

# VAHDAM<sup>®</sup>

INDIA

IMPACT REPORT 2020-21



The past twelve months have changed our world for the next twelve years.

Lockdowns closed our world...yet opened our hearts.

Social distancing forced us apart...yet brought us closer.

Quarantine isolated us physically...yet bonded us in spirit.

Just as we were about to emerge from this unprecedented crisis, the second wave of Covid-19 hit India - wrecking an unexpected havoc and causing incalculable damage.

To tide over this colossal wave, we all need to rise together for India.

VAHDAM® India salutes the global #RisetogetherforIndia efforts to help India fight and overcome this massive crisis



**Statutory Disclosures / Forward Looking Statement**

*This Report may contain, without limitation, certain statements that include words such as “believes”, “expects”, “anticipates” and words of similar connotation, which would constitute forward-looking statements. Forward-looking statements are not guarantees of future performance and involve risks and uncertainties that may cause actual performance or results to be materially different from those anticipated in these forward-looking statements. VAHDAM is under no obligation to update any forward-looking statements contained herein should material facts change due to new information, future events or otherwise.*



# Table of Contents

Letter from the Founder	-	4
Making an Impact...and a Difference	-	9
VAHDAM®'s Partnership with BYJU		14
Model Child Activity Centres in Partnership with CRY	-	17
Changing the Lives of Children through Education in Partnership with CINI	-	27
Scaling Up the TEAch Me® BYJU Initiative through VAHDAM® India's Direct Partnership with the Tea Industry	-	33
Improving Health And Hygiene of Children At Tea Estates	-	38
Launch of VAHDAM® India's Nandlal & Savita Devi Sarda Scholarships for Higher Education	-	47
Renewing Our Commitment to Climate Neutrality	-	51
Renewing Our Commitment to Plastic Neutrality	-	55
Results Matter. Responsibility Counts	-	59





## Letter from the Founder

The menacing memory of COVID-19 and the unprecedented global disruption it caused is still something the world is recuperating from. The heavy pessimism and the sense of doom of 2020 was just about to leave us when a massive and dangerous second COVID wave has hit India in a way that is difficult to comprehend. As we share the work that we have done in the last 12 months, via this Sustainability & Impact Report, there is a tremendous responsibility on us, as a young brand, to help our nation and fellow citizens, as we fight this second wave and the surmounting medical crisis that India is grappling with. We will keep you informed of our initiatives and hope that you will support us in our efforts, amidst such trying times, like you have always done.

The biggest lesson that I carried from the pandemic has been that most of us have the privilege to make a difference and a responsibility towards society. As an entrepreneur, I have seen how, individually and collectively, businesses can come together to be a force of good. Brands of tomorrow will be brands with purpose, going beyond

mere profits and numbers to positively impact the people and planet.

At VAHDAM® India, we have always endeavored to build and grow our business based on our core philosophy : DO GOOD BY DOING GOOD. From sustainability to our social responsibility, VAHDAM® has strived to make a positive impact on the lives of people, particularly those who toil hard in these gardens in Darjeeling, the Dooars, Assam, and the Nilgiris to get us that heavenly cup of tea. We still have a lot of work today and we're still finding our way.

The first half of 2020, from March/April to October/November, the pandemic had unfurled in all its seriousness and the situation across the nation had considerably worsened, especially for the disenfranchised communities. As the number of active cases rose to precarious levels, stricter lockdowns had to be enforced to contain the spread. At VAHDAM®, we mobilised all our efforts and energies to mobilize and provide COVID-19 relief. From the frontline medical workers in New York to our tea farming families in the Nilgiris, we undertook a series of initiatives to help these communities. These initiatives started in April 2020 and continued throughout the year. Our Sustainability Report from last year covers these in detail, but here are the key highlights of our COVID-19 initiatives :



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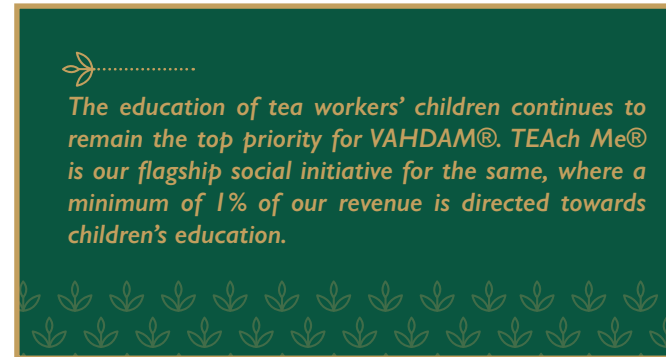




March-April, 2020 : **Distribution of Hygiene Kits and Dry Ration Packs** to over 1,100 families of tea workers across tea estates in Darjeeling and the Nilgiris.

