

## ITC's Social Investments Programme Mission Sunehra Kal

ITC believes that enterprises that embed sustainability in their business can deliver substantial stakeholder value through innovative development models that simultaneously create livelihood opportunities and a positive environmental footprint. Towards actualizing this approach, the Company through its Social Investments brand “Mission Sunehra Kal”, engages with multiple stakeholders – communities, institutions, government bodies, programme implementation partners, technical institutes/universities to develop and implement sustainable, replicable and scalable models for conservation of natural resources, while ensuring societal welfare and inclusive development.

### Approach and key tenets:

ITC's Social Investments Programme (SIP) interventions are aligned to the triple bottom line approach and adopt a holistic approach to address the multi-dimensional challenges of poverty, natural resource degradation, unemployment, poor sanitation and health services. ITC's SIP develops innovative models that envisage moving away from a “dependent development” syndrome to a self-sustainable model, with empowered grass-root institutions, knowledge and technology transfer, financial sustainability and multi-stakeholder partnerships.

Social Investments Programme (SIP) interventions are premised on three key tenets of: i). Empowered Grass-root institutions; ii). Multi-stakeholder Partnerships with government, technical universities/institutions and NGOs; and iii). Fund Leverage. ITC's CSR interventions are aligned to the development priorities of the nation and focus on creation of innovative models which can be replicated and scaled up, sustainably

i). Empowered Grass-root Institutions: Formation and strengthening of Community Based Organizations (CBOs) for the purpose of project implementation and capacity building is at the core of ITC's development models. The CBOs formed and strengthened in ITC's project areas include: Water User Groups (WUGs), Vanikaran Sanghas in Social Forestry intervention, Agri-Business Centres (ABCs), Self Help Groups (SHGs) and School Management Committees (SMCs) who take ownership and are responsible for long term sustainability of the programme.

ii). Multi-stakeholder partnerships: ITC partners with Government for rapid scale-up of its interventions and till 31st March, 2018, ITC has signed 50 MoUs with various state governments and NABARD. ITC recently entered in a partnership with NITI Aayog for Agriculture and Allied Services in 25 Aspirational Districts across 7 states.





In addition, ITC also partners with Technical Universities/Institutions to disseminate knowledge and know-how about new techniques & practices in field of sustainable agricultural package of practices, revival of eco-system services, water budgeting, better cotton initiative, solid waste management and financial literacy.

iii). Fund Leverage: ITC's Social Investments Programme (SIP) enable government partnerships and scheme linkage for funds and also target contribution from beneficiary to drive the ownership and long term sustainability of the programmes

### **Spread and Coverage:**

ITC's Social Investments Programme (SIP) is spread over 188 districts of 25 Indian States/Union Territories, across thematic interventions. The key stakeholders of ITC are Rural Communities with whom ITC has long standing partnerships through crop development and procurement activities and Communities residing in close proximity to ITC's manufacturing units situated in semi-urban and rural areas. The interventions are implemented by ITC Implementation Partners, NGOs; 85 NGOs are actively engaged in the same. Objective and broad approach for significant thematic interventions which nurture natural resources and impact livelihoods and Human Development Indices (HDI) are shared below:

### **The Interventions and Outcomes:**

**1. Social Forestry (SF):** The programme focuses on creating commercially viable land-use options for smallholder farmers through tree-based farming to diversify incomes from land while fostering food, fodder and fuelwood security. It is operational across 17 districts of 7 states and has helped in greening over 6.86 lakh acres through SF and Farm Forestry activities, generating millions of person-days of employment. Agro-forestry model of plantation has been promoted in 1.01 lakh acres towards food and water security.



