



Define | Design | Deploy | Deliver

MCA CSR Reg. No. CSR00004675



AIRBUS

SHARP

Arvind
FASHIONING POSSIBILITIES


**DCM SHRIRAM
FOUNDATION**

VASTU
HOUSING FINANCE

Bata

 **Deepak
Foundation**

DIAGEO

MRF

MIRAE ASSET


LARSEN & TOUBRO

 **CADILA
PHARMACEUTICALS
LIMITED**

CSR IMPLEMENTING AGENCY WITH PAN INDIA PROJECTS



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 www.bharatcares.org

About BharatCares (by SMEC Trust)

BharatCares (by SMEC Trust) is the social impact arm of the CSRBOX Group especially created and curated for program delivery. We believe in innovations, technology, and scale for providing solutions to the problems that we as a society have been grappling with. BharatCares works as a social solution bridge for communities, innovators, and funders to get the best implementation models in place.

Through our flagship initiatives, we strive to provide better **education, employability, enhancement of rural and healthcare infrastructure, entrepreneurship**, and the **environment** with current geographical presence across various location, primarily in the states of Gujarat, Rajasthan, Haryana, Telangana, Tamil Nadu, Uttar Pradesh, and Maharashtra.

About CSRBOX

CSRBOX is a social impact collaborative in India, comprising of three key verticals: Impact Advisory Practice, Platform, and Programs. Our initiatives have assisted more than 165 companies in achieving improved SROI on their CSR projects.

As an organization, we are committed to designing, delivering, and disseminating impact-driven projects that respond to community needs, and corporate ethos and give the best possible social return on investment (SROI).

Our Partners

We have been implementing CSR projects for CSR companies including IBM, Diageo, Cadila Pharma, Arvind Ltd, Airbus, Vastu Housing Finance, L&T, DCM Shriram Foundation, PNB Housing Finance, and others.



Our Vision

To strive towards deepened and scaled impact while providing better solutions and delivery in education, employability, entrepreneurial ecosystem, and healthcare thereby strengthening communities through on-ground and system-level transformation.

To corroborate the aforementioned vision we have worked across various areas of impact to bring about necessary change:



BharatCares is dedicated to driving social impact through innovative CSR implementation. What sets us apart are our unique features, which are:



Holistic communities need assessment and baseline study with digital tools



Need based program design and baseline data for monitoring and impact assessment



Program dashboard for live data updates and monitoring



Intensive government collaboration to ensure sustainability and exit strategy



Program launch and stakeholders' expectation setting



Periodic progress reports, impact stories and documentation



Strong government collaboration for systemic support



SROI mapping



Scale-up plan and sustainability



Strong documentation and impact communication support through an in-house impact studio team





EDUCATION

In alignment with the New Education Policy – 2020, BharatCares has devised a wide array of programs and initiatives to contribute to enhancing creative thinking and hands-on learning for students.

1. STEM for Bharat:

STEM for Bharat aims to deliver quality STEM education to students by conducting various practical activities, workshops, hands-on practice, and experiential fun learning. This enables them to solve real-life problems using the knowledge they acquire from STEM learning.

With STEM for Bharat, we have been able to create a lasting impact on the lives of many children.

Impact So Far:

21

Government primary schools
(3 urban + 18 rural)

42

Government primary
school teachers

21

Headmasters

3800+

Students

We aim to impact around 5 Lakh students by
December 2025.



Present Location: Ahmedabad, Gujarat

Projected Location: Bharuch, Pune, Udaipur, Jodhpur and more

2. Better School Initiative

Better School Initiative, a program under the flagship initiative of the Bharat-E-Shiksha Program, aims to make quality education accessible for underprivileged students. The process involves initiation of digital learning and upgrading the existing government schools through infrastructure upgradation. We also aim to improve the quality of education in order to enhance the learning outcome among the schools.

Program Elements: The program aims to set the following components in place for government schools across states.



- ▶ STEM Lab Setup
- ▶ Life-Skills Programs
- ▶ Access to Digital Learning Devices
- ▶ Fun Playgrounds
- ▶ Smart Classrooms
- ▶ Micro-Libraries Setup
- ▶ Teacher Capacity Building Programs

Impact So far:

1000+

students reached
Across 5 states and 2 Aspirational Districts

We aim to impact:

~15,000

by December 2025

Present Location:
Pune, Aurangabad, Ahmedabad, Haryana

Projected Location:
Bharuch, Pune, Udaipur, Jodhpur and more



3. Digital and Financial Literacy for Women

The program aims to build women's digital and financial capabilities by providing them with a one-month-long training ensuring that women can adopt and effectively use digital and financial services in their day-to-day lives.