April-May 2020 : **Launch of 100% Interest-Free Loans** initiative to tea estate owners to help them tide over the serious cash-flow crisis that hit the industry. The initiative started with an initial fund of US\$ 100,000 in Phase-I. We extended this initiative in Phase-2 to cover more tea producers in India. The total amount of loans and advances exceeded 20 Million Indian Rupees.

May, 2020 : **Launch of the Tea Estate Workers' Relief Fund** on the crowdfunding platform Ketto. The aim of this initiative was to provide an opportunity to VAHDAM®'s global community of customers, vendors, employees, and partners to come together and extend help to tea farmers who were out of work because of the lockdown. VAHDAM® contributed US\$ 10,000 and an amount of approximately 1.4 Million Indian Rupees was raised, which was utilized by our partnering non-profit organization, CRY (Child Rights

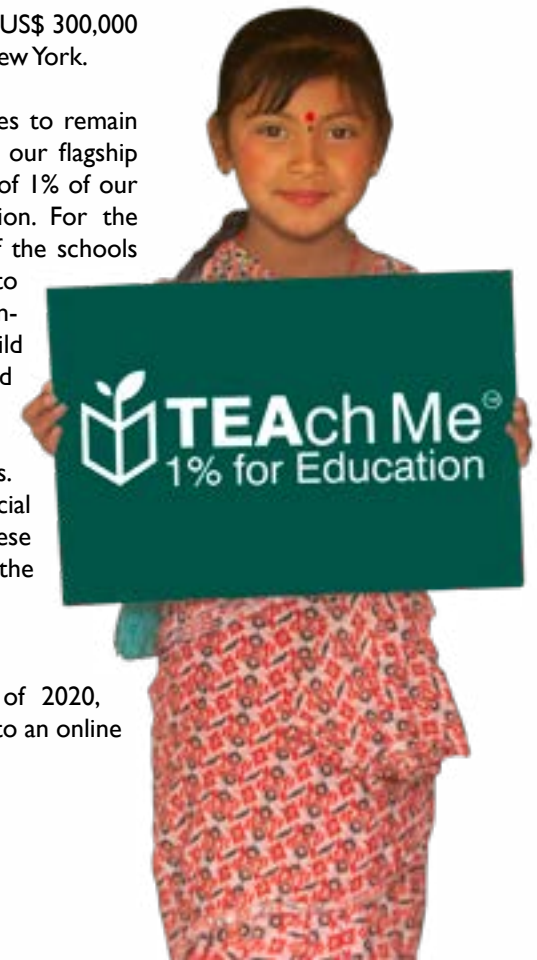


& You) to provide relief to the workers to tea estates.

June, 2020 : **Distribution of Gift Tea Sets** worth US\$ 300,000 to frontline medical staff across 36 hospitals in New York.

The education of tea workers' children continues to remain the top priority for VAHDAM®. TEAch Me® is our flagship social initiative for the same, where a minimum of 1% of our revenue is directed towards children's education. For the whole of last year and even now, when most of the schools remain closed and regular education had come to a standstill, VAHDAM® partnered with three non-profit organizations, namely - Broadleaf, USA ; Child Rights and You, Kolkata (CRY) ; and Child In Need Institute to ensure that essentials like Health and Education of children could continue amidst everything else in these remote tea estates. However, due to the strict lockdown and social distancing norms, many of the interventions by these NGOs could only be implemented post Diwali, in the month of October 2020.

VAHDAM® India Partners with BYJU's  
With schools remaining shut for the whole of 2020, education across the nation had to quickly adapt to an online





*In August, VAHDAM® partnered with BYJU's - the world's largest education technology company, to bring top-quality digital learning to the children in these remote estates.*

mode, via video conferences and calls. However, digital education is a significant privilege in a nation like ours and is especially a challenge in the remote tea estates. As a result, the children of the farmers working in these remote gardens faced a complete disruption in continuing their regular education.

