



GODFREY PHILLIPS
— INDIA LIMITED —

CORPORATE SOCIAL RESPONSIBILITY REPORT 2017-18

GODFREY PHILLIPS INDIA LIMITED

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GROWING STRONG ROOTS

Godfrey Phillips India Limited is the one of the largest cigarette manufacturers in India and is the flagship company of Modi Enterprises. Apart from manufacturing the best cigarette brands in the country, Godfrey Phillips India has expanded its product portfolio into chewing masala and confectionery. Headquartered in New Delhi with 8 branch offices across the country and three state-of-the-art manufacturing units in Mumbai, Ghaziabad and Guldhar, Godfrey Phillips India's products are manufactured and marketed both in India and internationally.

People have always been our greatest asset, and with over 1000 employees whose dedication and commitment has made Godfrey Phillips India what it is today, we also feel a responsibility towards our stakeholders who contribute significantly to the organisation.

Burley tobacco farming is very crucial to our industry, and the farmers growing it are the **Company's root stakeholders**. As socially responsible corporate citizens, we continue to support our Burley tobacco farmers along with women tobacco graders, who form the marginalised section of the tobacco industry.

It is our belief that only by **nurturing our roots** can the Company grow stronger and progress, while contributing meaningfully to the society that we operate within.

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CEO'S MESSAGE

We believe in shared success of all the people and organizations we work with.

Godfrey Phillips, as a company, is committed to quality, to processes, to excellence, to enhancing customer delight, and most of all, to be a responsible citizen.

These values are our roots. They help us nurture and grow our business. It is our belief that we can grow as a Company only by including all our stakeholders and by being an active and committed participant in enhancing the communities we work with. And this commitment entails **affecting changes at the grass-root level.**

Our two focus programmes for Burley tobacco farmers in Vinukonda and the women tobacco graders of Ongole best exemplify this. We identified issues of safe drinking water, sanitation, health, sustained livelihood, child labour and education within the community and offered solutions for economic and social sustainability.

The Vinukonda Burley Tobacco Farmers' Community Programme focuses on improved farming practices, agricultural yield, profitable income and sustained employment. While our Ongole Women Graders' Tobacco Community Programme works towards safe drinking water, sanitation, hygiene, health, and education. We have worked alongside these farmers and women for over 4 years now and it brings us immense joy to see their lives positively impacted.

I take pride in our development of the now model village, Edugundlapadu, which is open garbage free, has access to safe drinking water and restored infrastructure for primary schools and anganwaadi. Every home in the village has a toilet. We inspired and supported the dynamic women of the village to take initiative for improving their own living conditions and they rose to it.

The pride, commitment and dedication we see in the women to retain and take the programme forward is our reward. We believe we have **created leaders at the grass-root level.**

We may have only influenced small scale improvements in the larger perspective, but through our programmes we have provided access to some fundamental rights to citizens. And this sense of accomplishment keeps us motivated and committed.

I hope that you feel the same sense of pride and appreciation as we do in sharing it with you.

BHISHAM WADHERA

CEO, Godfrey Phillips India Limited

OUR CORPORATE SOCIAL RESPONSIBILITY POLICY

Godfrey Phillips India Limited firmly believes and lives the values of Corporate and Social Responsibility and pledges to sustain its effort towards being Responsible and Accountable for its business at all times. The Policy displays the Company and its employees' commitment to the community we work with and the environment from which we extract resources. We will ensure that our CSR initiatives integrate social and environmental considerations into our businesses apply to all our operations, is incorporated into our governance, management, business strategy and daily decisions and actions.

Our vision is to continually strive to be good Corporate Citizen by investing in constant improvement, and focus on education and HIV/AIDS, contributing to the community through holistic welfare activities, safeguarding the interest of the farmers and helping women to enhance their livelihood opportunities, strive for developing educational infrastructure in backward regions so as to meaningfully contribute not only to the community but the nation we proudly belong to.

GUIDING PRINCIPLES

- We will be responsible for the development of our co-communities, would not only reduce the negative impact if any, but work towards improvement of their quality of lives.
- We will leverage our resources, expertise, services, relationships and influence for the benefit of our communities and our community partners.
- We will take our stakeholder/community interests into account in our decision in the short and long-term.
- We will strive towards improving accessibility to education amongst underprivileged communities.
- We will actively work towards the welfare of society by promoting education, providing solutions to better and sustained livelihood, infrastructure development, healthcare, sanitation and hygiene and limiting/eradicating prevalent social issues in our community.
- We will contribute towards prevention of the spread of HIV/AIDS, enhance awareness and erase the myths and misconceptions surrounding it.
- We will regularly monitor implementation of this policy, outcomes of our initiatives and publicly report on our progress in a transparent and effective manner.
- We will continually review our CSR policy, business practices and governance to encourage evolution.

AREAS OF CSR ACTIVITIES

The areas identified for focus by the Company have emanated from the core value of 'support and participation in addressing societal and environmental concerns'. The areas have been solidified with the participation of the business units, employees and the community they work with and the prioritization and focus areas emerged as education, sustained livelihood, improved quality of life, rural development, and empowerment of marginalized section of the community.

Therefore, we will work for any one or all of the following causes in alignment with our businesses and values:

- Promoting education
- Empowering vulnerable population through education, health, life skills and livelihood support
- Model Village/Habitation Development- Co-Community Development
- Good Agricultural Practices, Agriculture Labour Practices, and reducing & eliminating Child Labour while ensuring compliance of the provisions under the law
- Prevention of HIV/AIDS and support to people living with HIV/AIDS



PROMOTING
EDUCATION



EMPOWERING
PEOPLE



MODEL VILLAGE



AGRICULTURE



PREVENTION OF
HIV/AIDS

THE CSR COMMITTEE

As per the Companies Act 2013, the Company has to set up a Corporate Social Responsibility Committee with representation by a minimum of three Directors of the Board, with at least one of them being an Independent Director. The CSRC will be responsible for formulation of the company's CSR Policy and the activities to be undertaken, recommending the expenditure to be incurred on each of these activities and monitoring the CSR Policy from time to time.