Impact So far:

Total Number of Participants

400+

We aim to impact:

~15,000

individuals by 2025



Present Location: Ahmedabad, Gujarat **Projected Location:** Bharuch, Pune, Rajasthan and more

4. Holistic Education

The development of a child can be made possible by keeping in mind all the aspects of their personality. The holistic education program aims at providing opportunities to children from Government Schools to develop their skills, personalities, enhance creativity and imagination by participating in activities that are outside the normal curriculum of the school.

Program Elements: The program comprehends the adoption of schools to help develop the following :



Life Skill Sessions



Library Skill Sessions



Design Thinking



Promotion of co-curricular activities



Capacity Building of Trainers

Impact So far:

1500+

students across various locations.

We aim to impact:

~15,000 by 2025

Present Location: Gujarat





ENTREPRENEURSHIP

1. Jeevika Saathi

BharatCares under its flagship program of **Jeevika Saathi** focuses on creating a cadre of professional women entrepreneurs as catalysts for economic and social change in society, thereby promoting women's empowerment and ensuring sustainable livelihoods.

We envision doing so by providing them with training and providing them with seed capital for setting up or scaling up a micro-enterprise. The support is not limited to a one-time activity but is being extended till the time the business is sustained and can be scaled up.



Present Location: Gujarat, Rajasthan, Maharashtra, Delhi (NCR)

Projected Location: Karnataka, Andhra Pradesh, Jharkhand, Odisha, Madhya Pradesh and more

Impact So far:

Total Women
Outreached

1200 +

Total Women
Trained

600+

Women Provided with
Material Support

230

Total Families
Impacted

2400

Impact till 2025

15000

individuals to be
impacted



Culmination Ceremony of Oonchee Udaan Program and beginning of a Professional Entrepreneurial Journey of women.

2. Revival of Traditional Art and Craft under Project ROSHANI

Cottage and Rural Industries have shown their impact on national and regional economies throughout the world. In both developed and developing countries, cottage, and village industries have been recognized as an effective instrument for creating employment opportunities with a small amount of capital investment, equitable distribution of national income, balanced regional growth and development of rural and semi-urban areas. With the advent of industrialization, cottage and village industries have witnessed a decline.

Project ROSHANI, an initiative of the Bharuch District Administration and Deepak Phenolics (Deepak Foundation), and implemented by BharatCares (CSRBOX Foundation) marks the construction of the first standard prototype of the Sujani handloom after a long gap of 40 years.

ROSHANI Project is aimed at reviving more than 200 years old unique art of weaving Sujani based in Bharuch wherein weavers will be provided with forward-backward linkages, product standardization, value addition, and market development.

Revival Of Sujani Handlooms And Neoteric Inclusion (of Artisans)



Present Location: Bharuch, Gujarat

Projected Location: Gujarat, Uttar Pradesh, Rajasthan, Delhi (NCR) and more

Project ROSHANI aims to achieve the following objectives over the years:

- ▶ Establish "Sujani Producers and Sellers Cooperative".
- ▶ Start Training and Skill Development Programs.
- ▶ Prepare new handlooms.
- ▶ Identify and finalize a place for training and production and give it to the cooperative for handholding.
- ▶ Recognize and prepare the artisans involved in Sujani production as Master Trainers.
- ▶ Finalize a draft syllabus for learning Sujani weaving.
- ▶ Identify and train young candidates under the skill development component to create the next generation of Sujani weavers.

Current Impact: First prototype ready of the only weathering handloom remaining on Sujani

Projected Impact:

100 artists to be trained by **December 2025** and market linkages to be setup

3. Regenerative Agri-based Model for Better and Sustainable Livelihoods

Regenerative agriculture blends sustainable innovation with tradition. As the name suggests, it focuses on the literal regeneration of soil and the planet’s ecosystems. The project aims to improve soil, deliver high productivity and high-quality food, help fight climate change and restore lost biodiversity.