At VAHDAM®, we realised that the only way that the children

of these tea estate workers could continue their education was if we found ways on enabling digital learning in these areas. In August, VAHDAM® partnered with BYJU's - the world's largest education technology company, to bring top-quality digital learning to the children in these remote estates. This partnership was a significant milestone for TEAch Me®, as it opened up immense opportunities to impact the lives of millions of children in more gardens across Assam, Darjeeling, the Dooars, Terai, Cachar, and Southern India.

By October, VAHDAM® was implementing a pilot project at ten tea estates in Darjeeling with CRY and CINI covering over 1100 children. The three-month project ended in December and was highly appreciated by the state, local officials, the parents of the children, and the tea estate

owners. The total social impact created at these ten estates was around 20 Million Indian Rupees (on an annualized basis).

The TEAch Me® BYJU partnership, to bring top-quality digital education, was scaled up after the pilot program. **By the end of FY-2021, the BYJU digital education program was rolled out to over 8,000 children across 65 estates and 10 schools in Darjeeling, Assam, and the Nilgiris. The total social impact is valued over 206 Million Indian Rupees.**

It is indeed heartening to have received such a positive response from all stakeholders, particularly from the tea-industry. All major tea producing groups like Williamson Magor, McLeod Russel, Rossell India, Goodricke Group, Amalgamated Plantations, Jokai India, Jayshree Tea,

Harrisons Malayalam, Bombay Burmah Trading Company, Parry's Agro, Darjeeling Organic Tea Estates, as well as several small producers- all of whom have appreciated the TEAch Me® BYJU initiative and have extended their whole-hearted participation and support.

*By the end of FY-2022, VAHDAM® plans to touch the lives of over 20,000 children through quality education, and by 2025, our aim is to make a difference in the lives of 50,000 children through the TEAch Me® BYJU partnership program.*

*We believe this partnership with BYJUs is very powerful, as it gives access to the same high-quality education programs to underprivileged children in our tea estates, which till now was only accessible to high-income, privileged folks from a certain class and caste.*

*We feel proud of this initiative and hope to partner with other ed-tech companies in the future to further expand this program and honor this vision.*

#### VAHDAM®'s Nand Lall and Savita Devi Sarda Scholarships for Higher Education

In October, we also launched the Nand Lall and Savita Devi Sarda Scholarship for Higher Education. Named after my late grandparents, - this scholarship program is driven by the motto of- Learning Today, Leading Tomorrow and is aimed at the youth in these tea estates who want to pursue higher education, but fall short of financial agency. This is entirely a need-based scholarship program that ensures that the dreams of the youth in these tea estates are realized with a scholarship that can extend support for course fees, accommodation costs, and also facilitate a stipend.

Posters were sent to over 100 tea estates across North and South India to announce the scholarship program to the tea estate workers. Almost 30 applications were received during the year for various graduate and post-graduate courses, which were assessed and evaluated by an internal committee. For the FY-2021, 16 scholarships have been awarded.



*CHHIP worked with about 900 children at these schools through workshops for health promotion and hygiene-awareness programs.*

The first scholarship was given in January 2021 to Mr. Bikash Nayak from the Kharikatia Tea Estate in Assam, belonging to Rossell India. Bikash had enrolled for a Diploma in Tea Management - a course held by the Tea Research Association, Tocklai. However, due to financial problems, he was on the verge of dropping out of the course half-way. Bikash then applied for the scholarship on the advice of the manager at the Kharikatia Tea Estate. The VAHDAM® Internal Committee evaluated his application and decided to support Bikash by ensuring his course fees was paid through the scholarship. Bikash is now continuing with the course and is looking forward to a rewarding career in tea plantation.

#### Children's Health & Hygiene

Children's education is closely linked to good health and proper hygiene. One of the major reasons for the high drop-out rate in schools in tea estate regions, is the poor health and hygiene of these children. VAHDAM® partnered with Broadleaf, USA in the year 2020 to do some quality work around improving both of these essential factors for a child's overall development. During FY-2021, Broadleaf implemented their CHHIP (Comprehensive Health and Hygiene

Improvement Program) across 4 clusters covering 15 schools in Gopaldhara, Jungpana-Mahanadi and Mahalderam regions of Darjeeling. CHHIP worked with about 900 children at these schools through workshops for health promotion and hygiene-awareness programs.

