

# THE IMPACT OF SOCIALY RESPONSIBLE BUSINESS EDUCATION

- VOLUME 3

Editor:  
Prof. Zenia Nanra









**SOCIAL IMMERSION PROGRAM (SIP)**

**THE IMPACT OF SOCIALLY RESPONSIBLE  
BUSINESS EDUCATION**

**Volume- III**

**Editor:**

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## **Editorial**

# **Social Responsibility and Business Education**

## **Social Responsibility and Business Education**

**Prof. Zenia Nanra**

Assistant Professor, Personality Enhancement Programme, Jagdish Sheth School of Management (JAGSoM), and Chair, V.B. Padode Centre for Sustainability, JAGSoM

Wishful thinking alone does not bring change. It is suggested that any business, regardless of its size, industry, or location, should start by defining its material impact on the environment, the economy, and society. The process should then continue with measurement, management, and change. Responsible ESG (Environmental, societal and Governance)/ Sustainability reporting involves targeted action on what matters, where it matters. Every business needs to focus on the unique effects it has on the environment, economy, and society. Every business must also address the Sustainable Development Goals in the context of sustainability as a whole (SDGs).

An organised, scientific approach to ESG / Sustainability reporting has too many benefits to be disregarded. The most crucial justification for action is probably ensuring the safety of our planet by combating climate change. In terms of the economy, research from reputable institutes is unequivocally demonstrating that responsible businesses may be optimistic about the future. Additionally, I am convinced that ethical ESG/Sustainability reporting lays the groundwork for effective communication, which is increasingly crucial in the digital age we live in. This is because we live in a connected and transparent world.

We present here volume III of select white papers from the post-graduate program in management (PGDM) students of the 2020-

2022 batch. These students have prepared white papers, which are ideas for future action based on primary data, close study, and analysis, under the guidance of their faculty mentors. The students whose work has been documented here hope to put their ideas into action during their management careers.

The first paper explores Barriers and enablers of using newer cooking options to reduce indoor smoke exposure in Bengaluru and its influence on health. In the second paper students study about “NABARD – KFW Soil Project- Amarakkuni Watershed Management”. A study conducted in Wayanad for the migrant population. In the third paper students explore and study various stages of reduction of NCD's through early screening and other diagnosis. In the fourth paper students explore the employment opportunities for visually impaired people. Studying about the equitable education for underprivileged children, in this paper students conducted a crowdfunding programme and tried to collect funds to provide aid to the students who need education.

We invite you to share your reflections with us. Meanwhile, we will continue to nurture holistic, socially responsible, and continuously employable professionals through our Social Immersion Program (SIP).

## ABOUT THE EDITOR



**Prof. Zenia Nanra**

**Assistant Professor and Chairperson- V. B. Padode Centre for Sustainability**

**Speciality Area: Memory and History Studies, Archival Research, Postcolonial and Cultural Studies**

Prof. Zenia Nanra has developed her research interest in Interdisciplinary studies in English Literature and Language, Postcolonial and Cultural Studies, Memory and Archival Studies, and Historical narratives through the lens of Indo- Canadian discourses. She has presented her research work at PGSC, School of Humanities, Universiti Sains Malaysia Penang, Malaysia (2018), and in KFLC: The Languages, Literature, and Cultural Conference, University of Kentucky, USA (2018). She has been associated with several GIAN (Global Initiative of Academic Networks) programs and NPTEL (National Programme on Technological Enhanced Learning), initiative, a project funded by MHRD, Government of India for the

courses “Speaking Effectively” and “Globalisation and Culture”. She is also a Citizen Historian associated with the 1947 Partition Archive, New Delhi. In addition to her academic pursuit, she takes keen interest in Oratory, Theatre and Dramatics.



# **BARRIERS AND ENABLERS OF USING NEWER COOKING OPTIONS TO REDUCE INDOOR SMOKE EXPOSURE IN BENGALURU AND ITS INFLUENCE ON HEALTH**

Vatsalya Rathore, Sanya Shree, Sushant Rakesh Bhadane  
Rishabh Sharma, Vibha Sikhwal, Kavya Kompa, Harish Tiwadi  
Chandan Prasad, Harikranth Reddy, Vishnuvardhan Kumetha  
Mohammad Ismail, Nupur Gupta, Neha Saini

## **Executive Summary**

In most developing countries, household air pollution is one of the main problems that lower- and middle-income individuals must deal with. With the growth in population in these countries, the number of health issues brought on by exposure to indoor smoking has dramatically risen. Health issues brought on by exposure to harmful chemical burns and gas emissions are more likely to affect women and children. Our study's focus group was comprised of members from low-income groups like beggars, ragpickers, daily wage employees, and domestic servants who are forced to use traditional cooking methods like Chulhas built of mud or bricks due to a lack of resources.

Since they lack the funds to buy liquid fuels like kerosene or LPG cylinders, the residents opt to burn solid fuels that are easily available in the nearby neighborhood, such as wood, cow dung, plastic waste, and other types of solid waste. The combustion of such fuels produces significant smoke emissions and air pollution both within the home and outside. It is associated with 1.5 million fatalities each year from lung cancer, chronic obstructive pulmonary disease, and acute respiratory illnesses (World Health Organisation; 2018).

We learned that CARE has already taken the initiative and

developed the concept of ICS (Improved Cooking Stoves). This part of our project in partnership with CARE India is anticipated to replace conventional stoves and have several advantages over them. In our study, we tried to understand how people who live in slum regions cook, how they behave toward improved cooking stoves (which emit less smoke), and what advantages they perceive from this creative step. Our strategy during the field trip was to query the qualitative and quantitative aspects of ICS stove adoption.

### **Project Objective**

People who live in slum areas, have mobility challenges, and cannot afford to buy electrical or gas stoves may find it challenging to make food on modern stoves. They continue to use traditional firewood fires for cooking despite the detrimental impact on their health. To lessen indoor air pollution in the slum neighborhoods, a care industry NGO gave these residents expensive ICS stoves. As a team, we visited to places like Kodyahalli and Kancharakana Halli to acquire information regarding the functionality of their products, which we then had to analyze and offer a suggested fix for the issue.

### **Problem Statement**

Understanding and analysing the data for newer cooking options to reduce the indoor smoke exposure in Bengaluru and recommending the best solution to compact it, which leads to an increase in the usage in these ICS stoves.

### **About Care India**

Care India is a Non-Governmental Organization situated in Dehradun, Uttarakhand. Enlisted in 2003 under the Registrar of Societies Act 1860. Care India has been an effectively working in the field of ability advancement, vocation programs, public mindfulness, and training. Since its commencement, Care India has successfully sent off and carried out a few improvement projects in more than 11 states the country over helping more than great many individuals.

Fundamentally, they make progress towards manageable improvement through essential medical services. Adult Literacy including legitimate proficiency, differentiated horticulture, orientation strengthening and local area interest.

The association has drawn in various instructive, social, and clinical benefits for the people well as that penniless, particularly from the ancestral belt.

## **Background**

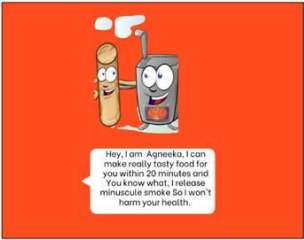
Most people in the world cook with biomass fuel, which adds to the burden of disease. Some households continue to burn solid fuels despite the availability of cleaner fuels because of financial constraints and a lack of infrastructure, especially in unregistered slums. Given the possibilities, why are these homes not transitioning to cleaner practices? Similarly, why did the households use the ICS chulha switch? This was a question that needed to be answered. What were their limitations and restrictions? Did they feel the need to alter their customary cooking techniques, and if so, how did they want to make that happen? What caused adoption to become the deciding factor, and how has it benefited them economically, conveniently, and health-wise? What were the restrictions and restricting elements for the household that used the conventional chulha.

## **Methodology**

The populace was given ICS, and after trying out each stove, they determined which stove was best for them. Then, we performed a survey among the households using these ICS at the time. To better understand the traditions and way of life of persons who cook traditionally, the topic was explored using a questionnaire. Personal survey to acquire information on qualitative and quantitative variables, views of families towards ICS, level of convenience, and any current problems they may be experiencing. To promote the usage of more sophisticated cooking stoves, it is important to identify any problems or hurdles and reduce the gap.



# MEET WITH BASAMMA



**Questions Asked:**

- ✓ What is the opinion of male members in your house about the ICS chulha? please elaborate.
- ✓ Would you recommend the use of ICS Chulha (Green way Jumbo) to your friends and relatives? If yes, please elaborate the reason.
- ✓ Do the adult male members in your family participate in cooking?
- ✓ What major difference have you observed when comparing to the previously used chulha?
- ✓ What is the opinion of male members in your house about the ICS chulha, please elaborate?

- ✓ Difference in time taken to cook using the previous and present Chulha (Does it takes less time or more time to cook, or there is no difference in time taken to cook)?
- ✓ Whether the problem faced by traditional chulha is resolved with ICS? If yes, please elaborate.
- ✓ What is your opinion about any change in taste of food (Like earlier the food was delicious but now it is less delicious.

### **Key Findings**

The two most common uses of the stove were to cook meals and heat water. The representatives of the organisation who had raised awareness among them about the advantages of the stove introduced them to it. Most of the women chose to buy the stove after previously discussing it with their husbands. They explained that using the chulha allowed them to save a significant amount of time because they were no longer compelled to stand in front of the stove when asked what they noticed differently. This is because there is less flame created, which prevents the food from being burned. Additionally, there is no need to remove the food from the stove to prevent burning, which would cause the meal to be undercooked. The food was being cooked faster and so they could serve it on time to their husbands, who in turn could leave for work on time.

Previously they would either be late or would leave without any food. The instances of burning their fingers due to the heating of the utensils have also decreased and the floor is comparatively cleaner as compared to the traditional chulha usage which led to too much ash everywhere. The less smoke emission has reduced their breathing trouble and watery eyes. Now less woodfire is used in the ICS chulha, so they can save some amount of money that was spent in the purchase of the firewood and for those who collected the fore wood themselves, they are saving time by collecting a week's supply beforehand and using it throughout the week. Now they have time to complete their other chores which would not otherwise be completed

since most of their time would be spent in front of the stove. Even if the price was somewhat higher, 94% of respondents indicated that they would be willing to buy the stove again.

The people who still preferred the traditional chulhas were the ones who could not afford them. They raised the concern of their hand-to-mouth situation where they could not even spare 250 rupees. They have been using the traditional for some time and despite the challenges they face aren't willing to change it.

Chulha	No of users
Agneeka	22
Greenway Jumbo	67
Vikram	35
<b>Grand Total</b>	<b>124</b>

Table 1: Analysis of type of ICS chulha used.

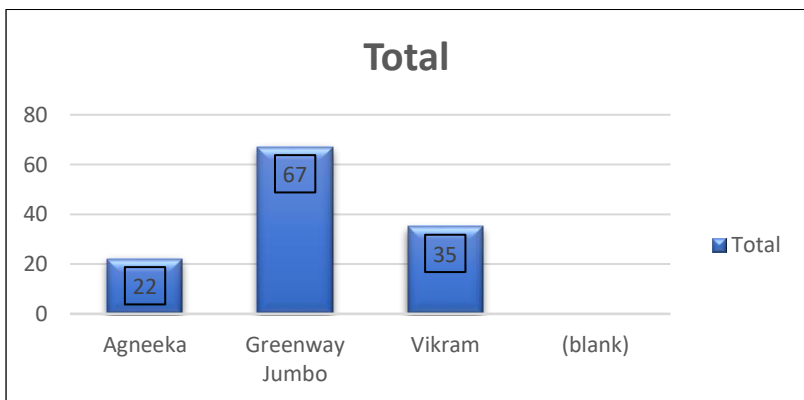


Table 2: Distribution of ICS stoves across households.

The majority of the 124 households we spoke with—about 22 of them—used Agneeka, 67 used Greenway Jumbo, and 35 utilised Vikram.

<b>Decision of purchasing stoves</b>	<b>Number</b>
Self	62
Self with other female members	16
other male and female member	23
Self with female-male and husband	5
other family members	7
Other male members husband in family	11
<b>Grand Total</b>	<b>124</b>

Table 3: Opinion of time saving by using ICS.

Out of the 124 households, around 68%, or 84 families, agreed that they thought utilising ICS stoves would allow them to save a significant amount of time, 29% agreed that only a small amount is saved, and 1% thought they were spending more time than before.

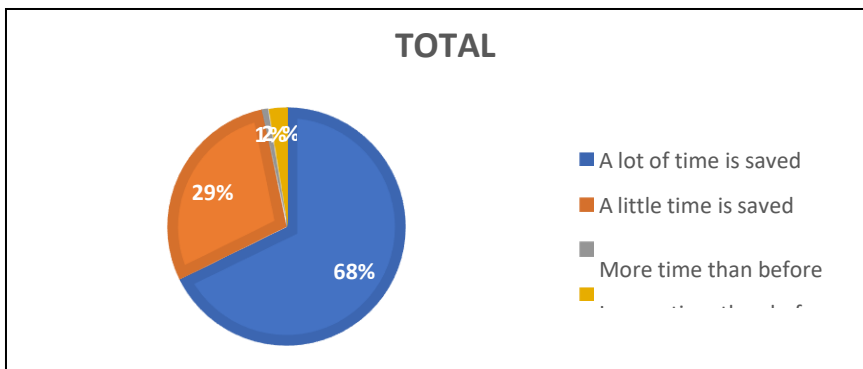


Table 4: Opinion of time saving by using ICS.

Opinion	Frequency
A lot of money is saved	51
Little money is saved	55
No difference in money saved	18
<b>Grand Total</b>	<b>124</b>

Table 5: Saving of Money in FUEL

Around 51 families believed that by using ICS stoves they can save lot of money in fuel expense whereas 55 families believed that they are able to save little money by using ICS stoves.



<b>Satisfaction among male members</b>	<b>Count of Q305</b>
Very unsatisfied	8
unsatisfied	1
Neither satisfied nor unsatisfied	6
satisfied	85
very satisfied	24
<b>Grand Total</b>	<b>124</b>

Table 6: Satisfaction among male members

### **Techno-Economic Viability (TEV) template**

NGO name	CARE India
Problem that touched most	Unrecognized reason of premature deaths due to indoor air pollution
Sustainable Developmental Goal (SDG) of United Nations	UNSDG Goal 3 Good health and well-being. Goal 13 Climate action Goal 7 Affordable and clean energy
Solution/s proposed.	i) Detailed market research to analyze number of ICS stoves should be given to households depending on members of family and nature of family.
	(ii) Subscription based model to provide trial experience to households.

	(iii) Pitching to men in family who is ultimate decision maker.
	(iv) Enabling the process of availability of stoves quicker.
<p>TEV on each of Solutions proposed (If necessary, please use separate sheet of each of Solutions TEV comments)</p>	<p>Solution (i): Detailed market research to analyze number of ICS stoves should be given to households depending on members of family and nature of family.</p> <p><u>Technical feasibility:</u> Quality of steel used to build ICS stoves should be up to the mark so that no return request occurs. Shelf life is assumed to be 2 years based on use of stove till now. Though use of ICS stove emit heat downward which is getting tattered that is concerned by many households.</p> <p><u>Economic viability:</u> Average income in slums I visited ranges from Rs.300 to Rs. 500 whereas Avg price of ICS stove is Rs. 250 which almost half of their daily wage earned, and time taken to get the ICS stove is the reason behind people not signing up to this initiative.</p> <hr/> <p>Solution (ii) Subscription based model to provide trial experience to households.</p> <p><u>Technical feasibility:</u> Cooking subscription to understand and experience perks of ICS stove will trigger them to buy impulsively. Women use stoves for multiple times for different purposes which requires different degrees of heat to cook ICS stove fulfills all those criteria.</p> <p><u>Economic viability:</u> Wood logs are purchased by many households (Rs. 200 for a sack) whereas ICS stove work efficiently on few logs of wood.</p>

Solution (iii) Pitching to men in family who is ultimate decision maker.

