



GOVERNMENT OF
CHHATTISGARH
TAKES
FORWARD ICICI
FOUNDATION'S
NUTRITION
SECURITY
INNOVATIONS
PROGRAMME

ICICI Foundation for Inclusive Growth

SEPTEMBER 2011

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- * English language training for teachers and students in rural Assam
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Message from Mr. Subrata Mukherji President, ICICI Foundation



“To move forward, we at ICICI Foundation continually draw lessons from our past experiences to strengthen our existing programmes and enrich our newer initiatives”

As an organisation, we have always believed in learning from our endeavours — both those that have succeeded and those that have been more challenging. To move forward, we at ICICI Foundation continually draw lessons from our past experiences to strengthen our existing programmes and enrich our newer initiatives.

For instance, our **Nutrition Security Innovations programme** – part of Chhattisgarh’s community health worker programme – is an extension of our successful community health worker programme in Jharkhand, known as the Village Health and Sahiyya Resource Centre (VHRC). In addition to training and empowering mitanins (community health workers in Chhattisgarh) at the block-level, we decided to enhance the programme by adding nutrition-seeking behavioural training modules and suggesting local nutrition possibilities. After our initial work in 23 blocks in the state, we understand the Government of Chhattisgarh has decided to scale up the programme across 70 blocks in the state, with an intent to expand it soon to all 146 blocks.

We have expanded the scope of our education programme by launching the **English Relay Programme** in Assam. The programme aims to make English language learning more comprehensive by using modern tools and techniques that teachers will find easy to understand and students will find interesting.

Another innovative pilot programme we recently introduced is **Apna Clinic**, a unique platform for holistic healthcare for long-distance truck drivers in Pune,

which draws on our experience in health education and behavioural change communication. In partnership with ICICI Lombard, Apna Clinic at Nigdhi will offer not just specialised healthcare solutions for backaches, blood pressure, obesity, ENT, and other common ailments affecting truck drivers but will also offer education and counselling to proactively increase awareness about healthy living. Financial counselling is also being offered as part of the programme.

As part of our long-term partnership work towards achieving quality education in government schools in Rajasthan, ICICI Foundation organised a series of workshops on textbook development at the State Institute of Education and Research Training (SIERT) in Udaipur, Rajasthan.

We continued our work in cultivating socially responsible leaders for India by inducting the new batch of **ICICI Fellows**, our experiential leadership programme for bright young people with a passion for social work. Based on our experience and feedback from the previous year’s programme, we modified the orientation to include a week of immersion in rural India to help the new Fellows gain greater perspective on their experience before going on to work on projects with local communities.

We welcome your inputs, please email us your thoughts on our work at info@icicifoundation.org or share your ideas with us through Facebook or Twitter.

Subrata Mukherji
President
ICICI Foundation for Inclusive Growth

ICICI FOUNDATION FOR INCLUSIVE GROWTH (ICICI FOUNDATION) WAS FOUNDED BY ICICI GROUP IN EARLY 2008 TO CARRY FORWARD AND BUILD UPON ITS LEGACY OF PROMOTING INCLUSIVE GROWTH. THE PROGRAMMES ARE FUNDED BY THE ICICI GROUP OF COMPANIES. THE FOUNDATION IS COMMITTED TO INVESTING IN LONG-TERM EFFORTS TO SUPPORT INCLUSIVE GROWTH THROUGH EFFECTIVE INTERVENTIONS.

vision

Our vision is a world free of poverty in which every individual has the freedom and power to create and sustain a just society in which to live.

mission

Our mission is to empower the poor to participate in and benefit from the Indian growth process through integrated action in the fields of primary health, elementary education, financial inclusion and sustainable livelihoods. This will be achieved through active collaboration with the government and independent organisations.

WHAT'S NEW

English language training for teachers and students in rural Assam

ICICI Foundation for Inclusive Growth has entered into a partnership with the Axom Sarba Siksha Abhijan Mission to improve English language skills and proficiency for teachers and students in the Kamrup district of Assam.

