



ISSUE 4 - DEC 2015

|| VIVECHANA ||

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

FEATURE

**REBUILDING FAITH
IN UTTARAKHAND**

PG → 4

**MORE CROP PER DROP
OF WATER**

PG → 08



JSW CSR FOOTPRINT



Associate Editor

Chandra Shekhar Jha

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Cover Picture -
Mr Mallikarjunappa and
Ms Nagamma
Village: Kodalu,
Crop: Pearl millet (ICTP 8203).

EDITOR'S NOTE**CONSOLIDATING
PARTNERSHIPS**

Mukund Gorakshkar
Executive Officer, JSW Foundation

Friends,

The United Nations Framework Convention on Climate Change meeting at Paris, COP21 has just concluded and adopted the climate change agreement. We are optimistic that between now and next COP at Morocco next year, 'common but differentiated responsibility' becomes a common chant. We now have to meet the global ambition with action at local level. Climate vulnerability especially for those inhabiting the developing world, are those associated with food supply, health, water, coastal systems, infrastructure, among others. Our Earth Care Awards will continue to highlight vulnerability based adaptation work.

Some of the stories in this issue focus on such vulnerability at distant geographies as well as those in the local context. This context of vulnerability also presents a good opportunity for us to supplement the mandate of our disaster response teams to determine vulnerability in our direct influence zones. Classification of these vulnerabilities could be sourced from the 17 Sustainable Development Goals which were adopted by the United Nations General Assembly in September 2015. These goals will chart sustainable development for people and planet by 2030.

One could analyse, choose and in the process, consolidate partnerships that would lead to a realistic interpretation of benchmarking and progress against the chosen set of goals.

Our best wishes for a peaceful 2016.

REBUILDING FAITH IN UTTARAKHAND

The pristine beauty of the hills and valleys of Uttarakhand witnessed a 'Himalayan tragedy' of catastrophic scale that gave no time to prepare, and caused irreparable damage. With the 'Himalayan Tsunami', as the media chose to describe the extent of damage, came a heap of responsibilities of relief and rehabilitation (R&R) work. JSW swung into action promptly and joined hands with the Centre for Environment & Education (CEE) to contribute to R&R. **Dr. Abdhesh Kumar Gangwar**, Program Director, CEE, describes the efforts of JSW in Uttarakhand.

"The massive building-up of clouds led to a cloud burst resulting in heavy rains in a very short duration of time, which was then fueled by massive landslides in the region. The tragedy caused destruction of public infrastructure such as roads, bridges, houses and administrative buildings, schools and health centers, with Uttarkashi district being worst hit.

As the damage was huge and while both public and private institutions along with NGOs were figuring out where to start the R&R work, CEE with JSW decided to choose education to begin the work. In Uttarkashi alone, 73 primary schools and 7 secondary schools

were completely damaged while 66 primary schools and 29 secondary schools were partially damaged. 14 Anganwadi centers were also completely damaged. The situation forced the school authorities to accommodate children in other public spaces available in the villages. The tragedy and loss left many children and teachers traumatized, and they avoided getting into school. We realized that the children, many of whom lost their loved ones, needed psychosocial care and support. If not addressed, many of them could have suffered from post-traumatic stress disorder (PTSD).



We named JSW-CEE programme 'Rebuilding Faith (RF)' and started working with a wide range of stakeholders in Uttarkashi district. The outreach of RF gradually covered school children, teachers, community people, mule operators, women, adolescent girls and youths. We closely coordinated with villages' heads and local administration right from start. As part of RF, through our psychosocial care initiative called "Umang" which means 'Joy', we reached out to 9000+ schools going as well as non-school going children and 500+ teachers. Another initiative on disaster risk reduction is still running





in 50+ schools and 15+ villages. The initiative covers 5000+ school children, 100+ teachers, 15000+ people, 50+ youths, adolescents' girls, women, panchyati raj institutions and district administrators.

RF also integrates in its actions the elements of environmental sustainability, disaster resilience, new livelihood skills, menstrual hygiene, safe drinking water, usage of toilets, cleaning of river Ganga and IEC material development. It is also engaging District Disaster Management Authority, Education Department, Block Resource Centre and Cluster Resource Centre to ensure long-term sustainability of the programme.

