



Ishanya Foundation's key domain of work includes creating long-term sustainability and self-reliance with focus on women empowerment, health and education. While working both at micro and macro level, we have gained practical expertise in community development and developed a competent team of professionals to work with the community, both in urban and rural areas.

Ishanya Foundation identifies and formulates projects in response to societal needs in diverse areas and implements them with full vigor. The foundation will continue to enhance value creation through its various initiatives and promote sustained growth for uplifting and nurturing the lives of the under privileged.

Through our training programs, we ensure livelihood to the ladies, especially from weaker section of the society; both in rural and urban areas in Pune and at Taloja.

Our major aim is to enhance the capability of people in the local communities and to make them less dependent and self-reliant.

Warm Regards,

**Parul Mehta**  
Trustee

Ishanya Foundation is a registered Trust established under the Bombay Public Trust Act 1950, in April 2006 and works as the CSR arm of Deepak Fertilisers And Petrochemicals Corporation Ltd. (DFPCL).

Ishanya Foundation (IsFon) conducts several outreach programs, in and around Pune and also in the villages around Taloja in Parvel Taluka in Raigad District. These programs are in the areas of, **a] Women Empowerment through livelihood programs, b] Health and c] Education.**

Our objective is to create job opportunities through vocational skills training and develop social entrepreneurship for youth, women and marginal farmers. The Preventive Health Initiatives area is also a key focus. The Foundation is guided by its Vision and Mission statements.



## Vision

To act as an effective catalyst in DFPCL's geographies of operations in creating a self-reliant and respectable society with secure and sustained means to livelihood, through employable skills and resource support and additionally to promote and support the rich cultural heritage of India.



## Mission

The mission for the identified society at large, in geographies of DFPCL's operations and influence, shall be:

- ▲ To identify the potential of and gaps in the economic and social support systems, so as to help develop a sustained, self-reliant society with special emphasis on the youth, women and marginal farmers;
- ▲ To undertake vocational skills and soft skill development initiatives enabling sustained and respectable employment opportunities for leading a self-reliant life;
- ▲ To facilitate income generation programs of individuals/groups through alignment of skill development with self-employment opportunities;
- ▲ To provide marketing and financial support to help enhance sustained income generation initiatives;
- ▲ To generate community development activities and promote self-help groups so as to improve the living conditions of people through peoples' initiatives;
- ▲ To initiate activities and develop government/institutional linkages in community preventive/corrective health facilities where needed;
- ▲ To undertake farmer skill building, soil/nutrient/agri-inputs/produce enhancement initiatives;
- ▲ To support performing arts among local communities for promotion of talent and cultural richness of the society;
- ▲ To provide a much needed crisis support for unexpected calamities and disasters;
- ▲ To co-ordinate/conduct any other CSR initiatives which are consistent with the provisions of section 135 of the Companies Act, 2013 or other provisions as may be prescribed by the Government from time to time.

## URBAN AREAS

### JOB ORIENTED VOCATIONAL TRAINING PROGRAMME

In the urban areas, the main focus was on vocational training, with placement tie-ups to ensure job guarantee. The Foundation organised courses for training aspirants in beautician, diploma in pre-teachers, art & craft, computer-IT course with typing, ward assistants with spoken English. Scholarships were awarded to six students pursuing P B BSc Nursing from Symbiosis College of Nursing. Over 1665 aspirants have been trained in various vocational skill based training programme.

As part of Soft Skills Training, aspirants undergoing various courses were trained in Personality Development, Communication Skills, Etiquettes and Interview Skills every month.



▲ Young aspirants honing their skills in beauty therapy

### INCOME GENERATION PROGRAMME

The Income Generation Programme (IGP) provided training to more than 100 women from slum communities to manufacture quality products such as bags, envelopes, fancy handbags etc., thereby inculcating in them not only skills but also self-confidence and a sense of dignity. These products are sold at fairs and exhibitions, and also to retail customers, enabling the women to earn an average of ₹ 4,000/- to ₹ 5,000/- per month. The programme reported excellent sales through orders for marriage functions, from individuals and sale through exhibitions.

More than 350 women from different villages attended the tailoring classes for entrepreneurship programme organised by the Foundation.

In a new initiative, **IGP at Yerwada Central Prison** saw training conducted for eight women prisoners in stitching of cloth bags, besides repair with replacement of parts of 15 in-house tailoring machines. Approximately 500 cloth bags have been stitched and 30 sets of napkins have been made by women prisoners.

### MUSKAAN PROJECT

Under this one-of-a-kind project, the Foundation receives pre-owned garments, clothes and accessories through its 'Muskaan Ambassadors' in the city. These products are checked for quality and the ones found in good condition are sold at affordable prices to underprivileged families in various areas of Pune by 20 'Muskaan Pares' - a self-help group of women affiliated with the Foundation, thereby earning a source of income through sale of garments and more than 7700 individuals have benefitted by purchasing garments at a very nominal price. During the year, 112 stalls were set up under this initiative, including hospitals, with overwhelming responses.



▲ Muskaan Stall at Ruby Hall Clinic

### PATHOLOGICAL COLLECTION CENTRE

A new initiative this year was the launch of Pathology Collection Centre through a tie-up with Shree Hospital, Pune to provide highly subsidised pathological test services to the underprivileged.

### MAHILA MELAWA

Held in March 2015, the Mahila Melawa was attended by 121 women associated with IsFon under various projects. Street play on social issues, health talk, and bridal competition were organised. Successful aspirants from IsFon shared their experience of their journey towards success, thus inspiring other participants.



