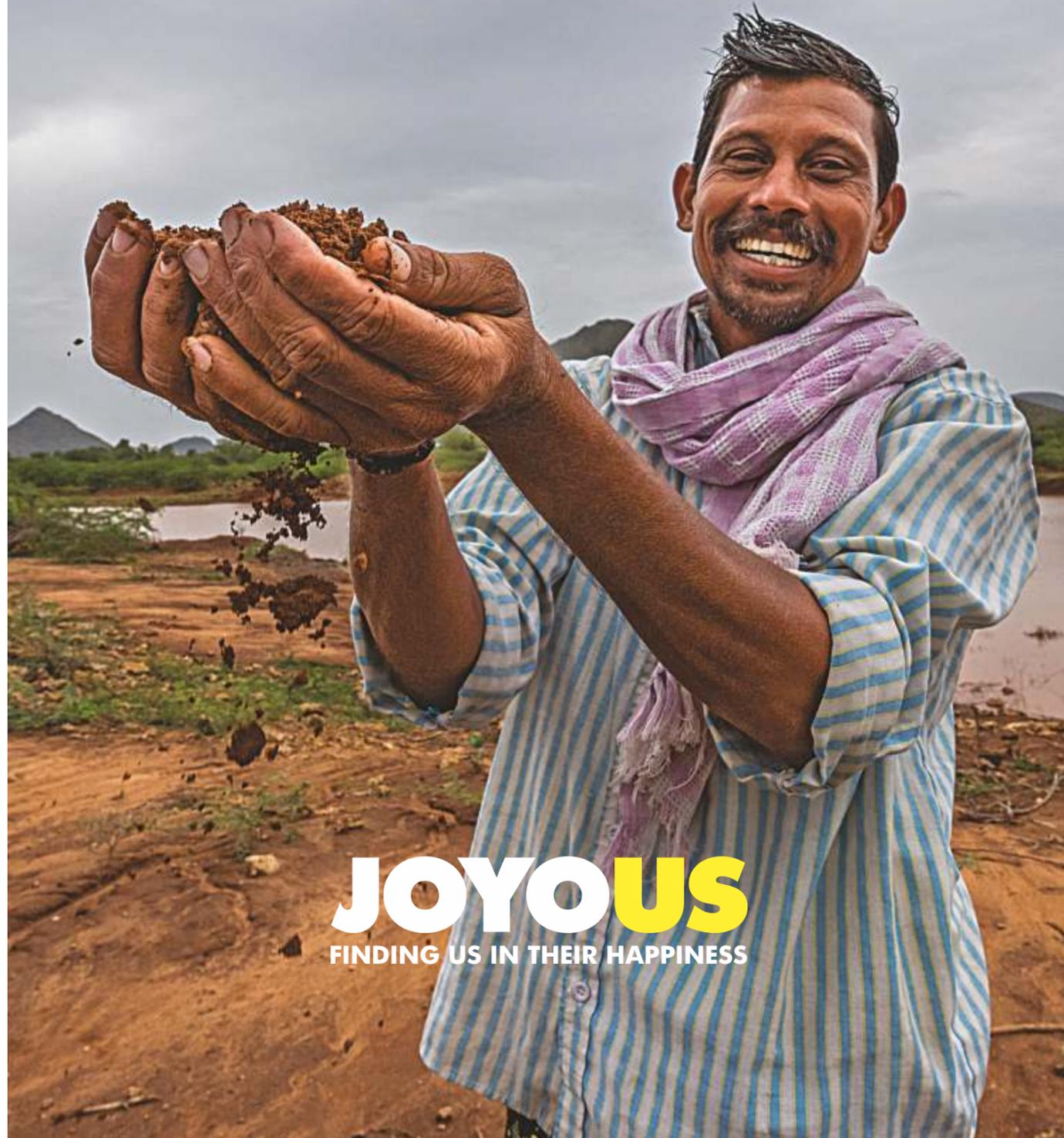




GODFREY PHILLIPS
—INDIA LIMITED—

CSR REPORT 2018-2019



JOYOUS
FINDING US IN THEIR HAPPINESS



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GODFREY PHILLIPS INDIA LIMITED

Godfrey Phillips India Limited, one of India's leading corporate houses, is the flagship Company of the Modi Enterprises. Diversified in FMCG, Industrial and Agri Chemicals, Multi-level Marketing, Retail and Cosmetics, the Modi group is one of India's most reputed conglomerates. With a turnover of over INR 6400 crore (18-19), the Company has over 1000 employees with 4 manufacturing locations in Navi Mumbai, Guldhar & Ghaziabad, and Leaf Division at Andhra Pradesh along with 8 branch offices at Delhi, Mumbai, Hyderabad, Ahmedabad, Jaipur, Chandigarh, Kolkata and Chennai. Our products are manufactured and marketed in India and International market.

With our roots dating back over 40 decades, we have grown and flourished; now with our pan-India presence and impact on the lives of several thousand people involved in the industry, we take our social responsibilities very seriously. While we take great pride in the knowledge that we have been ranked as one of the Best Companies to Work for 2019 that reflects our commitment to our employees, we are especially proud of our commitment to the communities that are the backbone of the industry and therefore our most important stakeholders.

