

## Model Village Development Project

Over the past several decades, the corporate world has experienced a pronounced increase in focus on organizations' ethical behaviors and responsibilities towards their environments. This is evident in the shift in focus from shareholder value (i.e. Maximizing profit to stakeholder value, where companies are striving at balancing people, planet and profit. The new tendency is a consequence of the fact that progressively more power rely with take holders, who demand transparency in organizational communication and expect companies to acknowledge their impact on their surroundings.

As a responsible corporate, Sterlite Technologies Limited (Sterlite) too is engaged in several CSR initiatives, expressed through various communication tools and NGOs. In line with this, Sterlite Tech Foundation – the CSR arm of Sterlite – has been set up. This latest initiative focuses on creating sustainable livelihoods for local communities, as well as those who belong to under privileged section of the society. The concept of the project is to build communities that are more skilled and capable of sustaining themselves independently by capitalizing on the company's expertise, knowledge and competencies, rather than merely providing continued financial support. It directly provides solutions to the critical community problem of unemployment, through a method, which is "development" oriented and lays the foundation for long-term success of the society.

### Implementation of CSR activities

Sterlite Tech Foundation's activities primarily focus on education, health, empowerment, social infrastructure and environment and are based on

the principles of good governance and equity.

Further, the approach of Sterlite towards Corporate Social Responsibility is oriented to identify and for mulate projects in response to felt societal needs in diverse areas and to implement them with full involvement and commitment in a time bound manner. It is a process of continuous improvement which begins small, grows and expands over a period of time.

The CSR team comprises volunteers from various units with in the firm, and the Working Model for CSR comprises the following:

- Jurisdiction
- Social Impact Assessment / Baseline study
- Community Need assessment
- Priority
- Design the activities
- Village wise planning
- Annual Operating Plan (AOP)
- AOP approval
- Implementation of plan
- Selection of Partner
- Monitoring & Evaluation
- Tracking Progress
- Documents: CSR MIS Reports

In short, employees at all levels are encouraged to contribute their time, energy and ideas, thereby ensuring that there is no hindrance to the developmental efforts and a better understanding of the implications of CSR emerges for the firm. Model Village Development Project Sterlite Tech Foundation has adopted a village (Pophala) in Aurangabad district to provide holistic support aimed at uplift and general welfare. Titled "Gram Samruddhi" – the Pophala Village project started in May 2012. A remote tiny village, Pophala is located on a hill top, about 33 km from Aurangabad and 735 m from MSL, making it drought prone, and

registers a population of around 350 villagers.



This model project aims to achieve the following:

- Education: Achieve 100 percent literacy amongst below 40 age group population and zero 'primary school dropout' in the village. Promote High School Education instudents by providing Free Tuitions.
- Health: Reduce malnutrition in 0 to 6 year children, adolescent girls and pregnant women. Adopt standard sanitation & hygiene practices by the village. Make primary healthcare facilities available along with village level maternal & child healthcare.
- Livestock Development: Adopt healthy animal husbandry practices by the village.
- Agri-based livelihoods: Increase income of the farmers with the introduction of agro technology and modern practices for effective management of local resources.
- Ensure women empowerment: SHGs with income generation activities.

The three-year mission is likely to witness at least 30% increase in the average income of each farmer, plantation of 5,000 trees, one all women SHGs with small business, make the village water independent (Tanker free village), 0% school dropouts, 100% skilled



youths(vocational skills with placement) and provide access to basic health services. The project also envisages treatment to the land to improve ground water table (CCTson the adjacent hills, terracing of farms, digging & construction of well, expanding well storage capacity, Mati Nala Bands, excavation of silt from the main Mati Nala Band, farm ponds, well recharging, etc).