THE MEMBERS OF THE CSR COMMITTEE ARE:

Mr. R.A. Shah-Chairman

Mr. K.K. Modi

Mr. Anup N. Kothari

BUDGETS

The Act lays down mandatory requirements with regard to CSR for larger companies (those with at least INR 5 Cr net profit/INR 500 Cr net worth/INR 1,000 Cr turnover), which includes a requirement to spend at least 2% of the average annual net profit (average of three preceding years) on CSR activities.

Therefore, as a minimum requirement, 2% of the PBT of Godfrey Phillips India Limited: INR 4.32 Cr

Any surplus arising out of the CSR projects or programmes or activities shall not form part of the business profit of the Company.

CSR EXPENDITURE DURING THE FINANCIAL YEAR 2017-18

S. No.	Name	Amount
1.	ASSIST	INR 18,410,000.00
2.	Modicare Foundation	INR 23,000,000.00
3.	Administrative expenses (restricted up to 5%)	INR 2,070,000.00
	TOTAL	INR 43,480,000.00

Godfrey Phillips India spent **INR 434.80 lacs** in 2017-18.

IMPLEMENTATION PROCESS

The projects identified and covered under the areas of CSR activities shall be implemented by the Company itself through its employees or through any implementing agency. The CSR projects undertaken by the Company will be monitored from time to time by way of progress reports received in respect of various projects undertaken by the Company.

OUR PARTNERS

ASSIST, established in 1985, is a not-for-profit organization working for the development of poor and marginalized communities in the rural areas of Prakasam, Guntur, Krishna and Ranga Reddy districts in Andhra Pradesh, India. The organization is currently working for sustainable development in over 350 villages with corporates, international NGOs and local government.

The Modicare Foundation has been working for the most vulnerable communities to empower children, adolescents, women and the underprivileged. Godfrey Phillips India, with Modicare Foundation, is using a comprehensive approach of education, health, nutrition, life skills and leadership to make them active citizens of the society.

REPORTING, MONITORING AND EVALUATION

The CSR Policy and details of the projects are available on our corporate website and reports are released annually to maintain transparency and accountability. We also comply with the reporting mandate of Section 135, on our website and in the Annual Report.

Detailed documentation is also provided by implementing agencies on the project details, outcomes, beneficiaries etc. along with a stringent system of monitoring. The NGO implementation partners work in close conduit with our local team.

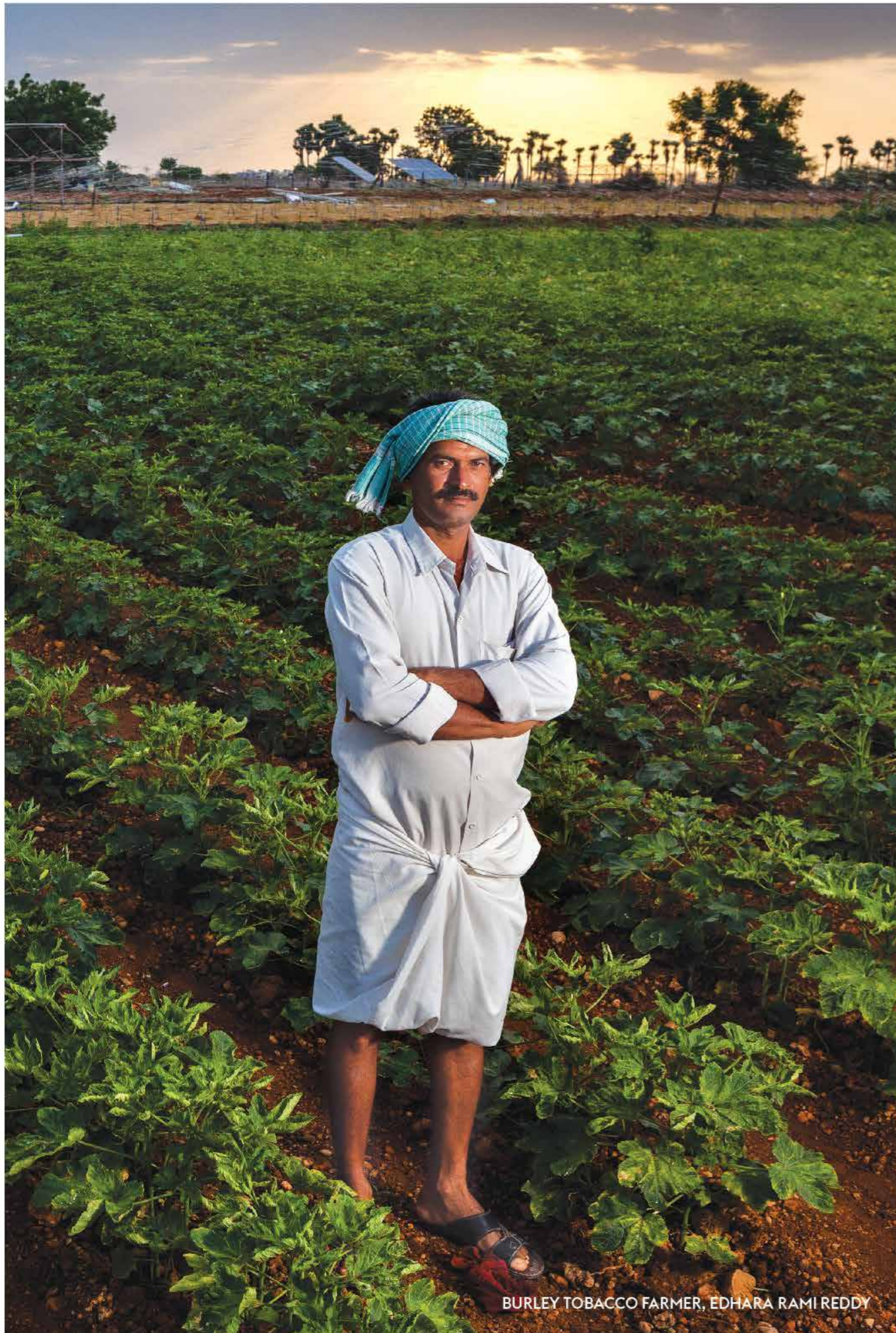
A monthly report is created by the implementation partners along with quarterly reporting on KPIs. The CSR Head visits all installations every month to monitor activity progress, challenges and expenditure. A combined report is created quarterly for the CSR committee meetings.

