

SETCO FOUNDATION

BEYOND

BOUND-

ARIES

ANNUAL  
REPORT  
2019

“

The village is the cell of the national body and the cell-life must be healthy and developed for the national body to be healthy and developed.

Sri Aurobindo

SETCO FOUNDATION

# BEYOND BOUND- ARIES

ANNUAL  
REPORT  
2019

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# message from the President

The year 2019 is a major milestone for the Setco Foundation, marking ten years of our journey with our partners, communities and stakeholders. What began as an effort to implement the Setco group's philanthropic initiatives has now evolved into a 'centre for innovation'. We work closely with our communities to better understand their critical needs, and incubate high-impact, sustained solutions to some of the most challenging development problems we face today.

We began our journey in 2009 by adopting and integrating three nearly non-functional anganwadis from three conflicted communities in Kalol. We started by providing simple nutrition support to 150 children in the form of milk and meals. Over the past decade, the foundation's reach grew to work with 22 communities and more than 5000 beneficiaries across a series of programs:

- maternal-infant health for malnutrition eradication
- early childhood development and school readiness
- livelihood generation
- adolescent health and engagement
- sports for adolescent empowerment

In the process, the Setco Foundation itself evolved from being a mere conduit of charitable initiatives to becoming an agent of learning and development.

In our quest to improve the health and nutritional status of our preschoolers, we began to learn more about the needs of the child and the family. We learned that the family played a crucial role in supporting child health. We learnt that malnutrition has a debilitating effect on a child's physical, cognitive and socio-emotional development. This meant repercussions on school learning and retention as well as the child's future prospects of being a contributing adult citizen. We began to understand how crucial a joyful and stimulating early childhood environment was to enable the physical, socio-emotional and cognitive needs of the child. We began to understand how critical it was to have a healthy, well-nourished and engaged mother to support healthy babies, and prevent malnutrition. We realised that only healthy girls could become truly healthy mothers. We realised that it wasn't enough only for girls to think about their nutrition but also about choices in life - like staying in school, delaying their marriages, becoming financially self-reliant. Exercising both voice and choice. This was the genesis of Setco Foundation's life-cycle approach towards integrated health and child development.

Over time, we understood that while some problems could be addressed to some extent with some focussed solutions and interventions, sustained impact could never be achieved by addressing a problem in isolation. We recognised that real change was dependent on both, access to basic needs (such as clean water, food, sanitation) and also to the degree to which women were empowered to make decisions for not only their families but also in their communities. We needed to move from "fixing problems" as we saw them, to becoming a partner with our communities to help them voice their own concerns and design their own solutions. We started to see that we need to partner with other institutions and corporates, who could collaborate with us to not only provide better solutions, but also capture our learnings, work with us to develop models of best practise and share those learnings in the larger global community. This led to the evolution of our various internship programs as well as academic partnerships with global universities.

The Setco Foundation takes pride in driving the Setco Group's CSR initiatives. We strive to redefine CSR as not mere philanthropy but as opportunity to leverage corporate resources to incubate out-of-the-box, evidence-based solutions that can be scaled through partnerships with the government channels. This, we believe is the real purpose of CSR which we hope will drive our vision of a just and equitable society, not just locally but across the country.



Urja Shah  
President, Setco Foundation





# our guideposts

## VISION

*A Just, Equitable and Sustainable Society through  
Empowered Communities*

## MISSION

*We Collaborate with Communities to Develop Equal Access to*



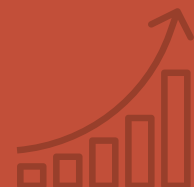
Healthcare



Education



Sustainable  
Environment



Opportunities  
for Growth

# our values

An empowered, democratic society is one where

- + *children are nurtured in a joyful environment*
- + *women are equal members of society with complete access to health, education, and socio-economic opportunities*
- + *women actively participate in decision-making*
- + *continuous efforts are made to integrate marginalized communities into mainstream society*





# life cycle approach of development



# highlights 2018-19

**92%**  
**Healthy birth weight babies**  
Benchmark: 70% (IJCP)

**18%**  
**Prevalence of child malnutrition (0-3 years)**  
Benchmark: 46% (National Family Health Survey 4)

**15%**  
**Severely thin adolescent girls**  
Benchmark: 26.5% (National Family Health Survey 4)

**13%**  
**Children with special needs**  
Benchmark: 9.20% (IJMPH, Ahmedabad)





# healthy mother & babies



Mothers are the connect between community and social progress. Factors contributing to health risks include poor nutrition, inadequate health and family planning services, high incidence of under-nutrition and mortality rates, along with poor utilization of public health services. Maternal and Infant health is the core of Setco Foundation's intervention in the community. The most effective way to combat malnutrition amongst children is to combat the initiation of it from the womb of mother.

We adopt an inclusive approach of development where we provide support to expectant and nursing mothers for ante-natal and post-natal care for periodic home based counseling, supplementary nutrition, full immunization, linkages with government health services, ensuring good institutional deliveries, good pre and post natal care practices and referral services for risk monitoring.

