost due to pressure of studies etc.

Impact of this Round

1. Some students participated in Donation drive. They collected a total of approx.3200kg of dry ration (rice and daal). Besides that, 400 cartoons came with items ranging from mattresses, bedsheets, clothes,

stationary, books, toys, shoes, etc.

2. While some students participated in Adopt a Senior citizen. They touched the lives and hearts of many senior citizens. They did activities like.
 - Spending quality time & learning from their experiences.
 - Educating them in Law and order.
 - Teaching them to run basic mobile phone features.
 - Linking Aadhar card to their banks.
 - Helping them in household tasks.
 - Taking care of their medical needs.
 - Cooking for them.
3. The other students participated in running Enrichment classes for the Under privileged

A Better India, with these Initiatives	
Under-privilege, Children were taught Hygiene which they further carried to their families	This will not only impact the basic health and hygiene of the country, but will also, <u>decrease the health issues</u> and even deaths due to the diseases related to lack of hygiene.
Difference between Right and Wrong	This is the basic thing to be taught to the children to <u>decrease the crime rate</u> in future.
Basic learning of Academics	NYS children taught them the importance of education. They also taught with passion and the <u>problem of illiteracy would decrease</u> if each one takes up the responsibility to teach one.
Healthy Diet	Under-Nourishment - health issues will no more trouble India if everyone is taught about the <u>importance of healthy diet</u> .
Student taught basics of robotics	If more of such vocational learnings could be provided to the underprivileged children, they will have something to earn their livelihood from and India will get <u>a healthy work-force</u> . Poverty will gradually decrease.
Interacting with Senior Citizens	Develop the Emotional quotient with the elderly's, so that we can <u>reduce the ever increasing number of Old Age Home</u> .
Protecting Senior Citizens	With the advancement in technology, it is utmost important to help them with security, online banking's, etc.

children. They made a difference in approximately 500 children's lives. They taught about

- Personal hygiene.
- Etiquettes.
- Vocational learning.
- Difference between right and wrong.
- Healthy and a balanced meal.
- Basic Academics.
- Law and order etc.
- The students touched lives of people at Orphanages, Old age homes, Blind Schools etc. and made a difference.

This year, NYS Leadership League focuses on Green Leadership. Children will be doing work on the following concerns: Maximum children/adults would be involved with the initiative to make a difference in.

- Hygiene and Sanitation.
- Healthy food habits (plants which they can grow indoor, by themselves).
- Forestry: planting of plants.
- Finance (Basic banking and saving scheme proposed by Government of India, opening of accounts).



Children are the future leaders and we nurture them to take the lead!.

- Curb air pollution.
- Waste Management (Important-correct segregation should happen at every home and in communities; this will solve the government problem of disposal).
- Allowed to pick any other Environmental cause.

NYS Initiative is to SURGE the right LIFE-SKILLS in our future generations.

- S - Strength
- U - Understanding
- R - Responsibility
- G - Gratitude
- E - Empathy

NYS strongly believes that if we can instil these values in our children, our country will earn back its title of being a Golden Bird. ■

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