Going forward, CEE-JSW will fine tune the components of the programme. It aims to facilitate preparedness, enhance capacity, and reduce vulnerability risk during any disaster. It also aims to develop school disaster management plans, village contingency plans and train schools students and villagers in basic first aid, search, and rescue to empower them. In addition to this, the programme will also focus on water, sanitation and hygiene (WASH) practices in the region. It also aims to document the traditional knowledge of the hill folks and promote medicinal-herbal gardens in schools."



Dr. Abdhesh Kumar Gangwar
Program Director, CEE

"As part of 'Rebuilding Faith (RF)', through our psychosocial care initiative called "Umang" which means 'Joy', we reached out to 9000 school going as well as non-school going children and 500 teachers."



Renuka Sajwan, Class 11 student, Government Girl School, Uttarkashi

Umang helped me and my friends recover from the trauma of the flash floods. None of us wanted to go to school as we were afraid that the floods will occur again. *Umang* helped us to respond effectively during such disasters in future. We learned various skills to minimize risks through various games and IEC material. Now, most of us are well aware of the preparedness and mitigation measures coupled with basic first aid techniques.



Avatar Singh Panwar, Resident of Kuroli Village

I consider myself fortunate that JSW-CEE involved me in preparing the contingency plan for our village Kuroli. It is facing calamities because of the changing climatic conditions, which in turn are affecting our livelihood. Through RF programme, we are working in the village to raise awareness about the risks of natural calamities, promote a culture of preparedness and build community resilience. The programme has successfully developed skills in villagers to identify hazards and address them; it was critical for us to understand how our ignorance can further deteriorate the existing fragile micro environment of our village. Standard hygiene practices were also taught through the programme to enhance the overall health of the village. The first aid training enabled us to help everyone, especially our women folks in the village who often get injured while going to collect fire wood in the hilly terrains.



Padam Singh Rana, Principal of Junior High School, Malla

JSW-CEE has been consistently working in the district of Uttarkashi after 2013 flash floods, which is very commendable. I am amazed to see such an active participation and enthusiasm in the students for *Umang* initiative in my school. Our existing curriculum, both in primary and secondary school, does not include information on disaster and risk management, thus leaving children vulnerable to the risks. Although we do have safety measures and our staff practices them, but I can admit without hesitation that we need more understanding about the potential threats to our school arising from natural calamities. Due to lack of any kind of regulations, the schools take very few proactive steps to ensure the safety of the children. This initiative is inculcating awareness in schools about underlying risks, training both students and teachers to prepare them for the future disasters. I am happy that teachers of my school have learnt new and innovative methods of teaching disaster management techniques and are now developing IEC material for students.



Amar Singh Gusai,
Gram Pradhan, Kuroli

Our district is always at the risk of small or major emergencies and it is critical for all of us to be prepared all the time and to be able to respond to it. It is therefore important to have a disaster response plan, which prepares the village to coordinate its responses immediately and effectively. The efforts should target at minimizing risks and loss. I am thankful to JSW and CEE for coming forward to support this cause which will be a great differentiator in times to come. I can say with confidence that people of our village are better prepared than ever before to handle any emergency. And I am sure that we will be able to pass on this knowledge to other villages.



Leela Dhar Vyas, CEO Uttarkashi

I wholeheartedly appreciate the efforts of JSW in partnership with CEE. Their programme 'Rebuilding Faith' is working relentlessly to achieve its goals. It is important that schools are looked at as a gateway to increase the outreach of knowledge of disaster management to communities. This programme does this phenomenally. Children of all ages should be directly engaged in learning about risks and identifying measures to protect schools and their communities. It is admirable that RF is covering all the stakeholders related to disaster-relief-rehabilitation, such as people, school children, teachers, heads of villages and local administrative bodies. And the best part of the programme is that all the protocols and procedures prescribed by the government are followed in its execution and all necessary permissions were taken before roll-out.



MORE CROP PER DROP OF WATER



On 4th July 2013, JSW Foundation launched the “Integrated Watershed Management Project” in Bellary District in association with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and the Government of Karnataka. The project aimed to assess the feasibility of undertaking soil and moisture conservation and agriculture productivity enhancement in Bellary. **Dr. Suhas Wani**, Director, ICRISAT Development Center, highlights the progress of the project so far.

