

empowering communities...

*providing basic healthcare facilities
supporting government rural primary education system
developing skilled human resource*



JUBILANT BHARTIA FOUNDATION





ಅಪ್ಪು - ಅಪ್ಪು

*Give a man a fish and you feed him for a day.
Teach a man to fish and you feed him for a lifetime.*

-Chinese Proverb



3 Jubilant
Bhartia
Foundation



5 Social
Entrepreneur of
the year 2010



6 Primary
Education



12 Basic
Healthcare



18 Skill
Development



23 Our
Partners

FOCUSSING ON EMPOWERING THE COMMUNITIES OF JUBILANT BHARTIA GROUP

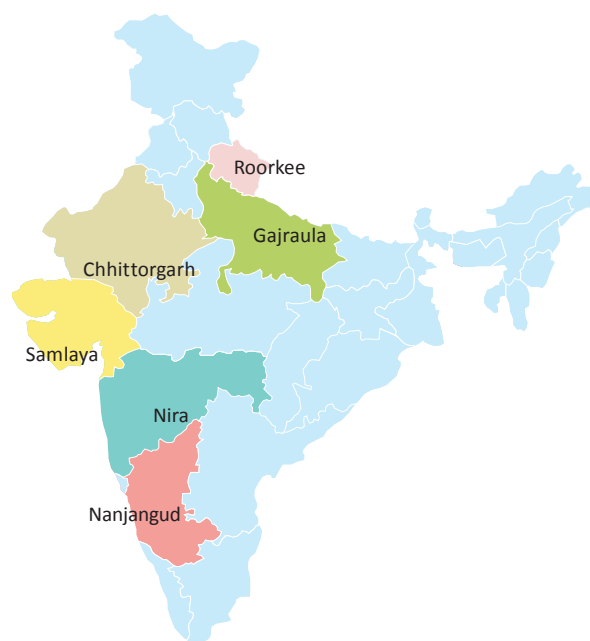
India today is poised to take its rightful place as a strong player in the world economy. While most of the enabling factors to reach the above goal are in place, one of the major challenges that the country faces today is to reach the fruits of development to the bottom half of the pyramid. **Inclusive Growth** therefore, is the right path that the country wants to follow today.

Industry, being an important and resourceful part of the society, has an important role to play in helping the Government achieve **Inclusive Growth**. Industry and the Non-Government sector, because of their efficient delivery mechanism and reach in the society, can bring about this change by empowering the community.

In line with this belief, we at Jubilant Bhartia foundation are constantly engaged in implementing our social initiatives across various locations in India.

JUBILANT BHARTIA FOUNDATION (JBF)

The Jubilant Bhartia Foundation (JBF), is a not for profit company under section 25 of the Companies Act. As a part of the Jubilant Bhartia Group we focus on conceptualising and implementing the Corporate Social Responsibility initiatives for the group. The foundation's objectives include various community development work, healthcare activities, cultural & sports activities, environment preservation initiatives, vocational training, women empowerment and educational activities.



PROLOGUE

Since the inception of the Jubilant Bhartia Group in 1982, the group understood that the communities we serve around the manufacturing locations are an important group of stakeholders and focus was needed towards their well being. At that time, though there were many areas that demanded the group's attention, healthcare facility development was identified as the most critical area. Therefore a primary health centre was started at Gajraula in association with Sarvajanic Medical Trust.



OUR APPROACH

We believe that for long term and sustainable social interventions, the people from our communities are best placed to help themselves. We see ourselves in the role of a facilitator or a catalyst in this process. Keeping this in mind we follow the approach that empowers our people to sustain the work we have initiated -

- Conduct social need assessment of the community around
- Prioritise the needs to identify areas of interventions
- Adopt participative mode for implementation (4P model of Public-Private-People Partnership) and
- Develop indicators for tracking effectiveness of the interventions.

Using the above guidelines, we have identified three areas for our social initiatives:

We focus on social initiatives around our manufacturing facilities in India, going forward, we may expand our area of influence beyond our immediate communities.

Initiatives towards community empowerment

Empowering our children with the gift of education

Supporting Government Rural Primary Education System



Empowering our communities with the means to stay healthy

Strengthening Basic Healthcare Facilities



Empowering our youths with the right skills for employment

Improving employability of local youths through Livelihood Generation programmes



SOCIAL ENTREPRENEUR OF THE YEAR 2010

Social Entrepreneurs are innovators who are able to identify opportunities amidst social challenges in numerous areas including health, education and environment, access to technology and job creation. They use their business acumen to come up with practical and sustainable solutions for these challenges.

