



CHANGING LIVES... ...CHANGING DESTINIES!

Empowering women and youth to improve their livelihood through a set of sustainable initiatives under Omkar Foundation of Omkar Realtors and Developers Private Limited (ORDPL) – Mumbai. Thus enabling the CSR Vision of ORDPL, “Beyond Structures” to take shape.

OUR STRATEGY: PLANNED IN APRIL 2015

- Collaborate with CSR teams of Corporates, NSDC partners
- Align with our core strengths- Slum connect in Mumbai
- Enabler to Govt schemes - Skill Dev & Swachh Bharat Abhiyan

A THREE STEP APPROACH:

- Need assessment – by experienced NGOs - Surveyed 7000 families across 4 slums viz 35,000 people
- Program and partner selection- NGOs, CSR teams of other Corporates for effective delivery and impact
- Employee Engagement

FOUR PILLARS OF OMKAR FOUNDATION: ESTABLISHED IN 2015

- Skill Development**
 - Technical & non-technical skill training- 160+ courses
 - 1300+ scholarships for skilling courses have been disbursed under Omkar Foundation in last 18 months.
- Women Empowerment**
 - Urban- Women centric courses like Jewellery making, beautician, tailoring, mehendi, self defense offered to 900+ women
 - Tribal- Smokeless Eco Chulas save tribal women their time spent on cooking & collecting wood from forest.
- Health Initiatives**
 - Free medical checkup and follow up treatment at hospital for 6000+ beneficiaries
 - 18 medical camps conducted in Mumbai with Help Age & Meesha Diagnostics & Polyclinic
 - Collaborated with The Union and USAID for awareness and eradication of T.B
- Environmental Initiatives**
 - Eco Friendly initiatives like rain water harvesting, sewage treatment plants installed in Slum Rehabs- Mumbai
 - Waste segregation & water saving at HO, Slum Rehab
 - Distribution of Smokeless Eco Chulas to tribal women

CSR HIGHLIGHTS OF THE FOUR PILLARS



SWAYAMBHU (Skill Development)

160+ Courses/37 Training Partners/63 Centres all Across Mumbai

- 160+ Courses include Banking, Retail, Sales, Logistics, Carpentry, Welding, Repair Technician, Beauty Care and Wellness, Hospitality and Spoken English, CCTV, IT etc
- 37 Training Partners - NGOs and CSR Teams of Corporates like Godrej and Boyce, ICICI Foundation, Asian Paints, L&T, KTI, Save the Children India and 25 accredited Training Partners of National Skill Development Corporation (NSDC) for skilling.



31,400+	Youth mobilized for Skilling from the slums / SRA sites of Mumbai
1200+	Job Opportunities sourced
2200+	Women & Youth enrolled under Omkar Scholarship, Nov 15' onwards in the 150+courses offered
250+	Youth placed in large Corporates like Zicom, L&T, ASMAC, HDFC Life or Self Employed.



SWADHARA (Women Empowerment)

Urban:

- 900+ Urban Women from the slums of Mumbai have been skilled. Some have also started earning up to Rs. 15,000/- per month selling artificial jewellery, beauty care services.
- On livelihood - Self Help Groups (SHG) of skilled women being formed. Conduct Entrepreneurship/Financial Literacy Training programs and market linkage.

Tribal:

- 500+ Smokeless Eco Chulas distributed to Tribal homes. Tribal women now save 50% time on cooking and 60% time on wood collection
- Livelihood: Organic farming, tribal lunch catering services using these stoves
- Other issues: Health & child care, importance of education and skilling their children
- We are targeting 5000 tribal homes in and around Mumbai this year. We will soon involve Conservator of Forests and Tribal welfare official to sensitize them



AROGYAM (Health Initiatives)

- Regular medical camps conducted in Mumbai slums with partners like Help Age & Meesha Diagnostics & Polyclinic
- Omkar Foundation has also signed up with US AID and The Union to create awareness and help detect TB (Tuberculosis) in the slums of Mumbai. Govt. of India has an intensive intervention “Revised National TB Control Program” with nationwide coverage.
- Menstrual Hygiene awareness camps conducted, Introduced scientifically made low cost sanitary napkins.
- Smokeless & Eco friendly chulas distributed to save the health of the tribals. Smoke inhaled working at the mud chula each day is equivalent to passive smoking of 150 cigarettes per day.



HARIT (Environmental Initiatives)

- Periodically conducted “Save Water, Electricity & Waste Segregation” sessions at slums/ SRA through Street Plays & films, MCGM and other speciality participation.
- Saved 50% water at HO wash basins and recycled all dry waste
- 500 Smokeless Eco Chulas distributed in the tribal settlements on the outskirts of Mumbai - these will change lives of the tribals & forests in the years to come.



Smokeless chulas distributed to Tribal Women -

- 70% less smoke
- 60% less firewood
- 50% time saved in cooking

GOING FORWARD

- Expansion of the Skill Development programme making forays into Umbergaon and Talasari, Gujarat.
- Start Balwadi programme in slum Rehab Buildings ensuring care, education and nutrition of children between the ages of 2- 6 years.
- Start STEM learning using Science and Math models in Remedial classes across Slum Rehab buildings.
- On the advocacy front: we will work with relevant government departments to help initiatives like Bee Hive cultivation, installing bio- toilets an urinals, improve farming techniques etc.
- To conduct Impact Assessment of our CSR program initiated in the last 2 years.

PRINCIPAL OF CSR CAPACITY BUILDING

Employee Engagement Program:

- Gift a Skill initiative
- Gift a Chula initiative - Employees offered over 500 Chulas.



Omkarites personally distributing Eco chulas they donated to tribal women

AWARDS



- CSR initiative of the year 2016 - Realty Plus Conclave & Excellence Award 2016
- Most admired CSR activity - ACEF Property Awards 2016
- Best CSR activity of the year - Construction Times Builders 2016
- CSR Initiative of the year - Franchise India Estate Awards 2017
- Best CSR Practice for Slum Redevelopment - Navabharat publication 2016
- Honorary Mention - Sandvik India Gender Diversity Awards' 2017
- Best Corporate - Non Profit Partnerships Category - ACEF Property Awards 2017
- Best Scholarship Programme Category - ACEF Property Awards on 29th September 2017

A MODEL CSR WITH A HIGH SROI (SOCIAL RETURN ON INVESTMENT)

www.omkarfoundation.org