Our farmers are a crucial part of our economic, environmental and social footprint. Firm in this belief, Godfrey Phillips India is working with many farmers across Vinukonda region, Andhra to promote and establish sustainable tobacco farming.

We believe that the journey to progress, growth and profit is only possible with true partnership and collaboration.

Our social initiative is our commitment to this journey that we intend to be joyous and prosperous in the true sense. It is because we have **US** in it, together.



MESSAGE FROM THE CEO

"The more generous we are, the more joyous we become. The more co-operative we are, the more valuable we become. The more enthusiastic we are, the more productive we become. The more serving we are, the more prosperous we become." William Arthur Ward

At Godfrey Phillips India, our real joy lies in working together and celebrating our people on the ground whose dedication and hard work has helped us achieve greater heights together. This philosophy, this spirit of being one family extends to all our stakeholders. We have been committed and consistent towards empowering, assisting and bolstering the marginalised farmer communities who are crucial to our economic, environmental and social footprint.

Our focus programme for Burley Tobacco Farmers' Community in Vinukonda Andhra Pradesh has been a successful demonstration of this commitment.

Our Vinukonda Burley Tobacco Farmers' Community Programme is concentrating on providing long-term solutions for the community's economic and social sustainability. With initiatives to improve earning capacity through exposure to good agricultural practices, collectivisation of farmers/workers into Farmers Development Societies/SHGs with seed fund to provide low cost credit, water and soil conservation, safe drinking water, access to toilets, child education and elimination of child labour, today the programme has reached over 65 villages and two lakh direct and indirect beneficiaries.

The driving force of motivation is truly reflected in the result of our programme. Today, the marginalised farmer community is enjoying greater economic freedom and better standard of living.

We must be doing right by our partners, as this year we have been recognized not just by the Govt. of Andhra Pradesh for the programme but have also received accolades in various forums.

It has given us a wonderful sense of pride and accomplishment, renewed our zeal, and we hope to continue with our endeavours for the betterment of all of us as a community and the Company.

Bhisham Wadhera
CEO, Godfrey Phillips India Limited

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 sources. We will ensure that our CSR initiatives integrate social and environmental considerations into our businesses applying to all our operations, incorporated into our governance, management, business strategy, and daily decisions and actions.

Our vision is to continually strive to be a 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, we 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 making 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 prioritisation and focus areas emerged as education, sustained livelihood, improved quality of life, rural development, and empowerment of marginalised 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*
- Empower vulnerable population through education, health, life skills and livelihood support.*
- Model Village/Habitation Development- Co Community Development*
- Good Agricultural Practices Agriculture Labour Practices, and to reduce and eliminate Child Labour while ensuring compliance of the provisions under the law*
- Prevention of HIV/AIDS and Support to People Living with 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 CSR Committee 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:

- Chairman - Mr. R.A. Shah**
- Mr. K.K. Modi**
- Mr. Anup N. Kothari**
- Mrs. Bina Modi**
- Dr. Lalit Bhasin**

Budget

The Act lays down mandatory requirements with regard to CSR for larger companies (those with at least ₹5 Cr net profit/ ₹500 Cr net worth/ ₹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 average annual net profit of Godfrey Phillips India Limited shall be spent on CSR activities. Any surplus arising out of the CSR projects or programmes or activities shall not form part of the business profit of the Company. Gross amount required to be spent by the Company during the year is ₹3.96 Cr and the details of amount spent are:

CSR Expenditure Financial Year 2018-19

Expenditure	Amount (INR)
CSR Expenditure	54,148,000.00
Administrative Expenses (restricted up to 5%)	2,707,400.00
TOTAL	56,855,400.00

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 organisation working for the development of poor and marginalised communities in the rural areas of Prakasam, Guntur, Krishna and Ranga Reddy districts in Andhra Pradesh, India. The organisation is currently working for sustainable development in over 350 villages with corporate, international NGOs and local government.

Modicare Foundation was established as a tribute to Rai Bhadr Gujaramal Modi, with an aim to empower lives of people in 1996. Its core focus areas are the empowerment of children, adolescents and women by developing a holistic approach towards education, life skills and leadership. A multi-disciplinary, highly skilled and well trained team ensures effective implementation of Modicare. Foundation's vision in tandem with the government, NGOs, institutions and industry. 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, the details of the projects, are available on the corporate website, and reports are released annually by the Company to maintain transparency and accountability. The Company also complies with the reporting mandate of Section 135, on their website and Annual Report.

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

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

Annual impact assessments are done by a third party for internal evaluation and as the projects are long term, an intensive impact assessment has been conducted for both Vinukonda Farmers and Ongole Women's Tobacco Grading Community Programme.

The 17 Sustainable Development Goals (SDGs) were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

India has also signed the declaration for sustainable development along with other countries. While the government initiatives in India are linked to achieving SDGs, we believe, that as responsible corporate citizen, our Corporate Social Responsibility programmes can also be effectively leveraged to assist the Government in meeting the goals.