The expectant and nursing mothers are being counseled and trained by Setco Community Health Workers. Our health workers form the backbone of our community work.





# mothers are the connect between

*the community and social progress.*

## NUTRITION DEMOS

In 2018-19, Setco Foundation introduced the mother focussed nutrition demonstration sessions, in which preparation of nutritive dishes is demonstrated to the mothers and they are also counselled for healthy diet during pregnancy and lactation.

## HELPPDESKS

In order to strengthen the government's delivery systems, the foundation has initiated the helpdesks in 3 villages. The help desk provide a channel bridge between system and community to increase the utilization of government schemes. The current help desks help to cover the population of 6 villages under the flagship program, Aayushi.

## GODBHARAI

The foundation has also joined hands with the National Nutrition Mission (POSHAN ABHIYAAN) and facilitated the celebration of 'Forthcoming Motherhood' (Godbharai). Through this unique approach, we provide healthy food content like mung dal, coconut, chikki, sugar and fruits to encourage expectant mothers to eat a nutritious diet. Such activities ultimately strengthen the system of ICDS services and build the capacity of *anganwadi* workers to organise and conduct community based events as per the guidelines mentioned in National Nutrition Mission.

## SUKARI

'Sukari' is a nutritious food conceptualised by the foundation team. It consists of ghee, sugar, wheat flour, flax seeds etc. and it is prepared by women of Self Help Groups (supported by Setco Foundation). This serves as a supplementary nutrition to expectant and nursing mothers and is an example of connecting our various projects and interventions.

Highly significant outcomes in the form of 92% healthy birth weight babies and 98% institutional deliveries are attributed to the dedicated, sincere and hardworking efforts of front line workers and a strong mentoring support through program management team.



When I was expecting, Rekhaben ensured that I am eating healthy food, especially green leafy vegetables, and taking good care of myself. Rekhaben advised me not to follow the village myths of avoiding banana and curd during pregnancy, as these foods have high nutrition value.

A beneficiary of Aayushi program, Medapur, Kalol

# the impact

92%

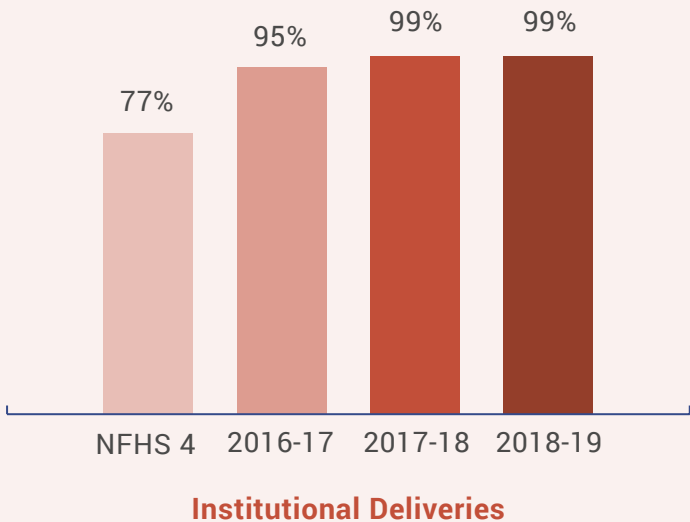
**Healthy birth weight babies prevalence**  
(Year 2017-18: 90%)  
International Journal of Contemporary Pediatrics- 70%  
Hetal Vora et al. 2013

61%

**Breastfeeding within 1 hour of birth of the child**  
(National Family Health Survey 4- 33.2%)

99%

**Institutional Deliveries Prevalence**  
(Year 2017-18: 98%)  
National Family Health Survey 4- 77%



# annual program outreach

119  
**Expectant & nursing mothers facilitated for govt. schemes & safety net programs**

369  
**New born received home-based care up to 28 days**

1411  
**Children under 6 years assessed for their nutritional status**

822  
**Total expectant and nursing mothers provided with antenatal and postnatal care**





# committed to childcare



The goal of the foundation is to work towards eradicating child malnutrition and building a replicable and scalable model for improving the nutritional and health status of children aged 0-6 years. In rural areas, the incidence of malnourished children with developmental delays is very high. A holistic approach to child development seeks to simultaneously address the motor, cognitive and socio-emotional aspects of a child's life. In the absence of an enabling environment, children do not achieve their full developmental potential. This has major implications for their health throughout life and results in a considerable loss in human capital for the country.