CSR INITIATIVES OF GODFREY PHILLIPS INDIA LIMITED

To ensure that local communities at the root of our business have a sustainable livelihood, Godfrey Phillips India has undertaken two strategic CSR initiatives.

1. Vinukonda Burley Tobacco Farmers' Community Programme
2. Ongole Women Tobacco Graders' Community Programme





BURLEY TOBACCO FARMER, EDHARA RAMI REDDY

VINUKONDA BURLEY TOBACCO FARMERS' COMMUNITY PROGRAMME

Our Burley tobacco farmers are a crucial part of our economic, environmental, and social footprint. While it is near impossible to address the various issues and challenges faced by the farming communities, at Godfrey Phillips India we are committed to protect the lives of these farmers who are our most important stakeholders.

For this tobacco growing community, rural poverty, lack of access to basic services and amenities such as safe drinking water, toilets & sanitation, healthcare, education and skill, infrastructure etc. can lead people to migrate and find jobs in the cities. Without a new generation of farmers, the future of agriculture could be under threat –a major long-term risk for our business.

Godfrey Phillips India seeks to create a collaborative, solution-oriented programme to help the marginalised Burley tobacco growing farmers in keeping with our value of sustainable tobacco farming.

The Burley tobacco farmers from Vinukonda have poor land holdings in a persistent arid and drought-prone region, and with no other skills to sustain themselves, they are victims of inconsistent income, increasing debts, crop damage and huge losses. This in turn affects their families and their children.

The programme was designed with the objective of creating a safety network for the beneficiaries, improving earning capacity, working and living conditions, providing access to safe drinking water and toilets, encouraging child education and eliminating child labour, collectivising farmers into Farmers' Development Societies to provide revolving fund support, access to credit, water and soil conservation, exposure to good agricultural

practices and systems and protocols for the institutional development of the farmers' collective as co-operatives.

Since 2014, over 3200 families in 60 villages have been directly impacted and 2 lac people have benefited from the community initiatives.

This journey has been especially meaningful for one of our farmers, Edhara Rami Reddy, a third generation farmer from Kothakothapalem. Beating the odds year after year that are stacked against him, it is an ordinary story of a farmer who is facing the challenges with spirit, strength and a little bit of help and support from Godfrey Phillips India.

THE PROGRAMME
HAS IMPACTED
2 LAC DIRECT
AND INDIRECT
BENEFICIARIES IN OVER
60 VILLAGES
SINCE **2014**

FARMERS' DEVELOPMENT SOCIETIES

Rami Reddy, like other marginalized farmers, earned his living out of a single crop, Burley tobacco, in a region with below minimum rainfall. Until a few years ago, he was burdened with loans that he couldn't afford, had a family to provide for and costs that he could hardly meet through his earnings from farming. He had seen many farmers' families and children drawn into the vicious cycle of loan, poverty, labour and lack of education.

Godfrey Phillips India realized that low cost credit could help farmers like Rami Reddy in increasing agricultural yield, productivity and income. Farmers' Development Co-operatives were added under the programme to ensure a safety net for the farmers and Rami Reddy was one of the first farmers to sign up for it when the opportunity was provided in his village. The journey since then has only been fruitful for him.

Under the FDS, the farmers are brought together as a team, provided training on creating a society that is then registered, workshops are held on book keeping, financial literacy, good agricultural practices etc. and a corpus is provided by the Company to kick start. The initial corpus raised by Godfrey Phillips India enables the Society to buy agricultural equipment and gives them access to low cost credit and low interest loans.



With the initiation of FDS, for the first time, Rami Reddy and his fellow farmers had an opportunity to better their lives. With the help of training, they were able to use the funds responsibly and develop a democratic way of working. Rami Reddy felt inspired by the support of the brotherhood and the sense of responsibility, the equality, equity and solidarity that had developed within the group.

Together the farmers are sharing experience and knowledge, implementing better agricultural practices with the access to loans, credit and farming equipment. A particularly proud moment for Rami Reddy was when the Company recognized their Co-operative as an inspiration to others, thanks to their collective team work that led the Co-operative to not only grow and help the members but also increased their corpus.

Godfrey Phillips India formed 9 Farmers' Development Societies, and over 470 farmers have been empowered to negotiate and have access to adequate, timely and low cost credit. This easy access to financial services at affordable cost has positively impacted the productivity, asset formation, income and food security of the rural poor farmer.

FARM PONDS

Another impactful initiative that Godfrey Phillips India has undertaken for many farmers is the construction of farm ponds.