**Agroforestry model plantation with Maize as intercrop, Telangana**

**2. Climate Smart Agriculture:** The programme envisages creating a green and inclusive agri-supply chain by strengthening resilience of farmers to climate variations and its related risks, thus ensuring growing and higher returns from farming. Operational in 59 districts across 16 states, sustainable agricultural practices such as farm mechanization, improved seed, composting, drip



**Climate Smart Agriculture - Women agriculturists taking lead in mechanisation, Bihar**

irrigation, sprinklers, etc., has impacted 4.14 lakh acres of agricultural area. Significant increase in net income per acre due to round the year engagement with farmers has been observed.





**3. Water Stewardship:** The Programme champions water stewardship in ITC's operational areas to ensure water security for all its stakeholders based on scientific and inclusive approaches. The thrust of the programme is to ensure participatory watershed development comprising of both: supply side augmentation through construction/renovation of watershed structures – both minor & major structures, and demand side water use efficiency in agriculture to enable more crop per drop and higher productivity. The water stewardship intervention is operational in 42 districts across 14 states, has cumulatively treated 8.74 lakh acres of watershed area, benefitted 2.85 lakh farmers and generated huge employment. PPP projects with state governments and NABARD are being implemented in Andhra Pradesh, Madhya Pradesh, Maharashtra and Rajasthan. Impact assessment studies indicate improvement in ground water levels by 40%, increase in crop productivity by 20% and increase in net cropped area by 20%.



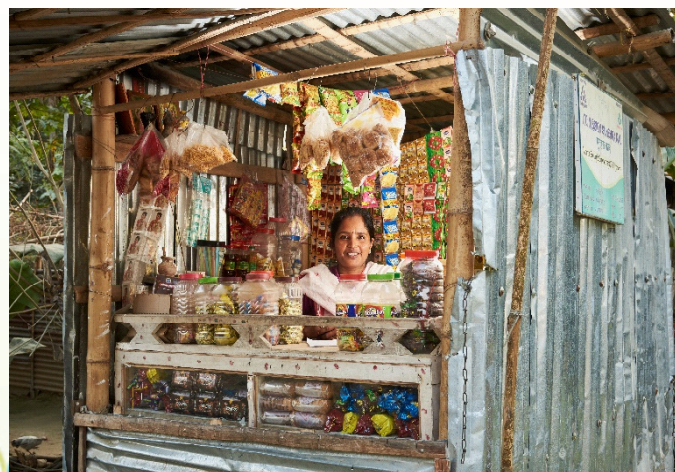
*Water Stewardship Programme - Check dam in Maharashtra*

**4. Integrated Animal Husbandry:** The Programme focuses on diversifying livelihood portfolio of rural households from primary dependence on agriculture by enhancing productivity of milch animals. Operational in 25 districts of 7 states, 211 Cattle Development Centres (CDCs) render improved Animal Husbandry services. Artificial Inseminations have been carried on lakhs of milch animals out leading to birth of cross bred progeny, increased productivity and resultant significant impact on livelihood earnings of poor and marginalised farmers. In the recent past emphasis has shifted to indigenous breed conservation and promotion.



*Livestock beneficiary with high yielding progeny, Madhya Pradesh*

**5. Women's Economic Empowerment:** The programme fosters inclusive growth through actions customized to the development priorities of poor and marginalised social groups, specifically women. There is a clear focus on inclusion of women in all interventions and formation, strengthening and leveraging of women Self Help Groups (SHGs) across project locations. The



*Ultra Poor women beneficiary helped with setting up her own enterprise, Assam*





programme prioritizes creation of livelihood opportunities and social and financial inclusion of ultra-poor women through sustainable micro-enterprises. The ultra-poor women, post-graduation have witnessed almost 200% increase in earnings. In the states of Madhya Pradesh and Rajasthan, there has been a sharp focus on financial literacy and inclusion with over 16,000 women impacted. ITC has also focused on enabling women run micro-enterprises to provide various kinds of agricultural extension services.