#### Sustainability

We continued with our commitment to doing our bit for the planet's health. As a young and responsible brand, we believe that making a positive impact on the environment is not an obligation, but an opportunity. In 2020, we were amongst the first tea brands to get the Climate Neutral and Plastic Neutral certifications. We continued our efforts to remain climate neutral and plastic neutral, even when we expanded our business. From mapping our footprint and offsetting our





footprint, we have also been trying to learn more about how to reduce the footprint. *We renewed both our Climate Neutral and Plastic Neutral certifications for 2021.*

At a macro level, our Direct Sourcing model continues to create a long-term positive impact in tea growing regions in India. Direct sourcing eliminates the involvement of unnecessary middlemen and ensures that the producers get a higher realization for their produce, which in turn allows them to give higher wages to farmers as well as improve their living conditions through better facilities and amenities.

#### Responsibility

VAHDAM® was selected by Fireside Ventures in March 2021 to be part of their Value for Good project - a key initiative towards ESG Compliance

and Responsible Investment. PwC will anchor this project and help us identify ESG preparedness, the gaps, and help us unlock ESG opportunities.

As I conclude, I want to humbly reiterate that while VAHDAM® continues on a trajectory of exponential growth, we are equally cognizant and conscious of our purpose and philosophy - DO GOOD BY DOING GOOD. I express my sincere gratitude to all our partners in the tea industry as well as to our implementation partners - Broadleaf USA, CRY, and CINI for their incredible support. In a year that was undeniably difficult and challenging, everyone at VAHDAM® was united in the true #SpiritofGiving that enabled us to continue growing and do our bit towards a better tomorrow.

