

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: Process

- 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 18 months ago

Skill Development

- Technical and non-technical skill training - 150+ courses
- 700+ scholarships for skilling courses have been disbursed under Omkar Foundation in last 15 months.

Women empowerment - (Urban & Tribal)

- Urban- Women centric courses like Jewellery making, beautician, tailoring, mehendi, self defense offered to 430+ women
- Tribal- Smokeless Eco Chulas save tribal women their time spent on cooking & collecting wood from forest.

Health awareness programs

- Free medical checkup and follow up treatment at hospital for 3000+ beneficiaries
- 14 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

1. Skill Development

150+ Courses/37 Training Partners/50 Centres all Across Mumbai

- 150+ 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.



18,800+	Youth mobilized for Skilling from the slums / SRA sites of Mumbai
1200+	Job Opportunities sourced
700+	Women & Youth enrolled under Omkar Scholarship, Nov 15' onwards in the 150+courses offered
200+	Youth placed in large corporates like Zicom, L&T, ASMAC, HDFC Life or Self Employed.

2. Women empowerment (Urban & Tribal) - Mumbai

- 430+ 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.
- 400+ Smokeless Eco Chulas distributed to Tribal homes.
- Tribal women now save 50% time on cooking and 60% time on wood collection.



Way forward – post initial interventions

Urban:

- With over 430 women trained in 15 months – we have delivered what they most wanted. Earned their acceptance to now introduce them to higher/serious levels of intervention
 1. On livelihood - Form SHG - Self Help Groups of skilled ladies- conduct Entrepreneurship/Financial Literacy Training programs.
 2. Other issues like: Better Community living, menstrual hygiene, waste and water management and Awareness of TB and its prevention.

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

Tribal:

- With the life changing 400+ Smokeless Eco Chulas distributed in 3 Tribal settlements around Mumbai – Aarey, Dindoshi, Kharghar, we have gained their acceptance due to these benefits: Smoke reduced by 70%; improved health of women and children; cooking time & forest wood collection time - reduced by 50% respectively. This time saved, enabled new interventions:
 1. Livelihood: Organic farming, tribal lunch catering services using these stoves.
 2. Other issues: Health & child care, importance of education and skilling their children

3. Health camp and Awareness Program:

- 14 medical camps conducted in Mumbai slums till date 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. Gol has an intensive intervention “Revised National TB Control Program” with nationwide coverage.
- Menstrual Hygiene awareness camps conducted, Introduced scientifically made Re- usable, 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.



4. Environmental initiatives

- Periodically conducted “Save Water, Electricity & Waste Segregation” sessions at slums/ SRA through Street Plays & films, MCGM and other specialty participation.
- Saved 50% water at HO wash basins and recycled all dry waste
- 400 Smokeless Eco Chulas distributed in Khambachpada, Aarey colony, Kharghar & Dindoshi - 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

- Yearly Rewards & Recognition for best run/ maintained slum/SRA location – gets MDs trophy & Rs. 5 lac cash award.
- On Jai Maharashtra TV, Bi- monthly 10 Episode series on job info, skill camps, talks shows, awareness/ educational programs
- Create a film on Omkar Foundation beneficiaries and other motivational stories.

Principal of CSR capacity Building

Employee Engagement Program:

- Gift a Skill initiative



Gift a Skill- 240+ youth nominated by employees for scholarship to skill.

- Gift a Chula initiative - Employees offered over 400 Chulas.



Omkarites personally distributing Eco chulas they donated to tribal women

- 10 Episode TV series on Skill Development/ Career guidance
- Celebrity endorsement of our initiatives for greater acceptance

Awards



- ‘CSR Initiative of the year 2016’ in the Realty Plus Conclave & Excellence Award 2016 on 30th September, 2016
- Special award for the ‘Most admired CSR activity’ at the ACEF Property Awards on 4th March 2016
- ‘Best CSR activity of the year’ by Construction Times Builders award on 29th June 2016
- ‘CSR Initiative of the year’ by Franchise India Estate Awards in January 2017

A model CSR with a high SROI (Social Return on Investment)