Our programmes are meeting the following SDG's -



4 Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Goal 4

6 Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all.

Goal 6

8 Decent Work and Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 8

CSR PROGRAMMES

Our focus CSR programmes have been designed to bring a joyous change in the lives of our most important stakeholders.

The tobacco industry is highly regulated and restricted. With various legislations, initiatives and campaigns to reduce tobacco consumption. One of the majorly impacted stakeholders are the marginalised farmers and workers associated with the industry.

Our focus lies in sustainable development and livelihood for communities linked to the tobacco industry who are an integral part of Godfrey Phillips India. The two main projects under the programme are:

Burley Tobacco Farmers' Community Programme, Vinukonda, Andhra Pradesh

Women Tobacco Graders Community Programme, Ongole, Andhra Pradesh

The programmes, with over 2,00,000 direct and indirect beneficiaries, has been formally recognised by the

- ★ Office of Maddiapadu Mandal and the District Magistrate, Andhra Pradesh Govt.
- ★ Greentech Foundation CSR Gold Award 2019.
- ★ CSR Leadership Award 2019.
- ★ 8th Asia's Best CSR Practices Award 2018.



BURLEY TOBACCO FARMERS' COMMUNITY PROGRAMME, VINUKONDA, ANDHRA PRADESH

Vinukonda area of Guntur district in Andhra Pradesh is predominantly known for the Burley tobacco growing farmers. Majority of these agriculturists in Vinukonda are small and marginal farmers with land holdings measuring between 1-5 acres at best.

Due to the prevalent agro-climatic and drought like conditions in the region mostly single crop is raised. Given this context, most farmers are caught in seasonal unemployment, low incomes, low bargaining power, increase in debts, and downward trend in labour prices. These issues are complicated with lack of safe drinking water as ground water is contaminated with

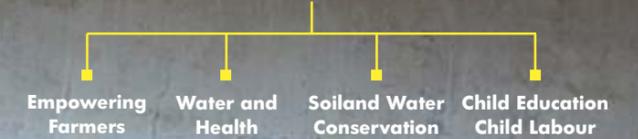
high fluoride, no access to toilet at home or work place, lack of community sanitation and hygiene limited access to education or skills beyond farming and due to non-availability of social protection, children get inadvertently pushed into child labour. These issues are also the primary reason for migration of the farmers.

Tobacco growing farmers are crucial stakeholders for the Company. With our commitment to sustainable tobacco farming, Godfrey Phillips India has created a collaborative, solution driven programme with long term goals to ensure sustainability and reduce risk to the business in future.

The Burley Tobacco Farmers' Programme is designed to create a sustainable livelihood through tobacco farming. Along with initiatives to improve

the earning capacity of farmers, working & living conditions, providing safe drinking water, awareness & access to sanitation, health & hygiene, child education and elimination of child labour, the programme also includes collectivisation of farmers into Farmers Development Societies, providing 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 cooperatives.

KEY PROGRAMME COMPONENTS



SOIL AND WATER CONSERVATION

5 Water Harvesting Structures

The region suffers from low groundwater table due to persistent arid conditions and lack of rainfall. To help mitigate this concern, check dams were constructed with sufficient thickness of permeable bed or weathered formation to facilitate recharge of stored water within a short span of time. With very little rainfall this year, these check dams are now providing water for communities surrounding the area and have helped boost groundwater levels.

Village Name	Check dam width (Metres)	Check dam height (Metres)	Full water storage capacity (Litres)	Water Storage as on 1st Aug'19
West Gangavaram 1	22	22	10560000	2534400
West Gangavaram 2	25	25	9000000	960000
Thumedhalapadu	39	39	23400000	16848000
Brahamanapalli	25	25	7500000	1312500
P.Chervukumpalem	30	30	12600000	0

4 Desiltation

With the region experiencing drought like conditions over past decades, the soil moisture has dropped drastically. Besides impacting the quality of the soil, the erosion of the rocky soil has also led to deposits in the tanks and ponds. Desiltation is undertaken regularly to retain and replenish soil moisture capacity, increase storage capacity so that rainwater collected can increase the ground water table while improving the percolation process. The soil from the desilted tanks and ponds are fertile and serve as rich top soil for farms. There has been a direct impact on the quality of the crop where Desiltation has been undertaken.

Biodiversity

With growth of agriculture industry there has been a significant impact on biodiversity. Farmers community has started to realize the significance of biodiversity and with the encouragement of the Agronomy team farmers are enrolling portions of their land to plant local species that will improve environmental health. The land along with the species have been identified and planting will start with the season.





WATER & HEALTH

10 Community RO Water Plants

Fluorine is harmful for consumption and these villages are highly affected by fluorine contaminated groundwater. Tests reflect that the ground water has fluoride concentration ranging from 3.28 to 4.27 mg/lit. TDS in parts of the region go above 1000mg/lit. Ingestion of excess fluoride can cause fluorosis which affects the teeth and bones. Moderate amounts lead to dental effects, but long-term ingestion of large amounts can lead to potentially severe skeletal problems.

