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**TALES OF TRANSFORMATION**





It is my intention,  
apart from the  
alleviation of all  
kinds of hardship,  
to promote the  
moral, physical  
and intellectual  
development of  
the people.

**ROBERT  
BOSCH**

## FROM THE DESK OF

Sanjay Hande  
Plant Technical Head, Jaipur



The concept of Corporate Social Responsibility (CSR) prevailed in Bosch right from the inception when our founder Robert Bosch started his own 'Workshop for Precision Mechanics and Electrical Engineering' on November 1886. As an inventor, he strongly believed that innovation should not be for the sake of innovation but should enable improvement in the quality of life of mankind. Thus, 'Invented for life' has become strategic guiding philosophy of Bosch group. Robert Bosch had restructured the company as Private Limited Company and stipulated that earnings of the company should be used for charitable purpose. CSR is thus embedded in Bosch's culture.

Over the past 60 years, Bosch in India has created a space for itself in the society not just as a technology and innovation partner but also as a company that cares. Our CSR endeavors, collectively known as 'Bosch India Social Engagement', aim to make a difference in the communities in which Bosch operates.

# FOREWORD

Murali C R  
Plant Commercial Head, Jaipur



Bosch establishments in India are engaged in projects to create sustainable impact on the society, under the banner, Bosch India Social Engagement. Our programs aim to make a difference to the communities and in the lives of the people it touches.

In Jaipur region, under Holistic Village Development program, we are working in 44 villages in five major thrust areas- Education, Economic development , Health & Hygiene, Infrastructure development and Environmental development. We bring together diverse stakeholders- community, government, Gram Panchayats and non-government organizations (NGOs) to create a sustainable impact on the society. We have led emphasis on enabling government schemes in all our interventions and developing local resources in the community.

I congratulate my team for the remarkable work done in social domain and getting recognized by the Government of Rajasthan on various platforms by winning awards and accolades.

Venugopal R.  
Secretary,  
Bosch India Foundation



Rajkumar Iyengar  
Head,  
Bosch India Foundation



Bosch India Foundation (BIF) is a trust formed in 2008, by Bosch group of companies in India, for public purpose of community and societal development with a clear focus on sustainability. The Trust is governed by the Board of Trustees who are heads of the entities of the Bosch group of companies in India.

Holistic Village Development (HVD) and Artisan Training Center (ATCs) are the flagship programs of the Foundation in India.

Holistic Village Development aims at scientific and systematic approach of organized activities in all the areas of village ecosystem, leading to an inclusive growth for a participative, empowered, sustained and self-reliant village community. BIF embraced the HVD project in 2014 and is presently working in villages around the facilities of RBIN in Bidadi, Nasik, and Jaipur, RBEI- Coimbatore, RBIC- Pune and DCIN- Ahmedabad.

Artisan Training Centers are set up in the field of Carpentry, Electrical and Plumbing. The key focus area is to professionally Skill new students, Reskill and Up Skill existing artisans in these trades as there is a huge demand for these artisans in the country.

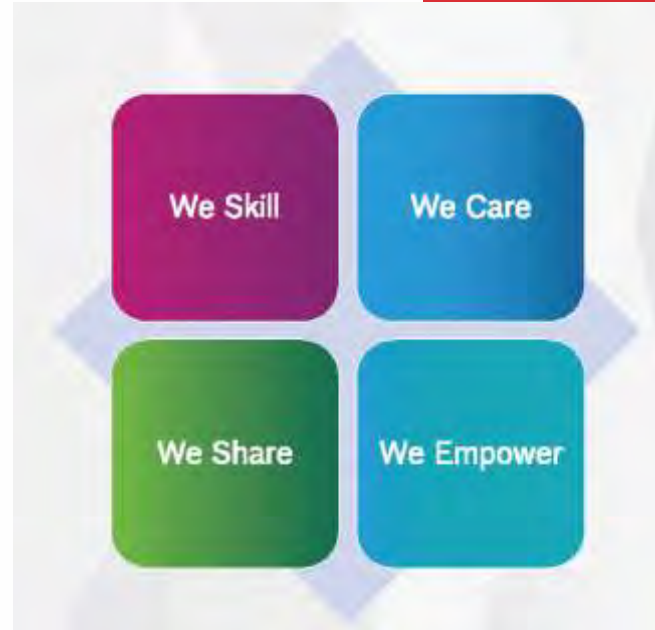
A key objective for us in 2019 is to build on our CSR strengths and widen and deepen the scope of our CSR engagements. On behalf of the trustees, we would like to thank everyone at Bosch India for their contribution to our Social Engagement initiatives. We encourage Boschlers to give their spare time to share their innate talent for touching and transforming the lives of others in need.

# BOSCH INDIA SOCIAL ENGAGEMENT

'Bosch India Social Engagement' includes presenting our CSR programs under the following four pillars:

1. We Skill
2. We Care
3. We Share
4. We Empower

These priorities have been carefully defined based on the current social needs in the country. Bosch India Social Engagement reinforces our commitment to present "One Bosch Face to the Society" thereby leveraging the strengths within all the Bosch entities to create a better world.



## ABOUT PROGRAM



Progress in Numbers



22  
Schools renovated



11,000  
Families reached



43,680  
Animals Vaccinated



17  
Model Anganwadi Centres



35  
Self Help Groups (SHGs)



50  
Successful Rural Entrepreneurs



1,500  
Students given computer education



3,500  
Students taken on exposure visits



17  
Health Centres renovated



44 in 8 Gram Panchayat of 2 administrative blocks of Jaipur  
Revenue villages covered



3109  
No. of school children benefitted through sports and life skills education



1,340  
Women engaged in income generation training programs



Holistic Village Development program was started in the year 2015 in Jaipur.

During this period and through our inventions, we have created community assets, improved infrastructure of government schools, aanganwadis, health centers, initiated various income generation programs for villagers and enabled various of government schemes in the villages.

BIF works are presented on various government and industrial platforms and have won the awards and accolades.

Turning organic waste into

## RENEWABLE ENERGY



***“For generations, our family has been collecting wood and burning it for cooking purposes. That is the only way we knew to make a chulha. It was difficult to cook in that kind of smoke for women who were old or pregnant, but food had to be cooked and that was the cheapest way to ignite a fire for farmer families like ours. We never realized how harmful this age-old practice was until we came in contact with Bosch in 2016.”***

Mukesh

Mukesh belongs to a farming family in Kachouliya. Their use of smoke chulha had been causing a number of health hazards to their family and the environment for years.

In June 2016, a team from Bosch India Social Engagement conducted an awareness camp on usage of Biogas plant where Mukesh learnt about utilizing the animal waste from their livestock to fire up their chulha, and also provide for organic manure for their fields.

Parivartan

With Bosch, he learnt about the process of generating fuel from cow dung as a clean source of energy that could be used in numerous farming households like theirs. Moreover, this would drastically reduce the burden of buying LPG gas, which is a regular expense.

Realizing the benefits of a Bio Gas Plant after extensive interaction with Bosch, Mukesh's family decided to set up their own. Their livestock was generating enough dung any way, Bosch simply enabled them to utilize it to save their health and their money by making the best out of waste. Once the family made this eco-friendly decision, Bosch in collaboration with the Bio-Gas Development and Training Center (BDTC), Udaipur supported Mukesh's family by training them and helping them in the construction of the biogas plant.

To enable Mukesh and many other farmers to install biogas plants, Bosch adopted a tripartite cost sharing model within which the cost was partly shared by the farmer, Bosch and government.



Mukesh's family received a subsidy from the Ministry of New and Renewable Energy for the construction of the biogas plant. Today, the family is successfully operating the Bio-Gas plant and providing clean fuel to a number of households.

Till date, 36 such biogas plants have been constructed in 8 villages across Rajasthan through Bosch's initiative.

From A Meek Homemaker to the Sole Bread Earner, This Is How

## SUNITA BECAME “FIT FOR INDUSTRY”



Pawanliyaan village, Rajasthan:

The sudden demise of her husband left Sunita with unaddressed grief, the sole responsibility of their children, and the financial burden of running the entire household. She had to earn and support her family, but she didn't know what to do to make ends meet. A ray of hope came across in the form of a basic sewing course organized by Bosch that trained her well enough to join a garment factory in just a few weeks! It has been over a year since Sunita has been employed there and she has not only been able to continue her children's education but also able to support the entire family that was dependent on her husband. This course helped her become skilled, independent, and confident to face the world.

Another woman who enrolled for the same training, Tara, feels like it has given her and the other women a whole new perspective of life. Tara was severely anaemic and her family didn't have the means to afford her medication, or even provide her with proper nutrition. From being able to contribute to her family income to not having to depend on anyone else to incur her medical expenses, Tara finds a sense of independence in travelling and working with the 17 other women, including Sunita.