The groundwater is a major worry for most farmers in the Vinukonda region. The table has gone down drastically over the years due to persistent arid conditions and overexploitation of the water for farming. The irrigation potential is down to the lowest limits in the past years and while farmers are aware that they will need to explore ways to make farming sustainable by reducing their dependency on monsoon, but the cost and the effort to harvest water is high and untenable for most of these poor farmers.

Rami Reddy and other farmers were not able to cultivate a second crop apart from tobacco. To make farming sustainable and independent of rainfall, the Company provided an alternate solution in the form of farm ponds.



Godfrey Phillips India has constructed farm ponds in the standard size of 60ft x 45ft x 40 ft and the same water is able to not only cater to the primary crop during the dry spell, but also allows cultivation of water-intensive but more profitable commercial crops and vegetables beyond the traditional Burley tobacco.

Farmers in 5 villages have constructed 7 ponds under the programme, along with 31 farmers who are able to access the water through community sharing. These farm ponds now allow them to not only store, but also renew the water level from occasional rain.

Some of these ponds near the stream areas are yielding higher quantities of water and also contributing to the increase of ground water table in and around the area.



CURING BARN

Burley tobacco leaves are cured by sunlight, unlike flue-cured Virginia leaves. Earlier, Rami Reddy and other farmers would tie the tobacco leaves to poles installed in open-field areas for curing. But an occasional rain, drizzle or a hurricane would harm the leaves and it would take a toll on their earnings.

A safe and effective way to cure these leaves is to build a fixed curing barn with a permanent roof. But Rami Reddy could not afford to invest money in constructing the sheds as it would mean pulling away resources from more important needs.

Godfrey Phillips India has aided over 98 farmers to construct permanent curing sheds that have directly impacted the crop quality and assisted the farmers in better earnings.



COMMUNITY RO WATER PLANTS

Ground water is the main source for daily use and drinking water for most of the villages. Vinukonda is a fluorosis-prone area. Tests have indicated that the ground water is unsuitable for drinking due to the fluoride concentration ranging from 3.28 to 4.27 mg/lit.

The high fluoride content makes the villagers prone to disorders like skeletal fluorosis, staining of the enamel and malformed teeth, decalcification, tendon mineralization, digestive and nervous disorders to name a few.

The water needs treatment before consumption.

As a traditional practice, Rami Reddy and other families used to just boil water before drinking. But it didn't remove fluoride and other contaminants.

Recognising the lack of safe source of water and the overall impact on economic productivity, Godfrey Phillips India made access to safe drinking as the core of the programme.

This year, **5 Community RO plants were installed in 5 villages** to provide access to safe drinking water and it has directly benefited Rami Reddy and over 1000 families residing in and adjoining villages.

HEALTH CAMPS

Rami Reddy and **2000 farming families also benefited from over 15 health camps** conducted through the year that provided not only free service by medical specialists, but also distributed free medicines.

These health camps provide basic treatment and general check up to help people be aware of their health status, diagnose medical problems that have been neglected, treatment for simple illness etc.

Godfrey Phillips India organizes a team of doctors and attendants who work tirelessly to see that all patients are attended to, and in case of serious medical problems, referrals are made to the Govt. hospitals.



AFTER SCHOOL PROGRAMME

The poor and uneducated farmers understand the value of education. They are aware that education will provide opportunities for their children that they have not had for themselves. However, many farmers find their poverty and lack of infrastructure a hard cycle to break.

Baseline studies revealed that every tobacco growing and harvesting season results in dropouts, in increasing the number of children at home without adult supervision after the school or the more serious issue of children being taken to the farm that triggers their entry into child labour.

Godfrey Phillips India has stringent policies on no child labour. To ensure the adherence to the policy, a programme was specifically designed to help eliminate child labour and their exposure to hazardous work.

The simple but effective After School Programme keeps children back in school until their parents return from work. The programme provides nutritious food, classes in yoga, dance, coaching and help with homework. The programme has already shown results with reduced dropouts for labour, with this year having zero incidences of child labour.

The ASP programme was held in 24 schools and 2193 children were directly impacted by the programme.



ACHIEVEMENTS

- Availability of funds to buy better farming equipment and construction of farm ponds have drastically raised the income of farmers.
- New agricultural practices taught through Farmers' Development Societies benefited them in terms of increased agricultural produce.
- The farmers and their families supported After School Programmes immensely because of all the perceived advantages and the difference in their children's lives (71% after intervention compared to 58% before).
- The installation of RO plants was also very well-received by the farmers. Due to reduction in health issues after its usage for clean drinking water, the plant has become the main source for both drinking and daily usage. The community is willing to pay higher for RO water in the future (61% of the respondents).
- The overall perception of the programme in the community was positive for all the activities undertaken.



ONGOLE WOMEN TOBACCO GRADERS' COMMUNITY PROGRAMME

The programme was designed to enhance work-life conditions and promote sustainable development in the communities of women who earn their livelihood from tobacco grading. These women, working under contract with tobacco grading units that Godfrey Phillips India sources from, are minimum wage earning and mostly from marginalised communities (SC/ST).

Before the programme started, these women were bereft of any facilities or benefits at their working place and communities. They had no access to safe drinking water, no toilets, poor sanitation and hygiene, low level health care and poor access to good education for their children due to lack of infrastructure in govt. schools and child labour was quite prominent.

The programme started with **3 grading units and 4 villages** and now in its 5th year, the initiatives are being concentrated in Edugundlapadu to create a model village.



LAKSHMI VIRUMALA TAKES PRIDE IN THE COMMUNITY DEVELOPMENT INITIATIVES



Varepu Lakshmi Tirumala is one such tobacco grader in Ongole who experienced this intensive programme by Godfrey Phillips India and felt her life change drastically.