Yours sincerely,

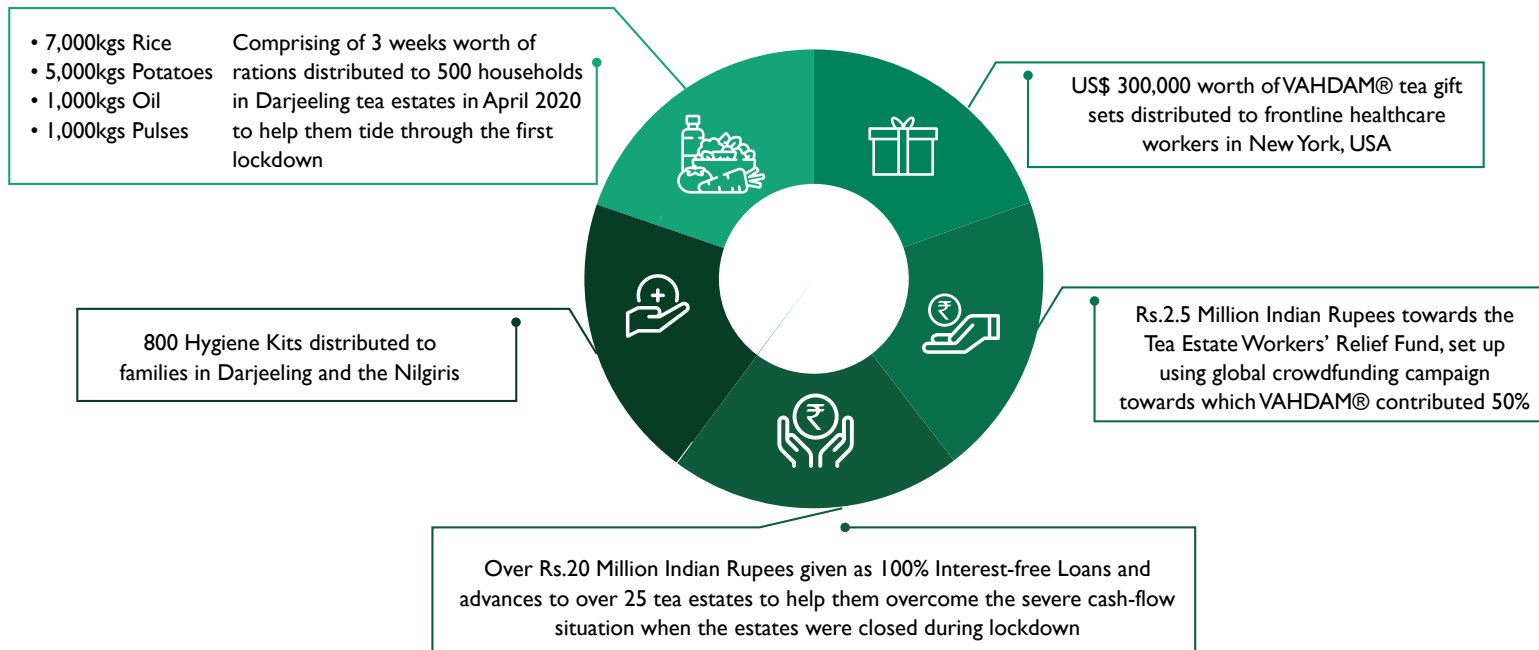
Bala Sarda  
Founder & CEO



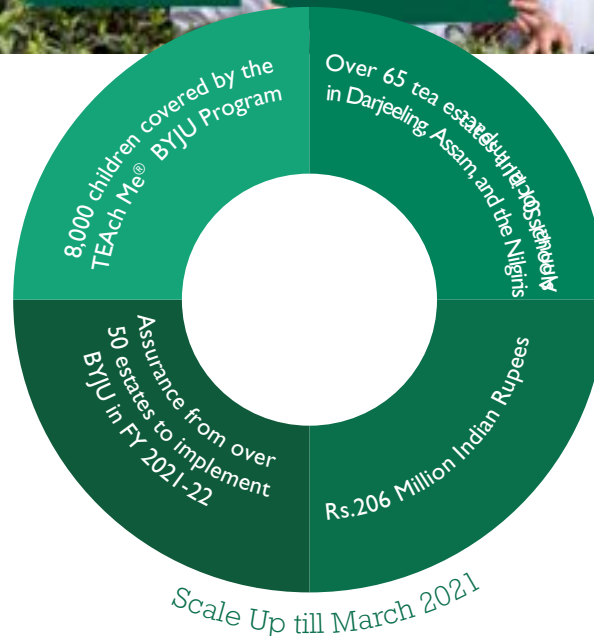
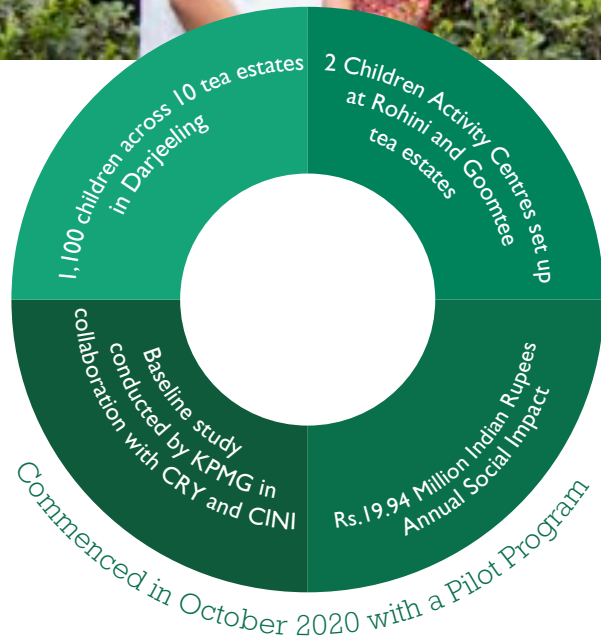


# Making an Impact...and a Difference

## COVID-19 Relief Measures



# TEAch Me® BYJU Partnership



## TEAch Me® BROADLEAF Partnership



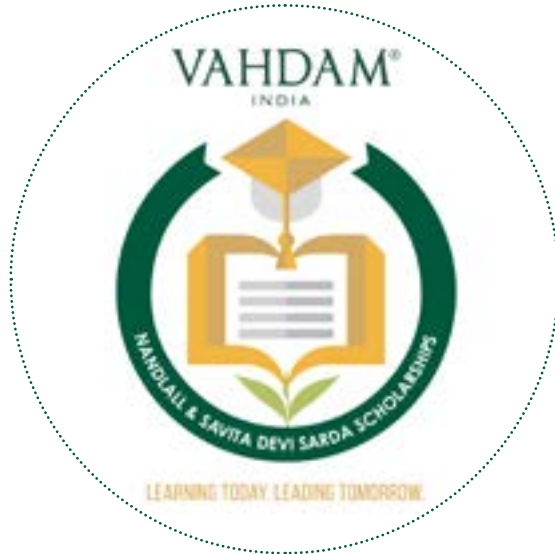
### Comprehensive Health & Hygiene Improvement Program (CHHIP)