Technical feasibility: Decision lies with men in households even though they are not the one using stoves so ICS stove should be pitched to men with demonstration and will understand the benefits of getting meal cooked quicker to get it in morning before going on daily work.

Economic viability: Long term use of ICS stove will be convincing to men.

Solution (iv) Enabling the process of availability of stoves quicker.

Technical feasibility: Technically government issued subsidies lessened the prices though process should be occurred more quicker so people get their stoves earliest.

Economic viability: Human work force to audit these processes should be increased so this process gets done more quicker than before.

Sr No.	Factors to be examined	
1	Market Analysis	Indian cooktop stove market is currently \$657 million in FY 2021. It is likely to grow upto \$ 747 million by FY 2023. Kacchakahalli, Kodigehalli slums in Bengaluru
2	Future Demand	Two-third of world population still rely on traditional and gas stoves which is a great challenge for climate change as its is alarming situation to adopt cleaner methods of cooking.

3	Intermediate Product Market Analysis:	The market for gas cooktops and stoves is valued more than Rs 250 crore and is expanding steadily by 10%. About Rs 8000 crore is the country's overall gas stove market.
4	Export Oriented Units Market Analysis	Many parts of African and Asian countries still rely on traditional stoves, and this is the niche market of 730 million people use it.
		Priced at Rs. 250 and it can be subsidized with government assistance to provide large population.

## Factors

### Economic Feasibility Factors

Sr No.	Factors to be examined
1	Bengaluru city allows to run functions more efficiently and quicker to provide ICS stoves to people more quickly.
3	Availability of wood logs is becoming more restricted so ICS stoves useful to reduce consumption of wood.
4	Slums are inclusive communities where people from different castes and religions communicates in Telegu, Tamil, Hindi and Kannada.
5	Less wooden waste generated by ICS stoves, and it is easy to dispose as ash is not contributing more to soil pollution.
7	Community of daily wage workers, cow gimmicks, and construction laborers where children are not used to go to school as they are still deprived of education at heart of so-called Silicon Valley of India, Bengaluru.

## **Technical Feasibility**

The goal would typically be limited to considerations of pollution, cleanliness, and fuel usage. But for these moms, it's about ensuring that their kids are secure and comfortable, underlining their love and concern for their kids. The focus for most people would be on the fuel usage, pollutants, and cleanliness.

They felt powerless as they had seen their children suffer from coughing, burning eyes, and nausea from sitting next to the heavy smoke-emitting chulha. Their children would experience nausea, burning eyes, and coughing while sitting next to the massively smoke-emitting chulha, leading them to feel helpless as they watched their child suffer.

### **Tale of 3-year-old, Jankumar:**

A slum, Lingaraj Puram is full of huts strewn across the street. Daily wage employees, labourers, rubbish pickers, and construction workers who earn an average of Rs. 500 per day with an annual salary of Rs. 30,000–40,000 are among the residents of Lingaraj Puram. During the Covid-19 shutdown, the residents of Lingaraj Puram endured great hardship as miscreants set their huts on fire and destroyed their means of subsistence. They had to build their shelter from scratch to start their life from scratch. That's where the ICS stoves really helped them to make their life more easeful and convenient. Life of daily wage workers I saw more closely when they could afford only 4 chapatis but still offered me food. This reflected their empathy for others. In these three days of SIP, I have met a wide group of individuals from different castes and religions in the slums, where I have sensed the perfume of harmony and compassion.

Already, 60% of women use ICS stoves. Vikram, especially in the Lingaraj Puram neighbourhood, and Care India are attempting to persuade every person to switch to an ICS stove.

### **Story of Kavita:**

The marathi-speaking mother we met at Lingaraj Puram was asked about her experiences living there. She claimed that while many people think the issue with ICS stove adoption is minor, for her children Rohan and Ananya, smoke and heat were unavoidable. Residents of Lingaraj Puram frequently utilise Vikram stoves, so I looked into why people in the same neighbourhood and province would purchase the same ICS stove. One of the respondents, Bassama, claimed that Vikram stoves have a design that makes it possible to position and place various types of utensils on the stove.

### **Conclusion**

Since long before civilisation, fire has been necessary for cooking. The use of solid biomass fuels in traditional stoves across the developing world is gravely harming the health of people who are already vulnerable. In many locations around the world, traditional methods — cooking over an open fire or stove — have been replaced by gas or electricity. Over 1.5 million premature deaths due to air pollution occur in India each year, with a significant portion of those deaths being caused by fumes from solid biomass fuel. 4.2 million people die from indoor air pollution each year. This is due to the inefficient burning of solid biomass fuels like wood, agricultural residue, or charcoal in open fires or simple stoves. Soot, a type of air pollutants produced by inefficient combustion, is extremely dangerous for respiratory health. Urban regions, where there are massive population density and ventilation is challenging, this can have an even worse effect.

The purpose of this initiative must be to transition people from

using traditional stoves to more advanced stoves that use the same fuel. These stoves are proving to be a blessing for people given their financial limits, which prevent them from being able to acquire LPG cylinders. Despite the fact that there are government programs to aid with their security, the slum residents we met—who were primarily nomads who move from one city or town to another in quest of better means of subsistence—are frequently excluded from these advantages. This misfortune prevents them from being a beneficiary in any scheme that the government organizes. We as a team were aware of their struggles as we spoke to them and just how seemingly insignificant items may have a significant impact on their lives. The stove has not only decreased their daily emissions, given them meagre savings, and made their lives run more smoothly.

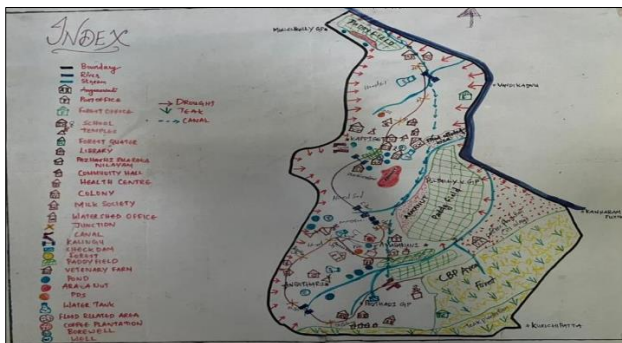




# NABARD- KFW SOIL PROJECT- AMARAKKUNI WATERSHED MANAGEMENT

John Soni, Ashvin Johnny, Lincy Amalin, Suraj Kumar, Divyanshu Yadav, Srutika, Sagar Thapalia, Tamanna Bansal, Starlin Manjali, Arasavalli Shanmukha, Tejaswini Perala, Isha Agarwal, Aditya Singh, Chandra Sekhar

## Introduction



Wayanad, the Green Paradise, located in the northeast part of Kerala. In recent years it has been affected by the evolving climate changes, due to the adverse effects of climate there has been change in the land composition and weather patterns. There was a need for specific initiatives to bring about a sustainable transformation and a beneficial influence in the area because this resulted in water scarcity and other negative effects. Watershed management initiative has been one of the impact programs that has been established to create a sustainable change. Under this program there are multiple activities that helped the participants of the initiative to create a change in their livelihood.

Integrated Watershed Management Programme (IWMP) is a centrally sponsored scheme under the Ministry of Land Resources; Department of Rural Development; Government of India. In Kerala the scheme is implemented through Department of Rural Development. The main objective of this project is judicious utilization of every drop of rainwater received, for domestic consumption, agriculture, horticulture, livestock rearing etc. Thereby attaining self-sufficiency in drinking water, increase in employment opportunities, increase the standard of living etc. A holistic approach is envisaged in this programme. Unlike other watershed development projects here there is space for helping livelihood activities, assistance for enhancing production system and provision for microenterprises.

### **Background to the problem:**

The ecosystem of the area has been harmed by increasing uncertainties in monsoon season and rise in maximum temperatures, which have a negative impact on the livelihoods of the locals. Wayanad being the hub of coffee and spices cultivation, the agriculture activities are majorly impacted by these adverse climatic changes. Most of the crops are temperature-sensitive, and agriculture is a significant source of income in the region. Hence, these changes create a negative impact on the people. Wayanad is one of Kerala's four climate change hotspots and has been noted for

its high susceptibility to natural disasters like drought, forest fires, and animal-caused destruction.

### **Need for Solution:**

The climate change has brought an irreversible change in the patterns of weather that needs a sustainable initiative to create an impactful change.

### **Scope of the Report:**

The core strategy for rural development has been suggested because of the severe depletion of natural resources as the watershed development approach. Only conservation and restoration of the natural resource base can ensure sustainable grass root development. The objective of the report is to understand the sustainable changes that has been created with implementation of watershed management initiative. The impacts and progress of each activity has been studied in detail to come to conclusion of benefits and adversity of the initiatives and the change it brought in their lifestyles.

To bring about integration of all the area development program, called Integrated Watershed Management Programme has been launched for integrated planning, sustainable outcomes, and rural livelihoods of the communities.







**Problem Statement:**

The adverse conditions of climate had created an irreversible change in the area. Hence there were few initiatives that were implemented to create a sustainable environmental change. As a team, we were required to conduct an effect analysis on the Watershed solutions put into place during the previous three years.

**Problem Description:**

We had to conduct a detailed study to understand the impact of all the factors affecting the Watershed development. We were expected to follow the research methodology and create a scientific approach to understand the impacts of the change. As a group we had to understand the impacts on the following factors:

- What was the impact of initiatives on climate change?
- Was there any sustainable change observable?
- Whether there was an increase in productivity.
- Whether there was an increase in the income of the people
- Whether there was an improvement in the living standards of people

**Current Solution:**

To provide desired products and services without adversely damaging the soil, water, and other natural resources, watershed management is the process of directing and organising usage of land and other resources.

Watershed management is based on the concept of sustainability and meeting the needs of present population without compromising the interests of future generation. The concept of watershed management is important for the efficient utilization of water and other natural resources.





Integrated Watershed Management Programme (IWMP) is a centrally sponsored scheme under the Ministry of Land Resources, Department of Rural Development, Government of India. In order to bring about an integration of all the area development programmes, a new programme titled Integrated Watershed Management Programme (IWMP) has been launched for integrated planning, sustainable outcomes, and rural livelihoods of the communities

Watershed management initiative has been one of the impact programs that has been established to create a sustainable change. Under this program there are multiple activities that helped the participants of the initiative to create a change in their livelihood.

#### **Activities under Watershed Program:**

- Earthen Bund
- Well Recharge
- Irrigation Pond
- Soil Testing
- Organic Farming
- Omni Compost
- Biogas
- Deep ploughing
- Fruit Bearing Plantation
- Bio Intensive Gardening
- Poultry Farming
- Bee keeping
- Azolla

The climate change has brought an irreversible change in the patterns that needs a sustainable initiative to create an impactful change. The watershed project is a NABARD initiative in partnership with Shreyas, Wayanad. This was focused on bringing a sustainable change in the livelihoods of people. Through multiple activities under this project, they ensured that there is an observed change, an



impact being created, and yield received that is helping them to have an economic impact, productivity, and income generation.





**Impact:**

***Long term:***

The watershed project initiatives focused on creating a sustainable environmental change in the livelihoods of the people of that region. Wayanad being the hub spot of climate change, these initiatives shall help in judicious and optimum utilization resources. .

SDG-6 "Clean Water and Sanitation" will have the greatest long-term impact because of the measures. The "water objective," or SDG 6, aims to ensure that everyone has access to sustainable water and sanitation management. In addition to supporting several other SDGs, SDG 6 aims for sustainable water management on a global scale. Fulfilling SDG 6 would contribute significantly to achieving much of the 2030 Agenda. The sustainable change that is supported by this SDG will have a positive effect on society.

**Short term:**

The initiatives are not only focused on creating a sustainable change but also have an impact on increasing the productivity and create an additional channel for income generation. Through these activities NGO wanted to help people to create a better living standard for them.

Few activities and their impacts:

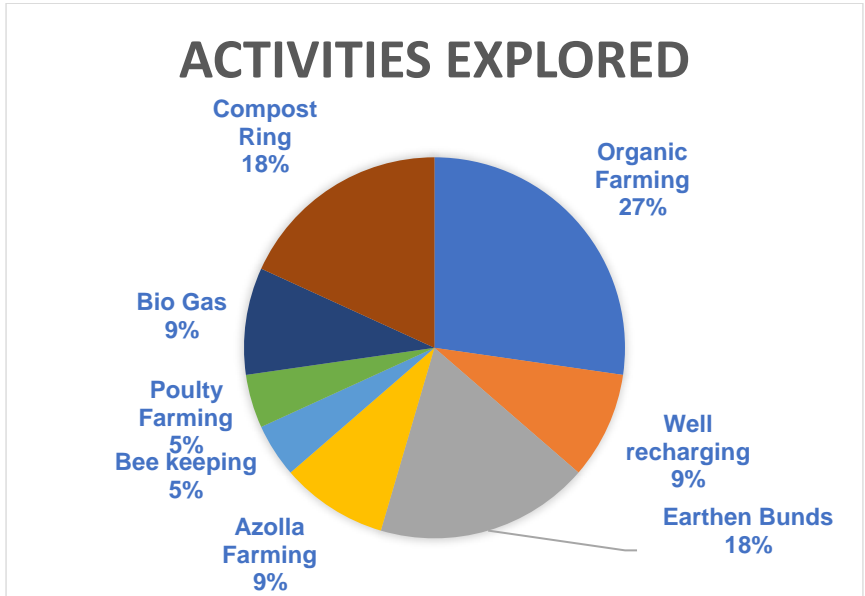
1. Irrigation Pond: One of the programs instated, Irrigation Pond, assisted a lot of people during the summer. This program made a difference in the problem of water scarcity. Soil Testing: Soil testing is done at regular intervals by trained professionals and a detailed report regarding the analysis is given. They are also given suggestions on the measures to be initiated.
2. Fruit Bearing Plants: Agriculture is one of the important occupations in this area, and they have been provided saplings of fruit bearing plants such as passion fruit, mangosteen, local varieties of banana these kinds of plants help in holding the soil and reducing the soil erosion.
3. Bio Intensive Gardening: In this initiative the beneficiaries are provided with small saplings and grow bags along with bio manure. This helped the beneficiaries in waste management and being self-sufficient.
4. Poultry Farming: As a part of the initiative, they were provided with a flock of chickens and a case unit that can be established in their backyards. The produce generated from the chickens is used for their daily needs.
5. Bio compost Unit: As a part of the initiative, they are provided with portable bio compost units. They were able to manage waste effectively and use the slurry as bio compost. This created a sustainable change in their livelihoods.
6. Biogas Plant: Biogas plant has been established in the backyards of their homes and is an efficient source of cooking fuel in their households. It has helped them to reduce the expense of buying LPG cylinders and fuelwood frequently. The usage of LPG cylinders has reduced from 6

to 4 cylinders on an average per year. Kitchen waste is also managed efficiently. The slurry from the biogas plant is used as bio fertilizer.