“JSW Foundation and ICRISAT led consortium has brought science to the doorsteps of more than 10,000 people from over 2000 families in the villages of Chikkanthapur, Doddanthapur, Joga and Kodalu in Sandur taluk, transforming agriculture with the Department of Agriculture (DoA), Government of Karnataka, Watershed Development Department (WDD), University of Agricultural Sciences (UAS), Raichur and Farmers’ Association. After identifying the problems faced by the farmers, comprehensive and adaptive interventions were planned in response, to unlock the potential of rain fed agriculture in this parched drought prone district of Karnataka through participatory watershed

management approach. Our efforts are also directed towards enhancing water availability and its efficient usage to enhance and stabilize the income of people in the target villages. We also aim to work in the areas of knowledge sharing and dissemination of strategy.

Bellary receives 700mm average rainfall per year and due to low agricultural productivity here, most youth move to mining and industrial sectors for employment opportunities. Agriculture had taken a backseat with only the aged and women in the family indulging in



farming. The watershed development program, spread across 7000 hectare, is changing the agriculture landscape in the region. It is enabling rainwater harvesting in the four villages and has created a net storage capacity of about 16000 m³. The gross conserved water has gone up to about 40000 m³ after replenishment of water levels, with added benefits of groundwater recharge and availability.

The project also involved soil health mapping for these villages where the farmers were issued Soil Health Cards with field survey numbers. The identified micronutrient deficiency in the soil was gradually corrected through balanced integrated nutrient management using vermicomposting, *Glyricidia* plantation on field bunds and mineral fertilisers. With improved understanding of the health status of their soil, farmers have started evaluating various micronutrient applications for their crops. This has resulted in increase in crop yields from each farm, which varies between by 20% to 80%. Through decentralised wastewater treatment, the treated water is used for agriculture to augment water supply as well as generate employment. The project also ensured that green cover was maintained through tree plantations on wastelands; more than 12000 trees and 500 horticulture plants were planted on farm bunds. The initiative also entails involvement of the primary stakeholders in its capacity building exercises.



Dr. Suhas Wani

Director, ICRISAT
Development Center

“We are on our way to develop the chosen farm as ‘model site of learning’ while enhancing the socioeconomic profile of the community.”

We are on our way to develop a chosen farm as the ‘model site of learning’ while enhancing the socioeconomic profile of the community. The project is on its course to increase the crop productivity and hence the income for the families and at the same time is restoring the ecological health in the region.”



SRT SCORES IN RATNAGIRI



Climate smart agriculture is critical to food security as the global population is expected to rise to 9.2 billion by year 2050, demanding a 60% increase in global food production. But diminishing fertility of the soil is causing farmers to choose other sources of livelihood to sustain. They need increased yields, year after year, to be able to commit themselves to farming. This is not possible unless a newer scientific approach is applied to farming. **Mr. Chandrashekhar Bhadsavle**, who promoted the 'SAGUNA RICE TECHNIQUE (SRT)' in Raigad district of coastal Maharashtra, has recently joined hands with JSW Energy Ltd. to benefit farming community in the vicinity of our plant in Ratnagiri. He outlines the SRT and the progress so far.

"SRT is a unique method of paddy cultivation and crop rotation that does not need ploughing, puddling (covering the surface with water) and transplanting (paddy). This is a zero till, conservation agriculture (CA) cultivation method

evolved at Saguna Baug at Neral, near Mumbai. The technology reduces backbreaking labour by 50% and cost of production by 40%. It also stops emission of greenhouse gases and improves soil fertility. Above all, it brings back joy and confidence to the rice farmers.

The most important requirement for plant growth is aerobic microorganisms, which

Mr. Chandrashekhar Bhadsavle
Promoter, Saguna Baug

"We are thankful to JSW Energy for inviting us to Jaigarh to enhance paddy cultivation using SRT. The initial demonstration to farmers at Jaigarh was encouraging."

essentially need oxygen and organic carbon to flourish. In SRT, the raised beds facilitate the adjustment of moisture to optimum levels; these conditions promote vigorous, hairy and white root growth, making crops grow healthily. The width of leaf blade is observed to become double, or even more as compared to transplanted rice. This as a result, supports efficient photosynthesis. The enhanced production and productivity after using SRT has made many choose this technique. The



impact of not tilling the land and leaving the plants' root of previous crop to decay slowly in the bed, as used in the SRT, was drawn from the works of Dr. Amir Kassam (CA-FAO) and Mr. Pratap Chiplunkar (an innovative farmer, specialized in soil fertility). In SRT, puddling is avoided as it washes away the fine silt and the top soil, but unfortunately, the farmers

have been puddling for centuries in absence of a viable alternative. SRT also saves a lot of water that is otherwise required for puddling, and hence it is successfully mitigating climate change.