As on date, the following measures have been undertaken:

- Tuition centers
- Health checkup camps
- Safe drinking water: Jivan drops
- CCT with people participation (Soil conservation measure)
- Tree plantation
- Village pond for water storage
- Silt excavation from pond and used fertile soil in farms
- Distribution of water tanks for storage
- Solar street lights
- Women SHG and income generation activities (IGA): Til laddoo, papad making etc.
- Tribal family support for IGA by donating flour mill
- Rain water harvesting techniques

### The Challenge

More than 70 per cent of India's population resides in rural villages scattered over large geographic areas with very low per capita consumption rates. However, development issues are all tangled up with each other and organisations often feel that they can't gain traction in their particular area of concern because of barriers and problems in other areas. So, how did Model Village address this concern? Sterlite believed that goals can be achieved by bundling vital yet straightforward solutions into a comprehensive programme. The other important element is that the project works directly with the poorest of the poor. Project implementation partner Sterlite roped in Savitribai Phule

Mahila Ekatma Samaj Mandal (SPMESM – an NGO) from Aurangabad, who has been an important partner in the Model Village Project.

Before zeroing in on SPMESM, the team held several rounds of discussions with key external stakeholders.

This helped in terms of mapping the interests and concerns of stakeholders against those of the firm, which in turn revealed both opportunities and potential problem areas. Accordingly, Sterlite and SPMESM have chalked out a plan to deal with problems like education, health and hygiene, water scarcity, low productivity, obsolete farming methods, unemployment, malnutrition, absence of sustainable livelihoods, basic amenities and infrastructure areas. Says Shweta Agarwal, "Being a global player in the telecom & power sector and a vision to 'Connect Every Home on the Planet', we are pleased to partner with villages like Pophala. With this we aim to play a small but significant role in the inclusive growth story of an emerging India. We extend a warm welcome to the people of Pophala into the Sterlite family." Ongoing projects Under the sustainable agro-based and livestock development initiative, activities such as setting up a nonconventional energy source (biogas), crossbreeding, kitchen garden development, organic farming, use of dry land practices, compost pit development, development of bio-pesticides, fungicides, fertilisers and growth promoters and horticulture development.

Under water resource improvement initiative, activities like construction of new bunds, repairs of the bore-well and rainwater harvesting by developing recharge pit close to the bore-well will be undertaken.

Under health improvement initiative, activities like organising health camps, training on preparation of

nutritious food via indigenous methods, training on the use of first aid, creating awareness of waterborne diseases and wrong habits affecting health, and construction of low-cost toilets. In addition to this, deworming of the population and all livestock will be done twice in a year.

Under empowerment: Other than agribase livelihoods are being introduced such as art and craft articles, Greeting cards, paper bags making etc.

Sterlite will be closely monitoring this extensive and comprehensive three-year plan with an internal audit team with a view to duplicating the model in other villages in the country. Planning & Measuring Effectiveness The Model Village Project is a combination of almost all the basic needs of community that include Education Health, Empowerment and Natural Resource management. The activities are conducted in regular intervals by SPMESM and the progress is registered in a quarterly report format submitted regularly to the Sterlite.

The model village development is based on the above activities allocated specific budget. Besides, if any specific activities need to be added during stages as per the community needs or demands it is supported by additional allocation by Project monitoring committee meeting.

Further, a formal inauguration function was arranged in the village to have interaction and sharing of information with the villagers. Women Empowerment Sterlite Ladies Club (KUTUMB) regularly visits the village, spends time with the villagers and makes value additions as per the genuine needs of the villagers. As a result of review meeting and discussion with village women, Sterlite responded to the needs of women by providing flour mill, solar chulas, nutritional supplement to children (Vitingosachets) and three solar



street lights. The team also motivated women for Income generation activities. As a result women started making til laddoo, Raw Til packets of 1kg, til chutney, groundnut chutney and started selling before the eve of Sankrant.

Today, the flour mill is run by a tribal family, which has resulted in additional income to the family. Future outlook By investing in education, health, empowerment and livelihoods, and essential infrastructure at the same time these community-led interventions enable villages to escape extreme poverty once and for all.