For Lakshmi, who is challenged by her poverty, took the additional brunt of her caste (SC/ST). Her husband is a labourer and she has 2 daughters. With a family income of less than 8 thousand a month, Lakshmi barely had any access to facilities.

She had no access to toilet and she and her family would defecate in the open. The insufficiency of such basic bathroom facilities would leave her and her daughters no option but to venture out too early in the morning or late at night to relieve themselves in the open. During this interval of time, they would leave themselves susceptible to health and hygiene issues, not to mention personal safety.

The health risks were compounded by the stagnant sewage water in the drains close to their house that overflowed in monsoon and were not only a breeding ground for mosquitoes, but a cesspool for diseases. This water would in turn contaminate the area around the main water sources from where the villagers drew potable water.

Another big issue plaguing the village was lack of access to safe drinking water. Lakshmi and the villagers were dependent on the groundwater. The groundwater not only faced the constant threat of contamination, but also included unsafe handling and storage due to villagers' lack of awareness on hygiene. While there was general knowledge that water must be boiled before consumption, the various contaminations like fluoride and arsenic were not addressed through it.

The health impact on children due to unsafe water, poor hygiene and sanitation was compounded by the other elements in the community environment. The anganwaadi and primary school for children were in the poorest state of infrastructure. They lacked the most basic amenities and facilities

like toilets; poor state of school building, lack of fencing and play areas, and safe drinking water, compromised safety. The teaching and learning were both at poor levels as the school barely met the numbers and children from different age levels were clubbed together in the same class and taught by one teacher. Most villagers were paying high fees to send their children to private educational institutions. Lakshmi did not have the same luxury. Her daughters Maheshwari and Rajeshwari had to make do with the available facilities.

Looking at challenges, Godfrey Phillips India designed the programme with a comprehensive approach to Water, Sanitation and Hygiene (WASH) by coupling infrastructure development, community mobilization, engagement and behaviour change communications to improve sanitation and hygiene practices.

Godfrey Phillips India planned the initiatives with the larger vision of creating an environment that was clean, hygienic and with reduced exposure to diseases.



One of the earliest initiatives was the Community RO Water Plant installation in the village for safe drinking water. Along with the water, Company started to address all the other factors that impacted a clean and healthy environment.

The community was mobilised to apply for govt. funds to build toilets and additional funds were provided to help build individual toilets. Permanent drains were constructed to remove stagnant sewage water, drains were cleaned of debris to facilitate movement of the water, open garbage was all removed and garbage management was initiated both for household and community.

Camps were held at regular frequency to share information and create awareness on not just the need for sanitation and hygiene, but on changing behaviours in an effort to bridge the gap between building toilets and their proper use. Health camps were also initiated for check-ups and free medicine distribution. These camps were also used as an opportunity to reinforce the need for nutrition and hygiene to safeguard health.

To create a better environment for both aesthetic and health, tree plantation was also undertaken extensively.

The primary schools and anganwaadis were addressed next. Complete infrastructure development was undertaken for the primary school to create a healthy learning space. Separate toilets were constructed for girls and boys keeping in view that one of the primary reason for girls dropping out was lack of access to toilets.

School building was repaired, kitchen for mid-day meal was built, classrooms were painted, study and play material was provided, fencing was done around the school to create a safe space and landscaping was done to create a friendly environment. The children were also given free school bags, notebook and study material to create an incentive to continue education and thus eliminate chances of child labour. For older children who wanted to pursue higher studies, scholarship was provided on merit basis.

Anganwaadi plays an important role for the working women. To ensure that the women were able to work without worrying about the safety and care of their children, Godfrey Phillips India also renovated the anganwaadi. Toilet was constructed, play areas were developed and both play and study material was provided to engage the children and create a fun learning experience.



To help augment earnings of these marginalised women, vocational training centre was created that had the women learn tailoring, stitching and creating handmade toys and small gift items. While many women were able to successfully create an alternative income channel, some women were also able to save money by sewing their own clothes.

Self-Help Groups were also created to allow another avenue for financial independence. Many women are now able to depend on their group for credit and loans.

Village Development Society was also created. VDS encouraged villagers to take part in common action programmes such as community garbage management, tree plantation, cleaning the streets and community areas, encouraging them to maintain hygiene, use toilets etc.

ACHIEVEMENTS

- **Every single home has a toilet and it is 100% open defecation free.** The entire village has now moved to using toilets.
- The village is open garbage free. The women have voluntarily divided themselves into 9 wards and keep their areas free from litter and garbage. They also ensure that drains are free flowing and there is no stagnant water.
- The village has created voluntary units to ensure that villagers continue and maintain the cleanliness in and around their living areas.
- A re-orientation programme was done on safe drinking water and now the **usage of the Community RO water by the village is 100%.**
- The enrollment in the primary schools and the Anganwadi has gone up.

Today the Village Edugundlapadu has been developed as a model village whose best practices are now inspiring other villages to replicate. This year, 150 toilets were constructed to reach 100% access, over 200 metres of drainage was constructed to avoid stagnation of sewage water, 6 major areas of open garbage were cleaned up, ATW (All Time Water) collection system was installed in the Community RO, 60 scholarships were provided to meritorious students, and quarterly health camps and awareness camps on sanitation and hygiene were held.

100% ACCESS TO TOILETS IN MODEL VILLAGE EDUGUNDLAPADU. IT IS OPEN DEFECATION FREE.





MODICARE FOUNDATION

With a vision to empower the urban poor including children, young adults and women, the Modicare Foundation was established in 1996. The programme envisages a holistic approach to empower vulnerable urban poor communities through better educational approach, health, life skills and leadership development programmes.