We are thankful to JSW Energy for inviting us to Jaigarh to enhance paddy cultivation using SRT. The initial demonstration to farmers at Jaigarh was encouraging. With the help of the local CSR team, we convinced one farmer to use SRT and observe the results, which were expectedly phenomenal. This got other farmers interested and 15 farmers volunteered to use SRT for Kharif crop of 2014. This success story of an average yield increase from 35.3 quintal per hectare to 81 quintal per hectare has got farmers and government functionaries interested and they are requesting JSW to expand to other areas.

It is very gratifying to see farmers, who had given up farming, are now happy and looking forward to continuing it."

YOUNG HEALERS OF SALBONI



2007-08 with medical consultation services; but its scope was expanded to include the entire gamut of primary and community care, along with health education services in 2011. That was when JSV Innovations Pvt. Ltd., our organisation of specialist doctors was given the responsibility to plan and implement an effective and comprehensive solution.

The walls of the villages in and around Salboni, read '*Jindal Doktor*', translated as 'Jindal Doctor'. This phenomenon is more so important to take note of, as the construction of JSW Steel plant is yet to begin. **Dr. Satadal Saha**, Director, JSV Innovations, highlights how JSW managed to strike a chord with the community with its innovative holistic rural healthcare services.

"About 30% of the population in India, mostly living in rural hinterland and from poor socio-economic background, have no access to Primary Health Care (*PwC: 2011*). Combined with lack of health education and awareness, this leads to accumulation of disease burden in the society.

This was the overriding thought when JSW Steel decided to provide healthcare services to the people of 23 villages of Salboni, West Medinipur district, West Bengal. It started in the year

One of the fundamental requisites of community-based care and health education is that local people are involved as stakeholders. It helps to break down cultural, attitudinal, language and other social barriers; and a sense of ownership is created within the community. Inspired by continuous encouragement from the leadership of JSW, we started training 6 girls from the local villages. A basic curriculum was developed which was based on the principle that a certain amount of knowledge on various health & disease symptoms was necessary. Emphasis was also given to computer skills and English. Our doctors, nurses and other experts took part in the nine months training of the selected girls. The girls were also given a stipend during the period.

Post training the girls indulged themselves in ORS preparation and distribution to JSW staff members and labours working on the project site in summer. And gradually we involved these trained Rural Health Assistants (RHAs) in mass

**Dr. Satadal Saha**Director,
JSV Innovations

“We have also developed an android based application to collect health profile of families and RHAs were given training to facilitate this by going door-to-door.”

de-worming drive in 23 villages. The RHAs then facilitated the assessment of immunisation of all children below 10 years of age. We have also developed an android based application to collect health profile of families and RHAs were given training to facilitate this by going door-to-door. These young RHAs soon started assisting doctors by checking blood pressure of patients and sorting and giving medicines.

After our successful pilot with these RHAs, we started 2nd batch of six girls and again got the desired result. Today we have 12 local girls serving as RHAs actively involved in primary care, community care, health informatics and administrative activities. We have taken two of them on our payrolls.

These RHAs are also involved in conducting health awareness programs to benefit women and adolescent girls. Even in schools, they are active in educating the school children benefits of hand wash, personal hygiene, use of potable water and sanitation.

Today, these health assistants are making difference in the lives of scores of people with their knowledge and skill. They are respected and appreciated by many other girls in the villages.”



IS NOT WATER YOUR CONCERN?

Access to drinking water is a critical concern but communities expect it to be delivered at their door step. **Mr. Mohan Ghadge**, Chief CSR, JSW Steel Limited, Dolvi Works, highlights the inclusive and equitable approach adopted by JSW in the village of Shahbaj, located near our Dolvi works facility.