7. Azolla Cultivation: Azolla being a nutritious source, with all the required nutrients acts as an important source of cattle fodder, reducing the cost of buying external cattle fodder. This being an efficient source of nutrients also enriched the productivity of the products being produced from the cattle. It is one of the cost-efficient techniques that helped them to reduce expenses on fodder.
8. Organic Farming: Agriculture is one of the important occupations in this area, and they have been provided with plant saplings of different plants like medicinal plants (neem, tulsi etc); fruit bearing plants (passion fruit, banana, mangosteen etc); bio controlling agents, bio fertilizers, grow bags etc. The fruit bearing saplings were provided in limited quantity, hence it's not a major source of income generation for few families. Reduction in use of chemical fertilizer and pesticide helped in healthier plant alternatives for consumption purpose.
9. Earthen Bund: Earthen bund is one of the activities that helps in water conservation and reduce soil erosion. This technique helped the farmers to reduce soil erosion and retain fertile soil for cultivation. This helped in replenishing the ground water level from the rainwater collected during monsoon season.
10. Well Recharge: Due to climate changes, one of the negative impacts faced was water scarcity during summers. This initiative helped to reduce that problem in this region. Water levels have risen due to replenishment of water in wells from rainwater. The various steps of filtration help in getting only purified water being replenished in the water tables that can be used at time of scarcity.
11. Bee keeping: In process, or just harvested. There is delay in extraction of honey from the culture, as there is no proper training given to them. 250ml of honey is extracted from 4 boxes. This is mostly used for home purpose than for commercial use.



**Project Impact on team:**



During their Immersion, the team analysed the activities that had brought impact on the villages of Sultan Bathery. The division describes the break-up of our analysis report. The major change was brought by Organic Farming which influenced their Economic condition and living lifestyle. The impact of this activity has covered almost 27% of the population sample and the responses to these activities have positive. Next most impactful activity was Earthen Bunds. This has reduced soil erosion and improved the water level underground, helping them with agricultural activities also. Well recharging is also conserving the rainwater by filtering through organic material and making it fit to drink. All such activities had an impact of saving the sustainable life and conserving nature, which fits the SDG -6 goals of “Clean water and Sanitation” - the water goal.

## **The Solution:**

- **Criteria:**

We evaluated our solution based on the existing impact of such similar solutions and the changes they have brought to the locality. We used comparative case studies done on nearby areas and the impacts to finalize on our project solution criteria.

- **Solution Options and comparison:**

1. Creating awareness about the initiatives and other opportunities provided to beneficiaries
2. Creating awareness about FPO (Farmers Produce Organization) to understand how it would help and benefit the villagers who are into organic farming, integrated family farming and commercial plantation to create a sustainable change.
3. Give training on expertise like honey extraction, fertilizer, manure usage for the crops for increasing the produce, commercial plantation and creating a sustainable change.

### **1) Technical Feasibility:**

- The project will move forward by sharing knowledge with the village residents and make them understand the benefits of the taking up the initiatives, how it will create a sustainable change in their lives Shreyas and NABARD have collectively put efforts to create the awareness.
- The project will move forward by sharing knowledge with the village residents and make them understand the benefits of the taking up FPO. Shreyas have local interns who can communicate them the advantages and make them understand the advantages of the program.
- Give training on expertise like honey extraction, fertilizer, manure usage for the crops for increasing the produce, commercial plantation and creating a sustainable change.

- The beneficiaries must be provided with proper training for honey extraction, commercial plants usage, benefits of bio manure obtained from biogas plant so that there will be no delay in extraction of produce, saving them time and cost. Also, the cross usage of one initiative by product for other would help them create an advantage for the initiative. Providing seasonal crops and local varieties help in improving the climatic conditions.

## **2) Economic Viability:**

- Trained interns' availability helps in creating awareness among the local villagers.
- The awareness program incurs cost in gathering people at one place and making them understand the benefits needs a lot of effort and time. The success stories from other beneficiaries can be fuel to the program.
- The main expenditure is the travel cost and getting all the villagers to a place and creating the training.
- Soil testing and understanding the nature would help the organization give proper advice for the plantation which incurs cost.
- Providing seasonal crops and large number of saplings would incur additional cost.
- Trainers who are expertise in honey extraction must give the training.
- The project will move forward with sharing knowledge with the village residents and make them understand the benefits of the taking up FPO. Shreyas has local interns.

## **3) Limitation:**

- One of the major challenges that has been discussed during the visit was they were not getting enough samples of the plant saplings. So, the saplings should be provided in regular intervals to increase the productivity and effectiveness.
- There is no awareness about the benefits of FPO initiative among the families. Hence, proper awareness program



should be conducted for recipients highlighting the benefits of the initiative

- Maintenance cost of Azolla is higher than establishment. It acts as a hinderance during the harvest season. It is recommended to give the unit at much subsidized rate and provide proper training session regarding the maintenance of the unit.
- Training regarding health and sanitation about the livestock and their maintenance would help in increasing the life span of livestock's.

### **Conclusion:**

A balance between environmental and economic goals and considering all interactions within the watershed system is the critical consideration we considered in this project. Countries at varied levels of development are working for this equilibrium. There had been disputes over shared water resources between state governments, industry, domestic use in cities, and agriculture. Thus, effective water management is essential for human survival and economic growth. This leads to the important use watershed management technologies in a nation like India, where the freshwaters are wasted each year; to combat droughts and floods.

### **Future:**

The projects and strategies for watershed development had always been present in this world. Maintenance in needed, both in the newly developing and already existing areas of land. Given this reality, specific departments must be established to carry out the nation's watershed development projects. When comprehensive plans are created at the village, district, and state levels this project can be conceived. But this approach calls for a wide range of professional and organisational abilities and competencies. Reviving rain-fed agriculture and enhancing soil and crop resilience in the face of climate change must be the main goals. The primary outcome of any interventions made as part of watershed development initiatives

must be an improvement in the humus and organic content of the soil. We need to have a set of procedures, including intensifying biomass production, diversifying crops, and improving soil fertility to get this project get going at all areas and to keep the ground level beneficiaries/farmers informed and educated about the changes and impact that this project will create.

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# REDUCTION OF NCDs THROUGH SCREENING, EARLY DIAGNOSIS, AND A TREATMENT – A ROADMAP

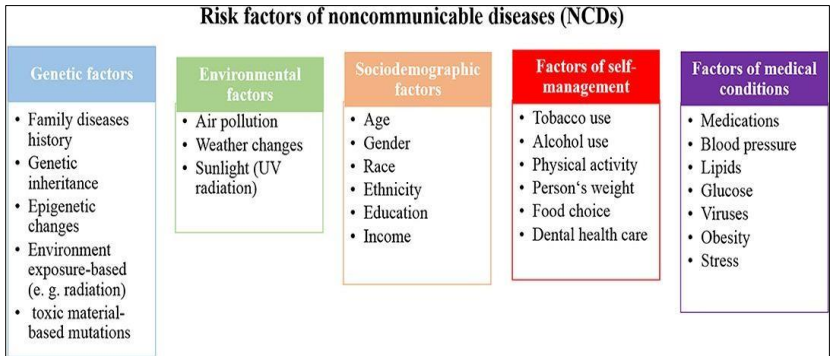
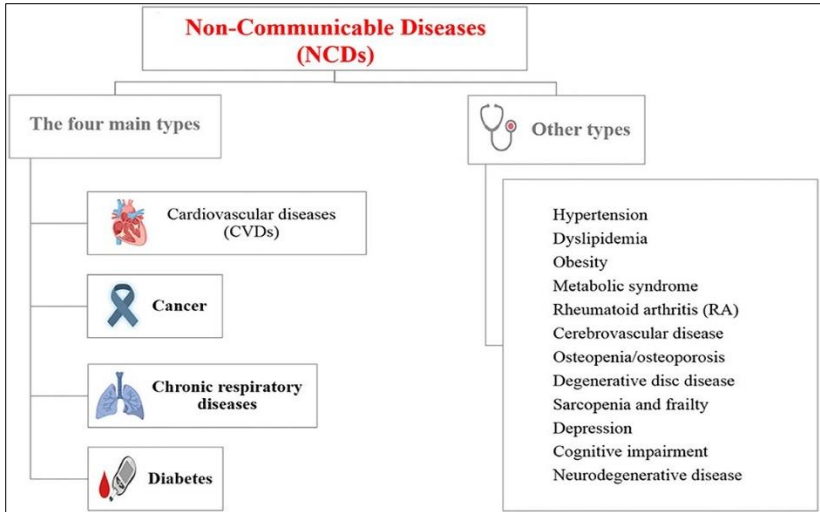
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## Introduction

### Non-Communicable Diseases

They are illnesses or ailments that are not brought on by infectious foreign bodies. These long-lasting, often slowly progressing chronic diseases are brought on by a confluence of genetic, physiological, environmental, and behavioral variables. The main types of NCD's are **cardiovascular diseases (such as heart attacks and stroke), cancers, chronic respiratory diseases (such as chronic obstructive pulmonary disease and asthma) and diabetes.**

Mental health disorders are the most common NCDs found in adolescents. Key risk factors for NCD development in adolescence include negative behaviors and lifestyle variables, particularly smoking, alcohol and drug use, poor food, and metabolic syndrome.



According to World Health Organization (WHO) projections, the total annual number of deaths from NCDs will increase to 55 million by 2030, if timely interventions are not done for the prevention and control of NCDs. India is also suffering as nearly 5.8 million people (WHO report, 2015) die from

NCDs every year in other words, 1 in 4 Indians has a risk of dying from an NCD before they reach the age of 70.

Key facts about NCDs by WHO:

- Non-communicable diseases (NCDs) account for 41 million annual deaths, or 71% of all fatalities worldwide
- More than 15 million people aged 30 to 69 die from NCD every year; 85% of these "premature" deaths take place in low- and middle-income nations.
- Low- and middle-income nations account to 77% of all NCD fatalities.
- The majority of NCD deaths, or 17.9 million people per year, are caused by cardiovascular diseases, followed by malignancies (9.3 million), respiratory illnesses (4.1 million), and diabetes (1.5 million).
- More than 80% of all deaths from NCDs that occur prematurely are caused by these four disease types.
- Use of tobacco products, sedentary lifestyles, problematic alcohol use, and poor diets all raise the chance of dying from an NCD.
- Key components of the response to NCDs are detection, screening, and treatment of NCDs, as well as palliative care.

Families are more financially at risk when people with NCDs must pay high healthcare expenditures and have limited career options. Economic stress and barriers to social and economic growth are caused by emerging countries' high healthcare costs and diminishing productivity. Four main risk factors are—tobacco use, physical inactivity, hazardous alcohol use, and poor diet—have mostly been responsible for the growth of NCDs.

Specifically, lower levels of education have been found to be related to the higher incidence and prevalence of non-communicable diseases. The NCD epidemic threatens to overburden healthcare systems and has terrible health effects on people, families, and communities. So that is why it is important to screen and treat NCD patients.

In the twenty-first century, NCDs pose one of the greatest threats to public health, not only because of the pain they cause to individuals, but also because of the harm they do to the nation's socioeconomic progress. Each year, NCDs claim the lives of almost 41 million individuals (or 71% of all fatalities globally), 14 million of whom pass away between the ages of 30 and 70. The majority of NCD fatalities that occur too soon can be avoided.

The government has launched numerous programs to treat these ailments. With the assistance of Medical Officers, ASHAs, and ANMs, the government uses a variety of programs to do early screening and diagnosis of people suffering from NCD. But over the previous five years, NCDs have increased. Despite all the efforts made by the government, NCD rates are rising rather than declining.

## About NGO Foundation



### CARE FOUNDATION

CARE Foundation is a not-for-profit organization that builds the capacity of communities to ensure empowerment for marginalized women and girls. Their sustainable and holistic interventions in health, livelihood, education, disaster relief, and resilience provide innovative solutions to deep-rooted development problems. Along with access to the international confederation of expertise, they integrate internal knowledge and a strong network of partnerships to deliver outcomes at scale to varied stakeholders.

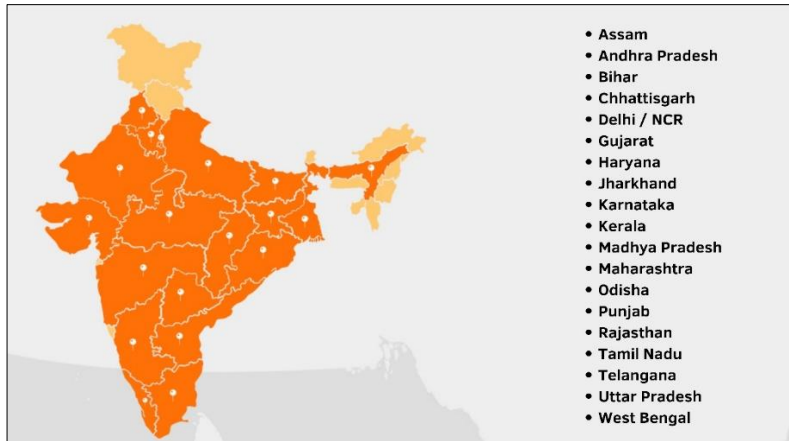
CARE India is a part of the CARE International Confederation, which is helping millions of people live a life of dignity. We have a presence in over 100 countries. They have been contributing to India's explosive growth for 75 years, starting from the time when it was a newly formed nation and till today when it is among the world's fastest developing economies. Through 53 projects spread across 18 states, they impacted the lives of more than 52.7 million people in 2020-21.

**“Empowered women and girls can lift their entire families and communities out of poverty.”**

### Where they work

For 70 years, CARE India has been working across the length and breadth of the country, partnering with state governments and institutions to strengthen systems and fulfil the basic needs of the marginalized people residing in these territories. The map below gives an insight into the

states where we worked on different projects and programs in the fiscal year 2020–21.



## Core Values



<b>RESPECT</b> Upholding the dignity of everyone	<b>INTEGRITY</b> Adhering to an ethical code of conduct in all actions	<b>COMMITMENT</b> Fulfilling our duties and social responsibilities	<b>EXCELLENCE</b> Setting high performance standards and being accountable to them
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## Vision

We seek a world of hope that is inclusive and just, where all people live in dignity and security.

## Mission

To save lives, enable social protection and defeat poverty.

Thematic goals	Our Verticals/ Technical Focus			
	Health	Livelihood	Education	Disaster Preparedness and response
Humanitarian action (SDG 11)				✓
Quality healthcare (SDG 3)	✓			
Quality and inclusive education (SDG 4)			✓	
Decent work and economic growth (SDG 8)		✓		
Adequate food and nutrition (SDG 2)	✓	✓	✓	✓
Clean water and sanitation (SDG 6)	✓	✓		✓
Clean energy, climate resilience (SDG 7, 13)		✓		✓

## Approach

CARE focuses on developing the potential of marginalized women and girls to drive equitable changes through programs which deliver quality healthcare, inclusive education, gender-equitable and sustainable livelihood opportunities, and disaster relief and preparedness. Cross-cutting themes like building resilience, inclusive governance and gender transformative change are layered into all the programs, across each sector.



### IMPACT (2020-21)

CARE has been working in India for 70 years, focusing on alleviating poverty and social exclusion. We do this through well-planned and comprehensive programs in health, education, livelihoods, and disaster preparedness and response. We are part of the CARE International Confederation, working in over 100 countries for a world where all people live with dignity and security.