Projected impact (next 3 years):

500+

Farmers Capacitated

1470+

Acres of Land Regenerated

3500+

Trees Planted

105+

Tonnes of Biomass
Generated

350+

Tonnes of CO₂
Sequestered

230+

Species of Bio-diversity
Created

81600+

Cubic Metre of
Water Saved

1. Banking and Finance Skill Development Program:

BFSI Skill Development Program is designed to prepare young graduates and 12th-pass students who are willing to begin their careers in the banking and finance sector. It is a placement-linked training program to prepare youths for their career, as well as, to identify potential employability avenues to yield better employment opportunities.

Impact So Far:

Total Number of Participants

500 +

candidates trained

Placement Rate

70%

We plan to impact around

10,000

individuals by December 2025

Present Location: Gujarat

Projected Location: Maharashtra, Delhi (NCR), Odisha, Uttar Pradesh and more



2. IBM SkillsBuild and Job Readiness Program

In line with the New Education Policy 2020, Skill India Mission & New Digital India, IBM SkillsBuild and Job Readiness Program is a multifaceted platform to strengthen the knowledge & competencies of students & youth for the 21st Century.

IBM SkillsBuild platform builds knowledge & skills in the learners and prepares them for new-age careers leading to their integration into the workforce to serve as a pathway for the aspiring youth of our country to achieve a rewarding career and yield the youth with the real workplace skills that matter.

Impact So far:

2,75,000

lives impacted so far

5,00,000

lives to be impacted by 2025

- Interactive Learning
- Placement support
- Career Readiness Program
- Expert Sessions



Present Location: PAN India

HEALTH

1. Strengthening the Government Community Health Centres:

According to the reports under the National Health Mission, the current state of the Primary Health Centres is dire in India. To address the shortfall in the rural primary health system in India, BharatCares aims to upgrade and strengthen Primary Health Centers and Community Health Centers.

The program aims to equip the primary and community healthcare Centers with essential equipment and infrastructure, such as ventilators, ECG machines, anaesthesia machines, baby warmers and others. in rural areas that are prerequisites to providing an immediate response to the community.

Impact So far:

Treated **8,68,000+** Patients

Upskilled **200+** Staff members

Created access to better healthcare infrastructure and services for **~3.5 LAKH** patients

Present Location: Udaipur, Pune, Delhi-NCR, Chennai, Hyderabad



2. Swasthya Saheli – Adolescent Girls Nutrition & Health Awareness Program

Swasthya Saheli, an adolescent health awareness initiative is developed to build awareness and aspirations among girls in the areas of proper nutrition intake, leadership development, menstrual health management, adolescent health, knowledge and convergence of government schemes and programs and legal protection and rights of adolescent girls.



Currently running in Bharuch: a collaboration of the District Administration of Bharuch, funded by DCM Shriram Foundation and Implemented by BharatCares (by SMEC Trust)

Program Coverage in a year:

10,000+ adolescent girls in one cluster

Projected Impact:

1 Lakh adolescent girls to be sensitized by **December 2023**

3 Lakh adolescent girls to be sensitized by **December 2025**

Government Convergence:

Partnership with district administration

Program elements will include:



Outreach through Swasthya Saheli vans



3 days workshop and assessment



Training of teachers & elevating them as master trainers to ensure sustainability.

Present Location: Gujarat

Projected Location: Uttar Pradesh, Rajasthan, Delhi (NCR) and more

3. Nirantar Swasthya: NCD (Non - Communicable Diseases) Awareness Program

According to the study report "India: Health of the Nation's States"- The India State-Level Disease Burden Initiative in 2017 by the Indian Council of Medical Research (ICMR), it is estimated that the proportion of deaths due to Non-Communicable Diseases (NCDs) in India have increased from 37.9% in 1990 to 61.8% in 2016.

Nirantar Swasthya aims to break stereotypes regarding noncommunicable diseases as well as steer individuals to mindset transformation leading to behavioral change in how they tackle themselves and others around them. The action-based workshop approach will cater to students as well as their parents to be able to save future generations from falling prey to NCD sooner.

The program will focus on lifestyle **diseases**, especially related to diet and daily routine - **diabetes** and **cardiovascular** diseases and **common cancer**.



A mockup of the Nirantar Swasthya Vans that will be set forth for outreach and mobilisation

Program Elements will include:



Nirantar Swasthya Van



Training of parents, students and teachers



Interaction at the district health department level with key individuals



Involvement of local health department officials to converge government initiatives towards NCD awareness.