The textile industry is always in dire need of skilled and semi-skilled workers and Sitapura industrial area in Jaipur is a hub for such factories. With the objective of bridging the gap between industries and potential workers and the larger gap between women and their empowerment, Bosch Social Engagement team in Jaipur initiated a 45-day long basic sewing operator course in villages and industries. The training program was designed after extensive consultation with industry partners to understand their specific needs and skill requirements to train the women to be immediately employable. Called 'Fit for Industry' this course enabled trainees to work efficiently and confidently in an industrial environment with the fellow workers. The Gram Panchayat also contributed to the cause of running this ambitious training program for women by voluntarily providing a room in the Community Centre.

Forty six women like Sunita and Tara from the eight project villages where Bosch conducted this training found full-time jobs and joined factories where they've been working for the past year and a half, earning INR 8500-9000 monthly to support their lives and those dependent on them.



The regular employment has made women economically independent and instilled a spirit of self-confidence.



# PUTRI JANMOTSAV

Celebrating Life, Celebrating Girls



Infamous for its poor sex ratio, Rajasthan has a communal celebration practice where the birth of a boy is celebrated with quite a lot of festivity, while the birth of a girl is often looked down upon.

In 2017, Bosch initiated a large-scale project called 'Comprehensive Village Healthcare Program' across 44 villages near Jaipur to increase awareness about the poor sex ratio and help the villagers benefit from the schemes that the government has in place for their healthcare that they have little or no knowledge about.



***One of the initiatives under this program is called "PutriJanmotsav" where the community is encouraged to celebrate the birth of a girl child like they do for a boy. The objective of this program has been to sensitize them on the importance of female births and generate mass awareness about the neonatal and postnatal care of the child.***

With the support of the local leaders, government functionaries and the Department of Medical and Health under the Government of Rajasthan, Bosch Social Engagement has been facilitating these celebrations across communities and villages and providing neonatal kits to all new parents. This new trend helped bring a change in the mind set of the villagers who have now started understanding the importance of a better sex ratio and women in the society. They have now adopted the tradition of PutriJanmotsav and willingly organize and look forward to these celebrations.

Many families have celebrated the birth of their girl child since this tradition was initiated and these events have garnered much support from local MLAs, school head masters, Integrated Child Development Scheme, and health department representatives in the form of their presence.

These celebration programs are not just birth celebrations, they are opportunities for new parents to understand about the various schemes run by the government for their benefit relating to vaccinations, education, financial assistance, and pre-natal and post-natal care. These programs also strive towards sensitizing communities towards the birth and care of girl child.

# JAIPUR DARSHAN

Bringing Students Closer To Their Culture



Bosch India Social Engagement has been organizing the 'Jaipur Darshan' program for the students of village Phaliyawas, and many other such villages that are located close to the capital city of Rajasthan.



Under this program, students from villages are taken on an educational trip to Jaipur where they visit the historical monuments like Jal Mahal, City Palace, Amber Fort amongst others, and dive deeper into their cultural history, something they have only read about so far. There are hundreds of students from villages located in close proximity of Jaipur who have never been able to see the city they supposedly belong to.



1500 students have gone on a 'Jaipur Darshan' from 15 villages in the past year alone and were able to get a better understanding of their city's culture and history.

15-year-old Rakesh Tada of Paliyawas village near Jaipur studies in the Government Senior Secondary School.

*"Visiting Jaipur was a surreal experience for me and it was amazing to finally see the monuments that I had only seen in small pictures in my textbooks. Seeing Jaipur's wonderful monuments, like Jal Mahal, Amber Fort, and Albert Hall felt like walking into my textbook and coming out at the actual monument that's depicted in it. I saw a white tiger for the very first time in the Biological park and it was magnificent."*

Said Rakesh after coming back from his visit to the capital city of Rajasthan.



Farmer Shankar Lal Doubled His Wheat Yield Through

## INNOVATIVE FARMING TECHNIQUES



Located 36km from Jaipur, the considerable availability of water in this village makes farming the most viable occupation in Bhajupura village. Shankar Lal is one such farmer from Bhajupura who grows wheat, and his family depends on the income that a particular yield is able to generate.

Under Bosch's 'Promotion of Agriculture and Livelihood Program', Shankar Lal was given 20 kilograms of better quality, high yield wheat seeds to plant in his 0.2 hectares of land. Bosch undertakes this activity to train and expose farmers to a variety of new technologies and seeds that are available in the market that could help them boost their production. As a member of the farmers' group, he regularly attended the trainings and workshops that Bosch India Social Engagement team conducts on organic farming, crop management and vermicompost adoption. Shankar Lal realized that organic farming could really help his yield, as well as waste management.

Gradually, he began adopting high yield, low cost farming techniques such as treating his seeds with Asafetida (Hing) and developing vermicompost pits on his field. Shankar Lal developed 4 vermicompost pits across his field to maximize his farming. The following year was a bumper crop for Shankar Lal and his family as that season saw twice the production of wheat. Owing to the benefits of organic farming, Shankar Lal earns Rs. 25 per kilo of wheat, which is a whopping 65% jump from what he was making from the last harvest, before the adoption of organic farming methods.

***Hundreds of farmers like Shankar have been mobilized by Bosch to adopt the high yield, low-cost farming approach and all those who make the switch stick to it due to its significant benefits. Farmers like Shankar Lal who adopted organic farming have not only been able to reduce their expenditure on chemicals and fertilizers but have also started growing high yield crops of better quality than before.***

India is an agrarian economy and Bosch envisions to empower millions of farmers across the country for a healthier and cleaner nation.



# ORGANIC FARMING

## Saving Farmers from Poverty



Forced to find a job in the city due to poor financial circumstances, Krishna Devi's husband had to leave Krishna to manage the fields on her own. The yield, however, was so low that it was barely enough for their own consumption. Agriculture was ceasing to remain an income generating activity for them.

***"Our fields were not yielding enough to support our family, and this forced my husband to take up a job in the city. Alone, I wasn't being able to earn any extra agricultural income whatsoever. Our 4 bigha of fields had been rendered to nothing more than a kitchen garden."***

Said Krishna Devi

In 2018, Bosch Social Engagement helped Krishna and 15 other farmers like her to form a Farmers' Group in their village.



This group was formed with the objective to help these farmers adopt low cost high-yield farming techniques so that they can increase their agricultural income. Krishna was one of the few farmers who agreed to take up organic farming as a mode of agriculture. While she was still skeptical, she chose to do it on half of her field i.e. 2 bigha land. Facilitated by Bosch, an agriculture expert taught her organic techniques and she started by growing tomatoes on her field. In just a few months, she saw how much better and profitable organic farming can be and switched to more low cost, high yield methods such as organic fertilizers and vermicompost. Realizing the positive impact of these techniques, Krishna became a catalyst of change and started teaching these techniques to her neighbors as well.

***"By using low cost, high yield homemade medicines for my fields, I am able to save significant costs that were earlier being incurred on purchasing chemical fertilizers and DAP. Therefore, I am not just able to earn more, but am even saving more through organic farming."***

said a happy Krishna Devi who has started earning from agriculture again.

The expenses borne by Krishna on fertilizers for organic farming were Rs. 1000, while the crop she harvested and sold was worth Rs. 30,000. Witnessing this drastic change, Krishna and her family have now stopped the use of chemicals and have moved towards low cost, high yield agricultural techniques and organic farming for good. This has also encouraged other farmers to do the same and their lives are changing.



## ANEMIA TO HEALTHY MOTHERHOOD



Married at the tender age of 18, 22-year-old Guddi Devi was already a mother of a 2-year-old and pregnant with the second one. Poor nutrition and an insufficient gap between the two pregnancies had rendered Guddi severely anaemic and underweight.

***"Her health was worsening every passing day, especially with her pregnancy advancing and the malnutrition was adding fuel to the fire. Her haemoglobin level was down to a dangerous 8. We had to do take things in our hands, for her sake."***

Said a worried Bosch Social Engagement worker when she first identified Guddi during a health camp that was organized in Rajpura village.

Guddi's case is one of the many cases identified by Bosch over the year through health camps and awareness programs. The percentage of pregnant anemic women in the state stands at a terrifying 61.7% (Source: National Family Health Survey-III) and Guddi was one of these women. Guddi, amongst others was referred to the Community Health Centre in Bassi by the Bosch Social Engagement team where her treatment was initiated. Her treatment comprised of doses of iron sucrose and Iron/Folic Acid tablets through Community Health Centre (CHC) along with regular visits and counselling sessions by Bosch team. This continuous care subsequently resulted in an increased haemoglobin level and Guddi gave birth to a healthy baby. Her baby weighed 3kg at the time of birth and her husband saw the difference that proper nutrition and planning could bring. Seeing the good health they could bring to Guddi's life, her husband agreed to adopt family planning methods going forward.

Under their 'Comprehensive Village Healthcare' program, Bosch ensures sustainability and helps in filling the gaps between the government systems and the target groups.