To encourage and recognise these innovators, Jubilant Bhartia Foundation and The Schwab Foundation would be coming together to announce the **Social Entrepreneur of the year 2010**. The methodology of this award would be an intensive search and selection process to arrive at five finalists. All the finalists would be invited to the India Economic Summit beginning November 13th 2010. The winner would be announced at a ceremony planned around the same time as the summit.

Irrespective of whether they work as profitable businesses, hybrid social ventures or not for profit organizations, their primary focus is to have transformational social change that is sustainable. The sustainability for these ventures is achieved through the sale of products and services, fees or by developing key partnerships.

The social entrepreneurs play a pivotal role in supporting the Government machinery to work towards inclusive growth.

The winner may have the opportunity to participate at the Annual Meeting of the World Economic Forum in Davos, Switzerland and engage with the decision makers from the public, corporate, media and academic sectors to broaden the scope of his/her area of influence.

For more details please visit www.schwabfound.org



empowering government
rural primary schools to offer sustainable quality
education system

PRIMARY EDUCATION

Lack of education largely leads to multiple social and economic problems, therefore this became our primary area of intervention towards empowering our communities.

We realised that we need to sensitise our communities on the virtues of education. As we started engaging with the community, we identified lack of proper infrastructure as another challenge. In order to address these challenges we identified partnering with existing government educational initiatives to be the perfect route and hence project **Muskaan** was born...

At Jubilant Bhartia Foundation, we believe that primary education is the bed rock on which a nation builds its future, and we are committed to support the government's educational schemes to make quality primary education accessible to our community.

We have evolved a unique participatory approach to help bring improvements in Government Primary Schools in rural areas. The basic objective is to bring all stakeholders namely the villagers, teachers, students, Panchayati Raj Institution members, local authorities and others on board to get all round acceptance and unconditional support of the entire community for the project.

Handholding our children on their journey towards a brighter future

PROJECT MUSKAAN (Smile)

We initiated a pilot **Muskaan** Project at the Sultanther Government Primary School near Gajraula in Western U.P. in July 2007, with a view to test the developed module and then progressively extend the same to other schools. The project focused on bringing a smile on the faces of school children and making school going a happy experience for them.

Project Muskaan: Goals

To improve the learning environment in the school

To improve the quality of education imparted and motivate the students to take up higher studies

Align the project with government of India's **Sarva Shiksha Abhiyan**, aimed at achieving literacy for all.





THE IMPLEMENTATION OF PROJECT MUSKAAN SPREAD ACROSS FOUR STAGES

- Advocacy**
 The objectives of the project were deliberated in detail with the District Administration and Block Level Education Authority, to win their support and co-operation.
- Sensitisation**
 Trainings and workshops were conducted for Panchayati Raj Institution (PRI) members and the opinion leaders, to make them the epicenters of change.
- Implementation**
 Capacity building of the SDMC was carried out through trainings/workshops for developing the vision for the school, Gap analysis in the existing system was undertaken in order to identify the right approach for the school to pursue its vision through various improvements. It was followed by an admission drive to bring 100% children to school, monitoring attendance, tracking left outs and drop outs. Various innovative schemes, including recognition and rewards were introduced to motivate parents to send their children to school.



For improving the school environment and cleanliness, plantation drives were taken up involving students. Events like birthday celebrations, reading out important news, recognition of good work done etc. were organised during the morning prayers. Annual study tours to civic services like working of the post office, bank, fire station, health centres etc were arranged, apart from culture and sport activities.



Trainings for teachers were organised at regular intervals and activity based teaching modes were encouraged through interesting teaching aids to bring in gradual improvement in the quality of teaching in the school.

- Sustainability**
 Community involvement and monitoring mechanism to track improvements were put in place for long term sustenance of the initiative.

*Enabling our children to blend in a crowd
and yet stand apart*



ಶಕೆಯಲ್ಲ ನಾವೆಲ್ಲರೂ

$6 \times 1 = 6$	$7 \times 1 = 7$	$8 \times 1 = 8$	$9 \times 1 = 9$
$6 \times 2 = 12$	$7 \times 2 = 14$	$8 \times 2 = 16$	$9 \times 2 = 18$



COMMUNITY INVOLVEMENT

At the Sultanther school, there were 6 teachers for 8 classes (the school covered up to standard 8). With the **Muskaan** project beginning to show results, the villagers realised the need for more teachers for better performance of the school and proposed to employ qualified local youths. JBF and community shared the cost. This exemplifies the extent of involvement and ownership of the community for the project.