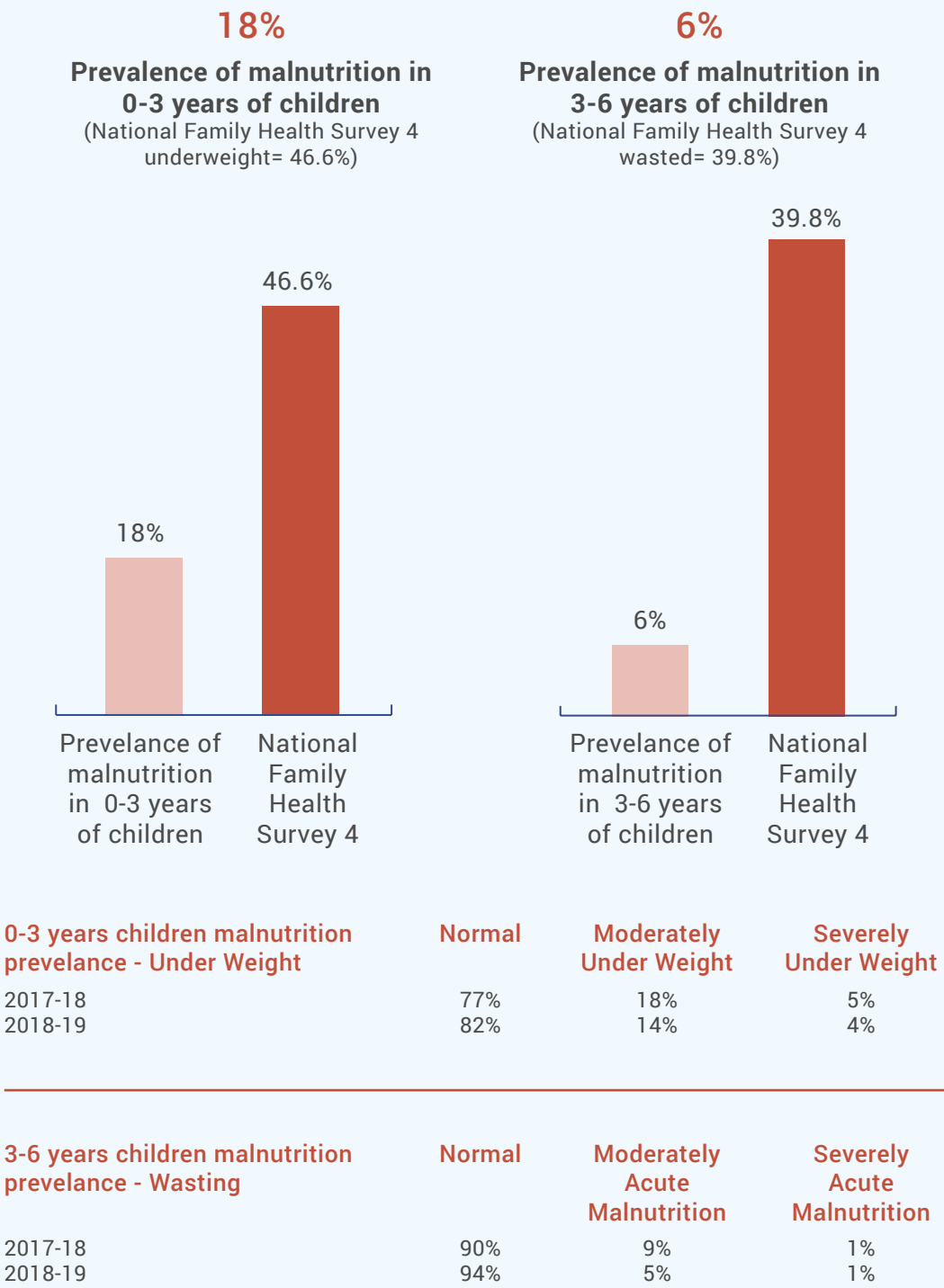
The goal of the foundation is to work towards eradicating child malnutrition.

HEALTH & NUTRITION

The foundation works on an integrated life cycle approach to curb malnutrition amongst adolescent girls, mothers and children. The Aayushi (health and nutrition) program is engaged with children under 6 years of age. In 2018-19, the foundation intensified its interventions with children suffering from severe and moderate malnutrition by providing protein supplements to them to improve the health status. The results show that, prevalence of Severe Malnutrition and Moderate Malnutrition in children (aged 0-6 years) has reduced by 21% as compared to the year 2017-18. Recently, the foundation has also strengthened its interventions for exclusive breastfeeding practice in children up to the age of 6 months.



the impact



annual program outreach

**1301**

Children aged 0 to 3 yrs

**818**

Children aged 3 to 6 yrs



# EARLY CHILDHOOD DEVELOPMENT AND DISABILITY SUPPORT

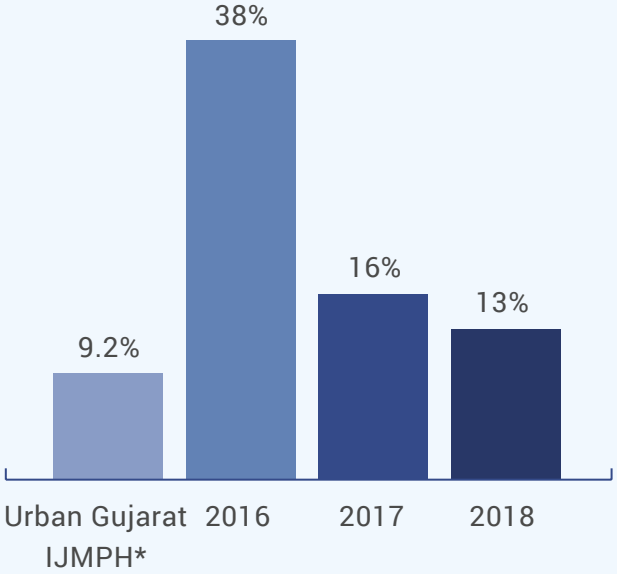
Mental and physical health, is essential for holistic child development. In our country, parents have a hard time accepting the fact that the child may experience delay in attaining developmental milestones. Under our Pahel early childhood development & disability support program, we engage with parents and children to cope up with the challenges of delayed development & disability and support them through various interventions.