The identification and follow ups by the team facilitate these families in gaining access to the free health schemes offered by the government. Bosch acts as a catalyst to strengthen the public service delivery systems to build a healthier community.

Pulling Krishna From The Claws Of Malnourishment To Enable His

## GROWTH TOWARDS GOOD HEALTH



In rural Rajasthan, socio-economic characteristics often translate into severe resource limitations at the household level, and the availability of nutritious food is a far-fetched dream for most. Moreover, the normalization of malnutrition in community perception further entrenches the problem. This situation only worsens as these children grow and forces them into a spiral of poor physical and mental health.

Son of a potter, 1.5 years old Krishna was severely malnourished, weighing just over 7kgs at the time he was identified under Bosch's Comprehensive Village Health Program. Krishna was referred to the Primary Health Centre for his treatment and was also linked to the local Anganwadi centre where regular nutritional food was provided to him. Field staff of Bosch Social Engagement regularly interacted with Krishna's family members to follow up about his health and growth. This is how Krishna came out of severe malnourishment.

***"Our weak little Krishna gained almost 2.5kgs in just three months after receiving proper care and nutrition at the Anganwadi and weighs over 9.5kgs now! We are so relieved and grateful to see such improvement in his health."***

Said Krishna's mother after seeing what good nutrition can do.

To address this issue on a mass scale, Bosch initiated the 'Comprehensive Village Health Program' aimed at reducing malnutrition among children in 44 villages of Sanganer and Bassi districts of Jaipur in Rajasthan.



On conducting a ground-level survey across these villages, Bosch found that an alarming number of children were malnourished. A total of 4780 children between 0-5 years of age were identified out of which 575 children were found to be malnourished and 133 as severely malnourished on the basis of their Body Mass Index. Under the project, Bosch's field staff prioritized to meet the severely malnourished households first to convince their family members to hospitalize their children for effective treatment. Once the health of these children was restored, their families were made to understand how home based nutritional food and hygienic practices are key to a healthy growth.

From A Life of Everyday Struggle to one of

## PROUD SELF RELIANCE



***"My daughter had aspirations that we were terrified of, because we neither had the means to fulfill them, nor did girls in our village ever step out to do anything. We had no choice but to pray to God to either let her dreams fade away for her own good, or miraculously open a door of opportunity that had never happened in our village before."***

Anuradha's mother

Phaaliyawas is a tiny, underprivileged village located 30 kms from Jaipur, but for people of the village to actually get to the capital city of Rajasthan, they would have to walk for kilometers to even reach a bus stop. For women of the village to step out of their homes and go to a big city like Jaipur is an even bigger task, because they neither have the money or the courage to take that step in the first place. Opportunities for women here could only be found within the farmlands, at most, but Bosch decided to help turn that around.

Parivartan

Bosch Jaipur took up the task to motivate and encourage women like Anuradha and their families to help them get away from the life they were struggling with and create a new one. They mobilized and extensively counselled them about various skill development courses being offered by the state government that these women had no idea about! A group of 21 women, including Anuradha, decided to join a nursing course by Rajasthan Skill and Livelihoods Development Corporation (RSLDC).

***"This was the opportunity I had been waiting for my entire life! Learning the basics of patient care and hospital management was a unique experience for me."***

Recalls Anuradha, who also took up an English speaking and a computer literacy course with help from Bosch that contributed to greater value addition to her learning.

Post completion of the training, Anuradha joined a hospital pharmacy, earning a regular income of 6000 rupees per month. While working in the hospital she came across an opening in a Tele Calling Services Company in Jaipur and she promptly applied for the job. Bosch's constant motivation and her hunger to learn finally paid off and she got selected. Today, she has a good job, amazing confidence, and proud parents.

Bosch has enabled dreams of girls like Anuradha to become real-life success stories.



## A CHANCE AT A BETTER LIFE



In 2017 when Bosch had initiated a program to mobilize young women and train them to become General Bedside Assistants in a leading hospital in partnership with Rajasthan Skill Livelihoods Development Corporation, Sunita and 23 other women saw hope for employment, and a different kind of life. Since the transportation for the course was facilitated by Bosch and there were 23 other women participating in this course, Sunita's parents found little reason to hold their daughter back and finally agreed to send her. Over the course of 6 months, Sunita not only acquired the required skills for becoming a trained assistant in patient care, but also participated computer and soft skill workshops. This contributed to her holistic development and changed her life, and that of her family, completely!

A college graduate, 20-year-old Sunita belongs to a family of farmers and wasn't allowed to venture far from home to find suitable work. The lack of opportunities in her region and resistance from home were making things frustrating for Sunita. This is when she stumbled on this course where members from Bosch India Social Engagement team even helped convince her parents to give her a chance to spread her wings.

***Upon successful completion of the course Sunita got a job in the pharmacy ward of a hospital. Inspired by his sister, Sunita's brother also found a job in the same industrial area in Jaipur. Now, the siblings go to work together and bring home an additional income of Rs 15000 every month. Their parents are happier than ever before, and the siblings have broadened their horizons manifold.***

This is one of the many families whose lives have been improved and empowered by Bosch's social initiatives.



Support From Village Women Helped Sita Become

## EQUIPPED TO CONTINUE HER DAUGHTER'S EDUCATION



Sita's daughter's education meant a lot to her and she was not going to let something she fought for go to waste because of the overprotective patriarchal mentality that her family had. Her daughter was an adolescent now and her family did not want her venturing too far, even if that came at the cost of her higher education.

***"The family forced her to drop out in 10th standard because the closest government school was 3.5 kilometres from our house her father did not want her to travel so much every day. We could not afford to send her to the neighbouring private school, but I did not want to discontinue her education. I sought help from my other family, Veer Tejaji Women's Self Help Group and they ensured that my daughter's education was resumed."***

Says Sita, who is the head of this self-help group, and doesn't need to bank on her husband for her daughter's future.

Sita had been saving Rs. 50 every month for more than 2 years with her SHG and she borrowed Rs.5000 from them to pay for the fees of the nearest private school for her daughter. Sita, and many other women like her, are now in charge of their lives with support from each other to fall back upon.

***"My daughter can go to school again, that is the biggest thing for me. I can't thank Bosch enough for making us women so independent together and helping us save our dreams from shattering."***

Said a proud Sita when her daughter joined the private school close to their home.

Bosch mobilizes women in rural areas to form SHGs wherein they are trained in financial inclusion and SHG management.



Bosch Social Engagement's staff monitors and attends their meetings while guiding them towards financial independence. These women usually save Rs. 50 every month, which is collected by the SHG for intra-loaning. Bosch later helps the SHGs get linked to banks for availing higher credit and also trains them in income generating programs.

From Opportunity Deprivation to Self Sufficiency,

## WEAVING RAJASTHANI HANDICRAFTS



Mamta and her husband have the responsibility of a family of 10 and her husband's income was nowhere near enough to run the household. While her husband is a labourer, Mamta's lack of sufficient educational qualifications and the restrictions from an orthodox family made it impossible for her to step out of the house and find work to support her family. Mamta's journey towards self-employment was full of hurdles, but once she got on the right path, she became an integral part of something that's nothing short of a revolution for the women of her village.

Mamta is one of the 40 women from Sindoli village in Rajasthan who were trained in the traditional Rajasthani handicraft of making gottapatti and exposed to the huge markets and opportunities that Jaipur has to offer. Mamta fought with her in-laws to attend this training course, which she mastered within 2 months. Despite resistance and taunts being thrown at her almost every day, Mamta's dedication won her husband over and together they bought a

char chop (an instrument used for tying the cloth of which gottapatti is done) and started off. This freshly acquired skill and confidence nudged her towards starting her own gottapatti work from home. Networking with businesses in the neighbourhood helped kick-start her work, but this was just the beginning. As her workload grew, she was joined by two other women from the training course. These women have successfully completed the journey from being severely opportunity-deprived to self-sufficient.



Mamta is one of the many women who have been trained by Bosch India Social Engagement in traditional fabric artwork such as Gotta Patti, Tie and Die, and Block Printing that have enabled them to find and create opportunities for themselves to earn additional income and support themselves.



Moreover, these training workshops have shown an incredible boost in confidence for these women and they are now brimming with new ideas as they interact with each other outside their homes, with women from diverse socio-economic backgrounds.



## TURNED HER LIFE AROUND COMPLETELY



Coming from a tiny, water deprived village called Sindoli near Jaipur in Rajasthan, 25-year-old Seema Bairwa lives with her husband, his parents and her two children. Seema's husband earns his living through doing gottapatti (hand embroidery) work but the income did not suffice for their family needs.

***"I wanted to earn more money to provide for a better life for our children. This is when I found out about the Aspiring Entrepreneurs workshop that Bosch was conducting in Sindoli and went along with some other women from my self-help group. This workshop didn't just give me the courage to spread my wings, but also changed my family's life."***

said Seema about the initiative from Bosch that helped her stand on her feet.