A highly-skilled multi-disciplinary team has identified the key areas for interventions, mainly:

- Homeless children
- Sexual and drug abuse
- Unskilled and unemployed youth
- Marginalized women
- Teaching methodologies and school infrastructure

The three main programmes are :

1. Khwabgah: In partnership with SDMC School, Jasola, from nursery to 3rd grade
2. Ambassadors of Change: Life skills programme for adolescents and children
3. Partners in Change: Training/capacity building on gender, sexual harassment at workplaces, reproductive health, HIV/AIDS

Currently, the programmes are operational in Delhi/NCR region with support from Godfrey Phillips India, dedicated NGOs and the government.

KHWABGAH JASOLA

At the behest of the South Delhi Municipal Corporation (SDMC), Modicare Foundation has taken on the responsibility of providing educational and co-curricular support to the Government school, Pratibha Vidyalaya, in Jasola. Because of the past experience and success with the government school in New Friends Colony, SDMC was confident in the **turnaround of the Jasola school that has over 3000 children enrolled.**

The aim of the programme is to support government schools in providing quality education to every child. The partnership with school, local administration and community helps the Foundation to create a conducive environment for children.

For the Khwabgah programme, the Foundation's Academic Counsellors are supporting the government teachers in nursery, class I, II and III with the objective of adding classes every year and increasing enrollment. The total coverage of children is around 2000.

In addition to using innovative methods of teaching and learning, the Foundation has a strong focus on co-curricular activities – music, art & craft and sports. The Foundation has also invested in improving the school infrastructure.

SUPPORTING
3000
STUDENTS IN
JASOLA SCHOOL



HIGHLIGHTS OF THE PROGRAMME: STREAMLINING ACADEMICS

The programme aims to invest on the quality of learning as children are not learning appropriate to their age. Basis the assessment at the beginning of the year (April 2017) of all students in class I, II and III, students were segregated into three sections based on their learning ability. This served to further reinforce the weak students, while the average and good students were able to move on with their learning. This was a temporary move to bring the weak children up to speed so that they can all get to the same level. Interestingly, the programme's approach of class segregation finds consonance with "Mission Buniyad" which was subsequently launched by the government in March 2018. Mission Buniyad was launched after the National Achievement Survey found that most government school students in class 3rd and 5th performed abysmally in Science, Mathematics and Language. The scheme was slated to run for three months from April to June 2018.

INFRASTRUCTURE UPGRADATION

As a part of learning environment, comfortable and attractive infrastructure is very important for children, especially those at their primary levels. It is a fact that having schools in good condition is decisive for students to continue education and strive for academic excellence. The Foundation made a heavy investment in the school infrastructure in terms of building renovation, wall painting, classroom painting, new furniture, sports facility, etc.

SCHOOL SANITATION AND HYGIENE EDUCATION

Children have the right to basic facilities in schools, such as clean toilets, safe drinking water, clean and hygienic surroundings.

If these conditions are created, children come to school and enjoy learning. However, when the Foundation started working in the school, it was observed that the situation on ground was far from satisfactory. There was no water in the school, and as a result the toilets were dirty and the children were unable to use the facility. Hence, sanitation was a major priority for the Foundation and it was relentlessly pursued, with the concerned government officials to fix the problem. With the belief that provision of basic clean sanitation facilities is the first step towards a healthy learning environment, besides the infrastructure, personal hygiene practices including hand wash, oral hygiene and general cleanliness were introduced. We ensured that waste bins were placed all over the school. Meals were moved to being served in the classrooms instead of the floor of open areas. Under the initiative, table mats for desks in the classrooms were also provided so that children could have their meals in a clean manner and with dignity.



EXTRA-CURRICULAR ACTIVITIES

To make learning more interactive and participatory with subject linkages, activity based teaching was practiced. Along with that, sports classes were introduced which unleashed the positive energy of the children. Studies have shown that exercise increases the blood flow to the brain and helps the body build more connections between the nerves, leading to increased concentration, stimulated creativity and problem solving skills.

ART AND CRAFT

It is a known fact that children love to draw and it serves to provide a fun method both to learn and express themselves. Regular classes of art and craft were conducted. These activities were useful in developing interest in academics and also in helping to enhance the creativity and concentration of the students. Children learnt different forms of art i.e. fork painting, hand painting, warli painting, drawing from alphabets and collage made out of waste material.

MUSIC CLASSES

Regular music classes were held with the students of grade 2 and 3. It was observed that the children responded enthusiastically to music, and that this "music rich" experience for children brought serious benefit as they progressed into more formal learning in terms of team building, quick learning and overall happiness of the child.



SPORTS

Regular sports classes were conducted for the children of 1st, 2nd and 3rd grade. Sports is the key to good health and sound mind, and sports activities are helpful in learning teamwork, coordination, motivation, discipline etc. Initially we focused on basic drills like how to stand, how to walk, listening and following instructions. From this year, khokho, basketball, etc. were introduced. Some of the sporting activities are also based on improving the academic skills like counting, shapes, addition, subtraction etc.



SPECIAL BADGES FOR CHILDREN

Special badges have been designed to motivate and challenge students. Badges are given not only for academic excellence but also for discipline, attendance, punctuality, maintaining good hygiene, etc. In addition, there are badges for good behavior, not using abusive language, being cheerful, etc. These badges have made a lot of difference to the students. The badges are pushing children to do better as the messages are positive and affirmative of their ability.

CAPACITY BUILDING OF ACADEMIC COUNSELLORS

Regular capacity building activities with Foundation's Academic Counsellors were carried out in order to help them incorporate new innovative teaching methodologies and also strengthen cohesion within the team for effective deliverables.

