

# Citizenship at GE

GE India has built the foundation of its CSR strategy on 'Skill Building and Education' with a special focus on empowering women. Empowering women is closely linked to creating economic opportunities for them through education and vocational skills training. This helps girls and women realize their potential and become equal contributors to their household incomes, which in turn leads to them becoming active decision-makers in their personal as well as public lives. An integrated and multi-layered approach to education and skill-building to empower women is very effective in helping women assume leadership roles in their communities and addressing social concerns such as poverty, domestic violence, child marriage etc.



## Education and Skill Building : Healthcare

With the lack of skilled healthcare workforce in India, at both the entry level and higher levels, current skill development opportunities are not adequate. To engage, educate and empower the resource pool and bridge the gap in the industry, GE is working on execution and content to bring vocational training to students across 60 institutes in India. This year GE has successfully completed a pilot in Thane by training 18 students, who have all been employed in the industry.

### Science Education for Children

#### Lab on a Bike



Picture this... a motorbike loaded with models and experiments is travelling to a school in India. This is a Lab on a Bike (LoB) which aims at making hands-on education increasingly accessible in rural areas. Each LoB travels to remote schools with hands-on science models covering topics in Physics, Chemistry, Biology and Math for grades five through ten.



The instructor holds demonstration sessions during each of his school visits which emphasize on interaction and questioning. This is conducted so that children are able to relate better to concepts explained through interactive sessions rather than through traditional learning methods. GE in partnership with Agastya foundation works on this initiative across Rural India. Over 8000 students across Gurgaon and Bangalore schools have participated in these science experiments.

### Changing Lives - Aishwarya's story



Volunteers in the demo for X-ray technician course

Aishwarya's day begins as soon as the alarm going off early in the morning. After her morning rituals, she takes on the role of an elder sister and a dutiful daughter making breakfast for the family. Once the family is catered to, she leaves her home to begin the journey that will lead her to professional growth. She reaches the GE Healthcare Institute in high spirits knowing that she has a fruitful and fulfilling day ahead of her. Once a shy damsel, she is now more outgoing. Her stride announces her confidence to take on the world. "While pursuing my graduation in science, I was constantly nagged by the question - will a Bachelors in science help me in building a bright career in healthcare even after paying the fee for 3 years. Being the eldest of the siblings, I have to shoulder my family's responsibilities and also support them financially. When I came to know about the X-ray technician course that GE Healthcare offers, my worries became a thing of the past! This course has helped me chart a new path to success. I am working as an intern currently and already have job proposals which are 25-30% higher than the industry standards. Now, I can enjoy a career that I like and also support my family."

### Health and Hygiene:

#### Swachh Bharat Abhiyan

To promote health and hygiene in rural areas, GE also contributed towards the Swachh Bharat Abhiyan to help build sanitation facilities for girl students in remote areas across India. This is a great example of partnership with the government and aligning with the national priorities.

#### Enabling progress: GE Volunteers



Merja with Scholarship students

GE Volunteers work across 10 councils and contribute over 22000 hours focusing on Healthcare, Education, Community and Environment to drive significant sustainable impact. GE's education efforts enable children from under-privileged sections to take up professional courses. Employee engagement with the Junior Achievement program helps enable over 1000 children to build awareness for their future. Environment is also a key focus - sustained afforestation efforts have yielded encouraging results and aided the restoration of ecological balance in and around forest areas. Over 2000 children have benefited from Health initiatives including the mid-day meal, general health and eye check-up. The GE Women's network is engaged in driving awareness in maternal and infant health care by conducting health camps in rural areas. Businesses are engaged in supporting clean drinking water in fluoride affected areas and are helping drive programs like Financial literacy for the community. Two of GE's employees have also received the prestigious Philippe awards from the GE Foundation.

GE Volunteers collaborate with Agastya Foundation for promoting Science education in rural areas. This includes building 5 science centers and giving 100 Science and technology scholarships.

## Community Development : Chakan, Pune

In India, GE has undertaken a series of initiatives aimed towards the well-being of the community in Chakan, near Pune, Maharashtra, where it has set up the first of its kind multi modal manufacturing facility. Through these initiatives, GE aims to collaborate and partner with the local community around the plant site and bring about a positive change in their life. The efforts are in line with GE's commitment towards addressing the challenges that affect many communities and people who are touched by its business. GE has installed lighting fixtures at Sudumbre and Vasuli village in two separate projects and has supported local schools to provide computers, build a science lab and improve school infrastructure for education.

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By building additional classrooms the long two shift classes have been reduced to a single productive school timing, thereby encouraging more girl students to attend. Apart from the classrooms, the support in sanitation and other facilities is also attracting the local students to a safe, dignified and well equipped school. Today there are 25 girls out of 40 students in standard 11.

This school initiative has resulted in encouraging community partners, including panchayat and senior villagers, inspiring parents, motivating senior class teachers, facilitating administrative processes and most importantly cherishing dreams of these girl students! In the area of healthcare, GE has provided an ambulance facility which will be available for all the villagers in case of any emergency. GE is also creating local employment opportunities and has hired 200 apprentices from the local college. GE aims to continue collaborating with the local community in future and undertake similar initiatives aimed at bringing a positive influence in the lives of the community.

These initiatives have been chosen on the basis of the needs assessment study undertaken by GE engaging 13 key neighbouring villages at Chakan in Pune. The study covered 590 households as a representative sample from across these villages and assessed the requirements of the community. The study recognized education, health and infrastructure as the key areas requiring immediate attention for the welfare of the community.

## Afforestation

### Changing Lives - Subbanna's story



The GE team visited Subbanna, a small farmer living at the edge of forests in Chikyelchetti. He was going to take the team to visit sections of the reserve forests which were badly degraded due to human intrusion over the years. With the forests depleted of vegetation, wildlife had increasingly started venturing out into the fields for food – elephants for Raggi and wild boar for groundnuts. Patchy rainfall – sometimes in torrents, sometimes just a drizzle, often none, and animal raids had made agriculture a difficult proposition. Real estate agents were at Subbanna's door trying to coerce him to sell his land. The GE team built a rustic village homestay for the discerning nature lover to spend a few days in peace in the forest, listening to nature's beat, watching the paradise fly catchers and the golden orioles and spotting the occasional elephant.

Somewhere tucked away in the verdant and manicured JFWTC campus, GE volunteers spent more than two years growing a few thousand saplings in root trainers. They would tend to the saplings and water them regularly. These are being transported to Bandipur by the enthusiastic EHS team for planting to restore more forest cover in more spaces. According to Nagendra from Lakkere, referring to the hill being afforested by GE "When forests grow well, water scarcity is addressed." More importantly this activity is one of the few examples where we have created a win-win partnership between livelihood and conservation. And for GE Volunteers it is a small drop of idealism that is becoming reality in an ecological hot spot. Today the GE team restores 300 acres of forest coverage per

### Changing Lives : Kajal and Jyoti's story



In the sleepy, quiet town of Vasuli, near Chakan, Pune, a vibrant, energetic group of girl students are walking to their school, Bhamchandra Vidyalaya, wearing a smile on their faces and bouncing a bag on their shoulders. The excitement at the school is palpable. With a better-equipped science lab, students are rejoicing as they get to pursue higher studies.

"It is a great privilege to study in a school. I like studying science and enjoy doing science practicals in school," says Padwal Kajal Mohan, a class 9 student. Her classmate Khude Jyoti Popat adds, "I like working on computers, especially on PowerPoint. It is a lot of fun!"

