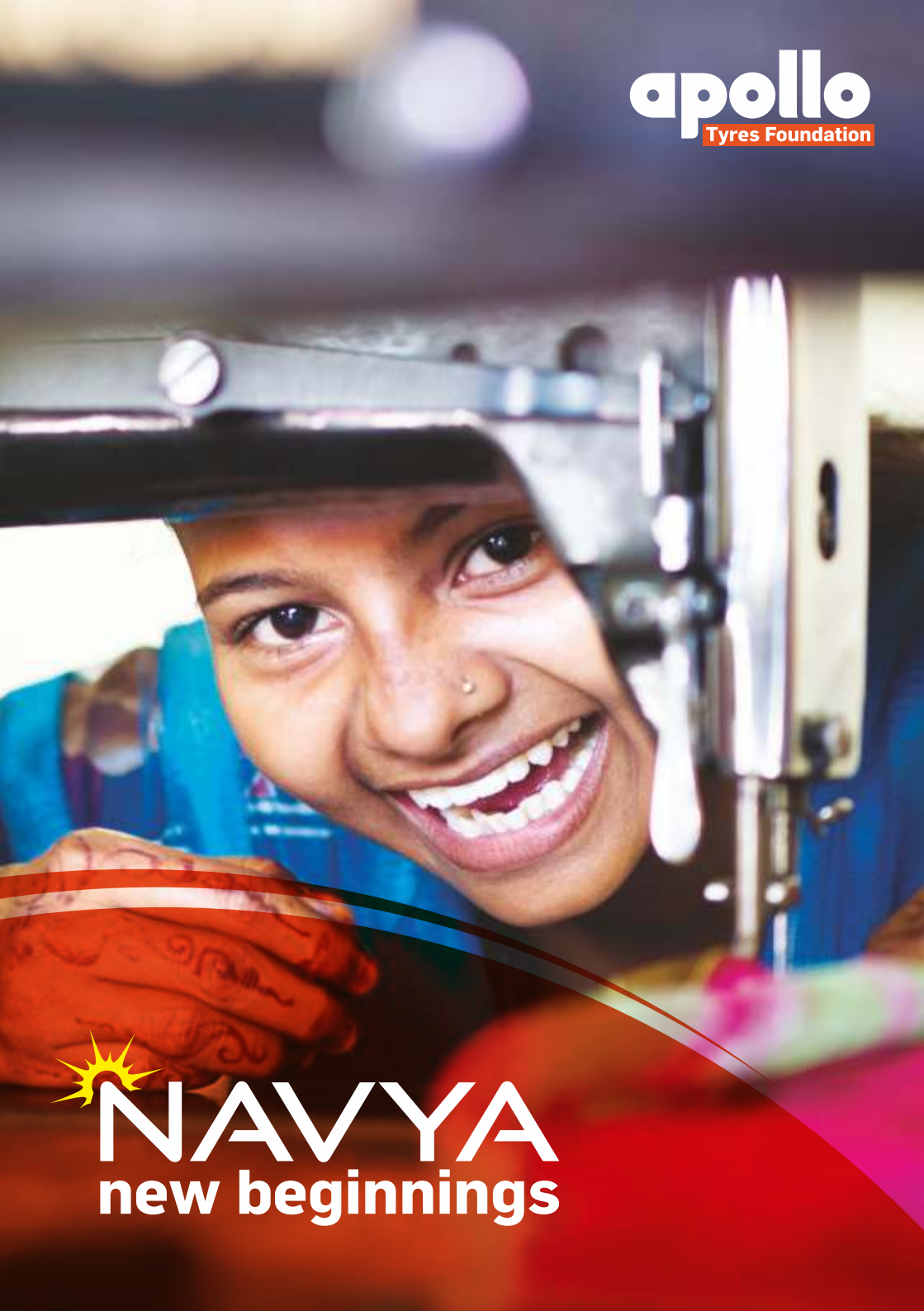


apollo
Tyres Foundation



 **NAVYA**
new beginnings

Livelihood Generation Project for Women

The topic of women empowerment is one of the underlining themes of work across the globe.

Women are the backbone of development of rural and national economies. They represent 49% of the total workforce.

At Apollo Tyres Foundation, we recognise that an empowered, self-reliant woman with a sense of achievement is fundamental to the growth and well-being of a community.

We train women on various livelihood activities - from agriculture to other income generation initiatives, so that they don't feel the need to go out from their village to earn.



Liquid Manure Making, Vadodara, Gujarat

Our Aim

- To improve the socio-economic status of underprivileged women by providing them livelihood opportunities

Our Objective

- To create livelihood opportunities by training the beneficiaries
- To develop entrepreneurship capabilities of women
- To enhance the knowledge of women farmers by providing them with modern agricultural and livestock management techniques
- To create awareness and sensitise beneficiaries related to gender rights thereby improving the social status

Our Target Audience

- Underprivileged women

Our Approach

- Stakeholder-led approach (women, farmers, community at large)
- Participatory and inclusive approach (community participation through Self Help Group [SHG] and farmer group formation). Alignment with National and International development agenda



Tailoring Training, Vadodara, Gujarat



SHG Training, Vadodara, Gujarat

Methodology

Baseline survey	Need assessment	Identification and prioritisation of stakeholders	Self Help Income Generation group formation	Promoting savings
Grading of SHGs	Capacity building trainings related to SHG functioning	Income generation trainings	Exposure visits	Market linkage, Developing micro - enterprise

Self Help Group Formation and Strengthening

Self Help Group(SHG) works as a platform for bringing women together. Our strategy is to engage with women groups by either strengthening the existing SHGs or by creating a new group, where it is needed.