Program Coverage in a year:

10,000+

lives to be impacted per cluster

Projected Impact:

1 lakh lives by December 2023 and approximately **3 lakh** lives by 2025



Present Location:
Gujarat

4. Aarogya Utkarsh Pahel

Aarogya Utkarsh Pahel, a CSR Initiative of Bharuch District Administration in collaboration with MRF and implemented by BharatCares, aims to strengthen the healthcare delivery system by linking the non-beneficiaries under the PMJAY scheme, providing health benefits up to Rs. 5 lakhs.

Elements of the program:

- ▶ Ayushyamann Cards issued
- ▶ 5 lakh + communities sensitised

Present Location: Bharuch, Gujarat

Impact So far:

Phase 1- **19,708** beneficiaries

Phase 1- **14,015** beneficiaries

Phase 3 shall cover more than

35,000 beneficiaries



5. Mobile Medical Unit (MMU)

Pregnancy and childbirth are normal events in the life of a woman. Though most pregnancies result in normal birth, it is estimated that about 15% may develop complications, which cannot be predicted. Some of these may be life-threatening for the mother and/or her baby.

Mobile Medical Unit services are envisaged to provide quality healthcare services to pregnant women and children in the Bharuch region of Gujarat at their doorstep. The MMU will provide a range of preventive, promotive, diagnostic, and referral-based information focused on improving maternal and child health by identifying and reducing the number of high-risk pregnancies. The overall objective of this intervention is to provide the above-mentioned services and enable referrals with a focus on improved MCH outcomes amongst the unreached population.

The program aims:

- To reach the unreached last mile beneficiaries
- To provide quality primary-level health care service at the door-step
- To increase awareness of maternal and child health

Program Impact:

2 Lakh+ individuals sensitised till date

1500 pregnant and lactating women will avail direct services of MMU by **December 2023**

4500 pregnant and lactating women will avail direct services of MMU by **December 2025**

Present Location: Gujarat

Projected Location: Gujarat, UP, Rajasthan, Delhi NCR, Maharashtra and more



Currently running in Bharuch: a collaboration of the District Health Department (Bharuch), funded by DCM Shriram Foundation and Implemented by BharatCares (by SMEC Trust)

RURAL INFRASTRUCTURE

1. Better Anganwadi Initiatives

Anganwadis are daycare centres in India that provide primary healthcare services and informal preschool education. However, typical Anganwadis often lack proper and accessible infrastructure, water and sanitation facilities and a playful environment for young children. To mitigate these challenges, we have started working on the up-gradation of the Anganwadi centres in Gujarat.

Program Elements: The key elements of this program are as follows:

Upgrading AWCs infrastructure and equipping the Anganwadi workers with essential resources to expand their capacity and outreach.

Building a Smart Anganwadi Center with equipment to upscale the quality of the AWCs.

Capacity building of the Anganwadi workers.

Mobilization of Local communities and stakeholders to spread awareness regarding the significance of AWCs.

Developing a progressing environment of AWCs and generating positive outcomes in society.

Strengthening the foundation of the underserved rural and urban communities.



Present Location:
Gujarat

Projected Location:
Gujarat, UP, Rajasthan, Delhi NCR, Chennai, Hyderabad, Maharashtra and more

2. Naya Savera: Solarisation of Villages

India is blessed with a huge potential for solar energy. On average, India receives 200 MW/km square of solar radiation per day. With almost 60 percent of the population residing in the rural region, the solar industry is a massive solution to explore.

Luvara village in Bharuch has various modern amenities, like CCTV Cameras to safeguard the village, LED Street lights, Temples, etc. This infrastructure requires electricity to run, which is a fixed-cost expense for the gram panchayat. To address the high cost of energy, the district development is also focused on using green energy.

Hence, BharatCares in collaboration with Tatva Chintan Pvt. Ltd., installed a solar power generation system in the space available at the Panchayat office, which has helped reduce the cost and save money that was used for further development.

Through all our rural infrastructure projects we aim to transform 1 Lakh lives by December 2023 and 3 Lakh lives by December 2025.

Present Location: Luvara, Bharuch



ENVIRONMENT

1. Urban Afforestation via Miyawaki Plantation:

The Miyawaki technique includes a six-step process that starts with surveying the soil to assess physical texture, organic carbon, soil pH, and more. This is followed by carrying out a survey of native species and biomass is done by visiting and collecting relevant data from the nearest natural forest in the region. Upon rigorous assessment, native saplings are procured and planted in layers, as per Miyawaki guidelines. Finally, the site is monitored and maintained for a period of 2 to 3 years, after which the sites become self-sustainable. BharatCares team carefully ventured the Miyawaki method into furnishing Indian cities with a green and sustainable environment.

