

# Kutch Corporate Social Responsibility Forum

5<sup>th</sup> October 2017


# In the beginning...



- **1965-69:** Severe drought in Kutch
- **1969:** Kantisen and Chanda Shroff relocated from Mumbai and started relief work in Dhaneti along with Ramakrishna Mission
  - Soon, the work extended to Banni
  - Shrujan Arts and Crafts was started when Kaki recognized the local talent for handicrafts. It employed 35 women in Kutch and sold embroidered clothes in markets such as Mumbai
  - Drought-affected households that relied on agricultural income were aided by Shrujan during this period
- **1975:** VRTI, Mandvi, was founded because of the large dependence on agriculture. It mainly focused on water harvesting and drought-proofing activities.
- **1988:** Agrocel (Agri Service Division), Kodai (near Mandvi), was founded to provide the best knowledge and services to farmers as well as boost the farmers' income
- **1990:** Rann survey was conducted
- **1994:** Agrocel (Marine Chemical Division) was founded near Dhordo to manufacture chemicals and employ the local people

# Today



- **VRTI** has constructed >2000 water-harvesting structures—check dams, recharge tube wells, percolation tanks, etc.—that have benefitted >32,000 Ha of land.
- VRTI is currently active in 300 villages of Kutch with activities spanning the fields of animal husbandry, education, women empowerment, capacity building, etc.
- **Shrujan** has expanded to employ 3500 women across 120 villages in Gujarat.
- Living and Learning Design Centre (LLDC) was inaugurated in January 2016. This organisation is an extension of the dream of conservation of the local arts and crafts for which Mrs. Chandaben Shroff received the  **Rolex Award** in 2006.

# Preserving Arts and Crafts through LLDC



Activities at LLDC included celebration of world music day, craft workshop and craft fair, and felicitation of embroidery artisans



Regular events for sharing knowledge and experience take place with invitees coming from across borders such as Japan

The auditorium is well utilised for promoting other forms of arts such as dramas as well (Lohinu Tipu, 5<sup>th</sup> May '17)

125 lakhs were donated last year.

75 lakhs have been donated towards different projects and workshops thus far.

# Sanitation and Hygiene



704 toilet and bathroom blocks were constructed in Banni area, covering 10 villages, until March 2017

This year, 133 bathrooms and 40 toilet blocks have been constructed thus far.

3 Wazu, near village mosques, have also been constructed this year.

# Sanitation Activities in Jammu and Kashmir



Work station at Marh, Jammu, for speedy and qualitative construction



IHH toilet built at Sopore, Kashmir



IHH toilet built at Marh, Jammu



# Sanitation I.E.C with School children (Bhavnagar)



9 schools around the village of Avaniya were sensitised for washing hands as part of the sanitation drive  
528 students were educated

Approximately 12 lakhs were spent in the year 2016-17

This year projects worth 12 lakhs have been executed thus far.

# Learning Delightfully



Installations completed and active in 92 schools of Kutch. Thus far, 14,974 students have been benefitted.



Supporting institutes such as Ramkrishna Seva Mandal Trust.

Photo: Mamta School in Bidada



Projects worth 28 lakhs were executed in the last financial year.

This year's spend is at 53 lakhs thus far.

# Sharda Medical Centre



Shroffs Foundation Trust established the centre in 2005. The trust is reaching out to >32,000 people from 32 villages of Banni through this medical care centre and the Medical Mobile Unit.

25 lakhs were spent for medical and health activities in the financial year '16-'17

This year also 25 lakhs have been committed for this purpose

# Banni's Grassplots



Approximately 175 Acres of land was cleared of weeds and prepared for cultivation of grass as fodder.

# Grassplot today...



Approximately 200-250 Tons of fodder is expected to be harvested.

# Forestation in Kukma's hillocks



With permission from Kukma village two hillocks were identified and more than **10,000 seeds** were sown of different local hardy plants and more than **3,000 cacti** were planted.

Activities were initiated last year with a spend of 1 lakh.

April 2017 till date- 16 lakhs have been spent on Grasslands and forestation activities.

# Reduction of Hazards



IAY Multi-hazard resilient house K2 at Marh, Jammu



Inauguration of IAY model house, K2 at Marh, Jammu



# Extending the Handicrafts knowledge in J&K



# Institutes we have worked with..

- Shishuvihar
- Kasturba Gandhi National Trust
- Sahjeevan
- Ramkrishna Math
- Bhavans Cultural Centre
- Bharatiya Vidya Bhavan
- Vedanta Cultural Foundation
- Helpers of Humanity
- Odhavram Charitable Trust
- KMVS
- Shri Sitaram Seva Sadan
- Vishwa Gram Trust
- Aatapi Seva Foundation
- Vishwa Vatsalya Manav Trust
- 3 Tukkar school
- Yusufali Maherali Trust
- Shri Vile Parle Kelavani Mandal
- Gulbeg Morana Education and Medical Trust
- Save our Sahyadri

**Total spend on all activities, funds and projects from April 2016 till date stands at 439 lakhs**



# SVOC



Thank you!