- Launched in October
- Covering 15 schools in 4 clusters across Darjeeling
- 920 children's lives impacted by CHHIP
- Regular health check-ups and hygiene awareness drives
- Larger community involvement



# Vahdam®'s Nand Lall And Savita Devi Sarda Scholarship For Higher Education

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- Launched across 100+ tea estates in Darjeeling, Assam, and the Nilgiris
- Aimed to financially support the youth of tea estates who wish to pursue higher education
- Need-based, rolling scholarships on easy terms aimed at Learning Today. Leading Tomorrow.
- Over 30 applications received and processed
- 16 candidates given the scholarship in FY-2021
- Plan roll-out to all tea estates across India in the next 2 years
- Goal to support 100 youths in FY 2021-22



- Renewed Climate Neutral Certification by Measuring and Offsetting 2,954 tCo<sub>2</sub>e Footprint
- Continue Plastic Neutral Certification
  - 16,673 kg of plastic waste diverted from oceans and landfills (equivalent to 1,138,974 plastic bottles or 1,423,457 plastic pouches)
  - 60 Waste Workers & Family Members Provided with Additional Income
  - 10,510 kg of Co<sub>2</sub> emissions avoided  
(From April 1st 2020 to December 31st 2020)
- Embarked on Responsible Reporting Journey With ESG



# VAHDAM®'s Partnership with BYJU's - The Learning App



Schools all across the country were closed from March 2020. Education and learning came to an abrupt and uncertain halt. As families were forced to remain at home, digital education and learning was the only option for schools as well as children.

Schools in most cities and towns quickly adapted to online education. However, in remote regions where most tea estates are situated, shifting to digital education was very challenging due to the lack of both awareness and infrastructure. As a result, the children in these tea estates were facing the prospect of losing out on the entire year as a 'lost year'.

*At VAHDAM® India, we endeavoured to bridge this gap between the cities and the remote tea estates to ensure that 2020 does not go down completely as a 'lost year' for the children of the tea estates.*

## Teach Me® Partners With Byju's Education For All Program

We partnered with BYJU's, amongst the world's leading edtech companies to provide their robust BYJU's - The Learning App, to the children of tea estate workers, absolutely free of cost. As part of our TEAch Me® initiative, we joined BYJU's EDUCATION FOR ALL program which aims to democratize education in India, with a goal to provide BYJU's Learning App free to 5 Million children.

The tea industry is the second biggest employer after the Railways, employing more than 10 Million people, a majority of whom are women. Due to their remote location, quality education has always been a major challenge and an impediment in the overall development of these communities and social progress in these regions. At VAHDAM®, we are committed to bring BYJU's digital learning app to 50,000 children in tea estates across the country by 2025.



*At VAHDAM®, we are committed to bring BYJU's digital learning app to 50,000 children in tea estates across the country by 2025.*





## THE BYJU Advantage

### Quality

There has always been a marked difference in the quality of education available to children in cities and towns, as compared to in tea producing regions. BYJU's Learning App bridges this quality gap by ensuring the same top-class content is available to the children of tea estate workers. For the first time in 2020, a child in the distant Goomtee tea estate in Darjeeling will be watching the same educational video as a child sitting in the capital New Delhi. Children of the tea estate workers across Assam, Darjeeling, the Dooars, and the Nilgiris will now become part of the BYJU ecosystem where they can ask questions and participate in quizzes with other BYJU students across the country.

### Aligned with Syllabus of all major School Boards

Another significant advantage of the BYJU Learning App is the fact that it is aligned with the syllabus of all the major school boards in India. Children of tea estate workers in Darjeeling who attend schools that follow the West Bengal Board of Secondary Education (WBSE) are thus

given access to the WBSE syllabus; while children in the Nilgiris get access to the Tamil Nadu Board of Secondary Education syllabus. This alignment ensures that children have access to the same learning material, follow the same chapters and topics that are being taught in the school on the BYJU app.

### Local Language Support

All the interactive content in the BYJU app is also available in local languages like Hindi, Bengali, Tamil, Malayali, and many more. This helps children at the tea estates listen to the course material, instructional videos, and lectures in their local dialects for a much better understanding of the topics.