This workshop not only motivated her to set up her own flour mill but also enabled her to borrow an interest free loan from an external organization. Seema borrowed Rs. 10,000 to set up her 'Atta Chakki' and contributed Rs. 8,500 from her personal savings. The team of experts guided her through the entire process and their assistance combined with Seema's willingness has resulted in an increased income for her family today. She earns Rs.3000 to 4000 every month, after paying the loan installment.



Aspiring Entrepreneurs is a 3-day workshop organized by Bosch to help women start and expand their own businesses.



During this workshop, these rural women are taught the basics of entrepreneurship and even assisted with the initial set-up requirements. Under its Holistic Village Development, Bosch has been conducting many such workshops for the unemployed rural population, especially women. 40 other women like Seema across villages in Rajasthan are successfully running their own enterprises and taking care of their finances today.

## Aspiring Entrepreneur Farida And Her VEGETABLE SELLING BUSINESS



A mother of two, Farida has been a vegetable vendor for years. Selling vegetables to earn an additional income above what her husband, who is a taxi driver, earns, Farida was doing everything she thought she could, but was barely subsisting. She wished to earn more from her shop but didn't know how.

Her sincere wish came true in 2018 when Bosch India Social Engagement organized the "Aspiring Entrepreneurs" workshop in Farida's village, Pawalia in Rajasthan. Farida attended this 3-day workshop where Bosch tries to motivate and assist a group of women who wish to start or expand their businesses but are unable to muster the resources to do so.

These women are taught the basics of profit maximization and resource utilization so that they can start their own businesses or expand their existing businesses to add to their family income.



***"I attended this 'Aspiring Entrepreneurs' workshop and it really helped me in preparing a sensible business expansion plan. It was during this workshop that I thought of including fruits to my shop for more profit. Bosch helped me align my needs and my potential in a way that not just helped me in raising funds to expand my business, but also gave me the confidence to run it."***

Said Farida who was able to avail an interest-free loan of Rs. 10000 from an NGO, the process which was facilitated by Bosch.



This along with the Rs. 5000 that she had managed to save helped her not only add fruits to her inventory, but even expand the variety of vegetables she sold. Her income after this expansion has gone up by 40% in just a few months. Farida's increased income has improved her family's standard of living.



# SCIENCE BEHIND MAGIC

Bringing Children Closer To Reality



In rural India, superstition often beats science and the main reason behind this is the lack of basic awareness. Fraud “Godmen” and the shortage of science teachers in government school fuel the superstitious nature even more. This has rendered most school children disinterested in the subject and a majority of them fare quite poorly in science subject. To tackle this issue and raise more awareness in rural communities, Bosch Social Engagement has been aiming towards increasing the interest of students in science and breaking myths around superstitions through two major interventions namely:

- **‘Science behind Magic’**
- **Educational visits**

Conducted by experts, these interactive programs engage the rural communities and present in front of them the science and logic behind ‘miracles and magic’. These school children are made to understand the scientific tricks

behind things like lighting a fire without match, eating fire, and other similar stunts used by frauds to fool the villagers in the name of religion and superstition.

***“The Science programs organized by Bosch have significantly helped students understand scientific concepts in a better and innovative manner. Students who used to shy away from the science subject itself now look forward to these workshops and visits.”***

Teacher, Govt. Senior Secondary School, Phaliawas



Bosch India Foundation collaborated with the Department of Science and Technology to help develop interest and a sense of logic among children and make learning science enjoyable for them.



Bosch Social Engagement's staff monitors and attends their meetings while guiding them towards financial independence. These women usually save Rs. 50 every month, which is collected by the SHG for intra-loaning. Bosch later helps the SHGs get linked to banks for availing higher credit and also trains them in income generating programs.

## LITERACY CHANGED SHANTI'S LIFE



Though strong and independent, 47-year-old Shanti Devi found basic tasks like operating her bank account quite stressful due to her illiteracy. After the demise of her husband a few years ago, she had been single-handedly taking care of their 6 children and supporting their education through her agricultural income. However, routine tasks like withdrawing money from the bank or monitoring her children's education seemed like herculean tasks for her since she could not read or write.

***"I really want to be able to read and write so that I could perform all my tasks on my own. Even though I have been running the house myself, I am still dependent on my children and strangers when it comes to handling my money. I feel handicapped in such situations and it's not a nice feeling at all."***

Said Shanti Devi about her illiteracy, which she desperately wanted to turn around for her daughter's future.

In 2016, Shanti Devi joined a women's self-help group facilitated by Bosch, she was one of the first women to do so. During their regular meetings, Shanti and other women put forth their need for adult literacy classes and Bosch then organized the same for the women in their village. While the women were being regularly taught how to read and write through interactive learning techniques and games, they had an underlying issue. Their poor eyesight was hindering their ability to read properly and since these women belonged to relatively poor households, inconvenience due to weak eyesight was often ignored up until this point. Realizing how common the problem was, Bosch Social Engagement organized an eye camp in the village and found out that 9 of the 13 women were suffering from poor eyesight. They were diagnosed properly and spectacles were made for them to correct their problem. With spectacles having restored their vision properly, Shanti Devi and 50 other women like her could now read, write, and solve basic arithmetic calculations without hindrance.

These women have now gained significant confidence and independence that is clearly visible in the way they talk and put forward their opinions. A sight like this is extremely rare in the current context of rural Rajasthani women.

Bosch has been organizing eye camps especially for women and elderly for diagnosis of eye issues while emphasizing on the need to take care of their sight.



Adult Literacy program by Bosch has been unique initiative wherein an educated woman from the village with the required communication skills is trained to take regular classes with groups for teaching them basic reading, writing and numerical calculations.



# DARING TO DREAM

Sanju's Journey of Becoming a State Level Gymnast Is an Inspiring One



Born in a poor family of a bus driver in village Sankh near Jaipur in Rajasthan, Sanju Kanwar had little exposure to education and knew nothing about sports. Rural Rajasthan comprises of a large number of people living below the poverty line, and Sanju's family is one of them. Her father, Inderjeet Singh is a bus driver and her mother, Kiran Kanwar is a homemaker barely made enough to live on. While basic theoretical learning may be imparted in some form, physical education isn't much of a concept in these government schools.

Bosch decided to start L.E.A.D. (Life Skill Education for Adolescents Development) and Khel Khiladi projects in rural government schools to help contribute towards the physical development of children and expose them to the world of sports to broaden their horizons. These projects also help children realize their body's potential and how they could make a career in sports.

Sanju was 13 years old when a sports championship was held in her school in 2016-2017 as part of one of Bosch's projects and it was at this event when she first learnt about gymnastics as a sport. Her interest in the sport developed as her fascination spread wings of aspiration. Though her school lacked the primary facilities required to train, she began training with her physical training instructor. Her hard work helped her overcome some of the challenges as she bagged the second position in the under-14 District Level Gymnastics Championship 2017-2018, but the lack of resources posed as a hurdle in her journey. As she advanced to the State Level, she couldn't manage to perform due to her inadequate training.

With a severe gap between the resources available and her needs, Sanju found Bosch Social Engagement Team by her side in this time of dire need. They sponsored her fees and made sure the right kind of equipment and resources were made available for her training. This support was all she needed to get a taste of gold as she won the district level championship the following year and stood fifth in the state level championships.

Bosch's initiation and support, and Sanju's determination and grit have inspired many students to take up gymnastics. Sanju's school campus has now become a breeding ground for emerging gymnasts.



Improving lives by

## REVIVING AANGANWADIS



Aanganwadi Centres are fundamental part of rural India's childcare system while also providing pre-primary education to them. However, the condition and upkeep of these centers isn't at its best in a number of places. Kishanpura, a small village near Jaipur is one such village. Their Aanganwadi had been running in a rented building for over two decades, but the infrastructure and educational facilities were so poor that the villagers were not in the favor of enrolling their children at all.

***“The building itself is so unsafe, how will my child be taken care of there? Moreover, there are no means of imparting education in this facility so I see no sense in sending my child there.”***

Says Mrs. Manju Devi Sharma of Kishanpura village.

These centers are meant to cater to the basic needs of nutrition and education amongst children aged 0-6 in rural areas, hence Bosch Social Engagement team decided to resuscitate this center to convert it into what it's supposed to be. Taking the responsibility of setting up an Aanganwadi that actually helps the mothers and children in the area, Bosch signed a 3-year contract in 2016 with the Department of Integrated Child Development Services under the Government of Rajasthan to improve the Aanganwadicentres in the state.

After meeting with the villagers and Gram Panchayat to understand their needs and requirements, Bosch associates met with government officials to get a fresh piece of land allotted for the Aanganwadi of Kishanpura. They then constructed this center from scratch and developed it as a “Model Aanganwadi Center” equipped with desks, mats, sanitation kits, toys, feeding utensils and weighing scales for the children to have access to proper education and nutrition. Moreover, they painted Hindi and English alphabets, and moral pictorial stories on the walls to enhance the learning capabilities and to create a fun atmosphere for the children.