The Pahel early childhood development centre has been introduced to support families and children with developmental disability. The center, through a monitoring and assessment tool (Guide for Monitoring Child Development), identifies children with special needs and provides the required treatment with care through trained Child Development Aide (CDAs). Pahel partners with children and families to transform the lives of children. The improvement in nutrition and growth directly improves cognitive and motor development in children.

Setco Foundation observed ‘World Mental Health Day’ in 2018-19 to sensitize families and communities to children with special need. The need to address this was felt as the community considered delay to be a social stigma. Pahel children performed and showcased their talents to the parents and community who attended the program.



## Significant decline in prevalence of children with special needs



Children with special needs

\*IJMPH: international journal of medical science and public health

## annual program outreach

994

Children under 3 years assessed for developmental milestones delay





# EARLY CHILDHOOD EDUCATION

Setco Foundation provides support to *anganwadis* for an early childhood program and infrastructure development under the Nandghar program. In 2018-19, the foundation enhanced the *anganwadi* infrastructure by renovating and providing equipment and toys in order to make the ambience more engaging for the children attending *anganwadis*. This effectively increased the attendance of children from 68.7% in 2017-18 to 73.8% in 2018-19.

Through Nandghar, we inculcate the importance of early childhood education in community. We encourage diversity and strengthen communal harmony amongst children by celebrating various cultural festivals.

Setco Foundation provides equal access to early childhood education for girls and boys living in rural communities. The teachers in *anganwadi* engage the children in several activities and exercises. We follow the play-way pedagogy to foster cognitive, motor and socio-emotional learning. The play-way learning approach has shown a huge transformation in children. We also conducted workshops and activities with parents of children attending *anganwadi* to keep them engaged about the development of their child.

We measure our impact in terms of school readiness of the children. Criteria for evaluating school readiness is:

- Milestones achieved
- Grade assessment of children



# annual program outreach

22  
Anganwadis  
covered

98% *anganwadi* graduates go onto primary school





# adolescents

## *as change agents*



In rural communities, deep rooted socio-cultural norms prevents many adolescent girls from achieving their aspirations. An adolescent girl, who is not empowered, gets married early and becomes a young mother even when she is neither physically or emotionally ready. Additionally, she herself is often malnourished, resulting in poor future maternal and infant health. As a result, both the mother and the child suffer from malnutrition, low birth weight, maternal health risks and child developmental stunting. By investing in adolescents, especially girls, we aspire to create agents of multi-generational change. Investing in girls offers the biggest social returns and addresses multiple social issues. If India enrolled 1% more girls in secondary school, its GDP would rise by USD 5.5 billion (source: UNESCO study).