“Shahbaj Gram Panchayat is part of the Alibaug Taluka. Its population is 7804 and the administrative area includes 5 revenue villages and 2 internal sub villages. Until 1995, it is said that there was adequate water in the village. The water sources started depleting primarily because of many fold increase in population due to industrialisation, migration and depletion of natural resources. The villagers have petitioned politicians and government departments for access to adequate water supply. The village has also witnessed women getting arrested in the year 2008-09 for leading the agitation for water. Presently Shahbaj is getting water from Maharashtra Industrial Development Corporation (MIDC) pipeline. This facility was enabled in the year 2009-10. However, the village gets its water supply once in two days for 20 minutes only. The inadequate supply of water forces women and young girls to fetch water from far away places. The Gram Panchayat is required to pay Rs 40 Lakhs to MIDC and so, it has levied a



household water cess of Rs80/ per head. Because of inadequate supply, villagers are reluctant to pay.

Geographically, Shahbaj is surrounded by creeks and fishing is the primary source of livelihood. Saline water ingress makes agriculture impractical. Although the village can be perceived to have modern amenities, one can find a sizable number of poor families struggling to make their ends meet. The biggest common struggle is access to drinking water.

Initial meetings in the village were hostile but perhaps the community realised that we would not back off. Being a politically volatile village, our first challenge lay in convening various political factions on a single platform. It was made clear to them that discussions with us could continue only if we were convinced that the village was collectively willing to take ownership of both accessibility and distribution of water. In this village we had the advantage of organised women's groups that we had developed over the past two years through our other initiatives. It was encouraging to see them demand clean and assured water supply from their men folk. Having seen the rigour in our dialogue and persuasion, they had developed faith in our community engagement processes. I sensed that the turnaround was not too distant.





Mr. Mohan Ghadge

Chief CSR, JSW Steel Limited, Dolvi Works

“Initial meetings in the village were hostile but perhaps the community realised that we would not back off. Being a politically volatile village, our first challenge lay in convening various political factions on a single platform.”

For us the solution lay in not just giving water. Technology and investment would have made that possible. We were keen on equitable distribution of the water. In joint consultation with the gram panchayats, women's groups and leaders of various political factions, we proposed three conditions:

1. No political party will monopolize the scheme
2. Each family will give one manday for laying the water pipeline, and
3. Villagers will not demand any compensation for the use of their farmland for laying the water pipeline

Another significant breakthrough is the acceptance to install water meter in each

house. We have insisted that each family shall pay for its water usage and this fund will be used to pay the water bill to the MIDC. The *panisamiti* (water committee especially created to oversee construction and maintenance of the scheme including collection of water charges) will be the adjudicator to any dispute that arises in this context. At the cost of sounding ambitious, we wish to set an example in water rationing.

The Shahbaj scheme will ensure that villagers get potable water in their homes. We have constructed an additional ground and elevated storage facility of one lakh litre so that the water woes of Shahbaj are permanently overcome.”





Satish Tare, Sarpanch,
Gram Panchayat

I consider myself fortunate to be a part of such a wonderful water scheme which is both inclusive and fair, something that was not seen in my 25 years of community service. I give all the credit to JSW for coming forward to fund such an initiative. This water supply scheme shall now solve all our water shortage problems. I am happy that the company is doing many other initiatives in Shahbaj and my dream of Swachh Shahbaj, Sunder Shahbaj' will soon be a reality. The people of my village agreed to give their land for free for water pipeline. The tireless efforts of JSW CSR team are behind the success of this attitudinal turn around.

This project has given us hope to provide ample drinking water to the poorest of poor in the village at cost, which will suit his pocket. The proactive participation of women and farmers are of great importance as far as this project is concerned, farmers have donated their land voluntarily for the cause.



Mahadev Temkar,
Ex Sarpanch, Gram
Panchayat

I lived all my life amid water scarcity. Now I am happy that the present and coming generations will not



have such problems to face. I can say that the collective desperation for water led to overwhelming response for the scheme. Without the partnership of JSW, this day would not have come. I have no words to express my gratitude to the management of the Company for coming forward for us.

In my 80 years of life I have never seen political parties and villagers coming together, leaving aside their differences, to work out a solution for a problem which affects them all. To my surprise and satisfaction, women are leading this effort. No work can explain how indebted we feel for JSW for supporting us. The company is helping us solve the problem of water which is a survival issue for this generation and many to come.