The programme recognising the need for safe drinking water, provides access to de-fluorinated mineral water for daily consumption. Community RO plants have been installed for multiple communities and is an ongoing initiative. Water committees are created and trained for long term maintenance and care of the plants.

40 Health Camps

Health Camps in 20 villages were held bi-annually for the community with access to specialists and free medicines for all attendants. The Health Camps not only provide services in the areas that have poor access to health centres and doctors, but also create an environment where the whole community gets sensitized about health issues and co-related aspects of hygiene, sanitation, safety etc. The camps are also a good opportunity to discuss women and child health.



EMPOWERING FARMERS



11 Farmers' Development Societies

With credit playing an important role in increasing agriculture production, availability and access to adequate, timely and low cost credit from institutional sources is of great importance especially to small and marginal farmers. 11 FDS were created, registered and trained under the project as on date. Along with a nominal membership fee from each farmer to raise seed capital for the society, a corpus fund is also provided by the programme that serves as a revolving fund to provide loans. These loans can be utilized for procuring agriculture implements, equipment such as sprayers, irrigation pipes, fertilisers and pesticides from wholesale markets. These materials are available on pay and hire basis for the members. The FDS also enables farmers access to credit, thrift, savings and assists them in gaining the managerial and operational skills required to develop into a full pledged cooperative. The FDS also provides opportunities for awareness workshops regarding the latest

systems/methods of agriculture equipments, better agricultural practices, labour practices, and financial trainings.

Solar Power Plant

A pilot project was undertaken for Battuvaripalli village and a solar plant was installed to enable full street lighting, lights and fan for the school and Community RO. The adequate lighting has directly impacted the community where residents are able to be out of home for a longer period and sense of security has increased. The community is also using the street lighting for other purposes during power outage like household work and children are able to read or do their homework. The Panchayat is also saving on cost with the alternate power system.



ELIMINATION OF CHILD LABOUR

30 After School Programme

Godfrey Phillips India is committed to no child labour principle across the supply chain. Earlier baseline studies had revealed that the seasonal incidence of child labour in Vinukonda region was an issue. During harvesting where the farmers and their family worked late, the children were left unattended or taken to the farms. Both were a detriment to child development with high incidences of dropping out of school, that in turn led to child labour.

After School programme was especially introduced to keep children back in school and monitor them until



their parents returned from work. The programme provides a holistic solution with a school infrastructure development initiative that ensures repair and upgradation of school building, playground, toilets, study material and safe drinking water along with provision of nutritious food, yoga classes, dance, coaching and help with homework. With 30 ASP conducted, the programme has already shown results with reduced drop-outs for labour, higher enrollment in the government school and direct impact on business with zero incident of child labour in the past two years.

WOMEN TOBACCO GRADERS COMMUNITY PROGRAMME, ONGOLE, ANDHRA PRADESH

Large number of marginalised women earn their livelihood from tobacco grading. Keeping our objective of sustainable livelihood and development in mind, the Company continues to assist and support the communities of the women tobacco graders.

Last year the model village Edugundlapadu was also recognised by the Government of Andhra Pradesh with recognition by the District Magistrate of Prakasam District on Republic Day 2019.

At the last stage before the village is handed over to the community, the programme is continuing to run awareness workshops on sanitation and hygiene along with regular stakeholder meetings to ensure that there is a smooth handover.



Edugundlapadu is open defecation free with 100% toilets built, has access to safe drinking water through RO, permanent drains to remove all stagnant sewage water, tree plantation for greenery & beautification, health camps, fully overhauled, restored and painted primary schools and anganwadis with toilets for girls & boys, landscaping, playground and is equipped with all study material required to retain children in school and eliminate child labour.



IMPACT

The CSR programme has been integrated into the larger Sustainable Tobacco Production Programme within the Company. The long term impact indicators for the farmers project was higher enrolment of farmers with the Company, better quality and quantity of produce, better earning for sustainable livelihood while short term indicators was elimination of child labour and better health through wash and health activities. For women's project, it was higher enrolment in Company associated grading centres and enhancement of productivity and overall standard of living.

As the community and beneficiaries are directly associated with the industry, the impact has been positive and within short timeline. There are clear indications of enhanced perception of the Company, willingness to associate and work with the Company, low conflict, zero cases of child labour reported in last two years (17-19), higher quality and volume of tobacco produce, higher awareness of best practices in agriculture etc. The request for farmers to move into tobacco farming has also increased.

MODICARE FOUNDATION

The programmes of the Foundation are mainly supported by the contribution of Modi Enterprises with Godfrey Phillips India contributing for the following programmes:

Khwabgah, SDMC School, Jasola
Ambassadors of Change
Partners in Change

ACHIEVEMENTS

Ambassadors of Change

Institutional partnership with NDMC & SDMC Schools

- **6304** adolescents trained in Life Skills Education.
- **34,070** adolescents reached through peer education.
- Total number of adolescents reached is **40,374**.