A secure and conducive environment has motivated many parents to enroll their kids in the center today.

***“Improved infrastructure facilities have also resulted in regular vaccination and immunization programs for the children”***

says Rajni Devi, the Accredited Social Health Activist (ASHA) worker at the center.

Bosch has revived and equipped 20 Aanganwadi centers in its project villages till date.



# FROM ILLITERACY TO BOOK KEEPING,

## How Lali Devi Changed Her Life



Having failed in 7th standard years ago, Lali Devi of Phaliawas still wanted to be able to read and write properly a year ago. Curious and determined, she brought up the issue of illiteracy among women with a strong conviction in one of her self-help group meetings. This issue was soon actioned upon by Bosch Social Engagement team which facilitates these groups and their meetings in villages. They decided to start fixing this large problem by designing an Adult Literacy Program in 5 villages in Bassi and Sanganer, Jaipur in Rajasthan where a literate person from the village itself was part of the training team to ensure seamless communication and learning for the women.

This 6-month Adult Literacy Program enabled Lali and many other adults in her village to learn and relearn to read, write and perform basic numerical calculations.



Today, the impact has been such that not only can Lali read and write but is also the book keeper of her SHG. She manages to write details of the meeting in the records with a little help from her daughter. From having a faded memory of being able to read and write a bit to keeping track of all financial records and accounts of an entire group of women, Lali has come a long way by harnessing her potential and these literacy lessons that acted as a catalyst of change. Her confidence reflects in the way she now speaks to her group member's and family members. Proud and self-sufficient, being able to interact with the world of information in a whole new way has given Lali Devi a different perspective of life and how to lead it.

***Being literate has enabled the women to communicate in a new way. Many women like Lali can now help their children with their studies and be more involved in their lives. The tremendous hike in their confidence is quite evident in their conversations.***

# GROWING WINGS TO FLY

## Through Carpentry Aero Modelling



Ajay Sharma, a bright and keen student, is a post graduate in commerce and was also an NCC Cadet of AIR wing Jaipur. After achieving an 'A' grade in his NCC certification program, he decided to pursue aero modelling training in a quest for his true passion.

By the end of his aero modelling training program, Ajay had developed an eagerness to pursue it further.

***"I have always felt inclined towards building my career in the field of training and development. Having completed my aero modelling training, I was looking for a professional and technical course in carpentry through which I could learn about designing and making aero models. Fortunately, I learnt about the Bosch artisan training center from one of my seniors and it helped me gain the knowledge and skills I was lacking."***

recalls Ajay.

After visiting the Artisan Training Centre at the government ITI and attending an orientation program, Ajay's eagerness converted into motivation and determination. He was in awe of the course curriculum, along with the modern tools and well-equipped labs, and decided to enrol himself for the course at once. During his training period of six months, Ajay was able to apply his existing knowledge of aero modelling to design wooden replicas and designed various prototypes of aircrafts and naval ships.

The training program turned to be a turning point in Ajay's life as he was offered a position in one of the renowned residential schools of Rajasthan as an aero modelling instructor.



Ajay gladly accepted the offer which allowed him to pass on his knowledge of aero modelling to more keen and young minds.

***"The training program has considerably enhanced my skill sets and I'm lot more confident and innovative in my teaching now"***

says Ajay who earns a salary of 22500 rupees and has grown to become a teacher who inspires and excites his students continuously.



# 65 YEAR OLD STARTED RUNNING HER LATE SON'S SHOP

to provide for her family



65-year-old Naina Devi from Pawaliya village lost her elder son in 2003 due to a severe illness. The son ran a provisional store on which most of their livelihood depended on. After his demise, the store had to be shut down due to lack of sufficient funds. Naina's husband was a shepherd and her younger son worked in a mobile repairing shop, so their combined income wasn't much and with the provisional store gone, her family was barely surviving, making many compromises.

After struggling for years, an opportunity finally came her way when Naina attended the 3-day 'Aspiring Entrepreneurs' workshop organized by Bosch in 2018. The program is aimed at identifying potential entrepreneurs in villages and facilitating them in establishing their businesses. The workshop motivated Naina Devi to reopen the old provisional store and Bosch's team facilitated Naina Devi in getting an interest free loan from an external organization. Naina Devi borrowed an amount of Rs. 10000 from them to procure material for her store and reopened it.

*"The store that used to provide for my family when my son was alive is again providing for us even after his death. Thanks to Bosch, my family can live properly again. I was struggling for years to find something to do and Bosch helped me realize that I already have a shop to run. They helped me reopen it and now the shop earns us Rs. 3000- 5000 per month."*

Said Naina Devi while giving her blessings to members of Bosch's Social Engagement Team.

Under its Holistic Village Development, Bosch has been conducting many such workshops for the unemployed rural population, especially women.



These workshops not only help women set up their businesses and avail interest-free loans, they motivate and change the mentality of entire communities.



The lack of cleanliness is a major issue in rural Rajasthan. The smallest amounts of littering can turn into dumping piles turning them into horrific breeding grounds for a number of diseases. Mohanpura was becoming one such village where the increasing number of dumping grounds were making things worse.

***“Nobody cares about where they throw their garbage in this village. People throw their trash wherever they see a little littering. Due to this approach, trash piles have become a common sight in our village.”***

Said Chhitarmal of Mohanpura village, when he was asked about the cleanliness level in his village.

Seeing the lowering hygiene levels, Bosch India Social Engagement team organized a cleanliness drive under their Holistic Village Development program in Mohanpura.



Through such cleanliness drive, mass awareness was spread regarding maintaining clean and hygienic conditions in one's surroundings and not just their households. This grass-root level awareness initiative triggered a sense of cleanliness amongst the villagers.

Since then, regular cleanliness drives are organized with immense community support where the villagers are made aware about proper waste disposal and management. Subsequently, the Gram Panchayat contributed towards the construction of a proper drainage system for the entire village. The villagers gradually understood the importance of cleanliness and live in a much cleaner environment now.

They can see a positive change in their lives in various forms like, their children don't fall ill as often, or that there is a drastic reduction in the number of flies in the open.

***Till date, over 2000 households in 44 villages have been mobilized for maintaining clean and hygienic conditions in their villages.***

These awareness drives have created a sense of responsibility and accountability in villagers to keep their regions neat and clean. They are reaping the benefits of maintaining hygiene and are now self-motivated to maintain further cleanliness.



Helping Students Click with Computers For

## DIGITAL LITERACY



Rakesh Kumar Bairwa studies in the 10th standard in Govt. Senior Sec. School Phaaliya and he had never seen a computer before. He had heard about it, but computer education was not something that has managed to reach rural schools in the region.

The Government of Rajasthan launched an initiative called CLICK – Computer Literacy Initiative for Comprehensive Knowledge to promote and encourage computer education in government schools. However, due to lack of resources to fund new computer labs, it hasn't been very successful so far. Bosch saw a window of opportunity here where they could boost this initiative and bring the students closer to the systems by facilitating computer education in these schools, by helping them with the funds to set up these labs in the first place.

After setting up a computer lab in Rakesh's school and involving the teachers in the entire process, Bosch designed a comprehensive study pattern for the students that involved practical and theory classes on the subject on a daily basis for students from classes 6 through 10.

*“I was astonished to see alphabets and numerals engraved on keyboard. I had never seen such a machine before. It's a surreal experience to sit in front of a computer screen and draw and color pictures on MS paint. Over the year, I have also learnt to type and grasped various concepts of MS word and MS power point. I am extremely proud to tell my friends that I'm studying in a school that provides us with opportunities to learn beyond textbooks”*

said a joyous Rakesh when asked about how he felt about computer education being introduced in his school.

So far, Bosch has supported 8 such Govt. schools in introducing and regularizing computer education to impact the lives of over 1500 school children.



Believing and fueling 'Padhega India tabhi toh badhega India', this transformational initiative is helping rural students progress towards digital literacy

# DRIPPING WITH HOPE

## Drip Irrigation Assistance for the Farmers of Maharajpura



Vishram Devi and her family of four children, along with her husband have 4 bigha farming land with them that they grew crops on. However, the scarcity of water posed a serious problem for the family.

***“The groundwater level in our village was low to begin with, and pumping water from the neighboring well requires a lot of diesel that we can't afford. What use is all this land if we can't grow much on it?”***

asked a troubled Vishram Devi during a farmer's meeting in her village.

She came to know about Bosch's initiative which was a part of their Diversified Agriculture through Improved Practices program where farmers were introduced to techniques for producing higher yield and hence higher profit.

Under this initiative, farmers were informed and motivated to install drip irrigation methods and sprinklers in their fields to maximize production through optimum utilization and distribution of water across the crops.