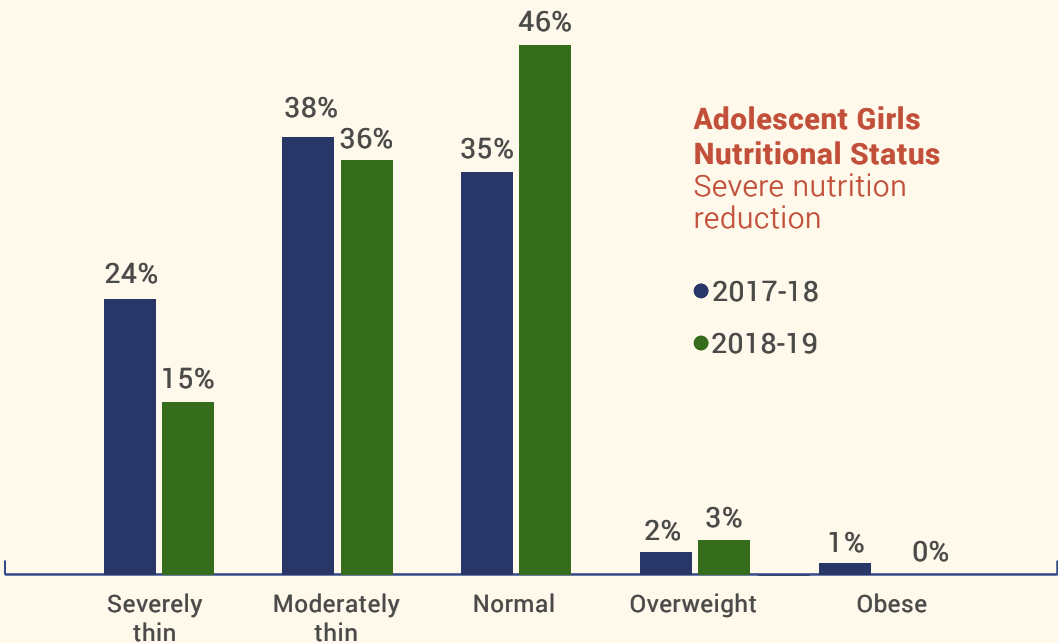
# ADOLESCENT HEALTH & NUTRITION

The health of adolescent girls as both future mothers and also a future economic driving force is critical. We provide support to adolescent girls and disseminate knowledge on personal care. To drive awareness about menstrual health and hygiene, the Aayushi program provided menstrual hygiene kits to adolescent girls and further counsel them about the use and benefits of these hygiene kits. They were also educated about alternative means of utilizing the hygiene kit.

Setco Foundation conducts health camps for adolescent girls to assess the health and nutrition levels, screening for severely thin adolescent girls. To address the issue of severely thin adolescent girls, Setco Foundation started providing additional counseling sessions and supplementary nutrition packets to all the severely thin adolescent girls. We also build awareness about the government health delivery system and services, by taking adolescent girls to local referral hospital in Kalol where they learn about the functions and services being provided by the healthcare facility.



# the impact



# annual program outreach

1029  
Adolescent girls reached  
under Aayushi Program





If I weren't playing sports I would probably be married by now.

Rashmika Parmar & Saroj Parmar  
*Medalist at State level in Judo Competition, Shikhar Program, Kalol, Panchmahal*

SPORTS FOR DEVELOPMENT

Sports has the potential for inter-generational impact. Sports can be used to challenge entrenched gender norms, reduce the vulnerability of girls and provide them with opportunities and skills required to negotiate life's transitions. Sports provides a way to reach boys and girls on a variety of social issues, including health, education and human rights. Sports builds skills in communication, teamwork, leadership and negotiation.

Sports provides girls with safe spaces in which to assemble, enjoy mobility and freedom of expression, and create their own supportive social networks. Achieving sports goals and playing alongside boys increases their self-esteem and enhances their self-image leading to greater confidence. Studies show that girls participating in sports are less likely to enter into violent relationships, suffer depression or become unwillingly pregnant. Given that sports is traditionally a male domain, girls participation in sports itself challenges stereotypes, breaking deep rooted attitudes held by boys, families and communities.

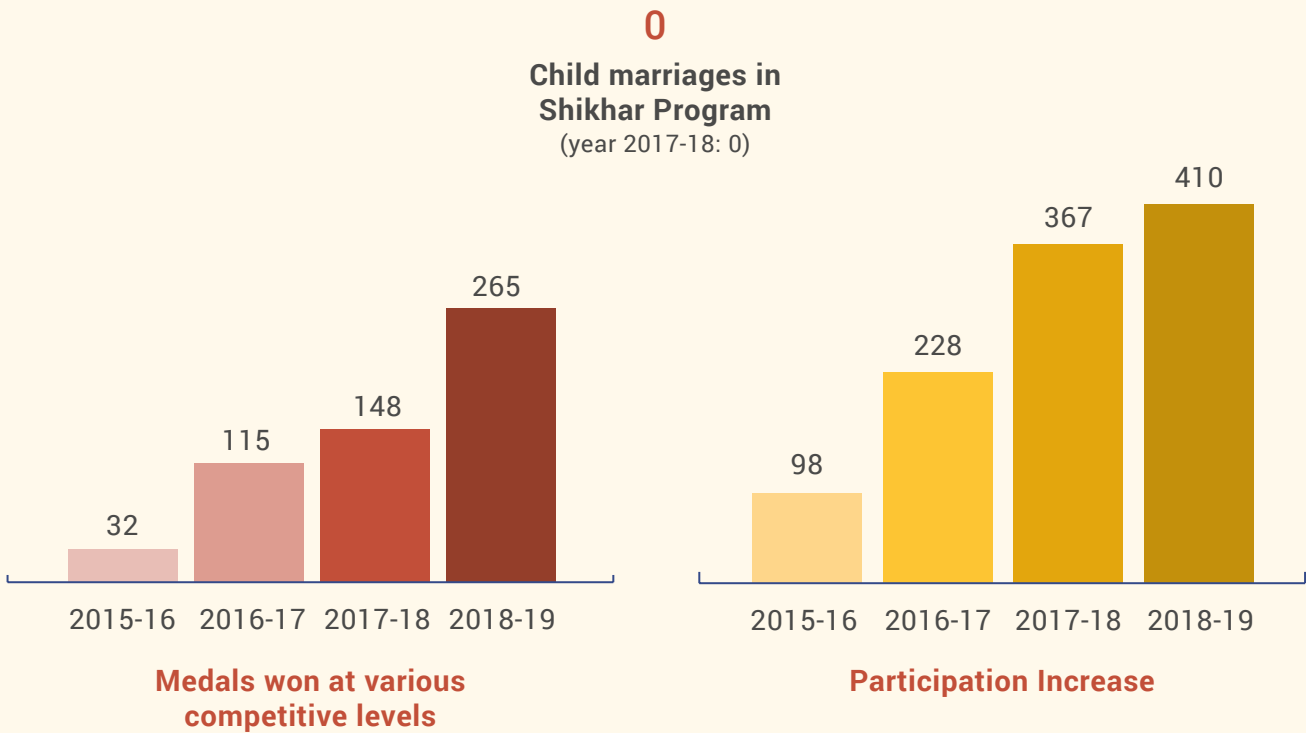
Setco Foundation utilizes sports as a medium to empower both adolescent boys and girls and build life-skills capacity. Through its sports program (Shikhar), Setco Foundation promotes healthy practices, education and gender equity. Series of sessions are conducted to highlight the importance of right diet and its health benefits. To build on the values being inculcated by the program, the Shikhar team provides supplementary nutrition to participants on a weekly basis to help curtail instances of malnourishment in the community.

