

Community Linkages

Being Socially Active

A quarterly news letter
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Social Entrepreneur of the Year Award India - 2012



Anshu Gupta, Goonj, receiving the award from Sheila Dikshit as Shyam S. Bhartia, Chairman and Managing Director, Jubilant Life Sciences and Founder Director of Jubilant Bhartia Foundation looks on.

On 6th November 2012, The Schwab Foundation for Social Entrepreneurship, a sister organization of the World Economic Forum, in partnership with the Jubilant Bhartia Foundation announced Anshu Gupta, Goonj as the Social Entrepreneur of the Year India 2012. The award was conferred by Hon'ble Chief Minister of Delhi, Smt. Sheila Dikshit at a ceremony held at New Delhi and attended by the other finalists and eminent personalities from government, business, media and social sector.



Winner Profile



Goonj

Social entrepreneur: Anshu Gupta

Field: Community Work Headquartered at: New Delhi

Year of Establishment: 1999 Legal Form of Business: not-for-profit organization www.goonj.org

Udyogini

Goonj has demonstrated that cloth can be a powerful resource for the development of India's poorest communities. It channels excess resources lying waste in urban households to impoverished rural and disaster-prone areas. Materials include clothes, furniture, electronic equipment, and medical supplies. Village and slum communities, in exchange of cloth and material, conduct self-organized local development and infrastructure building programs, leading to more than 500 infrastructure projects every year – such as the setting up of schools, concrete roads, bridges, wells, irrigation canals and toilets across 1500 villages. Sourcing its material at collection camps in urban neighbourhoods and corporate offices, Goonj delivers 1000 tons of material every year through an extensive network of 500 volunteers, 200 schools, 200 corporate houses and 250 NGO partners across 21 states of India. Goonj's expansive; 'last-mile' networks have made it the most efficient channel for large-scale disaster rehabilitation in the country. Its programs have spurred behaviour change on both the demand and supply sides: marginal communities have begun to believe in their own capacity for catalyzing change while urban India is learning to contribute (rather than dispense) material, based on what the poor need.

The judges this year included:



Ms Sudha Pillai,
Member Secretary,
Planning
Commission



Ms Shobhana
Bhartia,
Chairperson &
Editorial Director, The
Hindustan Times



Ms Rohini Nilekani,
Chairperson,
Arghyam
Foundation, India



Ms Neelam Chhiber
Managing Director
Industree Crafts
Foundation and
Mother Earth



Mr Y C Deveshwar,
Chairman
ITC Ltd



Dr Harish Hande
Managing Director,
Selco Solar Light Ltd



Ms Hilde Schwab,
Co-founder &
Chairperson,
Schwab Foundation for
Social Entrepreneurship

The other finalists were:



Udyogini

Social entrepreneur: Vanita Viswanath

Field: Livelihood

Headquartered at: New Delhi

Year of Establishment: 1992

Legal Form of Business: not-for-profit organization

www.udyogini.org

Udyogini is setting up producer-owned, fair trade, rural value chains in agriculture and natural resources. Working in remote districts of five Indian states that are affected by poverty, Naxalism and broken enterprise ecosystems, Udyogini has put a new generation of tribal women entrepreneurs and female business development service providers, in charge of differentiated value chains, (such as craft, lac, vegetable production, sal, medicinal herbs and plants and incense-stick). Through its flagship Grassroots Enterprise Management training (GMT), high-touch incubation and business counseling, and access to finance and markets, Udyogini has directly impacted 25,000 producers and their families in the value chains that they nurture. 80% of Udyogini's customers are tribal and ultra-poor, reporting 50-100% increase in family incomes, higher negotiating capacities in distant urban markets and role model status in their own communities. Since 1992, more than 2000 organizations from India and other countries have trained in Udyogini's GMT programs and further gone on to train 100,000 women entrepreneurs (approximately) in their geographies.



Neurosy naptic Communications Pvt. Ltd.