Bosch helped these farmers by bearing a part of the total cost of sprinklers and drips while a larger share of the expense was borne by the Department of Agriculture, Government of India through subsidy with remaining contribution from the farmer as well. Vishram Devi's hopes for a lush field were at an all new height and what she saw as a result of using drip irrigation techniques was a dream come true for her family!



***“Earlier we could only grow jau (barley) in our fields because we didn't have enough water to grow any other crop. Now we have vibrant fields where we can grow tomatoes, wheat, chilli, pomegranates and even lemons!”***

says an elated Vishram Devi now as her total production has gone up by a whopping 50% due to the effective use of water through drip irrigation



Vishram Devi and her family are like numerous other famer families who have benefitted greatly from Bosch India Social Engagements tripartite cost sharing models for drips and sprinklers.

# HOLISTIC EDUCATION

## Wholesome Growth and Development



Education in government schools is mostly focused on theoretical methods; the curriculum and teaching patterns in the government senior secondary school in Kachouliya were somewhat like that as well. The lack of resources and infrastructure were only making things worse for the students, as they were not receiving a proper overall education to support their development.



In order to give these children a better and more complete education, Bosch initiated efforts towards creating a healthy and enabling ecosystem through its Holistic Education project that involved some transformational steps ranging from incorporating extra-curricular activities to renovating the classrooms and toilets.

There are three major areas that Bosch focused its initiatives on:

### Computer Education

wherein regular computer classes were facilitated by Bosch by providing the school with trained computer teachers, developing infrastructure for the classes, and providing computers for the said labs as well;

### Sports and Life skills

wherein sessions are conducted on stress management and regular counselling sessions are organized for girls to guide them about personal hygiene; and many new sports are introduced to the children as a part of their school routine; and

### Co-curricular activities

where the children are constantly encouraged to brush their talent skills through activities like drawing competitions, Rangoli making, debates, poem recitation, general knowledge quiz etc.

These activities are routine undertakings in the school now. Children can now be seen playing games like hand ball and doing gymnastics, sports which they didn't even know about earlier. This has brought confidence in the children as their education has been taken beyond text books.

These children are not only excelling in academics but are doing themselves and their village proud in the field of sports. For instance, a girls' team from this school emerged as champions in the district level Hockey tournament and four talented girls from this team were selected to train and play at State level Hockey tournament as well! Moreover, the number of girl students and their participation has also increased owing to the safe and nurturing infrastructure and teaching culture that parents are now comfortable leaving their children in.

This is just the story of one such school that Bosch has been able to enable for a brighter future. Holistic Education program is currently implemented in 40 government schools in Rajasthan in a similar manner.

## How Kamlesh Ironed Her Way to A BETTER LIFE



Kamlesh wasn't very qualified and had only studied till class 7th which is why finding jobs was a tough task for her. She was convinced that her lack of qualifications had rendered her jobless forever. Her husband is a daily wage labourer in a stone factory that is 15km away from their village, but despite his efforts, their life was far from sufficient.

Things changed when she came across workshop by Bosch Social Engagement for potential and existing small businesses was conducted in Kamlesh's village. She attended the workshop and her low self-esteem and confidence went for a hike.

This three day 'Aspiring Entrepreneurs' workshop organized by Bosch introduced Kamlesh to the idea of women establishing and running their own businesses.



Kamlesh gained confidence in herself and learned the basics of setting up a business of her own.

She wanted to start her own business of washing, ironing, and dry-cleaning clothes. It wasn't a task that required qualifications and Kamlesh was determined to make a difference in their living standards, now that she had found something to do. She reached out to her resource team from the workshop and they assisted her with the initial requirements of her set-up and they also facilitated her in procuring an interest free loan of Rs 15000 from an external agency.

She decided to set up her shop near her husband's place of work to attract more customers. Pooling in another Rs. 10,000 from their savings, Kamlesh set up her laundry and dry-cleaning shop and got to work soon. Within a few months, Kamlesh was able to start earning as much as her husband and double their household income. This led to a the hard-working couple leading a much better life.



## Kulsum's Journey To DIGITAL LITERACY



20-year-old Kulsum Khan who is currently pursuing her graduation through distance learning and preparing for government jobs had never imagined that she would get a chance to learn how to use a computer, as her overprotective family didn't allow her to travel far distances and computer education hadn't made its way to her village or region yet. This changed when she heard of a computer literacy program being organized in her own village!

Bosch Social Engagement found a way to run computer literacy programs in such remote areas as Kulsum's, especially for adolescent girls and women, during summer vacations. To further aid the young women, these programs were set up on a cost sharing model where only 50% of the course fees is required to be paid by the candidate while Bosch Social Engagement team takes care of the other half of the cost. This cost sharing model ensures commitment and ownership among candidates attending the program. These courses are conducted during summer vacations in govt. schools wherein Bosch has already established computer labs for school children.

***"It was an amazing opportunity to learn how to use a computer in my village itself! Moreover, after successful completion of this course, I received a Rajasthan State Certificate Course in Information Technology (RS-CIT) which is a necessary criterion for appearing in several govt. exams. Today, I'm confident in using MS office and the internet. This certificate course has also opened doors for me to find a teaching job in a nearby schools. I teach at these schools for 3 hours in a day and am earning Rs. 3000 per month. Computer education has improved my life significantly"***

says Kulsum.

Bosch conducts similar computer literacy programs in a number of villages and has been able to put hundreds of young girls on the path to digital literacy who now have better lives and much higher confidence.



# SKILLED MEENA CAN NOW GENERATE INCOME

On and Off the field



Meena Sharma and her husband barely managed to scrape by on their income. Their agriculture income was seasonal, and far from sufficient for their family. Her husband was also working in a factory to earn more money, but that wasn't enough either. Meena was in distress and when she discussed her issues with other women in her self-help group (SHG), she realized that she was not alone. Many other women were going through a tough time financially. During their weekly SHG meeting, the women came up with the idea that a stitching course could help them learn an income-generating skill that could get them work without requiring them to leave their village.

A comprehensive 6-month stitching and tailoring course was organized by Bosch for Meena and 27 other women from her village.



Within a few months of joining the course, Meena even bought her own sewing machine. Today, Meena earns an additional income of Rs 5000 every month from her tailoring work. She not only manages the house and the fields, but also all her tailoring work. She can stitch clothes for a living and for her own family members as well.

Since agriculture as an economic activity is not consistent throughout the year, Bosch Social Engagement team has been engaging the rural youth and women into taking up more income generating activities. This Cutting and tailoring course has not only helped women learn an additional skill that is helping them earn more money but expanded to become a program that is now a social platform for women to come together and grow as persons.



# IMPROVED HEALTH CENTRES

For a Healthier Village



Health sub centers in villages are the most basic state-owned healthcare institutions for the rural communities. While their aim is to cater to the basic health problems and spread awareness regarding health habits in the long term, their infrastructure is neither proper nor hygienic. More often than not, these health centres are nothing more than old, deteriorating buildings with leaking roofs, cracked walls and worn off paint.

Such infrastructure appears unappealing even to the villagers who then end up going to private hospitals and health centres that are neither nearby nor cheap and whose authenticity may even be questionable at times. The reason they are forced to do so is because the government health centres are in no condition to treat an ailing person, owing to their lack of infrastructure, hygiene and facilities.

The Health Sub Centre in Shrirampura was no different when Bosch first led its intervention in the village. This issue was understood better when an active ANM (Auxiliary Nurse Midwife) tried her best to encourage people to visit The Centre instead of going to private clinics, but her efforts were futile, and her appeals went unheard.

Parivartan

Realizing why this problem existed and understanding why it couldn't be solved just by encouraging the villagers, Bosch Social Engagement team began the work of renovating the centre and equipping it with the required health facilities.



Along with repairing the buildings, extensive informative and educational paintings were also drawn on the walls covering various healthy habits, list of government schools and health charts for women and children.

***"These paintings and posters at the health centre have helped people become more aware about the government health schemes and healthy habits to follow in general, especially pregnant mothers who are one of the most frequent visitors in the centre. These paintings have also become a discussion initiator among women as they discuss them during Mother and Child Nutrition days which can now be held within the centre premises itself."***

says Sutharma Kayyam, Shrirampura Health Centre's ANM

The building that did not even look like a health institution earlier serves its purpose quiet well today.

# A JUMP TOWARDS BETTER SCHOOLS,

a leap towards a better society



It is 2019 and yet we have quite a few miles to go when it comes to infrastructure and school environments conducive for learning. One of the many such schools is the Govt. Upper Primary School of Teelawala, 27 kms away from Jaipur. Two years ago the school was nonfunctional during the monsoon season. The school building was constructed in 1984 and hadn't received any renovation since. As a result during the rains the leaking roofs and walls made it impossible to conduct classes, and that's where Bosch stepped in.