Once these communities get a foothold on the bottom rung of the development ladder they propel themselves on a path.

The model village development is not only benefitting the village community but also increasing their participation physically and financially in each activity. The main aim behind the holistic development was making sustainable change which is now giving the result in that direction which is the biggest success of the project.

**Let's see the stepwise progress for the Model Village: Pophala: UDY**

**Gram Samruddhi – Village Pophala : A Case Study**

Sterlite has adopted Pophala village in May 2012 .This village is 33 kms away from Aurangabad and close to Phulambri, a taluka place. The land is totally hilly and major problem is water scarcity.



Hilly area in Pophala Village Villager's income source is farming and hardly earns 3000- 4000 Rs /month. Total 68 households comprising a population of 368. Because of acute water scarcity, only maize, Bajra and Cotton are grown in the village. Sterlite selected this village based on the survey

findings and scientific study by the professionals. These village activities are undertaken in association with the NGO – SPMESM (Savitribai Mahila Ekatma Samaj Mandal). In addition to the water problem other issues were lack of Heathcare facilities, lack of educational facilities, lack of sanitation awareness, lack of other income facilities.

Objectives of these initiatives are to change the village to Model village and the overall growth of the villagers. Main focus areas were:

- A. Agro Extension activities
- B. Natural resources Management
- C. Women empowerment
- D. Health
- E. Sanitation
- F. Education /Training

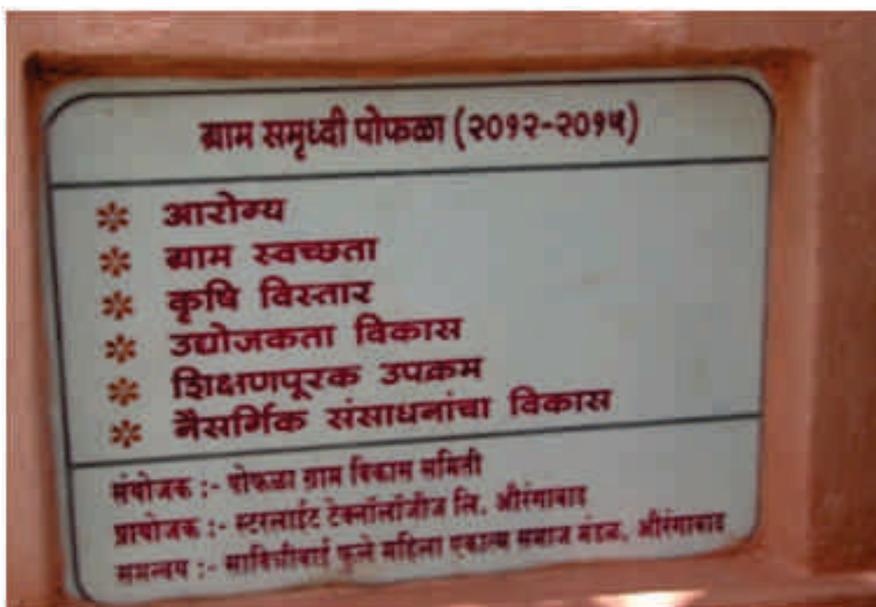
Various activities initiated in the last 1 year like distribution of Vitingo energy sachets, Chlorine drops for safe drinking water, low smoke cooking stove, solar street lamps, sanitation provisions, medical checkups under the Heath initiative.



**Health mapping at Pophala**



**Vitingo Sachets distribution**



Under the natural resources management, various water management activities carried out in the village. The rain water was getting drained out from the hill areas from the slopes. So CCT's (contour trenches), mati nala bands, small water check dams were constructed in the first year .



**Situation before CCT's**



**After CCT's**

Water CCT's helped to stop the rain water getting drained out and thereby increase the level of water table in the land.

After making CCT's the water is diverted from the hill to the village pond. As the pond is full of silt, it was decided to remove the silt to improve the water storage capacity of the pond. In the first year, total 1800 tractors silt was removed from the pond. The important thing is, all these activities are carried out by the villagers and payments were given to them.

