

## Annexure – A

### Detailed report on CSR activities and expenditure during the financial year 2014-2015

#### I) Through implementing agency – Youthreach

##### Project Chetna - Ek Nayi Seher - Nalagarh

###### **INDAG RUBBER LIMITED: CSR PROGRAMMES**

Indag Rubber Limited with the support of Youthreach initiated its CSR programme in Nalagarh, Himachal Pradesh. In accordance with the primary CSR philosophy of Indag Rubber Limited, Youthreach has designed **Project Chetna – Ek Nayi Seher** which encompasses various community development programmes that will be implemented in the area. The focus of the programmes would be as follows:

##### **Sanitation**

1. Address the problems of open defecation
2. Bringing about behavioral changes in the area of health hygiene and sanitation underprivileged

##### **Health**

1. Promoting health awareness and services to address critical health issues

### **PROJECT IMPLEMENTATION**

A project coordinator was employed by Youthreach to carry out the activities at the ground level on a full time basis at Nalagarh. The Coordinator is directly supervised by the Youthreach team for proper functioning of the projects. The project coordinator is responsible for the day to day activities designed under the programmes.

## PROGRAMMES

**(a) Sanitation:** Toilet construction at Aduwal village, Bhogpur panchayat

### **Objectives:**

- Curtail the practice of open defecation
- Inculcate the habit of cleanliness
- Bringing about behavioral changes in the area of health hygiene and sanitation of underprivileged families

### **Planned Activities:**

1. Data about the total number of families with and without toilet was collected, with the help of the village panchayat and anganwadi workers.
2. A total of 46 households were visited in Aduwal village out of which 22 households were selected as the toilet beneficiaries. The beneficiaries were selected under the categories mentioned below:
  - a) Elderly
  - b) BPL
  - c) Women dominant family
  - d) Differently-abled family member in the family
  - e) Widows
3. A written agreement between the beneficiary and Youthreach has been made outlining the role and responsibilities of both the parties.
4. It was decided that a contribution of Rs. 10,000/- or less, depending on the paying capacity of the family, would be collected from each family in order to ensure ownership of the project by the family.
5. Quotations for toilet construction were invited from various contractors. Future course of action was discussed with the finalised contractor.
6. The construction work commenced on 15<sup>th</sup> Feb 2015.

A written agreement between the beneficiary and Youthreach has been made outlining the role and responsibilities of both the parties.

### **Outcome:**

- 1) A contribution of Rs. 10,000/- is being collected from the households where the toilet is being constructed. Those families which are poor are paying a contribution of Rs. 2000/-

Till February, Rs. 37,000/- has been collected from 6 families, as a contribution towards the construction.

- 2) A model toilet was constructed at one household for the others to see how it will look. The construction work has begun at 7 sites for the following
- 3) The villagers have expressed their gratitude for the initiative.

**Figure A: Images of toilet banner and in-progress construction at the site**



Figure B: In-progress construction at the site



## **(b) Health awareness campaign**

### **Objectives**

- To bring about behavioral changes in the areas of health, hygiene and sanitation amongst the underprivileged families.
- Information dissemination on preventive health measures by health educators.
- Spread awareness on various government schemes available in the area of health.

### **Planned Activities**

- 1) An awareness talk on health and hygiene was organised at Aduwal on 28<sup>th</sup> Feb 2015.
- 2) The event was organised in collaboration with health educators from Civil Hospital - Nalagarh, anganwadi workers and volunteers.
- 3) Behaviour - Change - Communication (BCC) material was distributed amongst the audience during the event.

### **OUTCOME**

- 1) The awareness programme was organised at a community space by Youthreach which included a brief introduction of Youthreach and its intervention in Nalagarh.
- 2) The event was organised with the assistance of a team from Civil Hospital Nalagarh which consisted of health educator Mr. Shashi Pal, female health worker Ms. Santosh Kumari, DOT's worker Mr. Des Raj, anganwadi workers from 5 villages and 3 volunteers Ms. Meenasha, Ms. Moninder Kaur and Mr. Rahul Rana.
- 3) Mr. Shashi Pal spoke about the usage of toilet and the demerits of the open defecation practice. In addition to this he also shared information on swine flu, health schemes for the elderly, infants, pregnant women and the provision of the ambulance service. He thanked Youthreach for carrying out this campaign.
- 4) Mr. Des Raj addressed the audience on tuberculosis, its symptoms and DOT facilities provided by government.
- 5) Further Ms. Santosh spoke about the different govt. facilities available in the PHCs for the community members.
- 6) Anganwadi workers from 5 locations also participated and assisted in the event. They helped with the distribution of BCC material and had a one on one conversation with the women on child care and maternal health.
- 7) Ms. Meenasha Pamper - Assistant Professor, Punjab University, Ms. Moninder Kaur - HR Manager from Alpa Yadudeva and Mr. Rahul Rana volunteered at the event. Ms. Meenasha Pamper took group and individual sessions with the villagers and spoke to them

about the importance of higher education. Ms. Moninder Kaur spoke to the women about women empowerment and the importance of decision making in their lives. Mr. Rahul Rana addressed the teenagers and discussed the significance of technical education with them.