Khwabgah - Jasola School

- An overall academic improvement is discernible in 80% of the children.
- Considerable behavioural improvement is visible amongst students.
- Children have become attentive and responsive in the class. Families are taking interest in children's education.
- Infrastructure upgradation with classrooms and common area development creates a stimulating and learning environment.

Partners in Change

- **Empaneled by Ministry of Women & Child Development for conducting training on Sexual Harassment of Women at Workplace**
- Trained the staff and workers of Global Dent Aid on HIV/AIDS
- Trained more than 200 employees of Modicare Enterprises on POSH and resolved cases pertaining to sexual harassment.
- Trained 40 staff members of Associated Journal Limited on POSH

KHWABGAH JASOLA SCHOOL

In partnership with SDMC, the programme focuses on innovative teaching methods for primary grade children of the government school in Jasola. Khwabgah nurtures their creativity through sports, art & craft and music.

The Foundation's Academic Facilitators are taking classes from Nursery to 4th Grade. **The total coverage of children is around 1400.** 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. We have also made heavy investment in improving the school infrastructure. Our aim is to support the government schools in providing quality education to every child. Working in partnership with the school, local administration and community helps us create a conducive learning environment for children.

Streamlining Academics

Modicare Foundation believes that every child should receive a high quality education and appropriate learning. Following a quick assessment at the beginning of the year, the Foundation had segregated the students into three sections based on their learning ability. The assessment was based on three categories and accordingly, the sections were divided based on the learning ability of the students. In this way while the underperforming students were getting further reinforcement, the average and good students were able to move on with their part of learning. This was a temporary move to bring the underperforming children up to speed so that they could all get to the same level. Interestingly, Foundation's approach of

class segregation found consonance with 'Mission Buniyad' which was launched by the Delhi government in March 2018. This approach also demonstrates our value of inclusiveness, an approach to include all in our programme and not isolate anyone from its benefits.

As per a survey by The National Achievement, government school students in class 3rd and 5th performed abysmally in Science, Maths and Language. To help and motivate the underperforming students, they launched 'Project Buniyad'. The scheme was implemented in all SDMC schools for three months from April to June 2018.



Assessment of Students

As the table illustrated, there was a steady decline in the number of underperforming children in each class. It was remarkable to see the percentage of students with a poor understanding in senior classes coming down from 54% to 20% by the end of the year. Likewise in class II, the percentage of weak students

came down to 20% in March 2019 from 50% in September 2018. This segregation helped provide individual attention, focused learning and better comprehension for each student and thus an overall improvement was discernible.

LEARNING OUTCOMES OF UNDERPERFORMING STUDENTS

	September 2018 (Reduction in Percentage of children in the under-performing category)	March 2019 (Reduction in Percentage of children in the under-performing category)
Class I	33%	19%
Class II	36%	20%
Class III	50%	17%
Class IV	54%	19%

Teaching and Learning Materials

Flash cards, charts, props such as globes and music through laptops were used as teaching tools, which made learning fun and easy for the children. It also helped them retain the lessons more effectively. A workshop was also conducted by one of the lead trainers of the Foundation for the school staff on teaching multiplication tables through tribal dance to bring joy into learning.



Extra-Curricular Activities

With the aim to make learning more interactive and engaging, activity based teaching was practiced which fostered participation from students. We have a dedicated Sports Facilitator who conducts classes across the school. Sports classes help the children to unleash their talent in full glory and instill the habit of team spirit. Effective coaching by our sports facilitators, and the motivational effect that it has had, resulted in the girls doing exceptionally well in zonal level sports competitions. They stood 1st in Throw Ball and also secured runners-up positions in Kho- Kho, Cricket and Volley Ball. A total of 14 girls were selected for training in camps to participate in Throw Ball, Volley Ball, Cricket and Kho-Kho. The boys also performed

very well in Zonal level competitions for Kabaddi. Additionally, 2 students of the school were selected for Cricket and 5 for Kabaddi to represent Central Zone in an Inter-School Sports Tournament.

Facilitator also conducted Art & Craft sessions on a regular basis. This not only helped to improve fine motor skills in younger children, but also helped in allowing them to express themselves through their creativity. The art work made by the students was framed and displayed all over the school to showcase their talent, thereby boosting their confidence and motivating them for future sessions as well.

Infrastructure Upgradation

Massive infrastructure upgradation was undertaken during the year so that the students feel cared for and are happy attending schools that are clean, bright and friendly.

Class rooms/Common Area Development- Informative and recreational art was painted on the school walls to create a stimulating and conducive learning environment.

Procurement of new furniture for classrooms which suits the requirement of students.

Ramps were repaired to ensure safety for the children and also painted with bright and beautiful colours.

Active follow up with the Delhi Jal Board, MCD and the Area Councilor's office lead to restoration of water supply in the school. Initially, there were no water facilities available in the school and the washrooms were dirty and unhygienic.