MONITORING OF PROGRESS

The assessment for a rural primary school is normally done on the following parameters: absenteeism rate, dropout rate, frequency of SDMC meetings, attendance of the SDMC members during the meetings, cleanliness of the school, discipline in the school and parents' involvement in the day to day affairs of the school. A detailed baseline survey of these parameters was conducted prior to taking up the pilot project. These were monitored regularly during the tenure of the project to measure its progress.

TIME TAKEN FOR IMPLEMENTATION

The pilot project at the Sultanther School was meant for one academic session.

Encouraging our children to add colour to their world



RESULTS

Efforts by the Foundation and other stakeholders gradually transformed the school environment and results started showing -

- Absenteeism dropped by up to 70%
- Dropout rate during the year came down to almost nil
- Cleanliness in the school improved several notches through participation of the students
- Assets like school library came up and
- Villagers started feeling a sense of pride for the school.

With the above parameters in mind, a module was developed for measuring the progress of the project. These results in the pilot school at Sultanther were noticed and recognised by the District Administration and the School rating went up from category **C** to category **A**. The District Education Authorities were appreciative of the project and requested us to expand project **Muskaan** to other primary schools in the area. A MOU has been signed between the education authorities and us outlining the roles of each and thus giving Project **Muskaan** official recognition.



REPLICABILITY

The project was started in the pilot school at Gajraula in 2007. It has since been extended to 15 schools in 2008 and 35 schools in 2009 at four locations. JBF aims to extend this programme to cover 100 schools by 2012.





empowering communities

to stay healthy by strengthening basic healthcare facilities

Although today India is an emerging economic superpower, as a country we are far behind the developed nations of the world in terms of medical infrastructure. For example, in India we have only 0.47 doctors for every thousand people as compared to 2.8 doctors per thousand people in developed nations. Similarly, we have only 0.8 hospital beds for every thousand Indians as compared to 7.2 beds every thousand patients in developed countries.*

One of the first challenges for us was to make basic healthcare easily available. Over the years we have slowly and steadily expanded our area of influence for basic medical services.

Though the Government has set up Community Health Centres and Primary Health Centres to cover the entire population of the country, facilities at these centres are highly stretched. Adequate resources are generally not available at these centres to cater to the needs of the people. While private entrepreneurs do set up various types of healthcare facilities in urban areas, there are major gaps in rural and semi urban areas, where industries can contribute.

* Source: <http://indiaonline.in/health/Statistics>

Enabling our communities to have access to healthcare



OUR HEALTHCARE INTERVENTIONS ARE AIMED TO FILL THESE GAPS AND COMPRISE

- a) Basic healthcare facilities through a dedicated Community Health Centre named Sarvajanik Medical Centre (SMC) for the community around Gajraula and with the help of mobile dispensaries to outreach areas at Gajraula and Nanjangud. At other locations, such services are provided by JBF on fixed days of the week at nearby villages in space provided by the community.
- b) Specialised services like Direct Observed Treatment Shortcourse (DOTS) for diagnosis and treatment of TB and Integrated Counselling and Testing Centres (ICTC) for HIV/AIDS at Gajraula at the SMC.
- c) **NirogBachpan (Disease Free Childhood)** - School Health Programme at all locations.
- d) **Swasthya Prahari (Health Guards)** - Community based Mother and Child Health (MCH) Programme at Gajraula.





SARVAJANIK MEDICAL CENTRE

The Sarvajanik Medical Centre (SMC) at Gajraula was set up by us in 1980s in association with the Sarvajanik Medical Trust. It has today developed a high level of credibility with the community around due to the dedicated services provided by the centre. The services provided at the centre include:

- Basic healthcare – diagnosis, medication and referral services
- Mother and child healthcare – tests, medication and expert advice
- Diagnosis and treatment of TB through a DOTS centre set up under the Revised National Tuberculosis Control Programme of the Government and
- Integrated Counselling and Testing Centre (ICTC) for HIV.

On an average, about 150 patients are diagnosed and provided with medicines daily at the SMC which operates six days in a week, making it approximately 50,000 patients a year. The SMC caters to villages located within about 20 kms from the centre covering a population of about 2.0 lacs.

The centre also has facilities to provide day care services to 8 patients. A token charge of Rs. 5/- is collected from individuals utilising OPD facilities including medicine so that the patients would value the medicines given and take care in observing the instructions of the doctor. The centre is managed by a qualified and experienced doctor and paramedical staff. We have plans to upgrade the facilities by setting up a new and bigger Community Health Centre (CHC) with better facilities. At Nira and Samlaya, regular medical clinics are operated by us at nearby villages providing basic medication and referral services.