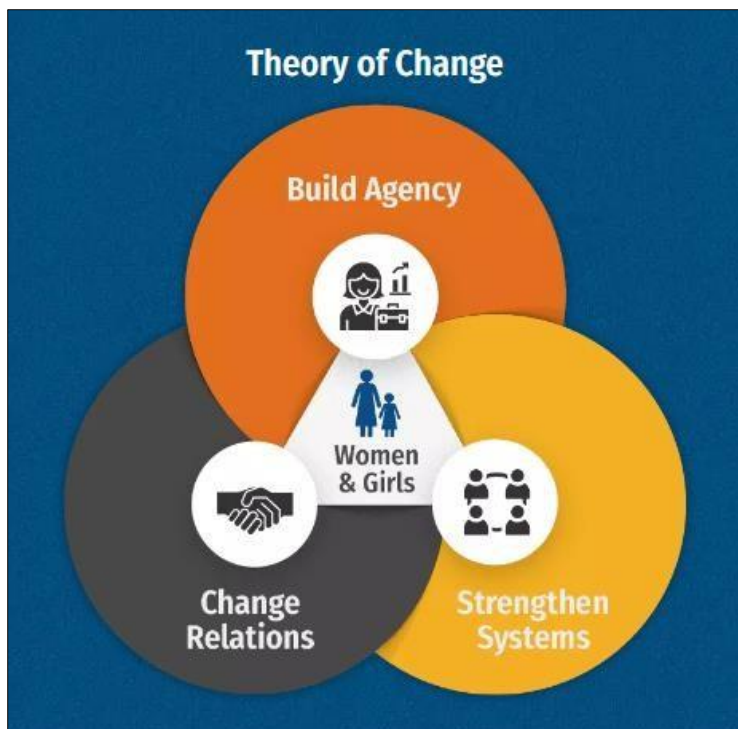


### AIM

**Our aim is to have a lasting impact on the scale by-**

Working with individuals and communities to raise awareness, self-esteem, confidence, and aspirations to change their world and provide them with the knowledge, skills, and capabilities to do so. Changing relationships to address the inequality that persists in intimate relations, family and social networks, marketplaces, and community or citizen groups. We strive to heal and activate these networks by strengthening systems to increase social investment by

governments, which offers us the opportunity to work closely with systems and multiply impact at scale.



## **Target 2030**

By 2030, CARE India aims to provide social protection to over 100 million people from the poor and marginalized communities, by helping them overcome poverty through various ways-

- Scaling up and adapting proven models
- Influencing policy through advocacy
- Promoting social change
- Initiating community-centric transformation
- Mobilizing financially sustainable models
- Overcoming Poverty

For 75 years, CARE India has been working to defeat poverty and achieve social justice. We are building a just and inclusive nation for all genders and communities, where everyone has a life of dignity and security.

Our work has become even more urgent and necessary, as millions of people around the country are battling COVID-19. CARE India has been responding promptly to the pandemic with the support of its domestic and international donors, working closely with state governments and local administrations to support marginalized communities.

## **Our Institution and SIP Program**

### **Social Immersion Program:**

#### **Early Identification & Treatment of NCDs in Villages**



Social Immersion Program (SIP), a unique initiative that sensitizes students to the needs of the community and enables them to identify their social problems through research. Students learn to design solutions for social problems through a Techno Economic Viability (TEV) study, thereby enabling sustainable, socially positive, and measurable impact.

Students in this curriculum go on excursions where they engage with people, try to comprehend problems, find gaps, and then propose potential solutions that would have a socially beneficial and quantifiable impact. Students can interact with people from different backgrounds through the programme, which helps them build their networks and foster empathy for

those in need. The school has tied up with many NGOs to facilitate the immersion component of the program. Some of the NGOs JAGSOM partners with are World Vision India, Action Aid, Art of Living (AOL) Anti-Pollution Drive, Help Age India, Biocon Foundation, CARE India, CRY, Bachpan Bachao Andolan.

### **Sustainable Development Goal**

The Sustainable Development Goals are the outline to accomplish a superior and more supportable future for all. They address the worldwide difficulties we face, including poverty, inequality, climate change, environmental degradation, peace, and justice.

Universally, 74% of all deaths in 2019 were brought about by non-communicable diseases. The likelihood of dying from any of the four fundamental non-communicable diseases (cardiovascular disease, cancer, diabetes, or chronic respiratory disease) somewhere in the range of 30 and 70 years old enough declined from 19.9 percent in 2010 to 17.8 percent in 2019. This pace of decline is inadequate to meet the Sustainable Development Goal target.

Tobacco use rates have declined in 150 nations, adding to the decay of the worldwide typical commonness rate from 24.4 percent in 2015 to 22.3 percent in 2020. In 15 nations, tobacco userates are either consistent or yet going up.

The worldwide self-destruction passing rate declined by 29% from 13.0 deaths per 100,000 populaces in 2000 to 9.2 deaths for each 100,000 of every 2019. Albeit the accessible information doesn't show an expansion in that frame of mind during the main months of the COVID-19 emergency, the pandemic seriously affected the emotional well-being and prosperity of individuals. In 2020, a 25 percent increment was observed in the pervasiveness of tension and misery around the world.

## **Group Field visit observations**

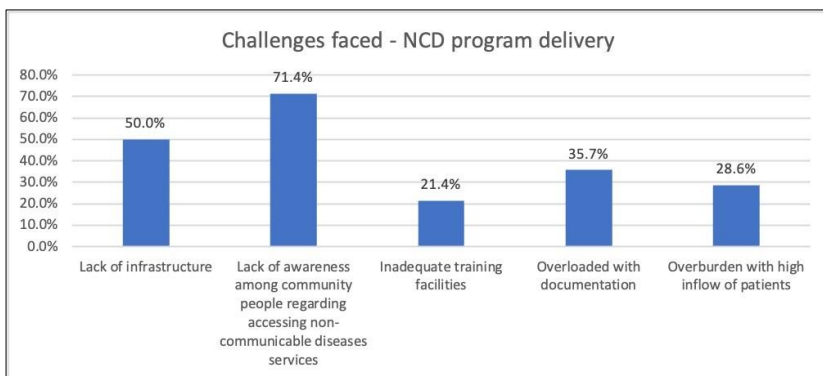
### ***Group Insight- Mahila Arogya samiti & ANM'S***

We had the chance to talk with a lot of ANM employees and Mahila Arogya Samiti members during our field trip. An individual who works as a female healthcare professional in a primary care setting or health sub-center is known as an Auxiliary Nurse Midwife (ANM). They are also referred to as the essential frontline staff under the National Rural Health Mission. Each ANM in the Doddaballapur region is supported by four to five ASHAs. Meetings with ASHAs to review work from the previous week or fortnight are typically held weekly or biweekly for ANMs.

ANMs advise ASHAs on various facets of healthcare. ANMs play a critical role in assisting those residing in slums and slum-like areas with their health requirements as well as other social and environmental issues that may be affecting their health. The ANM'S are aware of their obligation to spread knowledge of and provide references to the neighbourhood hospitals.

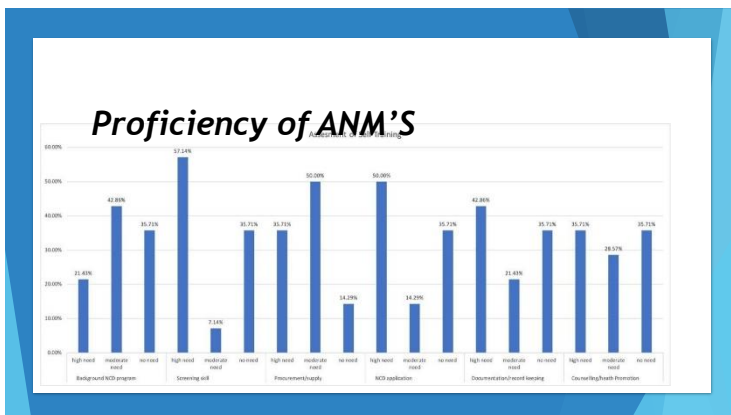
They are knowledgeable with the local healthcare system. ANM'S primary responsibility is to screen as many people as possible during the first stage and to identify patients who may be at risk for certain diseases. They participate in large-scale health camp events. According to ANM'S, diabetes and hypertension are the most common illnesses in the area, and the causes cited by the residents are family problems, financial problems, an unhealthy diet, drinking alcohol, etc. In the Doddaballapur region, all government school teachers affiliated with an anganwadi were referred to as a Mahila Arogya samiti group. These individuals assist ANM and ASHA staff members with early screening procedures and database management by staying in constant contact with them. As the first point of contact in their community, their comments, and thoughts to ASHA and ANM were extremely important. According to employees of Mahila Arogya The screening procedure and health camps were not well known to the populace.

Between community members and health officials, there existed a



communication gap.

**Inference:** According to the following graph and ANM's interview, the most difficult aspect of the NCD program is raising community knowledge about NCD and infrastructure. TEV analysis can be used to solve these issues, which is covered in more detail below.





**Inference:** The graph above suggests that healthcare professionals have adequate knowledge of their healthcare system. They also received quality instruction (which is approx. 18 month before they go on field ). They believe that a sufficient supply of medical supplies and medications must be available to treat patients at early stage. They handle patient records and provide counselling as their main responsibilities.

### **Group Insights for ASHA workers**

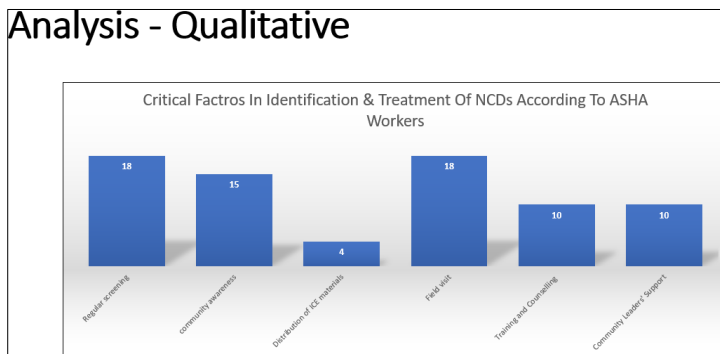
We performed qualitative and quantitative interviews with the ASHA employees to learn more about their daily lives, workdays, obstacles they faced, the clarity of their roles, and their proficiency with various technologies. Below are the insights from qualitative & quantitative analysis of the ASHA interviews conducted.

#### **Insights From Qualitative Analysis:**

According to the descriptive data, ASHA employees have an average of 9 years' worth of experience. In this case, an ASHA has a 32-year service history, while the shortest service history is just one year. The average number of years spent working is 6 years. We observe ASHAs with a wide variety of backgrounds. More than 50% of the ASHA workers has fair knowledge of the healthcare system & hierarchy that is being followed. They know the points of contacts in case of emergencies as well. They are always in touch with the villagers & their immediate superior ANMs.

Almost all the Asha workers are aware of Hypertension and Sugar and few of them knew about Cancer. They also have an idea about how these occur, and the most common reasons were tobacco consumption, drinking alcohol, genetics, unhealthy lifestyle, and stress. Some of these were caused because of family issues, low income,

genetics etc.



There were still some gaps in the role clarity for which training programs were necessary.

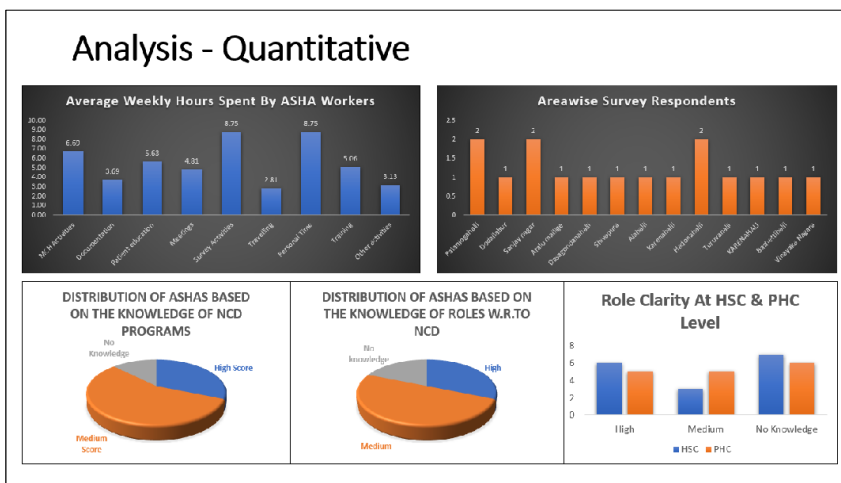
One of the shortcomings found was that the ASHA staff members were unable to keep track of previously diagnosed NCD patients because they were not aware of their follow-up plans or ongoing therapies. People may delay getting follow-up exams because of this gap, or they may neglect to take good care of their health. According to the data, most ASHA workers, with the exception of one or two members, are aware of the GOI application. However, more than 70% of the members don't know how to utilise the GOI application, therefore this is where we can provide the necessary training.

Regular screening, NCD awareness programmes, and field trips to remote areas are considered essential by more than 50% of ASHA employees. Approximately 38% of the ASHA respondents feel that more training programs for ASHA workers should be arranged as many of them were not particularly equipped with the decent extent of knowledge about the NCDs & some measures that could be taken in case of emergencies.

None of the ASHA workers specified about the knowledge they had about the primary treatment that could be given to the NCD patient or a potential NCD patient.

Almost 90% of the ASHA workers said that people a lot of people from the villages are involved in alcohol consumption & smoking. People are moving towards unhealthy diets as consumption of junk foods even in remote areas is increasing.

## Insights From Quantitative Analysis



87.50% of the survey respondents were above the age of 18. 94% of the ASHA workers spend 4 to 10 hours per day at work.

This time is segregated into different activities like MCH activities, field visits, documentations, patients' education, meetings, survey activities, trainings etc. Majority of the time is spent on meetings, travel & patients' education.

None of the workers get sufficient personal time.

Majority of the ASHA workers are having moderate idea about the roles & responsibilities, compensation benefits & NCD screening processes.

73% of the ASHA workers were comfortable in using the mobile applications.

Approximately 31% of ASHA workers were found to be regularly filling up more than 10 CBAC survey forms daily.

### **Methodology – Our approach.**

The team initially determined the survey regions, such as rural Bangalore (Doddaballapur), as well as the groups of people to be polled, such as patients, medical professionals, ANMs, ASHA workers, mukhiya, Mahila Arogya Samiti workers, and so on. The entire team was divided into groups to cover each of the twenty catchment zones formed by further segmenting the rural region. There were both qualitative and quantitative digital toolkits created, one for each type of responder. The toolkits developed were as follows: ANM and ASHA staff received both qualitative and quantitative toolkits; medical officers, mukhiya, and Mahila Arogya Samiti employees received just qualitative toolkits; and patients received only quantitative toolkits. Following a day-long briefing on the healthcare system, the second stage of the data collection technique was a three-day field tour. Following the data collection phase, the respondents' inferences and analysis were acquired using recoding and other approaches.

### **Key domain explored**

**Healthcare:** Got to explore about different aspect of non-communicable disease and its impact in India. We got an understanding of what common NCDs are, and how a combination of genetic, physiological, lifestyle, and environmental factors can cause these diseases.

**Use of Analytics:** Different analytical tools are used to come up

with analysis and find relevant solution.