The Foundation has provided a good library for students and teachers for them to read, learn and imbibe the good habit of reading books. A system of awarding badges was started in the classes to inculcate a sense of healthy competition in children and motivate them to perform better every time. Badges titled Miss Helpful, Master Happy, Best in Music, Best in Sports, The Happiest Child and likewise were awarded to the deserving students.

Training on Life Skills

Sessions on the following were conducted for all the children:

1. Good touch, bad touch
2. Bullying
3. Nutrition
4. Health and Hygiene

These sessions are the modules developed and imparted by Modicare Foundation in schools and institutions across Delhi/NCR. In addition, interactive and activity based Dental Hygiene sessions were conducted by a renowned dentist and his team for all the primary class students including the nursery. The team advised the students on healthy habits for better dental hygiene. They also demonstrated through group activity the right way to brush teeth.

Capacity building of the Foundation's Academic Facilitators

All academic facilitators were part of several training sessions which were organised to enhance their capabilities. These included:

1. Best practices in classrooms
2. Evaluating the curriculum to impart the most appropriate knowledge base to children.
3. Interactive workshops to develop strategies for encouraging the underachievers to perform better and reduce the drop-out rate.
4. Session on POCSO Act & sexual harassment.



IMPACT

1. Classes are filled to capacity and absenteeism has reduced drastically.
2. Enrolment requests of students increased with the school's infrastructure.
3. The knowledge levels across classes have increased, with student's comprehension, reading and writing abilities showing a remarkable improvement. This was measured through weekly assessments.
4. Better Classroom Management- The classes are well arranged and clean now. The children are encouraged to keep it clean and the classes are conducted as per the schedule.
5. Improved School Management- Emphasis was laid on cleanliness and hygiene. A regular cleaning schedule for both shifts ensure that the classrooms and common areas are clean and the teachers are also required to check their classrooms for cleanliness, and repair and maintenance. The mid day meal distribution was streamlined.

AMBASSADORS OF CHANGE

AOC, a flagship programme started in 2000, is based on life skills education for adolescents. The objective is to enable adolescents to recognise 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 & NGO staff

integrate life skills in their day to day activities.

The Foundation addresses day to day challenges faced by adolescents like bullying/peer pressure, body image and changes, responsible behaviour with peers, gender discrimination, child/substance abuse, HIV/AIDS.

LIFE SKILLS SESSIONS WITH ADOLESCENTS

Particulars	Coverage
<i>No. of NGO/Schools covered</i>	23
<i>Number of adolescents trained</i>	6304
<i>Girls</i>	3006
<i>Boys</i>	3298

SESSIONS WITH PRIMARY GRADE CHILDREN

Particulars	Coverage
<i>Number of NGO/Schools covered</i>	27
<i>Number of children covered</i>	6082
<i>Number of female children</i>	3166
<i>Number of male children</i>	2916



HIGHLIGHTS Strategic Change in Approach

Focus on coverage through schools: The programme shifted its focus from training with NGOs to Schools since 2017. The change in approach has proven to be more systematic, organised and resource efficient. The programme now covers more number of children and the impact is more visible than scattered interventions in the past. As a result, the programme has made the following achievements:

- The outreach in 2018-19 was the highest ever. 331 trainings were conducted with an outreach of 46,456 children and adolescents.
- Achieved gender parity in terms of participants trained. In the previous year more girls were trained as compared to boys, but from this year the trend has reversed for the adolescents. 3298 boys and 3006 girls were trained. Targeting the school for life skills training

at schools helped us bridge the gender gap.

- The programme was able to reach out to more children within a given area; therefore the change was more evident. Training the entire school made a huge difference in terms of the impact. It was reported by the school that the attendance had gone up and the students became more disciplined.

NDMC Partnership

The Foundation's major achievement this year has been the partnership established with NDMC. We had received the sanction letter to conduct training in the NDMC Senior Secondary Schools. On the basis of the positive response from 2 initial schools, 6 more schools were allotted by NDMC. Out of those 8 schools, 6 schools were covered in 2018-19 and the remaining 2 schools will be covered in the coming academic year along with our request of additional NDMC schools for life skills training. 2692 students have been trained in 6 schools.

SDMC Partnership

The Foundation had been allotted 32 Primary Schools for conducting the training out of which 22 schools have been covered and the rest will be reached in the next academic year. In two of these schools, an orientation session with parents was conducted successfully.

Other New Partners

This year the Foundation had made new training partners. The new partners included Jamia Millia Islamia Schools, Lady Irwin School, Sister Nivedita Sarvodaya Kanya Vidyalaya, Samarpan Foundation, and Tara Project amongst others.

Capacity Building of Staff

Training on POCSO (Protection of Children from Sexual Offences Act, 2012) and POSH (Prevention of Sexual Harassment at Workplaces 2013 Act) were conducted for the Foundation. An experienced lawyer was called as the resource person for the same. An orientation by Institute for Social Democracy on Composite Heritage was also organised for the AOC staff.

- Received request from schools for conducting more training not just with adolescents but also with parents and teachers.
- The organised nature of a school setting makes the process of impact assessment easy as the students' behaviour can be monitored more effectively.