Women are trained on financial literacy, book keeping, documentation, gender sensitisation and advocacy. The main objective of this initiative is to inculcate the habit of savings amongst the women.

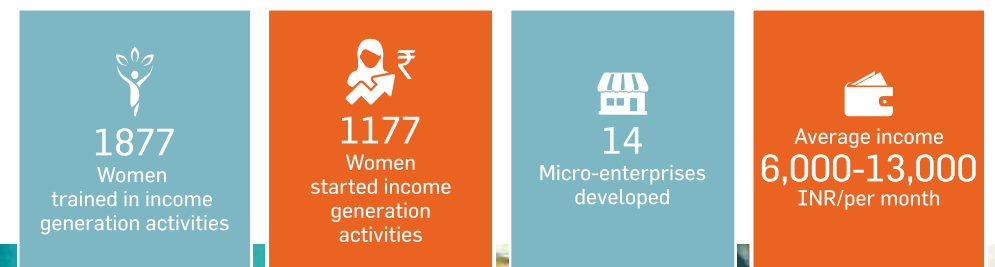
No. of SHGs formed 112	No. of women engaged with SHGs 1505	Total amount of savings 30,31,400	Cash Credit received from Government 46,00,000
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Data as on Nov 30, 2017

Income Generation & Livelihood Trainings

We invest in building capacities of women by providing skill development training to create livelihood sources. The trained beneficiaries are further linked with the market and service sector for employment. Women are trained on various IGA such as Khakhra making, Mushroom production, Jack Fruit processing, Akhand Lamp making, Best out-of-waste from Coconut, Kite making, Tailoring, Nursing, Rubber making etc.

As a result of this initiative, trained women have started their own business where they are not only supporting their own families but also providing employment opportunities to other women of their villages.



Data as on Nov 30, 2017



Mushroom Production Unit, Kottayam, Kerala

Sustainable Agriculture



01
Agri women
cooperative with over
530
women

530
Women adopted
improved farming
techniques

35-40%
Increase
in farm yield

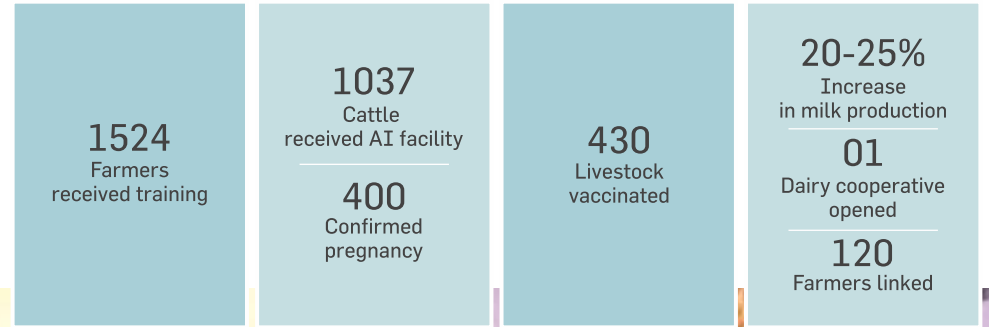
Data as on Nov 30, 2017

We also work with women who represent the farmer community to improve their current farming practices. We support them in the community through capacity building activities like livestock care management and agriculture practices. This not only strengthens the knowledge about modern techniques of farming, increased crop yield skills and agricultural practices expertise of the farmers, but also establishes linkages with the market to ensure direct financial benefits.

In Limda, Gujarat we are working on biogas utilisation as a mainstream cooking fuel. We have installed household level biogas units for the same. Women have already started realising the benefits as this has freed them from long walks to fetch wood. The additional time is now invested in income generation or with the family.

Livestock Care & Management

Livestock is the alternative source of income for the farming community. To promote better livestock care and management practices various activities have been initiated. These range from providing artificial insemination (AI) services at the doorstep of the farmer to organising infertility and vaccination camps.



Data as on Nov 30, 2017



Milk Cooperative Waghodia, Vadodara, Gujarat



Apollo Tyres, being conscious of the triple bottom line coherence (people, planet, profit), has developed a CSR framework identifying and prioritising its key stakeholders - Customer, Employees, Supply Chain Partner and Community. This framework clearly revolves around the principle of the three I's i.e. to Involve. Influence and Impact.

Apollo Tyres Foundation was registered in 2008 through which the CSR activities of Apollo Tyres Ltd. are implemented. The objective of all the activities is to have a positive impact on the everyday lives of our stakeholders on business. Unless the same is achieved, it will not lend itself to sustainability.

The CSR programmes and activities are aligned to national and international development goals.

For more information, visit our website: www.apollotyres.com/en-in/responsibility_overview
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