**Social work on ground:** Understanding the experience of the intervention with Doctors,ASHA, ANM and several health officials

Understanding the response of rural people, patients and sarpanch of the assigned area.

### **Findings and interpretation**

1. A large portion of the population in these rural regions is ignorant of most non-communicable illnesses. The community is not at all knowledgeable about these illnesses.
2. The populace is also ignorant about many of the government's medical facility and other awareness-raising initiatives.
3. There is a discrepancy between the degree of work being done by the government and other medical experts and the services being provided to the public.
4. Poor nutrition, unhealthy lifestyle choices, and tobacco usage in all its manifestations are the main causes of the illnesses that are common in these places.
5. Only the block level of medical escalation is known to the local ASHA employees and ANMs. They play a smaller part in community members' daily lives and require greater attentiveness.
6. Emergency case management, experienced nurses, and medical equipment are a few of the primary challenges that require the greatest attention.

## **The Enablers and Barriers**

The following are some enablers:

1. Different bridging questions during the data collection procedure aided in creating the rapport and easing respondents into the survey.
2. The questionnaire's predetermined flow, which took the sensitivity of the questions into account, served to put the responders at ease.
3. The approach to the respondents was aided by the local volunteers who participated in the survey.

The following are some barriers:

1. One of the main obstacles to data collecting was the local language.
2. The respondents' prejudices operated as a barrier during the data collecting procedure in the presence of other individuals.
3. As a result of data loss during the translation process, it was difficult to obtain the most precise response.

## **Techno Economic Viability (TEV) Analysis**

### **Solution: Transportation system for patients**

This could be done in 2 ways: first way is to increase the frequency of buses in remote areas of Doddaballapur, Karnataka & 2<sup>nd</sup> way is to set up an ambulance service.

2<sup>nd</sup> way seems to be more viable when it comes to quick transportation of patients in need. There are 290 villages in the taluka Doddaballapur. We need to start at least with 20 ambulance services divided among these villages. This

number should be increased further.

The costs to set up once ambulance service are given as follows:

Particular	Amount	
Ambulance vehicle	₹ 8,00,000.00	One time
1 Driver	₹ 1,80,000.00	Per year
1 Staff member	₹ 1,80,000.00	Per year
Permit	₹ 5,000.00	For 5 years
Network connectivity	₹ 7,000.00	Per year
Maintenance of vehicle	₹ 30,000.00	Per year
Total	₹ 12,02,000.00	

Government or NGOs might have a scope here to collaborate & setup the system in place. With some buffer, we can expect to have a budget of Rs. 1,500,000 for each ambulance service system to be in place. The solution is both technically & economically viable to implement.

#### **Solution: Transparency in the system:**

As specified earlier, ASHAs are unaware about the status of the existing NCD patients. They don't really have an idea about what treatment a particular NCD diagnosed patient is going through, or whether the patient is going for regular follow-ups or not. ANMs & doctors have that data in place but ASHAs don't have that. It is not always possible for ANMs, doctors & other medical officers to go for door-to-door visits for the follow ups & that's where ASHAs could be the bridge between the patients & the healthcare system.

So, there is a need to give ASHAs access to the existing patients' database. This could be done in two ways which are given as follows:

ASHAs could be given updates through the ANMs about the patients from their respective areas.

There could be a portal that will keep them updated about the basic information of the diagnosed patients who are undergoing treatment for NCDs.

Updates from ANMs may or may not be regular, hence it will be beneficial to go for a small database system using power BI tool. Using this tool, we can give access of patients' database to ASHA workers for their respective catchment areas. Following are the costs associated with building a small portal:

Particulars	Cost	Frequency of payment
Power BI License	₹ 800.00	Per user per month
Cloud Storage	₹ 5,000.00	Per month
Internet connectivity	₹ 5,000.00	Per year

A budget of Rs. 1,000,000 approximately each year would be enough to have this system in place. The system will reduce the gaps in communications & ASHA workers will have a precise set of information with them regarding the patients.

The solution is technically viable. To make it economically viable, we can reduce the license cost for power BI by clubbing catchment areas based on any attribute & a common ID can be generated to give the access to these databases.

This will make the solution economically & technically viable.

### **Solution: Proper distribution of medicines to the remote areas**

There is a need to have a system like SAP to keep tab of supply & demand of the medications to the different areas of Doddaballapur region. In the interviews, there was a gap where according to



healthcare workers, medicines are received from government in abundant quantities but according to some villagers & patients the supply was not enough.

To setup the database system we would need to have cloud storage system & a couple of database managers to keep an eye on supply & demand of the medications.

The tentative costs required to implement the solution are given as follows:

Particulars	Amount	
Database system & its maintenance	₹ 3,00,000.00	per year
Database manager/operator	₹ 2,40,000.00	per year

This will help government & other healthcare facilities to keep an eye on the catchment areas more effectively as it is easy to anticipate the prominent ailment based on the medical supplies required by the respective area.

## Conclusion

Patients are interviewed based on a quantitative method. 77 patients were interviewed, out of which 26 were suffering from diabetes, 30 were suffering from hypertension, and 11 patients were struggling with both the diseases. Apart from this, heart disease is a major concern as well. So, most of the patients were suffering from diabetes and hypertension, and this is due to lifestyle and eating habits. It was found that some of the NCD patients were involved in regular alcohol and tobacco consumption. The patients are mostly satisfied with the services that are provided to them, but the convenient travel to the hospital is problematic for most of the patients as there is no healthcare facility in their locality.

Many patients are unaware of the ASHAs and ANMs in their locality.

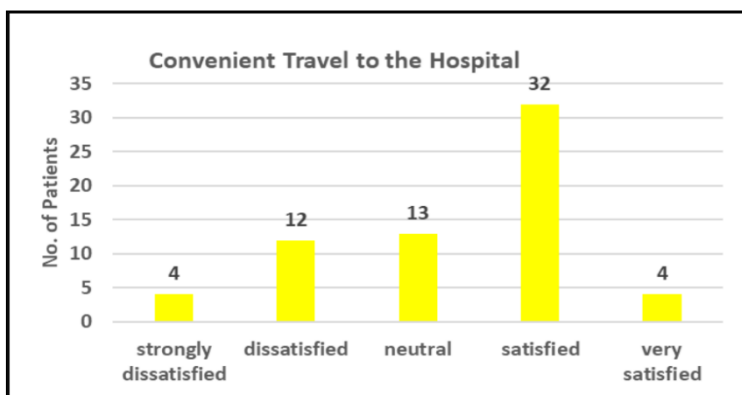
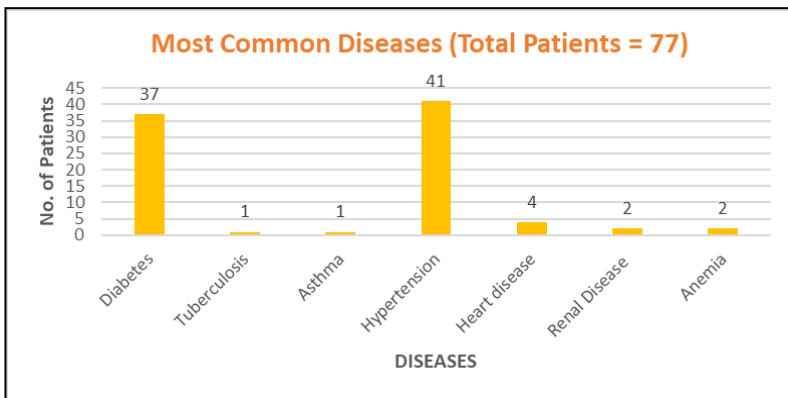
Qualitative methods were used while interviewing medical officers. All the medical officers felt that even though medicines were given to them, they were not sufficient as the population was increasing. Healthcare facilities were understaffed, and the patients were getting more difficult to handle with every passing day. According to the doctors, there are not only insufficient ASHAs or ANMs but also data entry operators as well. So, lack of human resources is the major issue faced in NCD programs. The

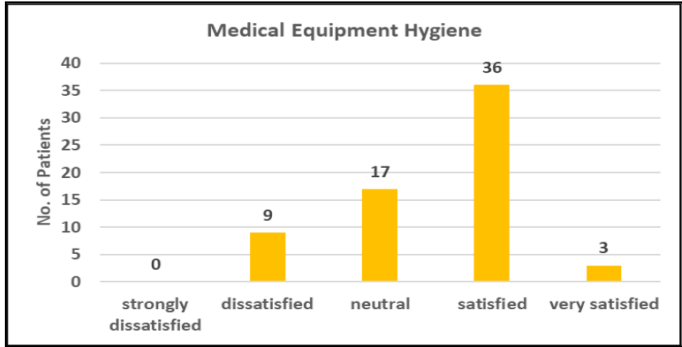
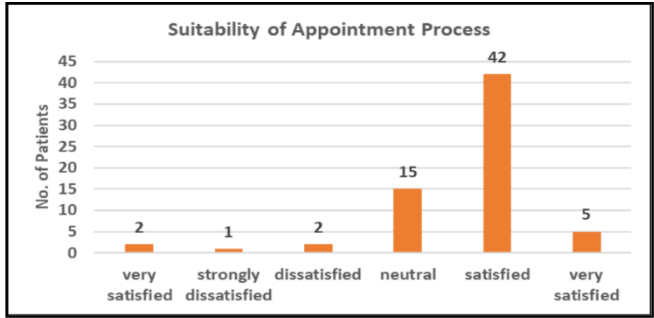
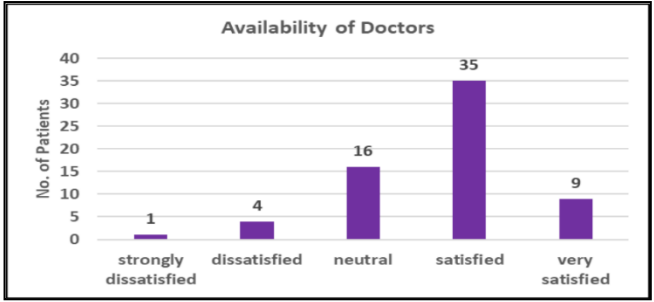
challenge they face from the patients' side is irregularity. Patients do not come for follow-up visits, which could be bad for their health in the case of NCD-diagnosed patients. After the analysis of both medical officers and patients, it is found from the interview that the government has enough programs to raise awareness and identify NCD cases, but they are not well delivered to patients. Higher-level government initiatives are operating efficiently, but the primary-level programs are facing issues.

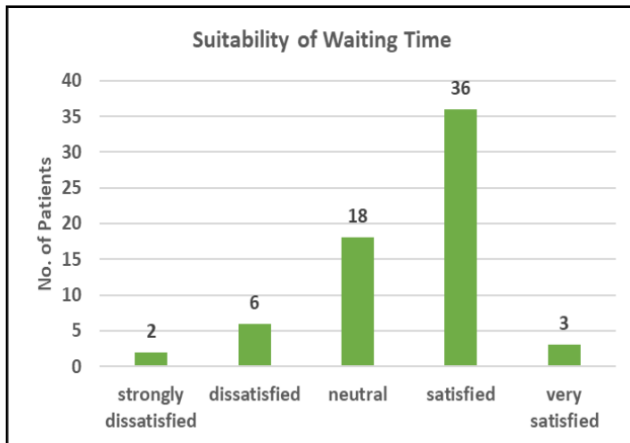
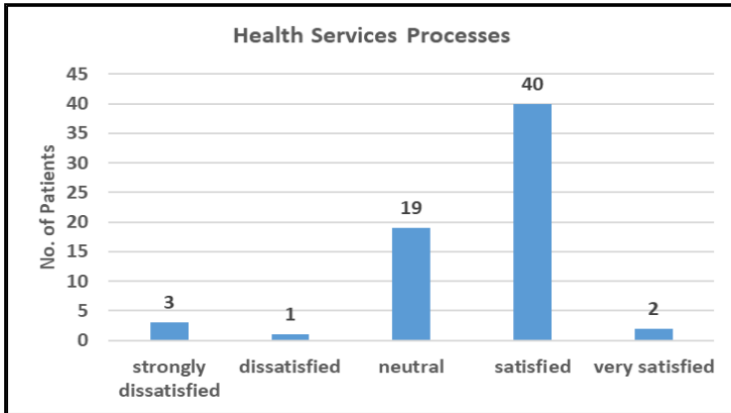
Mukhiyas often faced challenges from the community side, where not all the people would respond well to the NCD awareness campaigns and screening processes. They also felt that the distribution of medications was uneven. At times, patients will have to wait to get the necessary medicine because of the unavailability in the locality or at the nearby healthcare centre. It is also clear from the interviews that the main issue is community involvement. The residents of the village do not take part in government programs. Even after being diagnosed with NCD, they favour self-care or private hospitals for those who can afford it.

Patients are not aware of the consequences of their diseases. Patients do not come for follow-up check-ups, which is the main cause of the increase in NCDs. People are also not aware of the NCD schemes that are going on due to a lack of ASHA or ANM visits in their area. Most importantly, once the patients get to know that they are suffering from chronic diseases that will take years to recover from, like diabetes or hypertension, they choose to take home remedies rather than go for follow-up health check-ups. Some patients do not trust

government healthcare services. So, they take private medical facilities, which makes them late in NCD screening and diagnosis.









# A COMPREHENSIVE STUDY TO EXPLORE THE EMPLOYMENT OPPORTUNITIES FOR VISUALLY IMPAIRED PEOPLE

Khush Priya, Deepa Sahu, J C Harish Kumar, Rahul Kumar Mandal, Nikhil Singh Rathore, Ayushman Pratap Singh, Arjun Singh Jadon, Sakshi, Rishu Rishabh, Deepak Shukla, Arka Routh, Shiv Shankar Pradhan, Siddhant Srivastava

## **Abstract**

India has the world's largest visually impaired population, with more than 50 lakh people (according to the 2011 census). Our country also has the world's largest population of corneal blind people. We are still a long way from ensuring an inclusive society for our visually impaired citizens due to taboos surrounding organ donation, making corrective surgeries a far-fetched reality. However, a few individuals, organizations, non-governmental organizations, and volunteer groups are setting an example of inclusion. Belaku foundation is one of such NGO, who are working with dedication for visually impaired people. We connected with Belaku foundation to extend support. With their help we got contacts of needy visually challenged peoples. We visited door-to-door to understand their problems. Based on the discussion we understood that people/organisation support one time (occasionally), related to their daily needs e.g., food, clothes etc. However, this is temporary, and it does not improve their living standard. The current report presents the skill mapping based on gender, education, employment, salary, skills etc. Suitable feasibility analysis has been done to ease the employment opportunities. This would be helpful for Belaku foundation to take suitable actions to empower them by facilitating employment opportunities. Other recommendations have been suggested to overcome day-to-day problems faced by visually impaired individuals.

## Introduction

“The best way to not feel hopeless is to get up and do something. Don't wait for good things to happen to you. If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope.”

— Barack Obama

Every human contributes to the world in some way, whether through positive or negative actions. Social activities can contribute goodness and light, helping people see hope rather than despair. In turn, they can have hope for positive outcomes in their own lives. One of the deprived committees in our society are blind individuals, we can support them in many ways to uplift their living standard. Visually Challenged people face a lot of problems related to navigation, identification, arrangement, etc. These are some of the basic problems they face. But the ultimate problem a blind person faces is being dependent on someone at every step. Empowering can happen anywhere only when we make people self-reliant and self-dependent.