The silt excavated from the pond was taken by the villagers on their own expense to the farms to increase the fertility of the soil. In the first year, rains were only 330 mm in the village. But in this low rains also, Pophala villagers managed the situation well till April end, with the pond water and the well water in the village. From April, one tanker /day was supplied for their drinking water needs. Sterlite supplied water tanks to every home for storing the water.



Because of the water management initiatives taken by Sterlite, last year summer, though it is drought in the area, Pophala villagers have managed water scarcity very well. Various activities carried out to make the water As last year total 1800 tractors silt was removed from village pond; water storage capacity was substantially improved in last year and water was available in the pond till February end (whereas in the past years , pond water used to get consumed by November month itself). Instead of using the water in the wells for farming, they have cautiously used it for cattle feeding and household usage. Because of this initiative, water was available till April end in the village wells.

Otherwise, the well water would have been consumed by January end as every year in the past.

**MRS SHWETA AGARWALTAKING THE PROJECT TO NEWER HEIGHTS!**



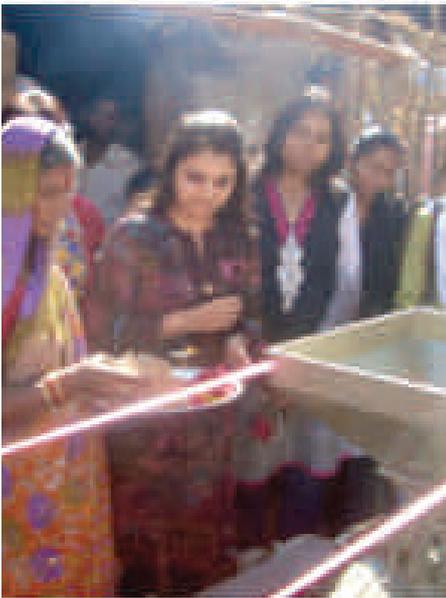
STF CSR Trustee Mrs Shweta Agrawal has broadened the vision of the project team. As a result of her visits and meetings with the villagers, a bouquet of additional activities was started at Pophla. She initiated the income generating activities for the poor women. Her generous gesture of offering gift to every family of Pophla on the auspicious occasion of Dashera has strengthened the relations between the project and the villagers.

Considering the draught of this year; she advised to undertake the additional activities which were very well carried out and proved useful. Following additional Activities were implemented her suggestion:

- Installation of Solar Street Lights
- Distribution of Low- Smoke Stoves to 5 families
- Soft Loan to landless family to install Flour Mill in the village
- Distribution of 'Vitingo' supplement to curb malnutrition in children and adolescents
- Providing School Bags and Foot ware to school kids.
- Food Products by Pophla Women

In addition to the Rain water management, Loan was given to the land less family.





Flour Mill Inauguration

Under the women empowerment initiatives, Sterlite helped the women to start their own source of income thru Til-laddoo stalls, Papad making, natural colors for Holi .Sterlite "Kutumb" ladies give them training in laddoo and papad making.

Natural colors for Holi Till Ladoo stall were put in both the Waluj & Shendra plants, at Prozone mall and in one of the neighbouring industries in Waluj, Lokmat Bhavan and at Endurance company. Til gul laddoo packets were sold out by the name of Krushikanya Bachat gut and Sterlite Technologies limited.

These stalls received a very good response and cash flow of 28000 Rs were collected from various locations.



Papad Making



Solar Street lamps



This activity is noted by the media of auranaganbad and released in newspapers.



Low smoke stoves



### CSR activity by Sterlite



The CSR team from Sterlite explaining about the products made by women of villages, at Prozone Mall on Tuesday.