ICICI Foundation recognises the increasing value of English language proficiency for both personal and professional development. To help improve the English language skills of children in Assam, we have launched the English Relay Programme, in partnership with Axom Sarba Siksha Abhijan Mission (Assam SSA), with Infrastructure Leasing & Financial Services Limited – Education & Technology Services (IL&FS-ETS) as our implementation partner.

Launched in July 2011, this pilot English language training project



aims to impact the students of 100 government-run elementary schools in Kamrup district in Assam, ultimately covering an estimated 14,000 students in classes I to V. This programme is specifically designed for students who learn English as their second or third language. The programme is customised according to the teachers’ and students’ needs. Prior to starting the project, we conducted a needs assessment among students and teachers. This study helped to identify the gaps in the existing system and to contextualise the training materials. Based on this assessment, the programme was designed with a focus on two critical gaps: lack of quality teacher training in the English language; and inadequate supply of standardised English language teaching-learning materials.

On August 19, 2011, ICICI Foundation held an orientation workshop for all concerned stakeholders prior to roll out of the programme. Representatives and headmasters from participating schools and twelve block resource persons attended the

orientation at the Shikshak Bhavan, Chandmari, Guwahati. The project was launched in September 2011 with a four-day teacher training workshop across locations in Guwahati.

The training workshop included an orientation programme covering topics such as basic communication skills, classroom management techniques and training in the English teaching materials and pedagogy. The trained teachers will teach the English Relay Programme in their respective schools using the comprehensive English Relay kits. The kit includes interactive learning materials specifically prepared for the programme such as audio tapes, flash cards, reading and story cards, games and posters.

“After this workshop I realised that English teaching is easy,” said Nirmali Chakravarthy, a participating teacher of Bharalmukh LP School. “The English Relay kit is a very valuable resource,” she added, “with various kinds of aids to teach students. The idea of letting students enjoy and learn is a beautiful one. I hope we have more such workshops, so that I can discuss the challenges I face in the classroom and get guidance.”

The four-day workshop will be followed by a two-day refresher training in January 2012.

Progress made in the long-term school and teacher education programme in Rajasthan

As discussed in our previous newsletter, ICICI Foundation for Inclusive Growth has entered into a six-year partnership with the Government of Rajasthan for a comprehensive school and teacher education reform programme. It also envisages capacity building of School Management Committees (SMCs) in 100 schools and development of one block each in Baran and Churu Districts as e-learning hubs for supplementing in-service teachers’ training through range of interactive Information Communication Technology (ICT) products.

During the last few months, the Foundation in partnership with SIERT organised a series of workshops at

the SIERT office in Udaipur to begin the process of developing new textbooks and district and block level pre-service teacher education for elementary education in the state. Teachers and teacher educators from the district and block levels and teacher education colleges in Rajasthan participated in the workshop. Efforts were made

to ensure that the group represents the various stakeholders in the state’s education system. The Foundation also facilitated the participation of a panel of experts from the National Centre of Education Research and Training (NCERT), the primary government body responsible for education and curriculum development in India, and from partner NGOs at the workshop.

PROGRAMME PLANS

The programme will cover 2,10,000 in-service teachers and 20,000 new teachers, ultimately impacting 81,000 government schools and 7.4 million school children in Rajasthan.

Workshop participants discussed several details of the NCF 2005, ranging from the child and teaching learning processes to using education to break stereotypes. The workshop offered educators and teachers a platform to exchange their ideas and suggestions on syllabus development, curriculum building and on-ground implementation challenges.



The success of the Foundation's Nutrition Security Innovations (NSI) programme in 23 blocks of Chhattisgarh has prompted the state to replicate specifics of the programme and other nutrition and communication strategies.

ICICI Foundation's Nutrition Security Innovations Programme to be scaled up across the state

Nutritional status of women and children in Chhattisgarh are particularly poor, with 41 percent women and 48 percent children undernourished. Government services and programmes including the Integrated Child Development Services (ICDS), the Mid-Day Meals Scheme (MDMS) and the Public Distribution System (PDS) are all mandated to have universal coverage in Chhattisgarh. However, the state's large vulnerable population and issues surrounding coverage and quality of services continue to plague the schemes. The schemes are also affected by factors related to urbanisation and lifestyle changes such as changes in diet and food

habits among tribal groups, newer approaches to maternal and child care, and a decrease in the availability of food items high in micronutrients.