Results of this study show that the unemployment rate for visually challenged people is around 50% which is an alarming rate and an important issue to be addressed which also helps in empowering their dependent family members. The people who are mostly dependent on others irrespective of their age are physically challenged people who face hardships in finding a desired and suitable job and backlash from our society. It is hard for them to lead a normal life as they face situations where people take advantage of them. This is the most vulnerable group which requires special attention from people, corporates, and NGOs. Belaku foundation is such an NGO which is working to serve people as its primary objective.

### **Role of Belaku Foundation in empowering visually challenged people**

Belaku Foundation is an NGO established in Bangalore in 2020 and headed by Prathima Devi S and Naveen Kumar V with an objective to create a sustainable income for the handicapped and



economically backward communities. They also try to create awareness among people and run different types of programs for helping the people in these communities by providing support through education and various projects that help in the upliftment of handicapped people.

The NGO aims to provide a productive workforce that contributes to the growth of our nation and achieves the SDG goals of the UN Charter.

Concurrently, Belaku works in SDG 1- No Poverty through empowering people to be self-reliant and coming out of poverty and thus making them help their community in the same manner. Self-reliance conquers any difficulty leading to a prosperous life. Such initiatives by Belaku will make a difference and get outcomes in other SDGs of the UN charter.





## Problem statement

Visually challenged people rely on their acquired skills and efficient performance of other senses to get an appropriate job and definite source of living for themselves. Due to their visual disability, acquiring new skills becomes tough for them and thus finding new jobs is a challenge.

Since the first wave of covid hit the country, a major part of the population lost their jobs. The state of Karnataka also experienced major economic crisis:

- Seventy-six per cent of urban workers and 66 per cent of rural workers lost their employment.
- During the year 2020-2021, most people with visual disability who were self-employed, casual, regular wage and salaried workers also lost their jobs.

The current scenario witnesses:

- Majority of these visually challenged people living in various rural and urban areas are currently unemployed.
- People are left with no source of income and are

totally dependent on government funds and privileges provided.

- Government privileges availed by them are “pension” is certainly not enough and “bus passes” which doesn’t prove to be of any help in their sustenance.
- No job reservations or assistances for them in the private sector.

(Job reservations for the blind is available only in government-sector i.e., currently the Karnataka Government has provided 3% reservation in A and B Post and 5% reservation in C and ‘D’ category of posts in all Government recruitments.)

## **Objective**

The primary objective of this project is to gather information on skill mapping of the visually challenged people and finding employment opportunities for them so that they could sustain themselves and their families.

Primary activities involved:

- Visiting different parts of Bangalore city to visit and interview people with visual disability.
- Data Collection through a questionnaire for the purpose of skill mapping of the visually challenged.
- Data analysis with the aim of segregation of people under different categories like employment status, type of visual disability, education, job-experience, skills etc. and creating an appropriate dataset for the same, which can be used by Belaku Foundation for future projects as well.

Find potential companies and sectors to which Belaku Foundation and our group can reach out, in order to encourage them recognize the required skillsets from the unemployed and provide appropriate employment opportunities for them.

### **Research methodology**

This research paper is based on primary data collection which was collected from visually challenged people.

Population: Blind people in Bangalore.

Sample Size: 72 Individuals

Method of sampling: Snowball Sampling

The research method used during the entire research process was mixed methods research, which consists of both qualitative and quantitative aspects of the data.

A person from Belaku foundation assisted us during the process of data collection.

Step-1 Formulation of Questionnaire- The questionnaire has 34 questions consisting of both open-ended and close-ended questions.

Step-2 Observation method- This method supported a lot while collection of qualitative data. Step-3 Distribute survey results- Once our survey was ready, it was time to share and distribute it to the right audience, which was Belaku foundation (Prathima Ma'am).

Step-4 Preparation of our summary report- At this stage, we mention all the responses gathered from a survey in a fixed format. Also, the NGO should get clarity about our goal, which we were trying to gain from the study. Were respondents honest in giving the interview?

Step-5 Recommendations- Ideas were shared with the concerned party for the efficient use of the dasato that the visually challenged people have the benefit of the survey which they were very hopeful about.

### **Approach for data collection**

During the Social Immersion program, we visited to various locations such as Hosa Road, Yelahanka, Laggere and conducted few telephonic interviews as well to gathered information about them and created data based on that. 70+ interviews have been taken from visually impaired people. The experience was quite astonishing and insightful.



## Insights from observations

According to the information we learned from the NGO, they would be able to research potential work prospects for persons who are blind or visually impaired with the use of the people's specific information. Therefore, Ramanjaneyulu, our contact who is also visually impaired, followed us to every home where we met people and assisted in interpreting so that they felt comfortable sharing their information with us to collect the data. As a result, we visited several locations in Bangalore.

During the interview what we observed, is:

- Even if they could not see they kept their homes clean and well organized which helped them in finding things without much hassle as they remembered where a certain object is kept.
- Even though they could see to some extent they identified themselves as 100% blind legally which did not only entitle them to have certain government benefits but also made it easier for them to tell it to others.
- People with visual impairments have very limited career choices. Most of the work they do are either related to handicrafts or singing in an orchestra in which the females are stereotyped to be better.
- Not being able to follow what is happening in the outer world, as well as not being able to ask others for explanations (or asking others for an explanation but being ignored) was a factor that was identified as being difficult for them.
- Most of the people who are unemployed, have a desire to get a job and earn better living rather than seeking financial aid or being more

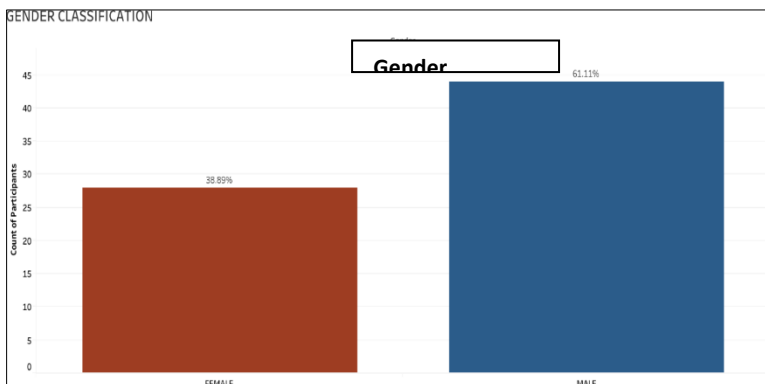
dependent on privileges provided by the government.

- They did not really expect any savings out of their monthly salaries, they were just focused on meeting their monthly expenses with the job.
- Even considering the difficulty they will face, most of them are ready to learn new things to get a good job.

## INSIGHTS FROM SURVEY

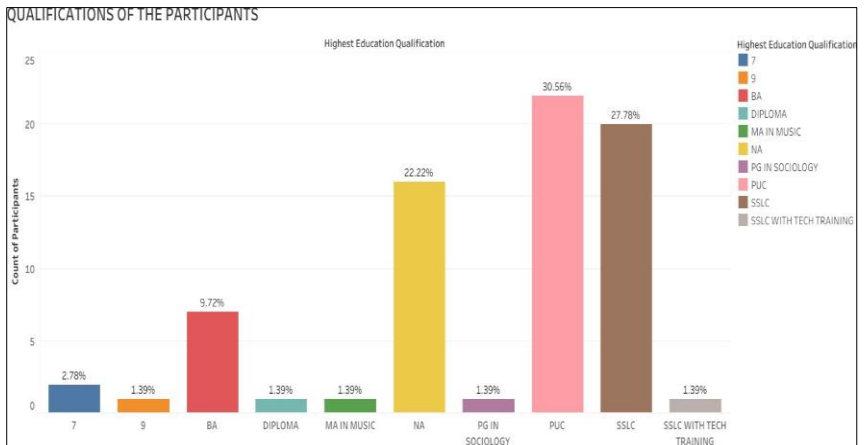
Data was collected through a door-to-door interview of 72 respondents. The respondents are visually challenged people from Bangalore city. They are subjected to a questionnaire of the interview and the responses are recorded in both descriptive and multiple-choice ways. After collecting the data, we did this data analysis.

### 1. Gender classification



It has been observed that 61% of the respondents are male and 39% of the respondents are female, which shows the majority ratio of them are males.

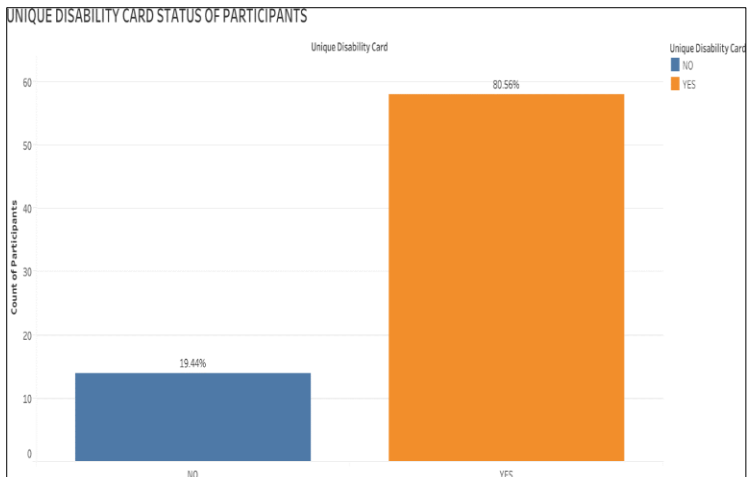
## 2. Educational qualification of the participants



It has been observed that 31% of the respondents have passed PUC, 28% of the respondents have passed SSLC and 22% of the respondents didn't have any educational qualification, which shows that very few of them are well educated and they need more attention and help from the government for their education.

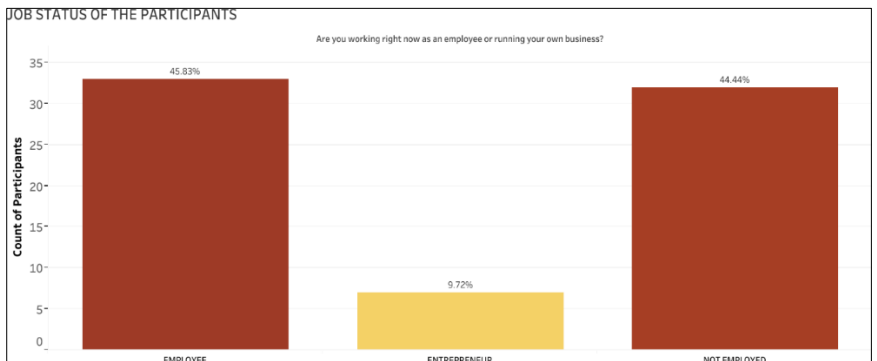
## 3. Participants having unique disability card.





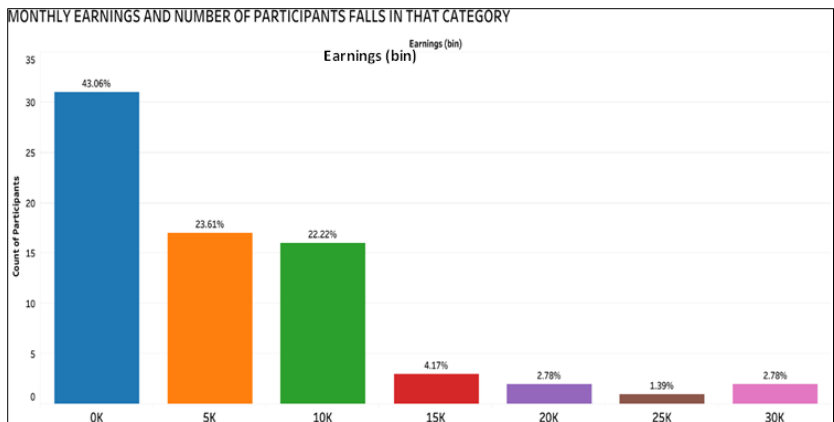
It has been observed that 81% of the participants have their unique disability card and 19% of the respondents don't have their unique disability card. It can be concluded that most of them have been facilitated by a unique disability card.

#### 4. Current job status of the respondents



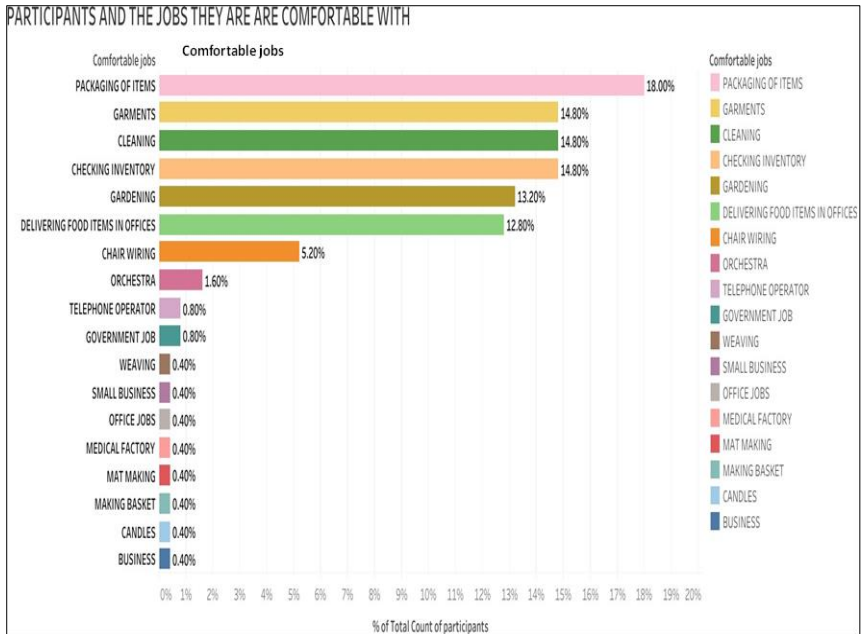
It has been observed that 46% of the respondents are employed, 44% of the respondents are not employed, and 10% of the respondents are entrepreneurs. It shows that the employed and unemployed ratio is the same among them. So, the government should provide them more opportunities to get employment or earn money for a living.

## 5. Monthly earnings of the respondents



It has been observed that 43% of the respondents are not earning, 24% of the respondents are earning INR 5000 and 22% of the respondents are earning INR 10000 as monthly income. It shows that most of the respondents are either not at all earning or not earning enough money to sustain a normal lifestyle.

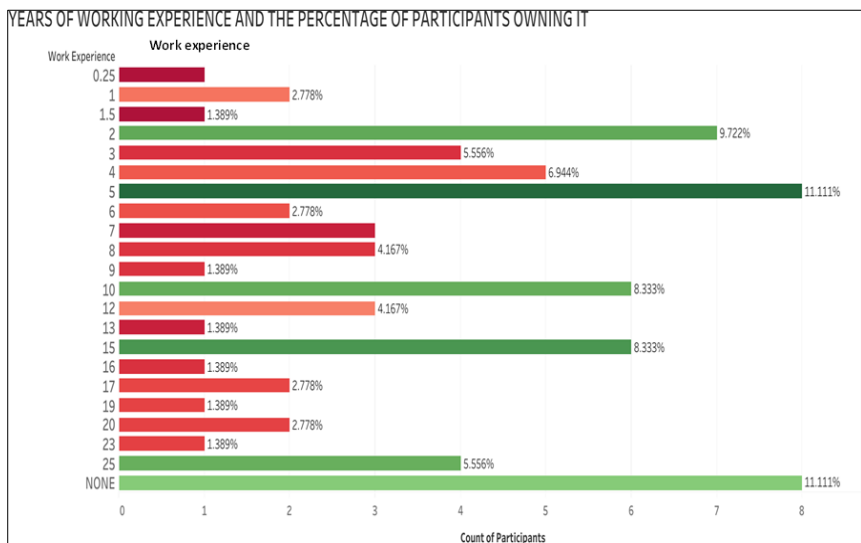
## 6. Skills and the jobs in which respondents are comfortable in doing.