The Shikhar team has also introduced group study sessions amongst the participants of the program to positively boost their educational performance. To further build the capacity of the adolescent in the community, youth are identified and trained to take on the position of sports leaders. The young men and women are allocated the responsibility of conducting regular sports classes in their community.

One of the most interesting findings from the Shikhar project is the manner in which sports has proved to be an effective medium to rework gender biases and create a more egalitarian society. Female youth who initially had trouble getting permission to travel from their homes to their *anganwadis* are now travelling to other villages for sports sessions and across the state for participating in various competitions.

All girls in the program have chosen to postpone their marriage until they are legally and mentally ready, which in turn has a positive impact on the maternal infant health in the community.

the impact



annual program outreach





# women

## as entrepreneurs



Investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Women's economic empowerment speeds up development, helps overcome poverty, reduces inequalities and improves children's nutrition, health, and school attendance. Women typically invest a higher proportion of their earnings in their families and communities than men. Setco Foundation is looking at bridging focus on involvement of women in economic activities.





LIVELIHOOD OPPORTUNITIES

We at Setco Foundation, under Aeshani program, work on empowering the women economically by linking them with livelihood opportunities and thereby becoming financially independent. We emphasize on strengthening the raw skills of women into tangible talents. For example: Through Setco Foundation we provide them training to develop various designs and products which are sold in appropriate market. We engage them in Self-help groups and encourage for self-employment through various training programs. Women in self-help groups earn income through various entrepreneurial activities such as trading of cattle feed, tailoring, wada cultivation, kitchen garden, catering and building smokeless stoves in the community.

Aeshani ensures that this also empowers women socially and they contribute in decision making process of families and society. The leadership amongst women is evolved through various SHG initiatives.

We also provided our self-help groups with opportunities to showcase their talents at 'Panchmahotsav' where they put up the food and jewellery stalls prepared by them. This opportunity helped our self-help groups to generate income for themselves and the families. Setco Foundation supported its self-help groups on various festivals to trade the products such as kites on kite festival.

I am very satisfied and contented when I think about my financial stability and management of money I have done for the education of my children. The trading business has given me a spirit to take up even bigger challenges coming on my way.