▲ Mahila Melawa in progress



## YELLOW RIBBON NGO FAIR (YRNF)

The 7<sup>th</sup> edition of Ishanya Foundation's annual pre-Diwali 'Yellow Ribbon NGO Fair', was inaugurated by Mrs. Ritu Chabbria, Managing Trustee of Mukul Madhav Foundation at Ishanya. More than 121 NGOs and Self Help Groups (SHG) from across Maharashtra participated in this event garnering over 7000 footfalls and resulting into ₹ 30 lacs sales.

Over 1000 unique products like diyas, lanterns, jewellery, cane products, candles, terracotta artefacts, delectable sweets & snacks, copper mina work, paithani sarees & handbags, flute, handmade cards, torans, organic food, honey and chocolates were made available for customers.

A series of entertainment activities were organised during the four-day fair planned to add to the flavor of celebration. The YRNF has always been a good platform to the budding artisans.



▲ Mrs. Parul Mehta - Trustee - IsFon, seen with Ms. Rati Forbes at the Yeola Paithani stall

## LAUNCH OF AN UNIQUE WEBSITE:

Heart2hand.org.in

IsFon launched a unique platform to help connect NGOs with consumers and corporates. The website heart2hand.org.in was inaugurated by former MP Ms. Priya Dutt. The website promotes 400 products made by over 200 NGOs across eight cities in India and makes them available through the online portal by directly contacting the NGOs in the respected cities. The website is a good opportunity for NGOs to target diverse sets of audiences for marketing of their products.



▲ Ms. Priya Dutt launching the website with Dr. U S Saha - Chief GM - NABARD & Mrs. Parul Mehta - Trustee IsFon

## RURAL AREAS

### DAIRY DEVELOPMENT PROJECT

In the rural areas of Taloja, the Foundation focused on the wives of farmers. The support of cross breed cow program continued to empower rural women, who received cow with calf and were trained in fodder management, health & hygiene in cow breeding etc., enabling them to earn an average income of ₹ 5500/- to ₹ 8000/- per month through sale of milk and another ₹ 750/- per month through sale of cow dung. 117 families have been supported with 142 Cross breed cows through the Dairy Enterprise, and were trained in livestock rearing.



▲ Mrs. Jyotsna Vasudev Lad and Mr. Vasudev Lad from Cheravali Village, with their HF cow

### MARGINALISED FARMERS (WADI PROJECT)

Seeking to further widen their horizon through diversified offerings, the Foundation adopted and worked with marginalised farmers under the 'Wadi' model to cover 146 families of which approx. 93 are tribal families. It supported the farmers with farm tools, fertilisers, pesticides, vegetable seeds for growing inter crops in the interim period of growth of the mango trees. Vegetable linkages and monthly training programmes for their technical upgradation were other key initiatives for the farming community. Weekly tips were also provided through SMS blast. Farmers earn ₹ 10,000/- to ₹ 15,000/- per month under this project.



▲ Bottle Gourd Cultivation of Mrs. & Mr. Manjula Harichandra Chaudhari, Karmbeli, Dist. Raigad



## HEALTHCARE INITIATIVES

Healthcare initiatives included: eye camps every four months, followed by free cataract operation to 216 patients and spectacles distribution to 909 individuals in collaboration with Laxmi Charitable Trust, Mumbai. Patients attended: 3279, school screening of 1490 students across 5 schools.

## EDUCATION

Ishanya Foundation, in partnership with the Industrial Training Institute (ITI), Panvel, awarded 50 top ranking students across various streams with the Gunwatta Protsahan Yojana - Ishanya Foundation Academic Excellence Award, along with a scholarship to pursue higher vocational education.

Under this initiative, the Foundation awarded the top 2 rankers across each stream of training conducted at ITI, Panvel. Each student was felicitated with a gift from the Foundation and a Certificate of Appreciation. In addition to this, the foundation has also offered scholarship to eight students for further education every year.



▲ Mr. Sanjay Yenpure, Asst Commissioner of Police, Navi Mumbai, seen felicitating an ITI student.



**Ms. Surekha Nikam**, aged 40 years is 10<sup>th</sup> pass and residing at Wadgaonsheri with her daughter, husband and mother in law.

Surekha joined the IGP program of IsFon to have a source of income to meet the daily expenses.

She stitches wonderful products designed by IsFon with expertise in products like the S-Bag, Fancy Base Batwas, Fancy Handbags etc.

She is earning approx. ₹ 5000/- per month.



**Mr. Jaydas Mahadu Phulore**, 33 years, stays at Bhokarpada Village along with his parents, wife and one son.

He was in search of livelihood option of rearing livestock, when IsFon approached and supported with HF cow in the year 2013 with earning of ₹ 4000/- per month.

He then purchased 6 more cows on his own seeing the scope of better livelihood option and got the fodder cutting machine on subsidy basis.

He now has eight buffaloes and two cows and has expanded his cow shed. His monthly income is approx. ₹ 60,000/- per month excluding the expenses.



**Ms. Pratiksha Behre**, aged 22 years residing at Wadgaonsheri is 12<sup>th</sup> Std pass and staying with her parents and two sisters.

Pratiksha completed the Beautician course from Ishanya Foundation and was sent for internship from IsFon to Rashmi's Chalet.

She was immediately employed after the internship with the salary of ₹ 5000/- per month. On completion of six months of service, her salary was raised to ₹ 7000/- per month along with commission and tips which touched the monthly income to around ₹ 8000/- per month.

Now she has joined Timesy Parlor at Kalyaninagar with monthly salary of ₹ 9000/- per month.



**Mr. Harichandra Hirya Chaudhari & Mrs. Manjula Harichandra Chaudhari** resident of Karembeli Village from a tribal family have one son and two daughters.

They had half acres of land. IsFon supported with the bottle gourd cultivation.

During the last six months, the total yield of bottle gourd was 1500 kg and average income earned was ₹ 30,000/-.



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AND PETROCHEMICALS  
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