Additionally, many people are not aware of the various government welfare programmes and schemes. This does not just impact their ability to create effective demand, but also the government's ability to assess the effectiveness of their programmes in the absence of any community monitoring and accountability.

With this in mind, the NSI programme was undertaken in 23 blocks across 11 districts of Chhattisgarh.

In March 2011, ICICI Foundation for Inclusive Growth successfully concluded its community health worker initiative, the Nutrition Security Innovations (NSI) programme in Chhattisgarh. The Government of Chhattisgarh has now taken over the project in order to implement it across the state, creating vital links within its health delivery system.

The NSI programme was initiated by the foundation within the



pre-existing Swasthya Mitanin Programme (community health worker programme) in 2006 in partnership with the State Health Resource Centre (SHRC), Chhattisgarh. The project was aimed at deepening the impact of community health workers (mitanins), and to bring about convergence between health interventions of the Mitanin Programme and the nutritional interventions of the Integrated Child Development Services (ICDS).

Introducing a new cadre

The first phase of the NSI programme rolled out with the introduction of a new cadre of community health workers called Poshan (nutrition) Fellows, whose role is to create awareness about nutrition within their communities. They help to train the mitanins and prashikshaks and provide them with continuous support. One Poshan Fellow is selected for every block, and two coordinators are selected at the regional level to guide and supervise the Poshan Fellows. State-level programme coordinators support the Poshan Fellows and regional coordinators through regular monthly meetings, updates, technical support and systematic problem solving — providing overall guidance to the programme.

SHRC programme staff trained the Poshan Fellows on matters of nutrition, dietary requirements, food security, and other issues relevant to their communities through various workshops. Supported by the Poshan Fellows, the prashikshaks and the mitanins undertook the following specific interventions within the programme:

Awareness building and behaviour change communication - The most significant role of the mitanin is using behaviour change communication to increase awareness among families on dietary practices and nutritional goals.

✿ While the Mitanin Programme had previously focused on promoting exclusive breastfeeding practices, which contributed significantly to the improvement in child health in the state, this project focuses on other aspects of children's health, such as appropriate complementary feeding practices and the identification of undernourished children through

Locally relevant training modules

One of the innovations of the NSI project was the creation of picture-based training modules that can easily be used by the mitanins for nutrition counselling and mobilisation.

The three modules – Nutrition and Social Security, Child Caring and Feeding Practices, and The Nutrition Book – educate within the context of local cultural practices and are in the Chhattisgarhi language, using local terms for food items. The Nutrition Book identified and presented 173 locally-available foods in Chhattisgarh and listed their nutritional values in terms of vitamins and micronutrients. In addition to detailing the nutritious forest fruits, roots, and leaves that are unique to the state, the book also gives recipes to prepare these foods in order to retain their maximum nutritional value.

regular growth monitoring by anganwadi workers.

In an effort to improve maternal health, the Mitanin Programme now focuses on the importance of adequate nutrition for pregnant women and attempts to boost intake of nutritious foods during pregnancy and after delivery.

✿ To involve the community in improving their own nutrition, the Mitanin Programme raises awareness about locally-available nutrition-rich

foods, encourages families to develop kitchen gardens, and helps remove superstitions surrounding dietary practices.

Interventions in community monitoring and action - The mitanins, supported by the prashikshaks and the Poshan Fellows, encourage the community to take collective action and monitor the various government-run food schemes. This community mobilisation was facilitated at the hamlet, village and cluster levels



APNA CLINIC



Improving the health and well being of truck drivers through Apna Clinic

ICICI Foundation in partnership with ICICI Lombard Insurance Company launched a three-year project for truck drivers at Transport Nagar in Nigdi, Pune. Aimed to increase the health-seeking behaviour among long-distance truck drivers and improve their knowledge of road safety, the two-pronged project offers health solutions through the newly established Apna Clinic and creates health awareness through counselling and training.