Worksheet in Primary Class Trainings

The team developed an IEC worksheet for the Primary class students. The pilot testing of the worksheet was first done with the Primary class children at Jasola School. It was observed by the trainers that children enjoyed filling up the worksheet with excitement and joy. Children also wanted to share the worksheet with their friends outside school as well as their parents. Looking at the success of these worksheets, the team is in the process of developing a similar kind of worksheet for the Adolescent Training as well.

Working 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 healthcare, protection, counselling, psychiatric treatment, vocational training, guidance, basic education and recreation activities for the girls.

The Foundation conducted workshops and sessions with 61 adolescents and 25 children in partnership with Nirmal Chhaya to ensure that girls living in vulnerable setups 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 taking into consideration the background of the girls in the home. For example, most of the participants in the training were victims of child labour, were 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 the law. Modicare Foundation delivered the Life Skills Workshop trying to make the topics relevant to their current life circumstances.

Anti-Bullying Committee

Looking at the increasing incidents of bullying among children in schools, the Foundation came up with a concept of forming anti-bullying committees in schools which would act as the authorised body for children to take up cases on bullying in school. The anti-bullying committee will consist of students and one teacher only. This will help cultivate a sense of responsibility and ownership among students. For the purpose of testing its viability, the team visited two Senior Secondary Schools and had a detailed discussion on the concept with students. The students were made to comment on the committee guidelines and role & responsibilities to check whether they were able to comprehend the language and the content. The team included their feedback on the working of the committee. The guideline was thus modified in keeping with the comments received from the students and teachers.

Orientation Session with Parents and Teachers

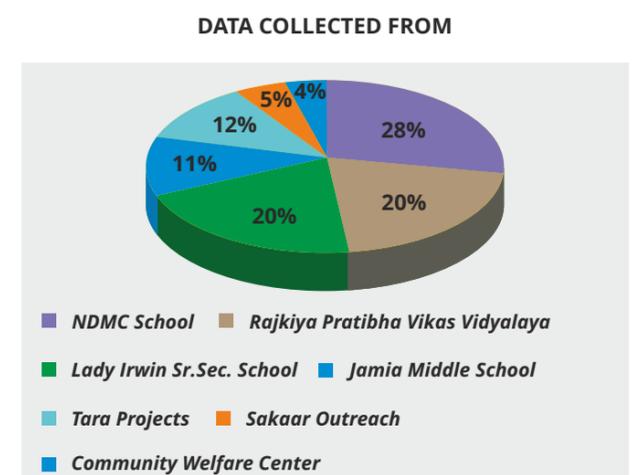
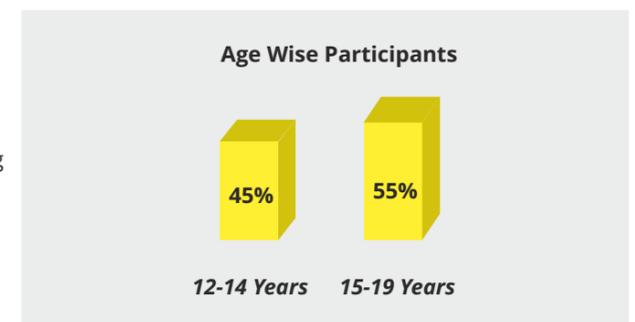
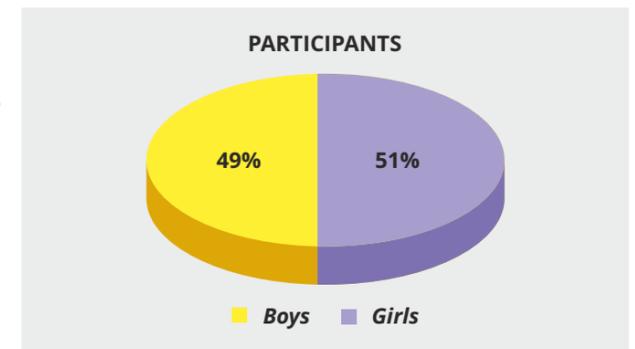
Caregivers act as a catalyst in the process of development of a child especially during early childhood. Hence, the Foundation believes that the programme will have a better impact when the other major stakeholders of the community are also involved. The Foundation conducted 5 orientation sessions with teachers and 1 orientation with parents/guardian. These sessions were instrumental in the behavioural change of caregivers towards the children hence adding to the overall improvement in a child's environment. One of the sessions also got a significant coverage in the local newspaper.

Impact Analysis of Life Skills Programme

Process of impact analysis made easier

- Shift from manual to digital through the introduction of the new tool 'Kobotool Box'.
- Effective, efficient and accurate data entry and analysis.
- Ease of taking the survey as it is user friendly.
- The questionnaire was revised by including popular myths among adolescents from last year's survey. The samples of the study comprised **286 participants**

(146 / 51% Boys and 140 / 49% Girls).
The age group of participants was 13-19 years (**aged 12-14 Years - 45% and 15-19 years - 55%**).