- 8) The event was a great success and was attended by a total of 70 people (45 females, 25 males). They felt that such events are beneficial in gaining knowledge about various health issues and schemes. The event was also covered by media. (Figure F)
- 9) The villagers also expressed a need for obtaining medicines in the future, as the PHCs and civil hospital is situated at a distance.

**Figure C: Health educator and female health worker addressing the community**





**Figure D: Anganwadi worker distributing IEC material**



Figure E: Group sessions



Figure F: Media coverage about the awareness talk

आधुवाल म  
स्वास्थ्य जांच  
शिविर लगाया

नालागढ़ (सोलन) नालागढ़ के आधुवाल गांव में गैर सरकारी संस्था यूथ रीच ने नालागढ़ चिकित्सालय के सहयोग से स्वास्थ्य व स्वच्छता पर जागरूकता शिविर लगाया गया। स्वास्थ्य शिक्षक शशी पाल ने ठाकुर ने स्वाइन फ्लू तथा स्वच्छता के बारे में जानकारी दी। यूथ रीच संस्था के संयोजक अमरदीप सिंह ने संस्था की ओर से कराए गए कार्यों की सराहना की। आधुवाल में शौचालय का निर्माण किया गया। रेहडू में तकनीकी शिक्षा केंद्र व नालागढ़ में टायर इंजीनियरिंग सामाजिक कार्यों के तहत किया गया। कार्यशाला में देशराज, महिला स्वास्थ्य कार्यकर्ता संतोष कुमारी, महादेव, आधुवाल, मलपुर, दतोवाल, रेहडू व भोगपुर के आंगनबाड़ी कार्यकर्ताओं ने भाग लिया। ब्यूरो

### OUTCOME OF THE PROJECTS/ PROGRAMME

PROGRAMME	PLANNED ACTIVITY	OUTCOME
<p>Sanitation:- Toilet construction at Aduwal village, Bhogpur panchayat</p>	<ol style="list-style-type: none"> <li>1) Initiate and complete the construction of 22 toilets for the beneficiaries who had been chosen based on a predetermined criteria.</li> <li>2) Engage in group discussions to spread awareness about usage of toilets.</li> </ol>	<ol style="list-style-type: none"> <li>1) Out of a total of 22 toilets that need to be constructed, the construction work has been completed at 8 sites and is in progress at 13 sites. The work at the remaining 1 site will be undertaken in the next financial year.</li> <li>2) A total of Rs. 75000/- only have been collected as a contribution from the beneficiaries so far. More contribution will be collected for the construction.</li> <li>3) The painting of the Project banner is completed for 8 toilets.</li> <li>4) Our project coordinator regularly involves the community members in discussions about the need and importance of toilet usage.</li> <li>5) Figure A depicts the toilet construction at a beneficiary's household in Aduwal village</li> </ol>
<p>Health awareness campaign:-</p>	<p>Organise an activity on spreading health awareness amongst the community members.</p>	<ol style="list-style-type: none"> <li>1) A street play was organized on 11<sup>th</sup> March 2015 in Reru village with the assistance of a local theatre group called Madhyam.</li> <li>2) The 8 member theatre group aimed to spread awareness on the issue of women health issues through their street play.</li> <li>3) The team during their performance focused on spreading awareness the importance of being healthy, importance to consume nutritious diet to promote women's health, how to incorporate healthy nutritious food in ones diet, various health problems that can be faced by the people especially women and a need to consult specialized doctors for any health conditions.</li> <li>4) A total of 45 people comprising of 30 women and 15 men from the village attended the event.</li> <li>5) The people engaged in a discussion and contributed their views about the issue</li> </ol>

		after the performance. 6) Figure B depicts the play that was conducted by Madhyam.
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Figure A: Toilet construction at a beneficiary's household in Aduwal village





**Figure B: Play conducted by Madhyam for awareness generation**



## II) CSR activities done directly by the company

Indag Rubber ensures holistic development of its communities by functioning on health, education and women development.

### 1. Enhancing vocational skills

- As an endeavor, we provided skill training to young girls to contribute to their family income and be independent. During the year 2014-2015, we organized training for 55 women at Sewing training centre, tailoring course and beautician course; and spent Rs.0.36 lacs.
- One youth was sponsored for training at local industrial training institute, which costed Rs.0.21 lacs.



Mehandi work by beauticians trained at



*Mehendi work done by the girls training at the beauty centre*



*The women at the stitching centre*

## 2. Promoting education and rural sports

- Indag has partnered with District Sports association and local schools to promote sports and physical development of the students. Various sports tournaments were held and contribution of Rs.0.11 lacs was made during the year.
- Scholarship was given to 36 students as “Best student award” during the year. An amount of Rs.0.35 lacs was spent.



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- *local government school campus*

### 3. Social, rural and economic development

- Indag has provided financial support to 33 orphan children and 3 widows each month; and contributed Rs.1.28 lacs.
- Support of Rs.0.82 lacs was extended to Gram Panchayat, Bhogpur for construction of road and bus shed.
- Indag sponsored langar sewa at local Gurudwara Sahib by contributing Rs.0.20 lacs
- Donation of Rs.0.20 lacs was given to local Trade/ Labour union Welfare.



- Rain shed at jhiriwala bus stand made by INDAG RUBBER LIMITED

#### 4. Contribution to Indian Head Injury Foundation

- Indag gave a donation of Rs.5.00 lacs to Indian Head Injury Foundation, Jodhpur.