Equal education is the first step towards equal opportunities and that starts with providing conducive environments for learning, with that belief in mind the team at Bosch jumped in. The first step was to get the basics right- not only were the roofs and walls but a child friendly environment was also prepared through colorful educational paintings. Gradually through collaborative approach, Bosch and the school authorities were able to improve the electricity and toilets of the school.

As part of its Social Engagement Programs, Bosch has repaired and bettered upon the infrastructure of many such old structures.



Starting with creating child friendly classrooms in schools and improved buildings of Aanganwadi and health centers in villages, to separate toilets for boys and girls and drinking water stations, which has often been a cause for girls in village and semi-urban areas to not attend schools.

***Today, Teelawala is one amidst 22 government schools where Bosch has taken the task of repairing and bettering learning spaces- this move has not only made life easier for the existing students but also led to higher enrollment of children in these school. Through a collaborate model the school authorities maintain the infrastructure developments ensuring a sustainable maintenance of the initiatives undertaken.***



By Making the Most Of His Farm, Prahlad Is

## MULTIPLYING YEILD THROUGH BETTER FARMING TECHNIQUES



*"Our family has been farming for generations, but things aren't the same with farms and crops anymore. The yield is poor, and the harvest doesn't fetch enough consideration for my entire family to survive. This has even demotivated our children from taking up farming and they are looking for jobs outside the field now. This is all we've done for generations, but I don't know how much longer I will be able to continue farming because it's viability seems to be reducing for us every season."*

These were Prahlad Meena's words during his farmers' meeting facilitated by Bosch under the 'Promotion of Agriculture and Livestock program'.

Prahlad, along with a group of other farmers from his village who were facing a similar situation of their farming income not being sufficient to provide for their families, formed a group under Bosch's guidance. This group was introduced to Agriculture Experts from Bosch Social Engagement who closely analyzed and advised the farmers about better farming techniques. Prahlad was introduced to multi-layer farming methods and organic manure production.

He set up a net structure and started growing bottle gourd on it. On the land under the net, he cultivated cauliflower and spinach. This added immensely to his additional income as by investing Rs 37,000, he was able to sell his harvest for Rs 80,000 which resulted in a profit of Rs 43,000. Prahlad was also trained to make a compost pit and prepare organic manure for his fields which further reduced his expenditures and inculcated an environment-friendly practice in his farming approach.

Under regular training and assistance from Bosch, many farmers like Prahlad have been able to add to their agricultural income.



Seeing these farmers harvest and earn much more from the same farmlands, other farmers have also been inspired to take up these low-cost high-yield methods.

*"I had almost given up on my fields, but Bosch didn't just help me use the same fields better and reduce my expenditure on chemical fertilizers, they also revived our family business, which is now flourishing again."*

Said an elated Prahlad after the recent harvest.

# HOW A CARPENTRY COURSE HELPED RAMESH

in improving his family's financial condition



Forced to drop out of school after class 10th, eighteen-year-old Ramesh hails from a family of meagre means. A family, which in theory owned a carpentry workshop, but in practise, could not manage to generate enough income to even support their child's basic education, despite their continuous efforts. Due to the financial burden, Ramesh was on a constant lookout for a job to contribute towards his family income.

During his eager search, he stumbled upon a counselling and orientation program in Bagru Gram Panchayat where he came to know about an "Artisan Training Centre - Carpentry" by Bosch at the Government ITI, Jaipur.



The words "Short duration course with placement support" caught his attention as he saw himself as an employable person after its completion.

The idea of seeing himself as a skilled worker when he was just a school drop-out, inspired him to enroll himself for the course.

The training centre, equipped with state-of-the-art work benches, hand tools, power tools, safety equipment, modern class rooms and activity areas, gave Ramesh a tiny glimpse of what he could make of his future if he worked hard enough. With that image focused in his mind, he powered through the six months of the program. He learnt about working with various tools, types of wood and concepts of drawing. He worked on various projects to gain from experience.

***"Project work gave me an opportunity to design and make prototypes of various decorative wooden articles. I also participated in a cabinet making competition organized by World Skill Council-West Zone. Industrial visits during the training program ignited a spark within me to build my career in the same trade"***

recalls Ramesh.



Ramesh is currently employed in a handicraft manufacturing factory in Bagru industrial area and earns a monthly salary of 9000 rupees. Through this course, Ramesh was able to turn things around for his family and embark on a path to raise their standards of living.

From a restricted rural life to

## A RURAL ENTERPRISE



***“We live in a village that is remote despite being close to the capital city and where most families think women shouldn’t step out of their houses to work. Opportunities were bleak and self-reliant women were an unheard-of concept until Bosch Jaipur reached out to us and gave us a chance to change our lives”***

Yeshoda.

Yeshoda is one of the 30 independent women who participated in a counselling and orientation program despite much resistance from their families in Mohanpura, a village close to Jaipur in Rajasthan. Mohanpura is the first of many villages where Bosch initiated social engagement activities in 2015 and paved a path for these rural women to change the mindset of their families and stand on their own feet.

Parivartan

Bosch India Social Engagement Initiative enabled 22 women to join a 75-day training program that taught them the basics of sewing and stitching.



This program inspired them in ways that they could have never imagined before. Stepping out of their homes and learning a new skill gave them a sense of new-found confidence and independence that led them to take a huge step. 11 of these previously opportunity-deprived women decided to form a self-help group and collectively pool in their resources to set up their own sewing unit in Mohanpura itself post the completion of this program and the village sarpanch, Sarita Devi, was quick to help them by making the community hall available for its establishment. Bosch promptly provided them with sewing machines to ensure this rural start-up took flight and extended its support to help these entrepreneurial women procure a loan for from a rural bank to help them access the right kind of tools and raw materials. This facilitated Yeshoda, Parvati, Anjali, Sunita, Rukmani, Guddi and 5 other women in taking the first big step towards becoming self-reliant.

Today, these women have not only established their own contacts in the garment factories in the vicinity to regularly get orders to work on, but also learned other designing techniques that have added value to their overall garment making processes. They even plucked up their courage to showcase their work at an international textile fair – Vastra 2017!

***“We now proudly tell the men in our village that we can work and earn money just as well as they do!”***

says Parvati, who works at the sewing unit, plows the fields and manages her household, all together.

## How Bosch's Intervention Gave Manoj a CHANCE AT A HEALTHY LIFE



One-year old Manoj's life was in potential danger as he hadn't been vaccinated against major diseases and his parents were unable to help owing to their circumstances. Daily laborers, Manoj's parents are poor and have to constantly keep changing bases to find suitable work. Given their lack of awareness and their continuous struggle for the daily survival of their family, they saw no sense in foregoing an entire day's wage to go all the way to a health centre for an injection.

Manoj's family belongs to the Banjara (nomad) community and Bosch through its Healthcare Program found out that they had not received crucial vaccinations like Pentavalent and Polio. A number of children like Manoj were identified by Bosch's field staff and ASHA workers. Under the Comprehensive Mother and Child Program, Bosch made persistent effort to ensure that Manoj's family members were consistently counselled, which included visiting them several times. The regular intervention eventually resulted in convincing Manoj's parents to finally get their son vaccinated against these potential diseases. Over the year, many families like Manoj's community were convinced and their children were immunized with Pentavalent First, and against diseases like Polio and Measles. They are also given Vitamin A supplements in required amounts. Further, by engaging government health officials as ASHA, ANM and Medical Officer, Bosch Social Engagement ensures that the vaccinated children are constantly monitored.

Comprehensive Mother and Child Development is one of the flagship projects by Bosch India Social Engagement Jaipur. Its primary focus lies in improving the health of the rural communities and preventing diseases among them.



This project is consistently working on the overall well-being of mothers and children across 44 villages through running awareness campaigns, visiting the new mothers, discouraging male-baby preference, regularizing Mother and Child Health and Nutrition Days in Anganwadis and more regular home visits and counselling sessions. All the interventions are planned and implemented in collaboration with the Department of Health to ensure effective implementation and impact.



***"My Manoj is now looking healthier and we have understood the importance of vaccinations. If we prevent the disease early itself, then it won't be able to spread or pose any kind of risk in our Manoj's and community's life"***

said Indra Devi, Manoj's mother when Bosch followed up with her recently.

This Course Helped Lokesh's

## INTEREST TURN INTO HIS BUSINESS



Twenty-six-year old Lokesh comes from a lower middle-class business family in Jaipur. He has a keen interest and liking towards carpentry work and luckily for him, his family business deals in wooden and aluminium fabrication works. And thus, he joined the family business immediately after completing his graduation.

However, mere interest wasn't enough and Lokesh felt like he lacked the required skill to do justice to his creativity.

***"I always wanted to join a short duration course to add value and learn new skills in carpentry, but even though there are courses for things like computer education, there's no course that helps with honing other skills like carpentry."***

says Lokesh.

Understanding the need to bridge the gap between the requirement of skilled artisans and the lack of training opportunities for them, Bosch initiated the setup of multiple 'Artisan Training Centres' across the country.