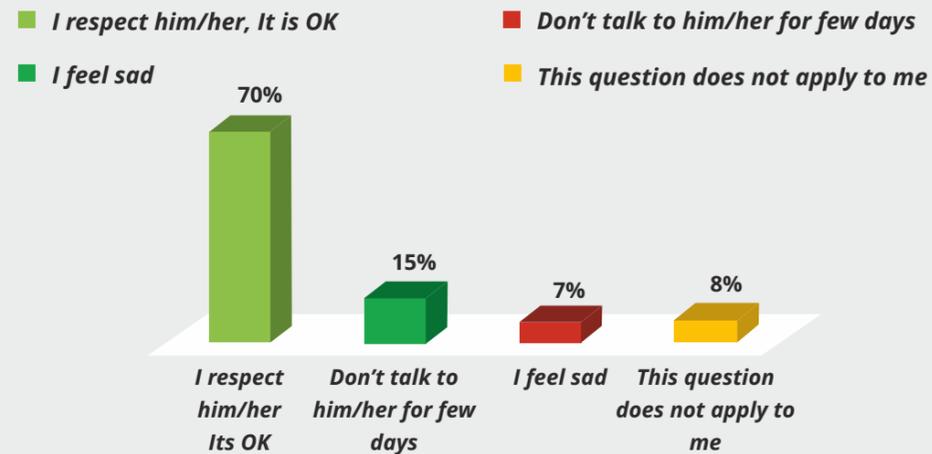


The sample was collected from the following Schools and NGOs

- NDMC Schools
- Rajkiya Pratibha Vikas Vidyalaya
- Lady Irwin Sr. Sec. School
- Jamia Middle School
- Tara Projects
- Sakaar Outreach
- Community Welfare Center

5% of trained youth facilitators were selected for the assessment. Random sampling method was used to select participants from NGOs/Schools and Institutions.

How do you feel when your friend does not join you for bunking school/smoking etc?



ACTION AGAINST BULLYING

Managing Bullies



Awareness About Child Sexual Abuse

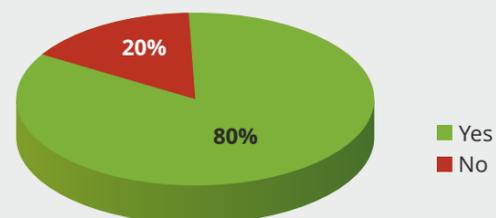
93% participants responded positively about the recognition of good touch and bad touch. Their response indicated their sense of responsibility towards society and peers. They stated that **if someone is harassing a girl or boy in school/ community** they would raise their voice against it, protect and support the victim at their level and subsequently refer the matter to the concerned authority like school principal/teachers/parents/Pradhan of the community/police/helpline numbers/local NGOs for further assistance.

Example of participants' reaction:

- We will protect that girl and boy from this and complain against this situation & will take a stand against him/her.
- Will fight and will also talk to our school head, our teachers and parents about it.
- Main police ko phone karungi aur aas pados ke logon ko bulaungi aur zor se chillaungi.
- I will call on the helpline number 1098.
- Will raise my voice and tell my teachers and parents.

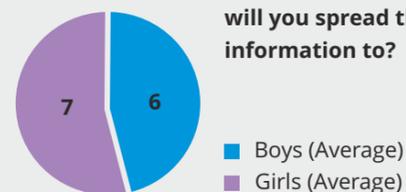
I EMPATHISE WITH HIV POSITIVE

I would share food with an HIV positive friend



PEER EDUCATION

How many peers will you spread the information to?



After the training, the youth facilitator spread the information to 6 peers and family. So, we covered indirectly 34,070 adolescents & family members.

PARTNERS IN CHANGE

Partners in Change is an initiative of Modicare Foundation towards learning and collaboration. The Foundation provides technical support to corporates/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.

HIV/AIDS

Global Dent Aids a private company based in Noida had requested the Foundation for a training of their staff on HIV/AIDS awareness. The training was conducted with 65 participants including 30 women. The aim of the training was to provide participants with basic information and sensitize them on HIV/AIDS. This was

a new topic for most of the participants and therefore they were eager to gain knowledge, demystify their myths on this issue. The session was interactive as participants were allowed to ask questions that enabled them to clarify their doubts and queries. The training was received quite positively by the organisation.



Sexual Harassment At Workplaces (POSH)

Modicare Foundation had been empanelled by the Ministry of Women and Child Development, Government of India to conduct training/workshop on the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The organisation had conducted trainings for many organisations including Modi Enterprises. 8 training events were organised covering 205 employees from Colorbar, Twenty Four Seven, Modicare and Modicare Foundation.

The employees were sensitized on the concept of sexual harassment at workplaces, how to recognise and address it through in-house grievance redressal committee (IC). They were also informed about the process of reporting an incident of sexual harassment to the IC committee along with the rights of a complainant and the respondent. All the related queries of the employees were answered during the sessions.



The Foundation also obtained feedback of the training from the employees verbally and in writing as well.



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