COMMUNITY BASED HEALTH CAMPS

The Foundation strongly believes that a good school has to develop a strong linkage with the community. As a part of the community engagement plan, the team made regular field visits to connect with parents. The Foundation systematically worked towards community mobilization and creating partnerships on education, health and empowering community groups to take actions to facilitate change. Intervention with a health camp was organised at the community centre of Sarita Vihar. This event was jointly supported by local Area Councillor, MCD in association with Fortis Hospital. The team of specialists included a Cardiologist, and Orthopaedic and a Dentist, who **covered around 147 patients in a day.**

LAUNCH OF WORKBOOK AND INAUGURATION OF WALL PAINTING:

Teaching material supports student learning and increases student success. Ideally, the teaching materials should be tailored to the content in which they're being used, to the students in whose class they are being used, and the teacher. Teaching material comes in many shapes and sizes, but they all have in common the ability to support student learning. Keeping the need of our students in mind, specialized workbooks for classes Nursery and class 1 were successfully designed. These workbooks were launched by Mr Samir Modi, Director of Godfrey Phillips India and Managing Director, Modicare along with the local councillor, Ms Neetu Choudhary.



ACHIEVEMENTS

Although there are many milestones that need to be crossed, but our commitment to provide quality education to all children remains steadfast.

- The Foundation has been paying special attention to the weaker children by holding remedial classes. We can see changes in terms of their comprehension, recognition of alphabets, simple counting, etc.
- There is a perceptible change in the behavior of boys in particular. They have been attending classes more regularly, fighting less, not using abusive language and there is a considerable improvement in their personal hygiene.
- Frequent interaction with parents helps us to motivate them to remain engaged with their children's education. We do discuss the weak areas while always reinforcing the positive traits in the child.
- General cleanliness in the school has markedly improved. The Foundation has hired two cleaners who have been doing an excellent job in keeping the premise clean.

AMBASSADORS OF CHANGE

AOC, a flagship programme started in 2000, is based on life skills education for in-and-out of school adolescents. The objective is to enable adolescents to recognize and accept their physical, mental and emotional changes associated with this phase of life. The programme is supported by a well-designed training module and highly skilled trainers to help teachers, care givers and NGO staff in integrating life skills in their day to day activities. The Foundation addresses day to day challenges faced by adolescents like

bullying/peer pressure, body changes, responsible behavior with peers, gender discrimination, child/substance abuse, HIV/AIDS.

OBJECTIVES

- To enable adolescents to understand and accept their physical, emotional & mental changes associated with this phase of life.
- To equip adolescents with the skills that enable them to make informed choices for responsible behaviour.

HIGHLIGHTS OF THE PROGRAMME

CHANGE IN STRATEGY:

Modicare Foundation through its AOC programme has always reached out to underprivileged and marginalised population. The AOC programme underwent a major transition this year. Presently, we not only work with non-government and informal groups but have adopted a more structured mechanism to take this programme forward at an institutional level.

This fiscal year, we began partnering with various schools of South and Central district in Delhi, to expand our outreach and also consolidate our learning at an institutional level. It has not only made AOC's training more time efficient, but also effective in terms of reaching out to more adolescents in a shorter span of time.

This year, the Foundation partnered with 7 schools in Delhi reaching out to 6213 adolescents. Our trainers conducted comprehensive training with the entire school in order to ensure the key messages are delivered uniformly and consistently through peers and teachers. In addition, orientation programme with parents was conducted in order to drive home the key messages around adolescent issues.



TRAINING THE CHILDREN:

With a brand new programme launched in pilot mode last year, this fiscal year the AOC programme started a distinct programme for children of primary grades on life skills. **AOC reached out to 5307 children** in sensitizing them on good touch/bad touch, bullying, nutrition, health and hygiene. We built partnerships with many primary schools of South Delhi Municipal Corporation as well NGOs that work with children. Using interactive tools and engaging games, our trainers made sure that the key messages were firmly ingrained in the minds of children.

TRAINING OF TRAINERS:

Each year, the programme tries to enhance its outreach by reaching out to more children and adolescents. This year, the team had also identified and trained the prospective pool of trainers who could be an added resource in field and assist in imparting trainings. A pool of 14 in-house trainers were identified, who were trained not only on issues related to adolescents and children, but also helped them develop their communication and delivery skills that were required for peer education. This was to ensure availability of resources in the field, thus making it more sustainable in the long run.

WORKING WITH ADOLESCENT UNDER-TRIALS AT DASNA PRISON:

The Foundation in partnership with India Vision Foundation successfully designed a special programme for adolescents and youth living as under-trials in Dasna prison. **The five day training in the prison covered 80 adolescents.** Through this training, the inmates were made aware about their Rights (of incarcerated youth and adolescents) and utilize their prison time with a positive attitude.

WORKING WITH INDIVIDUALS IN CORRECTIONAL SETTING (NIRMAL CHHAYA):

Nirmal Chhaya is a statutory institution for an effective implementation of the objectives of The Immoral Traffic (Prevention) Act, 1956.

The Institution provides free boarding, lodging, medical care, mental health care, protection, counselling, psychiatric treatment, vocational training, guidance, basic education and recreation activities for the residents.

The Foundation conducted training sessions with 81 adolescents and 43 children in partnership with Nirmal Chhaya to ensure that girls living in vulnerable setup also receive skills and counselling to cope better with their social and emotional needs.

A unique aspect of the training at Children Home for Girls, Nirmal Chhaya was that the sessions were designed by taking into consideration the background of the girls in the home. The concerns related to girls in a setting like Nirmal Chhaya is different from other adolescents. For example, most of the participants in the training were victims of abuse and exploitation, abandoned by their parents or had run away from their homes. There were also cases of teenage pregnancy, child marriage and girls who were in conflict with law. Thus it was imperative to make the life skills training relevant to their lives by weaving their reality into the curriculum.