**LOKMAT NEWS SERVICE**  
AURANGABAD, JAN. 8

Under the women empowerment initiative, Sterlite Technologies Ltd formed a group of women of the village Phopala to undertake various income generation activities. Initially, the women started preparing hand made products for Makar Sankranti. TIL used for preparing the products is from their farms and contains high nutritional value.

The variety of products made by the women are : TIL Ladoo, TIL Chutney, Groundnut Chutney, Raw TIL and TIL Chikki.

All the products are made by the women group by taking proper hygiene and sanitation process. The preparation of these products are made without the use of any pesticides and chemical fertilizers etc.

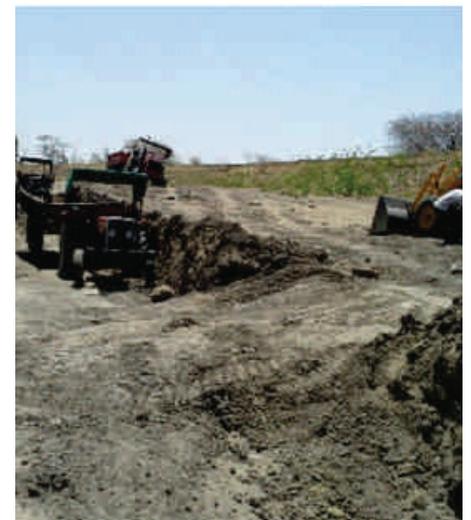
The other important aspect of this product that it is directly available to the customer without the intervention of local dealers and hence are cost effective with a high nutritional content.

Under the leadership of one of the Directors, Mrs. Shweta Agarwal, Sterlite Technologies Ltd. has arranged stalls at various locations of Aurangabad, mainly Corporate Institution and Shopping Malls. On Tuesday they have arranged a stall at Prozone Mall which was inaugurated by Anil Irawane, President, Prozone.

The CSR team from Sterlite Ankit Majumdar, Avadh Gupta, Chandrakant Patil explained about the need, cause and conditions of the village Phopala.



As water scarcity was a major concern for the village, various rain water and water management activities were in focus in the 2nd year also. Again silt excavation from pond started, and total 2800 tractors silt were taken out from the pond. This silt was put on the farms to improve the fertility. Public well deepening activity started to improve the storage capacity.



**The Year 2 activities continued the water management activities like Well deepening, silt excavation, Mati Nala bands, CCT on east side of hill, WAT (water absorption trenches) for increasing water storage capacity for the village to overcome water scarcity.**

Sterlite team Mr. Ankit Agarwal, Mrs. Shweta Agarwal, Mr. Anil Tewari, Ankit Majumdar, Mukund Mahato and Maitreyee Chitale were present at Pophala Village for the inaugural function of year 2 activities.



Our Director Mr. Ankit Agarwal and Shweta Madam has given confidence to the villagers that Sterlite will extend all the possible help for the development of the village and inaugurated the Public well deepening activity.

This year the total rainfall was around 470mm in the village and because of the Sterlite initiatives this rain water is successfully stored in the village pond. For the first time in the history of the village, the entire pond is 100% full of water. Even all the 16 wells in the village are full of water.





Dragon fruit which is popular fruit in Thailand, Indonesia, and grown in India at a very few places is brought in at Pophala . This plant grows well in hilly areas and requires very little amount of water. Around 360 plants are given to the villagers.

Dragon fruits can tolerate poor soil conditions and temperature variations. Tropical climate is good for dragon fruit cultivation.

This fruit has very high nutritional values and can give a good income to the villagers.



Cotton Cultivation on silted land and with newly installed Drip Irrigation



With all these initiatives getting driven by Sterlite in the Pophala village, a cultural change is seen in the village.

2 villagers have started their own business. They are now very positive towards life and ready to take risks . This year for the first time in Pophala, people are taking wheat crop . This is only possible as the water is ample in the village this year. As the village pond and wells are full of water. Even because of the silt put in the farms, the soil is now more fertile as compared to earlier.



Under the Agro extension activities , a new fruit plant is introduced to Pophala villagers.