Every year, approximately 30,000 truck drivers visit Transport Nagar. Through this project, the Foundation aims to reach out to 10,000 truck drivers and members of the trucking community in the first year, and thereafter to scale up the project to other locations.

Launched in July 2011, the project was conceived on the basis of studies that showed that truck drivers and cleaners lack awareness of basic road safety practices and face numerous common occupational health ailments such as backaches, joint pain, ear-nose-throat (ENT) problems, stomach and skin infections, hypertension diabetes and anaemia.

While some of these issues are connected to poor sanitation, hygiene and a lack of nutritious food, health problems among truck drivers are

further aggravated by minimal healthcare-seeking practices and inadequate medical facilities at halt points.

Prior to starting the project a baseline study was conducted by Prognosis. The study indicated that although there are a number of initiatives undertaken by the government, NGOs and a few corporate organisations targeting truck drivers, the primary focus of these projects is typically preventing STIs and HIV/AIDS. Projects focussing on general healthcare are often limited to a one-time health camp with little or no scope for referrals and follow ups, leaving a gap in the primary healthcare delivery system.

Following the study, the Foundation sought to expand both the supply and demand for healthcare by opening a permanent facility, Apna Clinic, with outreach activities and training programmes. The clinic's goals will

THROUGH THIS PROJECT, THE FOUNDATION AIMS TO REACH OUT TO 10,000 TRUCK DRIVERS AND MEMBERS OF THE TRUCKING COMMUNITY

be advanced through outreach activities including inter-personal communication counselling sessions, advocacy and street plays. ICICI Foundation is working with Sevadham Trust to implement these activities.

Apna Clinic:

The 1800 square foot clinic provides general health services and add-on consultancy services with specialised doctors. In addition, basic diagnostic facilities are available at the clinic. The clinic will also create a robust referral system through linkages with existing health facilities in and around Transport Nagar. A referral directory will be developed to track the cases and their status.

The clinic conducts the following:

- ❖ Daily **yoga** sessions for stress management and posture related problems.
- ❖ **Counselling** for psycho-social problems is available on a daily basis.
- ❖ **Training** to create advocacy and awareness about healthcare to Peer Educators, Project Outreach Workers and Master Trainers chosen from within the Peer Educators and Outreach Workers group.



The Apna Clinic also organises training sessions with a focus on improving knowledge and attitude towards health, road safety and finance. A training module on financial literacy has also been developed with an aim to understand the relationship between savings and health, highlight the importance of savings and the various means of savings.

The project aims to sensitise key stakeholders in the transport business — transporters, truck owners and drivers, government bodies and policymakers who are responsible for providing basic amenities at Transport Nagar — so that they may gradually take ownership of the project.

ICICI FELLOWS



Meet the ICICI Fellows batch of 2011-12

On August 7, 2011, 15 bright young minds from across the country walked into the ICICI Learning Centre (ILC) in Khandala for the inaugural session of the ICICI Fellows Programme focusing on social leadership. Some fresh out of college and some from corporate India, every ICICI Fellow came with a dream of learning and creating social change in India's villages.

The ICICI Fellows programme combines classroom training and on-ground experience. As a first step in this journey, an induction programme was held for the ICICI Fellows. Conducted by iVolunteer, our implementation partner, the induction programme led the ICICI Fellows through diverse aspects of the development sector, government systems and project management.

Subrata Mukherji, ICICI Foundation's President, met the ICICI Fellows on the first day of the induction programme. He spoke in detail about his vision for the Fellows programme and answered questions from the Fellows about the relevance of the development sector in the growing Indian economic environment. "The idea behind this programme is to deliver more through experiential learning," he explained. "Social leadership can only be cultivated in the real arena, where participants can learn from real life situations and by interacting with those different from them and their community."