Social entrepreneurs:

Sameer Sawarkar & Rajeev Kumar

Field: Health Headquartered at Bangalore, Karnataka

Year of Establishment: 2002

Legal Form of Business: Private Limited Company

www.neurosynaptic.com

NCPL is catalyzing the broken ecosystem of primary healthcare service delivery in rural India through its indigenous and award winning technology innovation, ReMeDi™ (Remote Medical Diagnostic) – a rural telemedicine and telediagnostic solution. The social enterprise works with NGO and government implementation partners to bring the entire healthcare value chain to areas with no clinic or hospital access. NCPL configures its ReMeDi™ platform in small village clinics to enable patient data transmission and high quality remote consultations with doctors located in cities, at internet bandwidths as low as 32 Kbps. It can be operated by local high-school graduates and functions on less than two watts of battery capacity. In the last year alone, ReMeDi™ has enabled 100,000 paid medical consultations, at less than USD 1 per consultation, in which 75% of the patients did not have to travel beyond their village for healthcare access. Villagers experience average cost savings of USD \$6 per visit.

The award was organized in association with CNBC-TV18, Hindustan Times and Mint

The award has been given annually in the country since 2005 to individuals who have founded organizations or companies with targeted social missions benefiting underserved communities. The winners enter the global network of 200 leading social entrepreneurs of the Schwab Foundation for Social Entrepreneurship, a sister organization of the World Economic Forum.

Few Glimpses Of The Award Ceremony



Background

The Schwab Foundation (<http://www.schwabfound.org/>) The Schwab Foundation is a sister organization of the World Economic Forum. The Foundation provides unique regional and global platforms to promote social entrepreneurship as a key element to advancing societies and addressing social problems innovatively and effectively. It also fosters a close-knit community of social entrepreneurs for idea exchange and replication of best practices. Finally, social entrepreneurs gain unprecedented networking opportunities with global decision-makers, thereby furthering the legitimacy of their work and mobilizing resources for continual expansion.

Jubilant Bhartia Foundation, the social wing of the Jubilant Bhartia Group, was established in 2007 as a not for profit organisation. As a part of the Jubilant Bhartia Group, the foundation focuses on conceptualizing and implementing the Corporate Social Responsibility initiatives for the group. The foundation's objectives include various community development work, health care activities, cultural & sports activities, environment preservation initiative, vocational training, women empowerment and educational activities. www.jubilantbhartiafoundation.com

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Project Muskaan - Strengthening Government Rural Primary Education System



Gandhi Jayanti celebration at Muskaan schools across the project locations

2nd October, the birthday of Mahatma Gandhi is celebrated as a National festival. It carries a great significance in history of India. He led the people of India from the forefront in the freedom movement. This day is celebrated throughout India to remember him and his efforts in the freedom movement. Jubilant Bhartia Foundation also acknowledges the efforts of Father of the Nation through its Project Muskaan.

In order to teach the significance of Mahatma Gandhi in the freedom movement and the way he moved the Nation to take part in the same, Gandhi Jayanti was celebrated at Muskaan Schools of which the most joyous celebration was organized at Sultanther School at Gajraula. A grand celebration took place in the school witnessing participation of teachers, students, parents and community members. The students presented several cultural programmes that were meant to remember Baapu.



Pratibha Puruskaar 2012

Jubilant Pratibha Puruskar is a program initiated by Community Development wing of Jubilant in the year 2008 with an objective to promote local talent, motivate and encourage them to further take up higher studies. This tradition has been continued by Jubilant Bhartia Foundation since then where the awards are given away to meritorious students of Gajraula block who secure apex position in their schools in matriculation and Intermediate Board examinations.

They are also gifted with Knowledge books, Dictionary and a Merit Certificate duly signed by prominent personalities.

Some of the objectives of this program are as follows:-

- To encourage students performing well in their Annual/Board examinations and to reduce the dropout cases at elementary school level

- Students, Parents & Teachers get motivation
- To promote girl's education
- Parents will feel proud to see their children awarded.
- Parents will be motivated to continue their support for their children education.
- Dropout cases will decrease.

Eligibility

- All the schools private/Govt. recognized situated in Gajraula block
- One student from each school who performed best in the school in 10th board.
- One student from each stream (Arts, Science and commerce) who performed best in the school in 12th board.
- One student from each stream (Arts, Science and commerce) who performed best in the Graduation.

Following the same, this year also the program organized in which SDM-Dhanaura graced the occasion as Chief Guest. Other dignitaries who blessed this auspicious day were Sr. VP & Unit Head (Manufacturing), JLSL, and Unit CSR Head- Jubilant Bhartia Foundation.

The programme began with the registration of students and other guests. It was followed by welcome of guest, bouquet presentation to guest by Inner Wheel Club members and other officials.