Kalpana Rathod from Jeevika program, Madhvas, Kalol



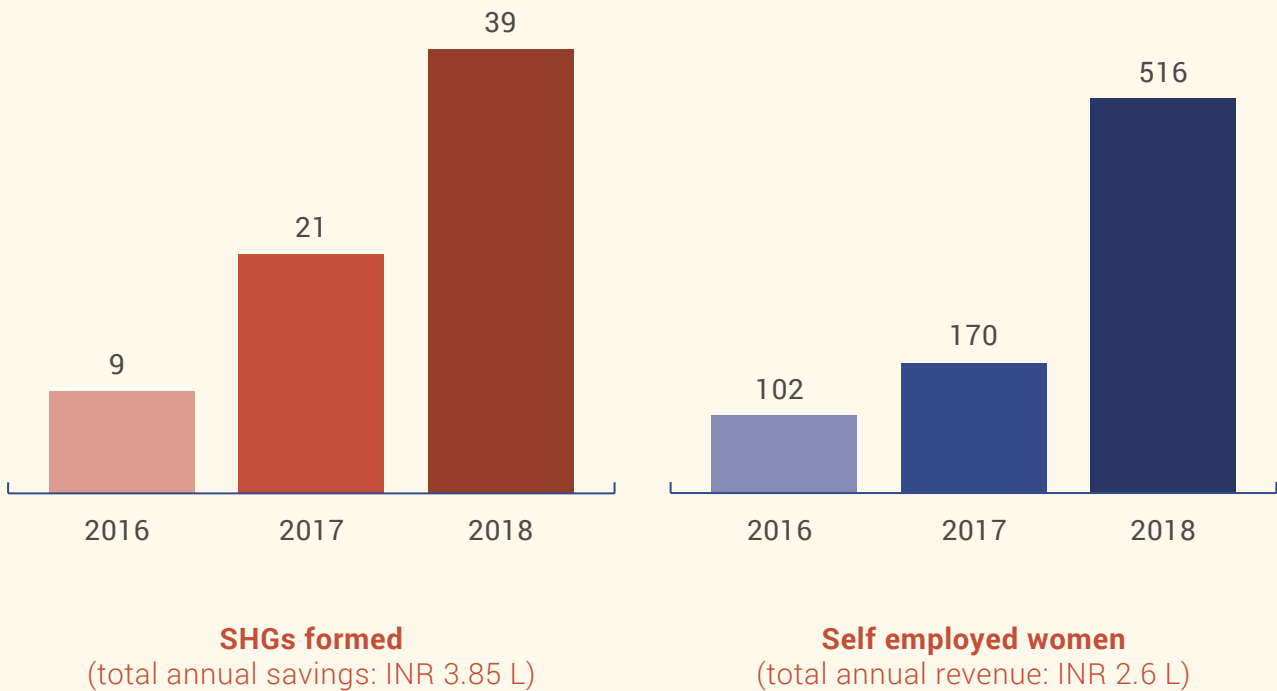
the impact

INR 3.85 L  
Total savings by Self-Help Groups

INR 2.6 L  
Total revenue generated by Self-Help groups through various livelihood activities

200  
Women engaged in livelihood initiatives and encouraged for self-employment

Programs targeting all-round development of women



annual program outreach

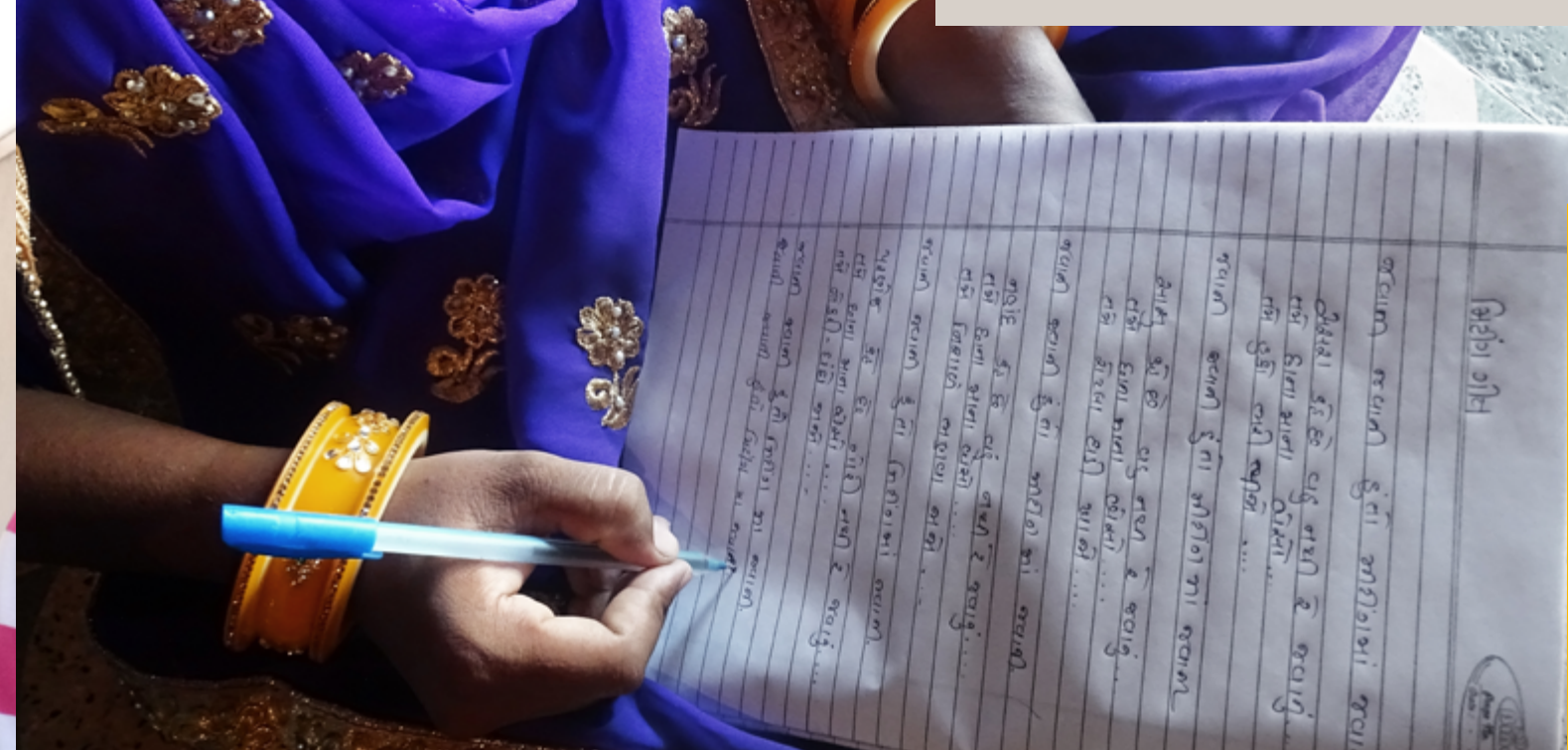
1022  
Total women engaged in health and livelihood programs





There is no tool for development more effective than the empowerment of women.