CUSTOMISED TRAINING PROGRAMME FOR SOMERVILLE SCHOOL AND TEACH INDIA FELLOWS:

Flexibility in the AOC programme allows it to design and deliver training on specific issues without losing the core essence of the life skills training. **Modicare Foundation trained over 900 adolescents**, both girls and boys in custom-made sessions. This year, in partnership with Somerville School, Vasundra, training was imparted to students of 4th-8th grade. There were custom-made sessions on pre-menstrual hygiene, growing up, gender and responsible sexual behaviour. Trainings were also conducted on peer-pressure/bullying and growing up with class 9th girls in Government Girls Senior Secondary School for Teach For India.

TEACHING LEARNING MATERIAL DEVELOPMENT:

The Foundation strongly believes in continuous learning and expanding the ability to learn by regularly upgrading skills and enhancing knowledge base. In this context, the Foundation regularly reviews and updates the resource/training material. This year too, new worksheets, modules, IEC and related resource material were developed. We believe communication tools for development are pivotal to ensure that the messages that we disseminate during the sessions are further reinforced through other means as well. Therefore interesting teaching learning material was developed which included:

- Worksheet for children
- Charts and other IEC material for classroom interaction with adolescents and children
- Songs and games for Primary Grade Children



ACHIEVEMENTS

In order to assess the viability and impact of the programme, Modicare Foundation each year conducts impact assessment study to document the achievements, challenges in the programme along with the learning. Each year, 5% of trained youth facilitators are selected on random basis for the assessment from the Foundation's partner network.

The sample of the study comprised 282 participants (133 males and 149 females) in the age group of 15-19 years. The data was collected from all our partner schools and NGOs across Delhi. Schools and NGOs, from where data for the impact was collected, include GBSSS, Jasola, GBSSS, Madanpur Khadar, SKV, Madanpur Khadar, Anglo Arabic Sr. Sc. School, Anglo Arabic Model School, Ajmerigate, CASP- Delhi, Arpana Trust, NirmalChhaya, BK Welfare Foundation and Sakaar outreach.

- It was evident from the FGDs and impact questionnaires that the sample group had retained most of the information provided during the training. They were able to recall some of the activities as well as key messages on life skills, substance abuse, gender stereotypes, peer pressure and bullying, growing up etc. Additionally, 88% (5397) youth facilitators reached out to 6 people on an average. In this year (2017-18) **32, 382 adolescents were reached through peer education.**
- 96% participants responded in an affirmative when asked if the training had induced any changes in their behaviour and thought process. After the training, they were able to express their thoughts clearly and communicate more effectively. Prior to training, they would often be casual towards their body and self as well as others. However, post training they began not only to think critically, but it also helped them begin the process of change in their attitude and overall perception about their society and future at large.

- Feedback of participants revealed how these sessions have facilitated a process, where in they have been able to communicate more openly and clearly with their parents, family members and friends. Effective communication skills also helped them to handle challenging situations in a better way.
- Almost all the participants confessed about how they would feel shy/inhibited to participate in school events or speak in the class. However, this training had helped them to develop a positive self-image and boost their self confidence in public speaking.
- Both girls and boys have developed better understanding of their bodies and ways to maintain proper hygiene. Girls were well-versed with the whole cycle of menstruation, ways to maintain hygiene during and after menstruation; while boys made sure that they maintained their genital hygiene in order to avoid any kind of infection.
- Bunking in schools had considerably reduced; there was a significant increase in the attendance levels. The participants had started to realize the value of education, and thus seemed to be more serious about attending school.
- 93% participants knew the ways to recognize, resist and report good touch and bad touch. Their response indicated a greater sense of responsibility towards peers and society. They were very confident of standing up against bullying/harassment and also reporting the matter to the concerned authorities.
- One of the most important aspects of the training was the session on growing up, where the adolescents tried to develop positive self-esteem. The session helped them understand that every individual was unique. It was not just the physical appearance that made the person beautiful or special, but the qualities that made a lot of difference.

PARTNERS IN CHANGE

Partners in Change, is yet another initiative of Modicare Foundation towards learning and collaboration. The Foundation provides technical support to corporate/industries and development agencies to develop a comprehensive programme on HIV/AIDS, Gender and on Sexual Harassment of women at workplace Act, within their business and working agenda. The support includes activities such as awareness generation through community based camps, forming internal committees, master trainers' training, etc.

OUR PARTNERS:

Global Dent Aids, a private company based in Noida, had requested the Foundation for a training of their staff on HIV/AIDS awareness. Approximately 145 employees were trained on the basics of HIV/AIDS and related issues. In addition, 35 staff members were sensitized on gender related issues and trained on sexual harassment act at workplace. Since the topic was new for most of the participants, our trainers introduced the programme in a simple and lucid

way and demystified prevalent myths. Impressed by the workplace intervention and outreach, Foundation has also been invited to be an external member of internal committee under Sexual Harassment at Workplaces Act 2013.

Modicare Foundation partnered with Jindal Steel Foundation for a year-long HIV/AIDS awareness programme. It includes Master Trainers (MT) training on related issues and conducted six health awareness camps on various locations of intervention areas to create awareness about HIV/AIDS among youth, women, farmers and truckers.

The MT's training covered range of issues including route of transmission, prevention, counselling, related services and care & support.

Training on Gender Sensitization and Sexual Harassment at Workplace was also conducted with 130 employees of M. R. Utility Pvt. Ltd. Noida. In addition, Foundation is on the board of internal committee for Sexual Harassment at Workplace.

In partnership with United Way, Delhi, Modicare Foundation conducted Training on Gender Sensitization, Time Management, Stress Management, and Life Skills with 85 women entrepreneurs.