The program aims at providing skill development opportunities in the fields of carpentry, plumbing and electrical to fresher's as well as already semi-skilled artisans.



Lokesh came across the "Carpentry - Home and Office renovation specialist course" and decided that it was just what he needed after attending a counselling session organized by Bosch. The course panned over six months and by the end of that period, his skills were more in line with his interests.

***"I learnt the basic concepts of engineering drawing, proper handling of tools and usage of power tools. The learnings at Bosch Carpenter training institute made me confident and exposed me to modern ways of carpentry work. I had learnt so many new and effective ways to contribute to my family business and help run it better."***

said Lokesh after finishing the course.

On completion of the course, apart from helping around with his family business, he even started his own business and registered it under the name "Badri Vishal Alutech Solutions". Being skilled has enabled Lokesh to become fully independent and contribute towards his household income as well.

## Seema's Library – Soaring High to GIVE OTHERS WINGS TO FLY



Like most rural women in India, 23-year-old Seema was married off at the tender age of 18. Even though she managed to pursue and complete her B.A. after marriage, she couldn't take up a job outside her village, and there weren't any such opportunities in the vicinity. Seema was determined to not let her surrounding conditions deter her and she was desperate to find a way to fuel her entrepreneurial spirit. To strive for a better standard of living and to take a step towards earning additional income for her family of 8, Seema joined a self-help group. Interacting with and gaining support from other women from her village proved to be a great confidence booster and gave way to monthly savings and loans that helped her meet her smaller needs.

However, to add a substantial income to her household she sought further opportunity, and this came her way in the form of a three-day training program called 'Aspiring Entrepreneurs' organized by Bosch Social Engagement, Jaipur under their 'Economic Development' initiatives.



***“The workshop gave me a chance to understand entrepreneurship, and how to manage finances and resources to establish a successful business. Moreover, Bosch facilitated me in procuring an interest free loan from an agency, which I can repay in smaller amounts over the next few months.”***

said a delighted Seema at the end of the workshop.

With an interest free loan of Rs. 20,000, personal borrowings of Rs. 20,000 from her friends, her own savings of Rs. 10,000, Seema decided to start a library in her village. While the investment for this ambitious project was quite high, Seema was determined to work towards generating good returns. Within just a month of running her library, Seema and her family could see high returns. Government jobs are highly sought-after professions in India and a library such as Seema's provided the aspirants from their region with an environment to study properly. The aspirants have access to proper resources and a conducive atmosphere to concentrate and focus on their preparations in Seema's library. This library turned out to be a great enabler for Seema as well as all the young aspirants who had to struggle to even study properly. Today, Seema earns an average of Rs. 10,000 per month, and sometimes her monthly income even goes up to Rs. 20,000!

# REVIVING THEIR PASSION

## A Couple's Story of Hope and Hard Work



Sampati Devi and her husband Babulal Sharma loved doing their Gotta Patti work, something that they enjoyed and did together. However, they were unable to sustain it and had to give it up when they started incurring losses. With their hopes to revive their Gotta Patti business dwindling, they moved to agriculture and livestock activities to run their household. It had been two years since they had shut shop on the business that they were so passionate about, but Babulal still wanted to give it one last try before giving up.

The couple's hopes went up when they came across the 'Aspiring Entrepreneurs' workshop organized by Bosch Social Engagement in their village. This three-day workshop taught Sampati Devi, who attended the training, the basics of setting up and running a business properly, enabling her to make better financial decisions.



She returned home to her husband with newfound motivation and confidence and the couple procured a loan of Rs. 20,000 to revive their lost business. Learning from their past mistakes, and applying what had been taught in the workshop, they decided to adopt a different technique for their Gotta Patti business this time. Unlike last time, they took orders and purchased raw material directly from Jaipur instead of taking the middlemen route. This saved them a lot of money that they were losing out on earlier due to the middlemen and the fruitful outcome of this changed approach was the Rs. 40,000 profit that the couple made in just four months. Surprised and delighted by the increased income, the couple gained immense confidence and are working hard to repay the loan as soon as possible so that they can secure a larger amount of Rs. 50,000 to take up bigger projects for making greater profits.



# SUNIL'S ASPIRATION HELPED HIM

Create A Job When He Couldn't Find One



Sunil was unemployed with a family of 8 to take care of. Opportunities were bleak, and due to lack of basic qualifications, there wasn't much work that Sunil was being able to find. He wanted to do something of his own and happened to come across a workshop being organized in his village Guda Phaliawas that was teaching villagers the basics of starting a business and running it.

This 3-day workshop organized by Bosch India Foundation called 'Aspiring Entrepreneurs' encouraged villagers to not let their lack of qualifications come in the way of their independence and taught them the basics of setting up a business and managing its finances.



Looking around him, Sunil was surprised to see how common loud music systems, referred to as DJ, were in rural celebrations such as weddings, childbirths and other community events. Music is everywhere and every place has its own kind of music. These music systems are used to play loud Marwari (Rajasthan's vernacular language) and Hindi songs while the participants of the event enjoy themselves by dancing around it. Sunil decided that he wanted to start his own DJ business, but he lacked funds to procure the initial equipment. He brought forward his idea to the resource team of the workshop and they helped him procure an interest free loan of Rs. 20,000 to start his DJ business. He borrowed the remaining amount he needed to start his business from his father and started with one sound system.

Sunil's new profession changed his income from none to around Rs. 10,000 per month. After earning Rs. 20,000 in a span of just two months, Sunil purchased another sound system to expand his business, repay the loan, and generate more income.



# TESTIMONIALS

**Geeta Bilonia, Lady Supervisor, Bassi**

The programs led by Bosch have started to bring about change in the community. Earlier women could not benefit completely from the services provided at the Anganwadi Centres. Now women have not only started visiting the Centres more often but the records at the Centres are also well maintained. The focus on regular home visits under the project has also resulted in timely growth monitoring of children and regular awareness sessions have led to raised awareness among women on issues of health and nutrition.

**Ashok Sharma, District Education Officer (Elementary), Jaipur**

Bosch has completely transformed the environment in government schools. The buildings which were once dilapidated and shabby have now become vibrant and welcoming for the children to come. Majority of children who come to government schools are from economically weaker families. Thus Bosch's vision to holistically develop the government schools which are often neglected provides opportunities to the children who are most deprived of them. Bosch has gone beyond infrastructure development and has created an environment of overall learnings for the students by enabling computer education, sports and life skills education, excursion programs and various extra-curricular activities thus providing children a platform to unleash their talents. The students have become much confident and more willing to come to school now.

**Chittarmal, resident of Mohanpura Village**

Bosch has been actively involved in development of this village. From inculcating a habit of collective action to clean the village to improving the infrastructure of government institutions like the Senior Secondary School, Health Sub Centre and Community Centre, Bosch engagement with the community has been strong. The sewing courses conducted by Bosch has resulted in empowering the girls so much that they now run a center all by themselves and bring home income. Moreover, they have been partnering with the government bodies to ensure they and the community have the ownership of these programs. If every company started working towards the development of the rural areas, we could go a long way.

**Saroj Chaturvedi, Deputy Director, ICDS**

Bosch is doing a tremendous job towards improvements of Anganwadis and its services. The buildings which were not safe to even sit in, today accommodates children providing a child friendly learning environment. Their approach of engaging with the communities and Panchayat members for collectively addressing problems faced by them ensures there is a sense of ownership among all stakeholders.

**Sarpanch, Sambhariya**

Bosch has been instrumental in bringing about drastic change in this Panchayat. The regular programs as Godhbharai and Putri Janmotsav not only spread awareness among communities but also bring them together. Educational trips and promotion of sports in the Government Senior Secondary school has altered the way students engage in extracurricular activities providing them opportunities which were never available. We are thankful to Bosch for selecting our Panchayat and improving the standards of living of the community.

**Arvind Jaitley, Nodal Officer,**

Bosch has helped Department of Animal Husbandry to spread its vaccination program against Foot and Mouth Disease (FMD) to every household where they operate. By engaging additional para vets and spreading awareness regarding maintaining livestock, the impact and reach has widened multifold.



## TEAM



Mr. Vinod Chandrwal



Mr. Parag Bhide



Ms. Pallavi Bhati

## ABOUT THE BOOK

The entire Bosch India Social Engagement program is designed to create clear storylines as per the needs of the society, to create long-lasting impact on the lives of people.

The success stories published in this book are representatives of various holistic village development initiatives and provide glimpses of initiatives in various villages. This, by no means, is the exhaustive list of our CSR projects. The involvement and commitment of Bosch is much deeper than this. I thank my team and all contributors for the support extended in making of this issue of book.

I am also proud that many of our employees are associated as volunteers with Bosch Social Engagement projects, and compliment them for their involvement in the noble cause.

With best wishes,

Sanjeev Chandra Paliwal  
Head - Technical Engineering Functions,  
Jaipur