Kofi Annan, 7th Secretary-General of the United Nations



*Shall go to the meeting.....*

*My father-in-law says not to,*

*I tell him to sit patiently and count beads in the hushed silence,*

*I shall go to the meeting,*

*I shall go to the meeting...*

*My mother-in-law says not to go,*

*I tell her to sit patiently and prepare meal,*

*I shall go to the meeting...*

*My sister-in-law says not to,*

*I tell her to sit patiently and go to school to study.*

*I shall go to the meeting,*

*I shall go to the meeting...*

*Husband says please don't go gori,*

*I tell her to sit patiently and go to the work,*

*I shall go to the meeting,*

*I shall go to the meeting*

Adhya Shakti Sakhi Mandal, Madhvas, Kalol

POETRY BY ONE OF OUR SELF HELP GROUPS



# smoke free environment better living solutions



As in many cultures, in Gujarat, women and girls are responsible for taking care of cooking, sanitation, hygiene and health needs of the household. Smoke from chulha's is a major factor in respiratory illness and maternal health.

Setco Foundation has partnered with BlueLab team from University of Michigan to build smokeless stoves in order to curtail the incidences of respiratory problems. The building of smokeless stoves also provides the women with livelihood alternatives as the women from community are trained on building the stoves.

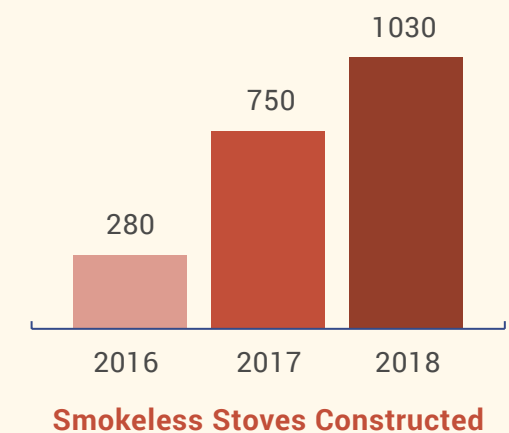
## BENEFITS OF SMOKELESS STOVE

- The use of smokeless stove saves the time of the consumer.
- The wood that is used while cooking in a smokeless stove gets completely utilized if cut into small pieces. This has ecological benefits as fuel (wood) does not get wasted.
- The use of smokeless stove helps ward off several respiratory diseases.
- There is no smoke emission from the smokeless stove which wards off illnesses.
- Stove can be built from local sand and cow dung.
- Stoves are built by the community volunteers which make it more sustainable.

No. of women volunteers trained: **36**

Approx monthly earnings by SHGs:

**INR 4,000-5,000**





# our learning milestones

## INTERNSHIP PROGRAM

Setco Foundation and University of Michigan partnered to offer an on-site project for course credits to Center for Socially Engaged Design students. The foundation provides an opportunity to explore the interventions through students’ engagement in field since 2014. The students develop various designs based on the needs of field and conduct pilot studies to evaluate its effectiveness.

## SETCO FOUNDATION AT NATIONAL SUMMIT

Ms. Urja Shah (President, Setco Foundation) was invited as a speaker at the national CSR conclave organized by Gujarat CSR Authority (GCSRA) in 2018 to share the experiences and learning in the development sector.

She emphasized on the idea of Corporate Social Responsibility (CSR) which is no longer about philanthropy, or charity, or even mitigating the harm done to community or environment from industrial practise. CSR is a shift away from Miltonian economics that focuses only on shareholder value. It is about taking a stand of excellence and the best of possible value for each and every stakeholder - customer, employee, shareholder, leadership, communities, the country and the earth.

## WE ALIGNED OUR WORK WITH SUSTAINABLE DEVELOPMENT GOALS

 1 NO POVERTY Skill Building	 2 ZERO HUNGER Eradicate Malnutrition	 3 GOOD HEALTH AND WELL-BEING Maternal-Infant-Child Health	 4 QUALITY EDUCATION Inclusive Early Childhood Education	 5 GENDER EQUALITY Sports for Life
 6 CLEAN WATER AND SANITATION Smokeless Stove and Water Management	 7 AFFORDABLE AND CLEAN ENERGY	 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	 17 PARTNERSHIPS FOR THE GOALS Partnerships with Governments and Resource Agencies	 10 REDUCED INEQUALITIES





## our dependable workforce

### gender-wise ratio of employees

category	total	men	women
Employees	61	21%	78%
Program team	54	17%	83%
Support team	04	75%	25%
Management team	03	33%	67%

### years of service

years of service	no. of employees
0-1 year	17
1-3 years	16
3-5 years	18
Above 5 years	10
Total	61

program to admin ratio = 93:7

## our valuable partnerships

### TECHNICAL/KNOWLEDGE PARTNERS



### FUNDING PARTNERS







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#### SETCO FOUNDATION, BEYOND BOUNDARIES

Annual Report 2018-19

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