It has been observed that 18% of the respondents are comfortable in packaging of items, 15% of the respondents are comfortable in doing jobs in garment industry, cleaning and checking inventory, 13% of the respondents are open to jobs in gardening and delivering of food items in offices.

It can be concluded majority of the respondents are inclined towards doing job is packaging of items, garments, cleaning, checking inventory, gardening, and delivering food items in offices.

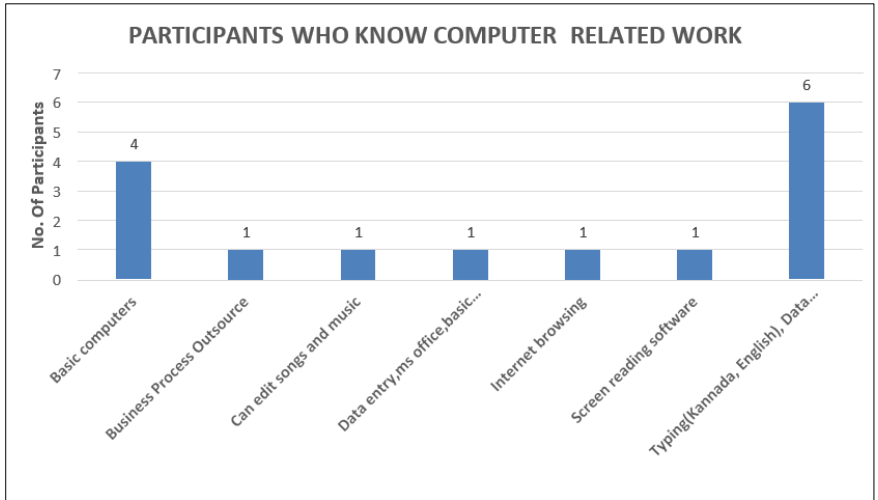
## 7. Working experience of the respondents in years



It has been observed that 11% of the respondents are having five years of work experience, 10% of the respondents are having two years of work experience, 8% of the respondents are having ten and fifteen years of work experience and 11% of the respondents doesn't have any past work experience.

It can be concluded majority of the respondents are having work experience ranging from two to fifteen years.

## 8.Participants with Computer knowledge



Out of 62 participants, there are 15 participants who know the jobs in context of operating computers. Six of them know typing (Kannada, English), four of them know basic computers skills whereas some of them also know computer work in BPO, MS Office and even can edit songs.

### Implications of the study

The data which has been collected contains all the details of a visually challenged person which can be used for the purpose of-

1. Skill- mapping of an individual
2. To be used by the NGO to find employment opportunities.
3. To be used by the corporates for providing employment opportunities and for other CSR activities
4. To facilitate the suitable resources time-to-time

5. To provide awareness on need of savings and on government schemes
6. To provide independent business opportunities to people possessing right skills

## **RECOMMENDATIONS**

### Recommendation 1

Government plays a significant role in providing employment opportunities to individuals with visual disabilities. It will align with the recommendation stated by us. The data which we have collected during our field work can be used for skill mapping for the people with disabilities.

Govt can use this data to line up with the NGOs who help visually impaired people to find better job opportunities. NGOs can use the list of data base and compare the individual report to find out which job will suit them (visually impaired) the most.

### Recommendation 2

Employers should give people with disabilities a chance to work and keep them informed about the benefits that they can receive which Govts announces for them. Employers may have a proper platform to offer their positions openly on the visually impaired market without having to worry about being reluctant in hiring them as the application done on their side can be seen transparently on the employers' side.

### Recommendation 3

Training for disabled persons and vocational courses

With an objective of enriching the skills and empowering of the disabled in getting placement in private sector, Government should start a scheme of "Training and

Employment to disabled Persons" with the help of respective NGOs.

The scheme should provide the following computer-based training to the selected disabled persons, who have educational qualification of PUC and above.

- Call Center
- PC Hardware
- Desktop Publishing
- Data Entry
- DCAC- Diploma courses in accounting in computer.

#### Recommendation 4

Job fair can be conducted to find the potential candidate. Different sectors such as Food industry, schools and educational institutions can participate in such job fair for visually impaired and hire them to help them to have a better life opportunity.

**Note: The next figure shows other challenges faced and recommendations.**

**OTHER CHALLENGES FACED AND RECOMMENDATIONS**

<b>S. no</b>	<b>Challenges</b>	<b>Recommendations</b>
1.	Not able to recognize currency notes	A workshop can be organized to train them to recognize the notes.
2.	Lack of awareness regarding government benefits and schemes available to them.	Their employers can be instructed to inform the visually challenged employees about the schemes and keep them updated.
3.	Being scammed by the people, who take their information in the name of providing them jobs and use it to take loans and benefits on behalf of them.	A person whom they know must accompany the team going to gather the information so that the information can be given freely.
4.	Lack of awareness about UDID cards.	Awareness camps can be organized for them to tell them about the necessity of UDID and what benefit it gives them.
5.	When they go to any government offices they are mistreated by government employees and is not helped by the people.	A grievance redressal committee should be formed, and the complaints should be resolved.
6.	Not receiving pensions in time.	The government should specify a date at which they will provide the pension and they should be instructed to adhere to it.
7.	Even after availing the benefits, they are not able to use it due to complex procedures and administrative issues.	A should be created to understand the issue and the touchpoints where they face the problem and find ways to resolve the issues and make process simpler.



# EQUITABLE EDUCATION FOR UNDERPRIVILEGED STUDENTS

Lakshya Saluja, Muskan Jain, Ankit Dalal, Tushar Goswami, Sonia Sarda, Arpit Khanna, Shoaib Hussain, Ashwani Bhatnagar, Priyadarshini, Rahul Kulkarni, Amit Raj, Ankita Panda, Rishav Roy

## Executive Summary

### What is SIP?

Students are made aware of community needs through the Social Immersion Program (SIP), a novel initiative of IFIM Business School (now Jagdish Sheth School of Management), and are allowed to explore various social issues. By fully immersing themselves in society, students will learn how to develop solutions for social problems through a study of Techno Economic Viability (TEV), enabling sustainable social positive and measurable impact.

The Social Immersion Program (SIP) is an initiative that helps us give back to our community and allows us to recognize social issues and come up with workable solutions. To have an impact in real life, we must create and explain the solution. For young, eager children who want to learn but are unable to do so due to lack of resources (financial crisis, lack of facilities, etc.), our team will produce educational videos that are enjoyable to watch and cover a variety of subject areas, including geography, history, biology, and much more.

As a team, we're working to make classroom instruction engaging and provide students with a fascinating carousel of films to help them learn and retain the material. The focus will be to instruct students through videos comprising of stories or real-world experiences. The young children will be able to learn new things, comprehend some concepts, pick up new terminologies, and gain knowledge—all of which can be quite advantageous for them in the future—using films. These youngsters represent the nation's future, and they should

have access to all the knowledge necessary to succeed, develop into future leaders, and lead better lives.

## Phases involved in SIP.

### 1. Planning phase

We conducted numerous digital and physical initiatives throughout our Social Immersion Program to raise awareness and gather as many electronic devices as possible for the impoverished pupils who want to finish high school but are unable to do so due to these conditions. The crew was split into two sections, one for physical campaigns and the other for digital ones.

Our physical campaign consisted of six people, and they went into the arena to work with companies to promote the programme and raise funds for the worthwhile cause we were fighting for. We were able to network with many individuals and pitch our ideas to companies like Infosys, Cisco, and Happy Minds. Our digital campaign educates people about the rights of these eager kids who want to learn yet are unable to accomplish this through several social media platforms. On LinkedIn, numerous effective posts are made, tagging various businesses to contact for appointments and creating numerous contacts for such oblique corporations. Under the direction of Mr. Mike Cruz, frequent Instagram reels, posts, and stories were published, and SEO and Google Ad Words marketing was successfully carried out.

Name	Team	Channels	Core competencies	Responsible	Accountable	Consulted	Informed
Lakshya Saluja	Ground work team	Physical visit	Pitching/ Presentation Skills	Lakshya Saluja	Lakshya Saluja	Param Sir	Mr. Mike Cruz & Mrs. Gladly Cruz
Muskan Jain				Muskan Jain			
Shoaib Hossain				Shoaib Hossain			
Tushar Goswami				Tushar Goswami			
Ankit Dalal				Ankit Dalal			
Rahul Kulkarni				Rahul Kulkarni			
Ashwani Bhatnagar	Lead Generation Team	Emails	Written Communication	Ashwani Bhatnagar	Ashwani Bhatnagar	Param Sir	Mr. Mike Cruz & Mrs. Gladly Cruz
Arpit khanna				Arpit khanna			
Ankita Panda				Ankita Panda			
Amit Raj	Calling Team	Calls	Verbal Communication	Amit Raj	Priya Darshini	Param Sir	Mr. Mike Cruz & Mrs. Gladly Cruz
Soniya Sarda				Soniya Sarda			
Priya Darshini				Priya Darshini			
Rishav Roy				Rishav Roy			

	Social Media Post	Testing plus finding database of top 650 Quiz Competition	Cold Calling	Ground Work	Quiz Competition
Activity	02/07/2022 Content Creation Aarti Khanna Rahul Kulkarni Posting in Social media Tagging 50 companies & Find 50 popular companies which can help Creating google form - Tut	03/07/2022 Testing through WhatsApp Everyone Finding data base to connect to those 650 Everyone Preparing questions for Everyone	04/07/2022 Calls to 650 companies	04/07/2022 F2F Calling Target: 41 in total Preparing Slides for quiz Ground work to am (if they have no appointments)	05/07/2022 Organizing Quiz
Responsible	Everyone	Everyone	Aarti, Priya, Soniya, Rishav, Ankit, Ashwani, Aarti	Tushar, Lakshya, Ankit, Rahul, Shoaib, Murkan	Everyone
Date of delivery	2/07/2022 (End of the day)	3/07/2022 (End of the day)	4/07/2022 (End of the day)	Until getting Appointment	5/07/2022 (End of the day)
Accountable	Aarti Khanna	Ashwani	Priya	Lakshya	Tushar

## 2. Execution Phase

The execution phase focused on targeting the right set of corporate houses and individuals. The execution phase started with developing the calling pitch and sample E-mail format which can act as a foundation for everyone to follow while contacting corporates and raising concerns regarding the project.

### Sample E-mail format

**Hello Sir/ Ma'am,**

**Is it \_\_?**

I am Soniya Sarada, **A student from Jagdish Sheth School of Management.** I am here to talk on behalf of **Square World foundation.**

***Do you know that 2.4 Crore students in India from Classes X to XII did not have any access to any device including TV during the pandemic.?***

***25 lakh students in Class X to XII discontinued studies during the pandemic because they did not have access to any devices to take online classes....***

SWF caters to the educational needs of the socioeconomically challenged children left behind

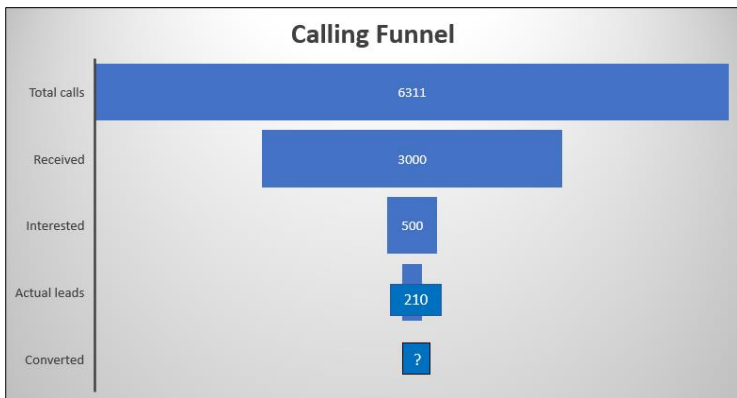
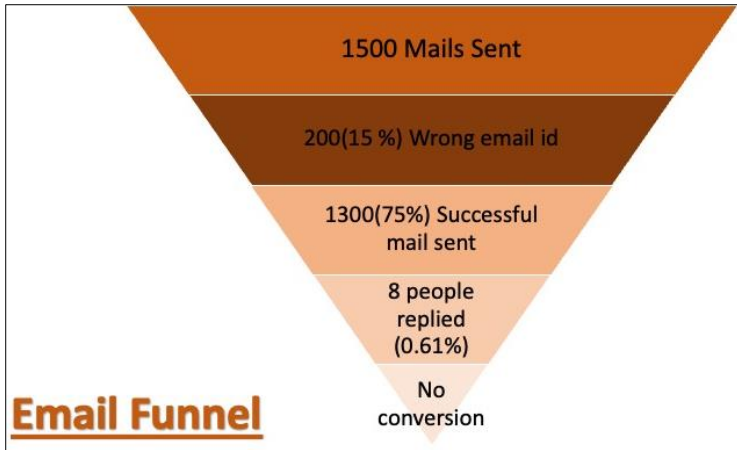
- We are appealing to you to help SWF meet the needs of our country's most deserving segment of school-going children by donating their old laptops/ smartphones/ and tablets to the Foundation.
- The devices you donate will enable them to bridge the gap and access modern technology to pursue their education.
- SWF targets on poor & marginalized students in Class 12th who cannot afford learning through laptops for their graduation
- We will refurbish the laptops received and hand them over to children with access to educational resources.
- We would be delighted if you could consider this as a part of your Social Responsibility/Charity and participate in assisting the underprivileged children by donating the used laptops in your organization.

We will gratefully accept any quantity you donate.

**Thank you...**

The use of the procedures led to us sending 180 to 200 emails continually for 10 days, and we made 525 to 550 calls each day as part of our cold calling plan. The entire approach was geared toward raising awareness of the project and the NGO and developing contacts for the fieldwork. The number of emails sent, phone calls

made, and follow-ups made are shown in the value funnels that follow.



### 3. Digital Marketing Phase

The digital marketing phase was directed at major corporations with a track record of supporting significant social programmes and social educational initiatives. One such marketing post that was published on social media sites is the one that follows on LinkedIn.

Hello everyone, I am happy to let you all know that I am doing a Social Immersion Program (SIP) with [Square World Foundation](#)

[Square World Foundation](#)'s initiative is aligned to Sustainable Developmental Goal 04 of the United Nations and is currently working towards ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all by 2030!

Your old laptop can be a fresh START TO A CHILD'S EDUCATION.

WHAT IF WE TELL YOU...?

Your old laptop could open a new world of learning? Your outdated laptop could update a child's future? Your spare laptop can create a career?

You can become a changemaker through the simple gesture of giving. Here is how you can join us to help underprivileged children look into a brighter future through unused laptops.

You can give a call or a text to the below number If you want to donate an old laptop or any other devices like Smartphone/ Tablet/ Desktop/Laptop – Lakshya Saluja.- +91 9840355027

We will repurpose your old device, and upgrade it with our learning content. Your updated device will be given free of cost to an underprivileged student. You can track your donated device and its progress until it is working. You are not just presenting a laptop; you are giving a child a priceless opportunity.