We also collaborate with leading hospitals to organise medical camps and in-patient services for specific purposes at all locations in association with various Government and Non-Government agencies.

OUTREACH PROGRAMME

To reach out to the villages beyond our immediate vicinity, we have tied-up with Rotary International and initiated Mobile Dispensary Services at Gajraula which operates three days a week.

- This caters to about 40 villages located within a distance of approximately 40 km
- 50-60 patients avail basic healthcare services each day (approximately 8000 a year) and
- The services include symptom based treatment, supply of basic medicines and referral services as and when required.

We also operate a mobile dispensary at the Nanjangud plant of Jubilant, near Mysore in Karnataka.

- Villages up to a distance of 15 kms are covered by us at this location covering a population of more than 15000, and providing similar services as offered at Gajraula.

NIROGBACHPAN (Disease Free Childhood)

NirogBachpan is an initiative which aims at nurturing the children through developing a system of preventive healthcare and proper monitoring of their health status in the **Muskaan** schools. Under the project, every child is given a health card and checked once a year. Counselling, wherever necessary, is done to the parents to take care of any health problems. In deserving and needy cases nutritional supplement is also provided by us.

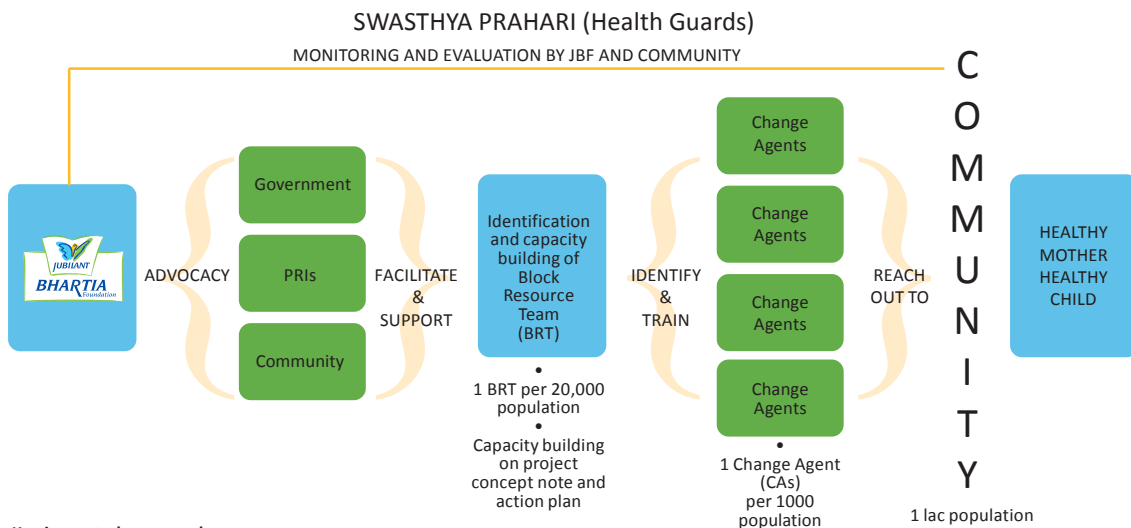
Empowering our children to have a healthy childhood



ICTC & DOTS

We have started an Integrated Counselling and Testing Centre (ICTC) for HIV/AIDS in association with UP State AIDS Control Society (UPSACS) at Gajraula. Our centre has a tie up with the Anti Retroviral Treatment Centre at the Medical College in the nearby town of Meerut. Here, the patients found positive are referred to Qualified Doctors, Councilors and Laboratory Technicians who operate at this centre.

The Direct Observed Treatment Shortcourse (DOTS) centre at Gajraula was started by us in 2005. The centre has diagnosed and treated more than 4000 patients till date. The special feature of our DOTS centre has been the dedicated services of its DOTS providers in following up all positive cases and ensuring full treatment. For old and infirm patients who find it difficult to come to the centre, medicines are provided at their homes by trained community workers. This ensures better compliance by this vulnerable group. The State Government, appreciating the services rendered, elevated the centre to the level of a **referral centre** in the region for microscopic testing of TB.