The classroom training featured both in-house and visiting faculty. The topics of discussion ranged from understanding rural India to development challenges. Some of the issues examined in detail were the evolving nature of development, the social construction of gender and its impact on development, and trends in the non-farm sector. Emphasis was laid on understanding rural communities and livelihoods and on the changing patterns of rural livelihood in relation to migration.

Madhav Chavan, co-founder of Pratham, shared his experiences in educating the poor, while Dr. Anand Bang of Society for Education, Action and Research in Community Health spoke on challenges in community healthcare in tribal areas of Maharashtra. Partho Bhowmik, founder of Blind with Camera Project, conducted a photography session.

Utpal Issar of ICICI Bank discussed challenges and opportunities in micro finance and Ravindra Chavan of Yashwantrao Chavan Academy of Development Administration (YASHADA) spoke about interacting with rural communities. Srijan Nandan imparted training on participatory rural appraisal.

The classroom session was followed by a week of immersion in a rural community. The Fellows were placed in six remote tribal

hamlets in the Ambegaon block of Pune district. The Fellows lived with a local family and maintained a daily diary of events. They were required to involve themselves in the village's cultural activities, to create a photo essay and to report on aspects of the rural community. A number of PRA (participatory rural appraisal) exercises were conducted under the guidance of Srijan Nandan and Prof. Ramesh Jhare from Tata Institute of Social Sciences.

Commenting on the rural immersion programme, S Sanket, one of the ICICI Fellow, observed that "the language barrier was a problem, but still I was able to communicate with many people with just a smile." Awdhesh Soni, another ICICI Fellow, commented that "For me the hospitality and the relationship built with the family was a life altering experience. I was astounded by the ambition of the village children — some wanted to be doctors, some engineers and some policemen."

This was followed by another week-long classroom session with workshops by Dr. Tushar Shah, principal scientist from the International Water Management Institute, who spoke about energy and its co-relation with water. He touched upon how changes in policy framework have affected rural development over the years.

THE ICICI FELLOWS PROGRAMME COMBINES CLASSROOM TRAINING AND ON-GROUND EXPERIENCE

Suhail Merchant of Bottomline spoke on communication and leadership; programme management was covered by K Krishnamurthi, Principal of Indukaka Ipcowala Institute of Management, Gujarat; rural administrative structures and systems by Sumedh Gurjar, director of Centre for Research & Development - YASHADA; and social entrepreneurship by Deval Sanghvi from Dasra. The closing highlight was a two day of team building exercises at the Magic Bus campus in Karjat.

After the month-long induction, the ICICI Fellows left for their various NGO placements, where they will work for the next six months before returning to Khandala for the second round of training.

ICICI BANK AND THE INDIAN ARMY COLLABORATE ON GREEN GOVERNANCE

General V.K. Singh, PVSM, AVSM, YSM, ADC, Chief of Army Staff, Indian Army, launched a coffee table book called Friends of the Earth in New Delhi on September 22, 2011. Subrata Mukherji, President of ICICI Foundation, was present at the launch of the book. Friends of the Earth is a tribute to mark the successful completion of the Green Governance Programme, a pioneering joint effort of the Indian Army and ICICI Bank.

The partnership implements projects such as rainwater harvesting, ground water rejuvenation, construction of check dams and water treatment/desiltation of water bodies, renewable energy initiatives, and other initiatives in various army commands across the country.

Another coffee table book named A Saga in Stone was also launched to mark the commitment of the Indian Army to preserving its heritage and culture. The event was attended by senior officers from the army as well as from ICICI Bank and ICICI Foundation, who collaborated with the Indian Army in this venture.



Our 2010-2011 annual report gives an overview of our progress as we work towards sustainable and inclusive growth. This report reviews our projects in primary health, elementary education and access to finance, as well as introduces our new focus area of sustainable livelihoods. It also explores the social initiatives of the ICICI Group of companies.

TOP HEADLINES:

- * Advancing primary health
- * Promising quality in elementary education
- * Enabling access to financial services
- * Cultivating sustainable livelihoods
- * ICICI Group Corporate Social Responsibility
- * ICICI Fellows Programme

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