Impact So Far:

8300

saplings were planted through this project

9

tonnes of Carbon Dioxide were sequestered.

Projected Impact:

10,000

saplings to be planted by **2023** and

30,000

saplings to be planted by **2025**



Present Location: Bangalore, Delhi **Projected Location:** Gujarat, Uttar Pradesh, Maharashtra and more

2. Waterbody/ Lake Rejuvenation Program:



Water is a critical resource that is essential to achieve economic growth, improving the quality of life of people and ensure environmental sustainability. Urban and rural India has a large number of lakes and ponds suffering from mismanagement of water bodies. Extinction and disappearance of these water bodies pose a threat to water sources in the region.

To address these challenges, BharatCares has started the Waterbody/Lake Rejuvenation Program. We work closely with the local government to locate the appropriate water bodies that require immediate attention. After identifying the water bodies, the next step involves due diligence of the sites, including demographic assessments, hydrology, geology, and limnology of the water bodies. We have adopted in situ methods for rejuvenation and water body cleaning such as de-silting, de-weeding, bioremediation, aeration and bio-manipulation. A walking track is constructed around the water body to increase public awareness. The trees are planted along the sides of the water bodies to create bird habitation and maintain natural flora and fauna.

3. Barely Plastic:

Nudging the Young Generation to make conscious choices for a better planet


We have designed this program to educate, nudge and equip students, future consumers and nation builders to understand the ill effects of single-use plastic for reducing daily single-use plastic consumption and choosing sustainable and green alternatives for the same. The intervention is designed to promote environmental and social consciousness in the community to achieve a healthier and greener lifestyle for a better planet.

How are we doing it?

- ▶ **Digital Platform:** Creating a platform that encourages school children to consciously strive toward a less waste-generating society focusing especially on single-use plastic consumption and alternatives to such a lifestyle.
- ▶ **Awareness & Education:** Impart Awareness and Education on the threats of using 'Single-use Plastic' in everyday life.
- ▶ **Creativity:** Provide a platform for students and individuals to express their ideas, creativity, opinions on plastic consumption, solutions, and others.
- ▶ **Learnings:** Learnings on possible alternatives to plastic products.

Projected Impacted: The project aims at training **5000** students by 2023
and around **15,000** students by 2025



 **Present Location:** Ahmedabad, Gujarat



4. Aerobic Bio-Composting Project

The Bio Composting Project is aimed at promoting sustainable waste management practices at a fruit and vegetable market with the help of a Self-Help Groups (SHG). The project involves setting up a bio-composting unit at the market, which will convert organic waste generated at the market into high-quality compost.

Project Elements:



Training Self-Help Group (SHG) members about bio-composting and sustainable waste management



Support for setting up bio-compost unit



Women Empowerment and Livelihood Generation



Conducting regular waste audits and compost quality tests

Projected impact:

130+

Women to get livelihood

15,96,00 KG

of CO₂ is expected to be captured within 5 years

23,40,000 KG

of organic waste to be stopped going in Landfills in 5 years

150+

Compost units to be placed within 5 years

INR 90+ LAKHS

Turnover within 5 years of implementation



Present Location: Vadodara, Gujarat

Projected Location: Gujarat, Maharashtra and more

ROAD SAFETY AWARENESS PROGRAM

Every single accident caused by irresponsible driving is preventable

BharatCares has come up with the Road Safety Awareness Program in line with the Ministry of Roadways and Transport Authority's National Road Safety Campaign. The program enables positive behavioral change among citizens on Road Safety & Intoxicated Driving.

This program is an apt behavioral change engagement module designed for licensed drivers/learner drivers, students, and all other road users above the legal drinking age to make the roads safer. Under this program, we set up Driver Sensitisation Tab Labs in the Regional Transport Offices (RTOs) and conduct behavior change workshops for drivers with the help of digital tools. It has now become an integral part of the process of getting a new driver's license or renewal. The drivers now have to go through the workshop about road safety, anti-drink, and driving to become responsible road users.

Impact So far:

2,00,000+

Beneficiaries Trained

35

RTO Partnerships

06

State Presence

Projected Impact:

3,00,000+

lives to be impacted by
December 2023

5,00,000+

lives to be impacted by
December 2025



Present Location: Uttar Pradesh, Delhi, Jharkhand, Maharashtra, Uttarakhand, Rajasthan



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