Key issues to be covered

- Immunization • Ante-natal check-ups • Basic health and hygiene • HIV awareness • Post-natal check-ups • Registration of pregnant mothers • Birth and death registration • Institutional delivery

Sustainability Factors

- Incentive for CAs on adherence to Action Plan • Social marketing of health related products to be initiated for CAs • Convergence with Government health schemes

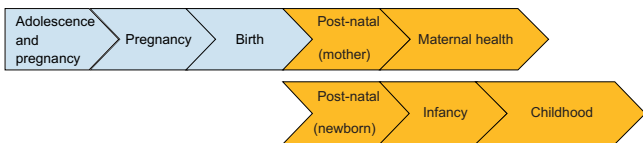
SWASTHYA PRAHARI (Health Guards)

Care for Mother and Child Health (MCH) is fundamental to creating a healthy society. As per the UNICEF estimates, more than 80000 mothers die every year in India due to child birth and delivery related complications. Also, a million babies die within the first month of their birth.

In India, the Government has launched a series of policies, programmes and healthcare services to address the Mother and Child Healthcare demands at the following crucial stages.

In addition to the above, there are some fundamental issues that afflict MCH:

- Insufficient access to nutritious food and essential micronutrients crucial for early and exclusive breast-feeding
- Poor water/sanitation and hygiene, and inadequate basic healthcare services
- Delivery by untrained Dais (traditional birth attendants - TBAs)
- Birth spacing
- Early marriage and
- Orthodox outlook (only male child).



However, in a country of India's size, gaps still remain.

Considering the fact that the facilities and the resources are highly stretched, the delivery mechanism has been at the receiving end because of the following reasons:

- Inadequate and/or inappropriate knowledge in the community about various Government schemes
- Inadequate training of service providers and
- Insufficient coordination between different Government agencies viz. Health Department and Integrated Child Development Scheme.

At the core of the problem lies inadequate awareness amongst the community and lack of coordination in various service providers. With an objective to fill these gaps we have initiated a unique community based pilot healthcare project named **Swasthya Prahari** in Public-Private-People Partnership (4P) model. This project is aimed at strengthening Government's efforts with more effective community participation for improved services. The project is proposed to be completed in four stages -

- Building capacity in the community to pursue various aspects of MCH
- Helping revitalize existing infrastructure to improve delivery mechanism
- Introducing in performance based incentive system for effective implementation
- Building in social marketing of products/ services for the community based link providers for long-term sustenance of the project



Enabling our communities to have healthy and well informed mothers to nurture healthy children

Expected outcomes of the project include

- Limiting population growth
- Reducing Infant & Maternal Mortality Rates (IMR & MMR)
- Providing better health services during antenatal and postnatal period and
- Reducing the incidence of HIV/AIDS/STDs/RTI among the target population.

The project covers a population of 1,00,000 around Gajraula in UP and is for a three year duration so that people get accustomed to the system ensuring its sustainability. We have taken the health authorities into confidence and have signed a Memorandum of Cooperation with the Integrated Child Development Services (ICDS) and the State Health Department.

Broad activities under the project include:

- Base line survey
- Training of Block Resource Team (BRT) members
- Advocacy with health department, ICDS and Block administration
- Identification of change agents from the community as **Swasthya Prahari**
- Formation of community stakeholder groups
- Capacity building of PRIs/Community Based Organisations (CBOs)/opinion makers
- Awareness generation and behaviour change communication
- First aid training for Mid-wives/TBAs
- Strengthening service delivery in villages
- Incentive based follow-up and social marketing
- Monitoring and evaluation of health indicators and
- Endline survey to measure the impact at the end of the project tenure.



empowering youth with
skills that increase chances of employment

Technology has changed the way the world does business and has opened a world of opportunities. However, these new technologies many a times do not travel beyond the metros.

We, at Jubilant Bhartia Foundation, are trying to close this gap by making special training programmes available for the youth in our communities.

We involved a few professional bodies who were dedicated to the cause and thus managed to design short term courses that enabled our youth to learn new skills, making them employable.

Our work has brought about positive results. We are constantly trying to better our offerings to stay relevant to changing times.

As India aims for 9-10% GDP growth, there would be tremendous demand for skilled human resource. We are committed to contribute towards developing this resource pool through our Vocational Training programme and we have adopted a two pronged approach for the same - job oriented programmes and entrepreneurship development programmes.