**6. Primary Education:** The programme provides children from weaker sections access to education with focus on learning outcomes and retention. It also focuses on mainstreaming out-of-school children, transfer of improved learning pedagogy to government school teachers and improving school infrastructure to help create 'child friendly schools'. The school intervention ensures not just investment in infrastructure but enables strengthening of the School Management Committees (SMCs) and formation of Child Cabinets for sustainable operations & maintenance of the infrastructure provided. To ensure scale and sustainability of the education programme focused on improving learning outcomes, ITC has entered into partnerships with the State/District education departments in Assam and Karnataka to transfer the pedagogy to Government school teachers and Block/ Cluster Resource persons of the Government. Significant impact on learning outcomes has been observed, school sanitation infrastructure is being maintained/ cleaned regularly through funds generated by the community and SMCs, soap banks have been introduced. Over 5.60 lakh children have been impacted in 22 districts of 12 states through the Education intervention.



*Primary Education, Khammam District, Telangana*

**7. Vocational Training:** The programme provides market linked skills in the areas of Hospitality, Electrical, Retail, Bedside Assistance, IT/BPO etc., for industry readiness and employability to youth, especially women and those from SC/ST categories. The programme ensures third party certification as per NSDC Sector Skill Council requirements and prioritizes formal employment of the trained candidates. Operational in 28 districts of 17 states, the programme has ensured that in the last three years, 70% of the students trained have been placed in formal employment. The percentage of women and SC/ST candidates enrolled and placed in the last 3 years has been significant.



*Vocational Training - Practical training session with electrical course students, Madhya Pradesh*

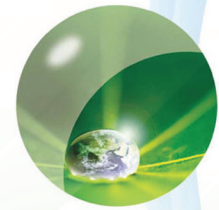
**8. Public Health: Sanitation:** The programme focuses on creating a hygienic environment in ITC core catchments through prevention of open defecation and reduction in incidence of water borne diseases. Information, Education and Communication (IEC) activity drives behaviour change amongst the community towards sanitation and usage. The model encourages up-front beneficiary contribution and balance monies either through convergence with government scheme or as soft loans. In addition to individual household toilets, community toilets are constructed for household groups without land with operations and maintenance of the same







**Health and Sanitation - Open defecation free catchment in Coimbatore, Tamil Nadu**



handled sustainably through contribution from the community members. 73% of the 462 Project villages where the sanitation programme was operational had been declared Open Defecation Free by March 2018. In 90% of the households in project catchment, there was usage of toilets by ALL members of the household.

for their waste. Segregation of waste at source, recycling waste at source where feasible and maximizing processing of waste is encouraged to drive the end objective of “Minimal Waste to Landfill”. The programme drives behaviour change through IEC activities and ensures social and financial inclusion of rag-pickers/ waste collectors. The programme is executed in partnership with municipal corporation/ gram panchayats to enable access to infrastructure/ facilities including land, utilities and transportation. Financial sustainability is the core of the programme and is ensured through revenue generation by household levy and sale of compost and recyclables. ITC has introduced four different SWM models designed for large cities, towns, villages and temples. Decentralised waste management including, home composting is encouraged to manage a large component of waste at source, thereby minimising the potential transportation and environmental costs.

The SWM programme is operational in 13 districts of 8 states.

**9. Solid Waste Management:** The programme focuses on sustainable management of total waste – both bio-degradable and non-bio-degradable, by making communities responsible



**Solid Waste Management- Source Segregation, Tamil Nadu**

**Sustainability:** ITC’s Social Investments Programme (SIP) designs innovative developmental models that address the existing environmental and developmental challenges while preparing the community for future. ITC’s Social Investments Programme (SIP) focuses on ground level inclusion of marginalized sections of the society especially- small, marginal and landless farmers, women, youth and children from Scheduled Caste (SC)/ Scheduled Tribe (ST) communities, while ensuring equitable access of resources and services by all stakeholders. Going forward, ITC’s Social Investments Programme (SIP) models, across multiple themes and geographical contexts, can act as benchmark for successful implementation of ‘Green, Inclusive, Equitable and Sustainable Development models’