Sangita Mahatra,
UP-Sarpanch, Garm
Panchayat

Our lives revolve around water. We have been subject to lot of hardships in our lives because of that. There was a time, I remember,

we used to go to protest at every possible place we could reach. We are committed that we shall use strong measure against people who misuse water or try any tampering. And we have 100 percent mandate from the village for it. Water can ensure health and hygiene in Shahbaj. I thank male compatriots of our village for their support.



Manisha Patil,
Representative,
SangarshSamiti

We have seen acute water shortage; because of this our village got divided. We were

fed up of the struggle. We had to go to jail for water, leaving behind our children at homes. JSW came at an opportune time to help us. Now I see light at the end of the tunnel. We will not allow any difference to come in our way; this is the best opportunity for us to secure water access for our village. We are confident as JSW is standing beside us.

EXPRESSING CREATIVITY THROUGH MURALS

Art stimulates thoughts, emotions, and beliefs. It is rightly said that given a chance through art children might represent their experiences they otherwise might have not articulated. When we value children's creativity, we help them feel valued as people, raising their self-esteem in the process. **Mr. Sudhir Thorat**, Art Teacher, Jindal Vidya Mandir – Vasind, narrates an initiative where the students of his school utilized an opportunity to leverage their creativity, doing outdoor paintings in government anganwadi centres, schools and at the Dongri Children Observation Home (Mumbai).



The task led us to travel to schools and anganwadis and for most of my students this was the first exposure to such a program. We had decided that we will not merely create art for the sake of it, but rather make it an interesting learning tool for the children. They get bored after studying text books and theories in classrooms; sometimes the ambience such as painted walls with inspirational and funny pictures motivates them to remain focused and makes them cheerful.



“For an art teacher, nothing can be more satisfying than seeing his students using their imagination and putting them on paper or on a bigger canvas. In this particular case, my students have literally transformed classrooms and dormitories. The experience was truly inspirational, not only for me but everyone involved in the project. I cannot express the feeling when I saw kids rejoicing when they saw us draw beautiful cartoon characters on the walls of their schools. I remember their gentle hands touching the cartoon characters with smiles on their faces.

At Dongri Children Observation Home, the children joined us while we started making sketches on their dormitory wall. With their involvement, work became easier and interesting.

I would like to highlight one of the toughest challenges we faced was wall painting assignment at Jindal Vidya Mandir – Ratnagiri. We usually painted a classroom in two days, but on this particular assignment, my students painted six class rooms in five days. We did this massive task with the help of students of JVM-



Ratnagiri. I am happy that such opportunities came my way and I, along with my students, could manage to do our bit for the society.

I would like to take this opportunity to thank JSW for allowing us to go to schools and anganwadis to paint. As a teacher it is pleasing for me that JSW has trusted my students to be worthy of this assignment. It has given a lot of confidence to these young talents who will grow with this experience.

I am committed to such assignments as and when they come in my way. In this way my teachings get a gateway where students express themselves and their art brings life to the otherwise boring walls. The walls become colorful and give ray of hope, joy and inspiration to children and adults alike."

Name of the students of JVM-Vasind :-

Krishna Mandal, Balaram Jena, Rahul Yadav, Neeraj Lekhwar, Aniket Kumar, Amit Singh, Vikas Rai, Anirudh Gorakshkar & Rahul Prasad.



Mr. Sudhir Thorat,

Art Teacher, Jindal Vidya
Mandir, Vasind

"In this way my teachings get a gateway where students express themselves and their art brings life to the otherwise boring walls."



PROMOTING ACCESS TO E-LEARNING



Digital classrooms are slowly penetrating non-metro cities and rural areas. The multimedia based content is powering class room based learning of students and also aiding teachers in dispensing their teaching responsibilities. Pearson Education Service, our partner at Tarapur has helped us in installing DigiClass and MEPC (Mobile Education Personal Computer). **Mr. Ketan Motani**, Project Manager, Pearson Education writes about the initiative.

“We are extremely pleased that corporate like JSW Steel has stepped forward to support the cause of education. Pearson is the world’s leading learning company with over 36,000 people in more than 70 countries, helping learners of all ages to make progress in their lives. It is the

global leader in education, providing print and digital learning materials and services used by millions of students every year. We have content and school programmes in reading, literature, math, science and social studies.