96 students were felicitated by the guests and the house of almost 250 people cheered them all. The house was also served with refreshment by the Jubilant Bhartia Foundation team. BSA –Amroha then was invited to the dias and he highlighted the excellent work done by Jubilant Bhartia Foundation through Muskaan Project and other programmes that are helping Education facility of the country. Head CSR presented the Guests with mementos and gifts and thanked for the support extended and the programme came to a conclusion with the National Anthem.



Joy of Reading Program at Sahibabad

The employees at Jubilant also support Birthday Celebration activity through 'Joy of reading' Program. The volunteer employees have donated new books, purchased under this program, as a birthday gift to Muskaan students. On receiving the present on their birthday, the Muskaan school student sends a "Thank you card" to the employee who has gifted the book. The program provides an opportunity to its employees to participate in nation building activity by supporting education in a way. The birthdays of the students of the Sahibabad Muskaan School is also celebrated by gifting a book every month. In return they sent the thank you cards to the employees of Jubilant.



Birthday Celebrations at Muskaan School in Sahibabad

Utensils for Mid Day Meal

JBF and the community jointly distributed utensils (plates and spoons) for the mid day meal at Muskaan School in Sahibabad. An amount of Rs 1895/- was collected by the parents of the students and an amount of Rs 19339/- was donated by JBF. It was distributed to all the 379 students of the school. It was reported by the teachers that the consumption of the mid day meal has increased.

Plantation in school campus at Sahibabad

Understanding the importance of greenery, the students planted trees in the school premises and they take care of each plant, water them and put manure regularly.

Celebration of Kannada Rajyotsava at Nanjangud

In the view of Kannada Rajyotsava Celebration, Pratibha Puruskaar was distributed to the meritorious students at Nanjangud. Around 10 students and 02 district level teachers were rewarded in this function.



Plantation by Muskaan Students at Sahibabad

Safe Diwali Awareness Program at Nanjangud

On the occasion of festival of Diwali, an awareness program regarding the hazards of crackers on the environment and health of living beings was conducted by Jubilant Bhartia Foundation at Nanjangud. This awareness program involved safety and environment professionals from the industry and faculty of the local schools. As a part of this awareness program around 9 schools were selected around the Jubilant Bhartia Foundation, Nanjangud and an extensive program was carried out to enlighten around 1000 school children to reduce the environment pollution and also to take safety measures while bursting crackers during the celebration of Diwali.



Awareness session on safe Diwali in progress

Healthcare

Regular health initiatives were performed at all project villages. Some programs are highlighted as below:

Health Check up & Blood Group Camp at Sahibabad

A medical team from Gajraula visited the Rajkiya Prathmik Vidyalaya, Sahibabad (near Jubilant Agri And Consumer Products Ltd, Sahibabad under the Muskaan initiative) for the health check up camp for the students. The blood group of the students were also examined and kept for records.

Polio Awareness Camp at Gajraula

Polio programme was organized at Gajraula by Jubilant Bhartia Foundation in association with

Rotary Club where JBF volunteers go to different public places like Bus Stand, Railways station, major public places as well as booths in villages and help in immunization through oral Polio Vaccine to the child. The occasion of Tigri Mela which receives the footfall of 7 to 8 Lacs at Gajraula was utilized for the awareness programme. Most of the community members from and outside Gajraula block came along with their families thus giving ample scope for mass awareness.

This year the camp was organized from 22nd till 27th of November. Tigri mela helped in catering to over 300 people through medicines and medical consultancy and generating awareness. Thousands of people were sensitized through volunteers of this camp.



Polio Awareness campaign during Tigri Mela , Gajraula



Cattle Care Camp

Gajraula is an agrarian place where farmers ranging from large scale to marginal farmers are working to give a boost to Indian economy and the resident of Village - Bhikanpur Sumali are also farmers with a lot of cattle to support the same. In the same context we received a request from Gram Pradhan (Village Head) for a cattle health check-up camp as the animals are prone to ailments and diseases in the rainy month in this part of India. In response to their request Jubilant Bhartia Foundation organized a camp jointly with Block Veterinary Department where team of Veterinary Department examined the animals of Bhikanpur village. People came with their cattle and explained the problems with veterinary doctor and got their cattle with check-up as well as medicines for free. The team also briefed the villagers about common problems, their symptoms along with their remedies. The doctors also provided the



Cattle care camp in progress

people with Nutrition brick, mineral mixture, deworming tablets etc. Approximately 165 cattle were examined in the camp and it included cow, ox, buffalo, horse, goat and dog.