Encouraging our youth to face challenges
with confidence

OUR APPROACH TO SKILL DEVELOPMENT MODULES

- Skills are identified, which have immediate requirement and highest potential in the market
- Duration of training is generally two months- long enough to impart necessary skills yet not too long to deter prospective candidates
- Training modules are generally kept in alignment with the guidelines of National Council for Vocational Training (NCVT), Government of India so that the training gets accreditation of NCVT
- Competent and professional training agencies are selected for various trades depending on their expertise and experience. For job oriented programmes, preference is given to agencies who have good tie-ups with companies for placements of trainees after they complete the course successfully and
- A suitable aptitude and attitude test has been designed and is used for selection of the trainees. The programme includes a test at the end to assess assimilation of the training by the trainee.

JOB ORIENTED PROGRAMMES

- Both hands-on and classroom training modules are adopted
- Batches generally comprise 25-30 persons so that personalised attention can be given
- The training module is kept highly interactive
- Stress is given on issues like neutralisation of mother tongue influence, English speaking, telephone etiquette, handling customers, housekeeping, computer education, inventory management, handling electronic gadgets like telephones, photocopiers, air conditioners, refrigerators and traffic rules
- At the end of the training, a test is also conducted
- Where possible, industry exposure is organised
- Trainees are counselled on how to face interviews and
- Placement interviews are arranged.





HELPING OUR COMMUNITIES TO CHOOSE TO BE SELF-RELIANT

In order to address the vital need of generating more employment opportunities in the rural non-farm sector, we have initiated an Entrepreneurship Development Programme so that opportunities can open up in rural/semi urban areas. Towards this end, we have identified some skills, based on need assessment studies. Some of the skills identified are repairing electrical/electronic appliances and mobile phones, beautician and hair dressing, tailoring, repairing of tractors, diesel engines, threshers, two-wheelers etc. In this endeavour, we seek partnership with agencies both in private and public sectors like National Bank for Agriculture and Rural Development (NABARD), Krishi Vigyan Kendra (KVKs), Grameen Banks, USHA International, NIIT etc.. The Vocational Training Centre of JBF at Gajraula has already received the recognition of the Ministry of Labour and Employment, Government of India, as a Vocational Training Provider (VTP). This would mean that the trainees would receive certificates from NCVT on successful completion. Since status of women in the society continues to be one of deprivation and denial in most part of our country, our Vocational Training programme is aimed at contributing to correcting this situation by giving as much opportunity to women as possible. Vocational Trainings with USHA on stitching and tailoring, with KVK in making agarbattis are encouraged for women folks to empower them to contribute to the family income pool. In terms of forward linkages for ensuring sustained livelihood, efforts are made in getting company uniforms stitched by the trained women and in linking up with KVKs for market linkages of products manufactured by them.

We are also working towards providing Vocational Training to 5000 youths/women every year.

Enabling entrepreneurship in our communities



OTHER PROGRAMMES

- **Senior citizen felicitation programme**
Senior citizens with notable contribution towards improvements in the society are felicitated every year in Gajraula, Samlaya, Nira and Nanjangud. This programme witnesses active participation of the elderly as well as Block and District level officials.
- **Pratibha Puraskar programme**
Jubilant Pratibha Puraskars are annually for the meritorious students of Gajraula and Samlaya blocks who top their schools in Matriculation and Intermediate examinations.
- **Teacher's felicitation programme**
As a token of appreciation of the teacher's role by the community, Annual Teacher's felicitation programmes are organised at Gajraula, Samlaya, Nira and Nanjangud by honouring the teachers identified by the community for their good work.
- **Employee volunteer programme**
Various activities involving employees have been organised, such as,
 - Collection of wearable clothes in collaboration with **Goonj**, a Non-Government Organisation (NGO), for distribution amongst the needy
 - Visits to **SOS village**, an NGO, sheltering and the destitute and orphaned children, during key festivals to celebrate the occasion with them and offer gifts.
 - Setting up a benevolent fund **Ashraya** by the employees of Nanjangud unit which provides interest free loan to SHG members to purchase sewing machines, donating desks and tables for rural primary schools etc.
 - Participation in various functions at **Muskaan** schools





We realise that our efforts in the area of community development are small steps in the direction of making a difference to the lives of the people we touch.

Going forward we will continue to scale up our initiatives in the areas of primary education, basic healthcare and skill development for better employment.

We are endeavouring to put together tiny droplets in the hope of creating an ocean and are hopeful that we will reach out to many more people in our community and help them realise their dreams of a healthy and meaningful life.

Powering the circle of prosperity for our communities



Our Partners





JUBILANT BHARTIA FOUNDATION

For further information, contact:

Vivek Prakash

jbf@jubl.com

Plot No., 1A, Sec 16A, Institutional Area,
NOIDA, Uttar Pradesh – 201 301