We will also be approaching some top companies to help these socioeconomically challenged children left behind..

[Google Infosys HCL Technologies ICICI Bank State Bank of India KPMG Asian Paints ITC Limited Wipro Cognizant Accenture Larsen & Toubro Adani Group Titan Nestlé Tech Mahindra One97 Communications Limited JSW HDFC Bank Axis Bank Tata Consultancy Services CGI Mphasis Capgemini Consulting India Private Limited LTI - Larsen & Toubro Infotech](#)

Happy to work with my team members:

Amit Raj Soniya Sarda Rishav Kumar Roy Ankita Panda Ashwani Bhatnagar  
Arpit Khanna Priya Darshini Muskan Jain Ankit Dalal Tushar Goswami  
Shoaib Hossain Rahul Kulkarni

#education #csrinitiative #csrindia #csr



# DONATE

*For the needy*

You can become a changemaker through the simple gesture of giving. Join us to help underprivileged children look into a brighter future by donating old laptops which are not in use...

[WWW.SQUAREWORLD.ORG](http://WWW.SQUAREWORLD.ORG)



**DONATE NOW**

## Introduction to SDG



### What are the Sustainable Developmental Goals?

The SDGs address the issues that affect the modern globe, including those related to poverty, inequality, the environment, climate change, environmental degradation, prosperity, and peace and justice. They act as guidelines for establishing a better and more sustainable future for everyone. The goals are linked so that nobody is left behind.

The Sustainable Development Goals (SDGs), occasionally referred to as the Global Goals, were enacted by the United Nations in 2015 as a global call to action to eradicate poverty, safeguard the environment, and guarantee that by the year 2030, peace and prosperity will be experienced by everyone.



The 17 SDGs understand that development must balance social, economic, and environmental sustainability and that actions in one area will have an impact on results in others.

Countries have agreed to prioritize progress for those who are most behind so that balance can be established before moving on to advancement.

To fulfil the SDGs in every situation, society must contribute its creativity, knowledge, technology, and financial resources.

The SDGs are designed to be relevant to individuals, families, small and medium-sized businesses, large corporations, governments, nations, and international initiatives.

We want you to feel supported as you navigate this framework, understand, and appreciate the SDGs, experience, and see how they benefit you and others, and be motivated to routinely act on the SDGs.

### **Justification of Social Immersion Program**

Any condition or behaviour that negatively affects people, society, a community, or even a whole country is considered a social problem.

This SIP programme seeks to raise awareness of the objective and subjective aspects of social problems.

### **Justification**

- Did you know that in India over 2.4 crore students in the age group of 15-18 did not have access to a smartphone or TV during the lockdown, causing a learning loss?
- Did you know that out of this, over 25 lakh students in the same age group left the school system in India?
- Did you know that over 15 lakh schools have closed in India during the pandemic?

## **How social problems are solved by SWF.**

Facilitating fair and inclusive avenues for self-education by granting access to tools, technology, and reliable data.

Increasing institutional capacity to deliver education with higher standards overall.

Forming today's students into responsible future citizens who think that by giving graciously and living with compassion to the world around us, we can make it a better place.

## **About NGO**

To guarantee equitable education for all people and access to dependable resources, technology, and information, a Sec-8 Company Non-Profit organization called Square World Foundation (SWF) is based in Bangalore and works to provide laptops and other portable devices to deserving children between the ages of 15 and 18.

On December 1st, 2021, husband and wife founders Mr. Mike Cruz and Mrs. Gladys Cruz established the company, which has its registered office in Bangalore.

The group seeks to provide egalitarian education for the worthy children of Kerala and Pondicherry, which is the fourth UN SDG. With the aid of its broad network of 128 Mitra volunteers and 33 interns who are working on the ground to transform the present educational landscape of these two communities, the organization hopes to assist 361 worthy children from the locales as part of its pilot initiative.

## **Mission**

The mission of Square World Foundation is to empower deserving children via equal education, access to resources, technology, and

real information while also raising educational standards to establish a solid foundation for helping them achieve their goals.

## **Objective**

The non-profit Square World Foundation (SWF) is a Sec-8 firm. The foundation's goal is to give socioeconomically disadvantaged kids a fair and equal opportunity to pursue their dreams by giving them access to technology, resources, and real information that they can utilize to make smart decisions for a bright future.

## **History**

On December 1, 2021, Square World Foundation became a legal entity. It is registered with the Registrar of Companies in Bangalore and is categorized as a non-govt company. Its paid-up capital is Rs. 100,000, while its authorized share capital is Rs. 10,000. It is involved in higher education, which includes postsecondary/senior secondary education leading to a university degree or an equivalent.

Koshy Abraham, Vinod Radhakrishnan, Glady M. Cruz, Roystan Laporte, Lourdusamy Devasagayam, Michael Joseph Cruz, Anamika Jain, and Anthony George Santarita are the directors of the Square World Foundation.

## **Campaigns**

Square World Foundation has implemented two programmes in Kerala and Pondicherry that are aimed at bridging the digital poverty of students in the most vulnerable/marginalized areas of society by providing laptops to Class 12 students who are motivated to pursue their further education.

The NGO makes use of technology to streamline a thorough recruitment process for students in need of financial aid to complete their education and vetted volunteers (Mitras). SWF's team of 128

Mitras (Volunteers) and 33 interns worked fervently throughout the first phase to identify over 440 pupils and

confirm that 361 of them from these two states were qualified candidates for a laptop.

We are currently striving to enlist corporate and private donations of retired or outdated laptops in the usable condition that can be repaired and distributed to our student scholars as a means of supporting the cause.

### **Problem Statement**

To reduce rates of school dropout and close the digital divide and digital poverty, which are hastening learning loss. Offer a fair platform for students to get course counselling for creating a plan to achieve their academic goals. Create gateways for ongoing professional skill development.

### **Learnings**

#### **Leadership:**

- Hosting morning stand-up meeting with the team.
- Collecting the tasks for the day.
- Delegating tasks
- Developing Planners

#### **Teamwork:**

- Lead generation from the collected data.
- Corporates connect with companies.
- Lead generation from the collected data.
- Corporates connect with companies.
- Calling the CFOs, CEOs, and CSR people to generate leads.
- We follow-up with the leads and tried to convince them to donate the laptops.

#### **Academic Learnings:**

- Teamwork

- LinkedIn searches and creating connections with corporates.
- Marketing strategies to create the database.
- Effective google search.
- Sending bulk messages to corporate leaders.
- Corporate calling/pitching.
- Planning should always consider a buffer time to avoid any unforeseen circumstances.
- One should always play against the odds to survive the beating of life.
- Setting achievable targets, taking one day at a time and you are done.
- Having to complete 70% - 80% of the target is also a big achievement and one should not be disheartened by not achieving 100% as perfection is just a myth.
- How to set up meetings with corporates.

## Limitations

**1. Lack of communication:** It has been demonstrated that e-learning strategies dramatically increase students' academic performance. The fundamental issue for young people from disadvantaged families have been their battle with the absence of appropriate devices.

**2. Online Platform:** The need for Internet connectivity and the proper devices, such as cellphones, laptops, desktop computers, tablets, etc., is the main obstacle to their desire to study and their capacity to enroll in online classes. This is the sole reason why the kids have decided to stop going to school or universities.

**3. Online accessibility:** The Azim Premji Foundation's survey found that roughly 60% of Indian kids are unable to utilize online learning resources. Here is where the query appears: Where are they going to get access to this? Should they quit studyin g if they are unable to access the devices?

**4. Fulfilling their needs:** The devices are required because they can't let their schooling slip. In this circumstance, they won't have a lot of assistance. So, to lessen this restriction, anyone can give outdated gadgets. This effort was started by the Square World

Foundation to help students who are almost done with school by providing the essential technology as a solution to their problems.

**5. Technical difficulty:** Although Internet usage has significantly expanded over the past several years, it may be challenging to get a dependable connection with enough speed in these smaller towns and cities when utilizing cell phones as well. When there is a poor internet connection, there is a lack of consistency in the students' learning. The result will have an impact on the educational process.

### **Findings and Suggestions**

- This was a special event for us since it allowed us to promote giving socioeconomically disadvantaged children the same opportunities as other kids.
- Through this study, we were able to comprehend the problems these kids faced and the problem from their point of view.
- We felt humbled by this cause and grateful and appreciative for all the resources we have access to, especially considering how challenging it is for these kids to receive the same opportunities as myself.
- We had a wonderful chance to learn a lot from this experience.
- We taught how to strike up conversations with individuals to learn more about them, identify their problems, and then use the information to convert them.
- Experience is the best teacher for developing customer communication skills. We think our experience will be quite useful in our future careers.
- We were working on our assignments on our own. For instance, when I was a part of the calling team, I neglected to interact with other teams and was just interested in how to make calls. However, I discovered that working as a team is more effective than working alone when Sir told us to hold a meeting and finish our work with the rest of the team.
- Because we weren't concentrating on the right customers, we used the data to locate and contact them, including CEOs, CFOs, and alumni. Alumni caught our attention more because they resonated with us.

- Although we could send more emails, we initially only made 25 calls and 50. We increased to 100 calls afterward.
- We need to follow up with the leads every day because it happened that when we called them after two days, they seemed uninterested.
- We learned how to find target audiences that related to us, making it easier for us to persuade them. Examples of such target groups include CEO and CFO alumni.
- Additionally, we learnt about the difficulties these underprivileged children experience. The gaps in their educational opportunities, and how we might close those gaps by offering effective solutions.
- On the route to setting up computers for these kids, we encountered several difficulties. We see these difficulties as chances to learn how to work with potential customers and how to overcome difficulties that come your way.
- The children's excitement inspired us to put in a lot of effort and reach our goals.

## **10 days Immersion Report**

### **27.06.2022**

Making an overarching plan for the 10 days of SIP, assigning duties to specific persons, coordinating with group members to utilise LinkedIn to produce leads, going on a reconnaissance mission with Shoaib, and working with him on a crucial lead at Infosys were all done during the SIP group's first meeting.

### **28.06.2022**

SIP Day 2 started with coordinating with the team members and delegating the tasks to them, later I worked on improving the plan and making it more robust to catch all the missing pointers that were brought to light in the previous meeting. The new plan focused on all the minute details as to what all work will be handled by which team, what are their daily targets, targets during the whole project, and how should they work on achieving their goals.

### **29.06.2022**

The third day of SIP began with a morning meeting with the team, gathering the tasks for the day, and travelling to five IT companies to solicit donations.

**30.06.2022**

The Lead Generation team and SIP calling team are focusing on their daily objectives to target the audience on day four. It's wonderful that many of the calls have slipped by potential donors because as we move along in our path, the potential will begin to overflow into conversions.

**01.07.2022**

We are going to generate leads for another two days as most of the IT companies have weekends off. So, we are going to focus on generating as many leads as possible in these two days and get to the field.

**02.07.2022**

Day 6 of SIP got off to a great start. Today, we attempted to put the onus on me to change the entire method considering the group's current circumstances. Since most IT businesses are closed on weekends, we transferred the entire team to create leads for today. This allowed us to produce leads for the team. We used new strategies in today's meeting with the NGO to overcome our challenges and come up with a fresh approach to our ongoing issue of inadequate groundwork.

**03.07.2022**

Day 7 of SIP started with the whole team coming together to meet up at Grexter Polaris terrace where we worked collaboratively as a team to send messages to corporate leaders, make calls, and create a LinkedIn post.

**04.07.2022**

Day 8 of SIP started with the whole team coming together to meet up at the IFIM hostel library where we worked collaboratively as a team to make calls to corporate leaders and create a LinkedIn post.

**05.07.2022**

Day 9 of SIP was devoted to generating prospects via phone calls or mail. I compiled all the leads at the end of the day and shared them with Mike and Gladys from Square World Foundation for further processing in an excel file. Each team member made a hundred calls, updating the response on the excel sheet as they went. After



everyone had properly inserted their responses and they had all been combined.

### **06.07.2022**

Day 10 of SIP focused on generating leads through calling or through emails. All the leads were collected by me at the end of the day in an excel sheet to share with Mike and Glady from Square World Foundation for further process.

### **What touched me the most?**

The current system of education delivery, which penalizes students from disadvantaged backgrounds for not having access to technology, makes me feel terrible for having all the resources available to me but being unable to give back to society. I feel fortunate to be able to sit in my home and use my laptop to type up this report after learning about the struggles these students face to pursue an education.

Knowing that 2.4 billion students must leave school just because they lack laptops is incomprehensible, and when you see this figure in person, you can't help but feel guilty for not having the resources to give these students the chance to compete with all the other students on an even playing field.

Our entire group interacted about a roadmap for how we can work as hard as we can to ensure that they have access to this fundamental right in the twenty-first century.

## TEV Report

<b>NGO Name</b>	<b>Square World Foundation</b>		
<b>The problem that touched me the most</b>	Digital divide and digital poverty that is accelerating learning loss and increasing school drop-out rates.		
<b>Sustainable Developmental Goal (SDG) of the United Nations</b>	The objective of the solution is aligned with UN SDG 4 on Education		
<b>TEV for procuring laptops (Assumed)</b>			
<b>Particulars</b>	<b>Count</b>	<b>Cost (Variable)</b>	<b>Total Amount</b>
<b>Transportation (project duration-10 days)</b>	9	200	1800
<b>Purchasing Database</b>	3	1000	3000
<b>Procurement Cost</b>	1	2000	2000
<b>Paperwork Cost</b>	1	300	300
<b>Total</b>			<b>7100</b>
<b>Solution/s proposed</b>	<p><b>(i)</b> Raising funds for purchasing software (available over the cloud).</p> <p><b>(ii)</b> E-school: Developing educator networks (who are ready to donate time for educating under-privileged students) + developing digital library</p>		

	(iii) Collaborating with the student network to cover the syllabus
<b>TEV</b>	
<b>Solution (i)</b>	<b>Technical feasibility:</b> Highly feasible solution which can be achieved through 1. Purchasing software (Product key). 2. Software's available in the drives.
	<b>Economic viability:</b> Viability is on the medium side due to the following reasons mentioned below: 1. Cost of purchasing desktop applications. 2. Donations from IT companies.
<b>Solution (ii)</b>	<b>Technical feasibility:</b> Low Feasibility due to the following reasons 1. Course outline development. 2. Governing body/Certification body to back the course. 3. Gaining permission from publishing houses for developing a digital library.
	<b>Economic viability:</b> Viability is on the Lower side due to the following reasons mentioned below: 1. Costly solution for an NGO.
<b>Solution (iii)</b>	<b>Technical feasibility:</b> Highly feasible solution course videos can be produced easily.
	<b>Economic viability:</b> Viability is on a higher side as developing videos on the course will cost very minuscule or nothing at all.

## **TEV Analysis**

### **Technical Feasibility**

Regarding the solutions, the technological viability relies on obtaining software and creating content that the organization with a particular business and educational institution links or by signing a Memorandum of Understanding may easily access (MoU).

All the solutions are technically feasible and operate as a supplementary component to the ongoing projects the organization is working on, hence increasing the significance and utility of the existing solution.

### **Economic Viability**

Regarding the suggested solutions, the economic viability focuses on the costs associated with their implementation. whether

The costs associated with these tasks will be quite little, and the benefits of putting the solutions into practice will outweigh the project's overall costs.













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