Pearson India aims to take interactive technology to the interior parts of the country in order to reach maximum number of students and teachers. It strongly believes that delivery of qualitative education as well as training support and technical support are inevitable elements in current education scenario, especially in rural areas. The digital content stimulates the audio and visual senses of the students simultaneously which enhances the learning process. The smart classes are also



giving an opportunity and convenience to teachers to cover more lessons in less time. It empowers them to transform traditional blackboard-and-chalk classrooms into interactive sessions. The multimedia content enables them to explain complex concepts in such a way that students can retain information for a longer period of time. The new approach is inculcating more indulging and participative learning among children.

The initiatives, supported by JSW Steel at Tarapur, Palghar district, are dedicated to taking Pearson Education Technology to Zilla Parishad Schools and Seva Ashram Schools in remote areas. We had to address challenges such as erratic electric supply in villages, high cost to take technology to the interiors, conventional mindset of people,



Mr. Ketan Motani

Project Manager,
Pearson Education

“We have introduced MEPC and DigiClass initiatives in 10 schools of Tarapur and named the initiative ‘AAMCHI DIGITAL SHALA’; in English it translates to ‘Our Digital School’.”

inadequate preparedness of teachers to use the technology and also uneasiness of schools as many thought the technology would replace teachers. So, initially we focused on capacity building of principals and teachers, for them to accept the new technology and learn it to use efficiently. It was important to redefine the role of teachers in the classroom by helping them impart lessons more creatively, as per the syllabus.

We have introduced MEPC and DigiClass initiatives in 10 schools of Tarapur and named the initiative **‘AAMCHI DIGITAL SHALA’**; in English it translates to ‘Our Digital School’. We have installed total 10 MEPC and 10 DigiClass in these schools.

These new additions are proving effective as far as teaching is concerned. We are receiving positive feedback from students and teachers. The interactive content in regional language is helping students to understand various topics. The technology enables teachers to save energy that would otherwise be consumed explaining concepts to the entire classroom. The MEPC units are movable so can be transported from one classroom to another, and caters to large number of students as well. “

ENABLING CSR PROCESSES

Effective CSR spending needs passion for reaching out to underserved sections of the society. Those efforts fuelled by the involvement of senior management touch many more lives. **Mr. Alok Mehrotra**, Senior Vice President, Finance & Accounts, JSW narrates his experiences working closely with CSR.

“My core functioning has always been Finance & Accounts; however, CSR has been a passion. In over two decades of my service in JSW, I have seen from close quarters, how the subject of CSR is taken care of by the Group. The Group has been working on various social causes to enable inclusive growth, even before the arrival of Companies’ Act 2013 (Schedule VII). Leading from the front, both Mrs. Sangita Jindal and Mr. Sajjan Jindal have been ensuring that communities are empowered with sustainable livelihood.

CSR at JSW has successfully adapted to the Companies Act 2013’s provisions which emphasise on structured CSR funding linked to average profits of past three years.

I have been supporting the CSR team at JSW Foundation by streamlining the systems and procedures for faster clearance of proposals at Corporate Office. A modest output has been reduction in processing time of payment, systematic documentation, implementation of appropriate DOPs and budget monitoring and control through a standard CSR budget format incorporated in SAP system (for online monitoring and also getting detailed CSR budget MIS). I also support in vetting/drafting of agreements to be signed with service providers of CSR projects, ensuring JSW interest.

I am pleased that we have surmounted many

challenges in due course of time and can say with confidence that CSR proposals are now getting priority process / clearance by various service departments, such as legal, commercial, Finance & Accounts.



Mr. Alok Mehrotra

Senior Vice President,
Finance & Accounts, JSW

“My core functioning has always been Finance & Accounts; however, CSR has been a passion. In over two decades of my service in JSW, I have seen from close quarters, how the subject of CSR is taken care of by the Group.”

While the group CSR projects are of very high standards, I also try to visualise the end result of the project. I try to assess whether the proposed project will truly extend the desired support to the society on its completion; and whether adequate milestones are defined in the proposal for its close monitoring and successful implementation.

I am especially happy facilitating the ongoing malnutrition project in Palghar and Thane (Maharashtra) and monitoring the management of 16 ITIs adopted by JSW in Maharashtra to promote skill development.

I am happy for the opportunities I receive to do my bit towards the betterment of the society.



BEFORE



AFTER

SNDT KANYASHALA, MUMBAI RESTORED AND NAMED AS '**JINDAL CENTRE FOR THE ARTS**'



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