Observing World AIDS Day

World AIDS Day, observed on 1 December every year, is dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection. Government and health officials observe the day, often with speeches or forums on the AIDS topics. The theme for year 2012 is "GETTING TO ZERO". The theme suggests that awareness should be taken to the level that the people get aware and the cases of AIDS drop to zero. The day was observed at all units including corporate office.

Jubilant Bhartia Foundation has been working since long towards this cause and thus has a registered Integrated Counseling & Testing Center (ICTC) which caters in identification of HIV infected people and their proper counseling. JBF also regularly organizes several awareness campaigns and since its inception has generated mass awareness through promotional material, rallies and distribution of contraceptives.



Activities during world AIDS day



Livelihood

Vocational Training at Nanjangud

Labournet in association with Godrej have initiated retails sales training program at Nanjangud for unemployed youths and college going students with an aim to provide sales skill, communication skills need for retail sector. 90 trainees from Nanjangud and neighboring villages who had shown interest towards the programme were enrolled for the course. A specialized trainer was hired who trained the participant on skills like sales, communication personality development and interview tips. During the training program the trainees are also given assignments and practical exposure to retail outlets.

Similarly, Labournet in association with Godrej commenced a unique beauty concepts training program to the barbers of Nanjangud town and neighboring villages. This was the 10 day training program aiming to train the barbers on beauty concepts such as (Facial, bleaching, pedicure/manicure, hair coloring, scalp care etc) by a professional trainer. 25 barbers were enrolled for this program that went for an assessment at the end of the course and successful trainees were certified by Godrej.



Training program at Nanjangud

CBWE Training at Gajraula

Programme Details:

Jubilant Bhartia Foundation regularly organizes trainings on Quality Of Life for the underprivileged, special programmes on NREGA, HIV-AIDS etc. through CBWE (Central Board for Workers Education). A two days special training programme was organized at VTP center, Gajraula.

Mr. A.K. Arya, Education officer-CBWE provided training to a group of 40 women's on quality of life, the changes required for betterment of children and their family. He also briefed about different Government programmes and how to avail benefits of the same. He also described about the traits for development of personality and knowledge. The other topics covered in this training was-

- To educate and motivate rural people for family welfare planning and full fill their responsibilities in rural economy.
- To educate them to enhance their self-confidence and build up a positive attitude.
- To develop capacity of to face time to time challenges.
- To solve the problems of groups and group advancement.

Visit of Foreign delegates at Vocational Training Center and Sultanther School (International Trainers' Training on SMALL BUSINESS PLANNING & PROMOTION (SBPP) & International Programme on Self Help Group Formation, Growth & Sustenance (TT-SHGFGS))

International Programme on Small Business Planning & Promotion (SBPP) & (2) Trainers' Training on Self Help Group Formation, Growth & Sustenance (TT-SHGFGS) from 3rd October – 24th November 2012. A total of 46 participants from 26 countries namely, Argentina, Botswana, Ethiopia, Lithuania, Mauritius, Sudan, Sierra Leone, Tanzania, Sri Lanka, Russia, Togo, Laos, Papua New Guinea, Tajikistan, Malawi, Nigeria, Uganda, Namibia, Bangladesh, Jamaica, Botswana, and Zimbabwe had to attend these programmes. They are engaged in Promotion of Small Business/MSMEs Development and Self Help Group Activities in their respective countries.

With a view to address the same, NIESBUD and NABARD, the co-ordinators scheduled a three day visit from 10th November 2012 till 12th November 2012 to Moradabad District and districts adjacent to it. Keeping in view the wonderful work of Jubilant Bhartia Foundation in & around Gajraula, NIESBUD and NABARD, requested us for the visit of delegation to our organization including Vocational Training Center and Government supported Primary and Junior School of SultanTher.

The delegation arrived at Jubilant Bhartia Foundation in the morning where Sr. Vice President and Unit Head (Manufacturing) Mr. Vinod Trivedi welcomed the house and briefed about the company and CSR being done through Jubilant Bhartia Foundation at Gajraula. After that the group moved to Vocational Training center where they were welcomed warmly by the trainees. They interacted with the faculties and the trainees to know about the programmes, the process. They also visited the different training hall where they were briefed about the objectives of the different trades.



Delegates at the Vocational Centre at Gajraula