In addition, digital learning has many other advantages over the traditional classroom-based education. Children can learn at their own pace and can listen to the videos any number of times till the concept is clear to them. In a typical classroom scenario, children have to follow the pace of the class. The Q&A bank in the BYJU App helps children constantly test their learning. The AI-driven Q&A adapt and adjust to the

individual child's learning proficiency based on their answers. The Quizzo section of the app gamifies learning as a competitive and fun-based activity, which has been the favourite part of the app with the children.

### Social Impact Evaluation in partnership with KPMG

KPMG is the impact evaluation partner for Education for All. KPMG has been working closely with VAHDAM® India to create a framework for mapping the learning outcome in children and measuring the social impact of this initiative. A baseline survey consisting of xxxx children has been done by KPMG in collaboration with VAHDAM® India's implementation partners - CRY and CINI.



## Pilot Program

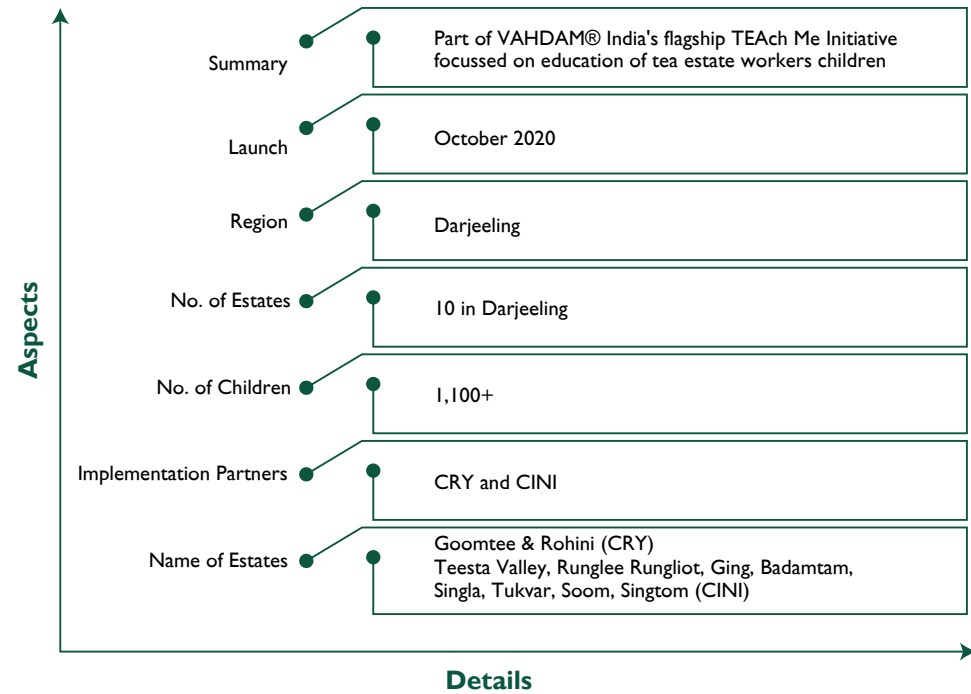
In October 2020, VAHDAM® India launched a pilot program with CRY and CINI as implementation partners across ten tea estates in Darjeeling. Over 1,100 children from the selected tea estates were provided with BYJU's Learning App.

Two Model Children Activity Centres (CAC) were set up by CRY at Rohini and Goomtee tea estates respectively. Children of these estates were divided as per their classes and regular academic classes, similar to a school setup, were held at these CACs with strict social distancing norms being followed. Project coordinators and Educational Facilitators, trained by BYJU's, helped the children navigate the app and guided them through the various aspects of the app. TEAch Me® provided smart tablets at these CACs to ensure children who did not have smartphones could also participate and learn from the BYJU app.

CINI engaged with communities living in the vicinity of eight tea estates in Darjeeling. Regular classes were held for the children of these communities at the local community centres. Education facilitators hand-held these children to explore the BYJU app.



## Pilot Program - Key Aspects



*In October 2020, VAHDAM® India launched a pilot program with CRY and CINI as implementation partners across ten tea estates in Darjeeling*





## Scale-Up Plan

Since January 2021, VAHDAM® India has been scaling up the TEAch Me® BYJU program by approaching major producers in the tea industry. The response to this unique initiative started by VAHDAM® India has been overwhelmingly positive. Famed producers like the Goodricke Group Ltd., Rossell India Ltd., Harrisons Malayalam Ltd., The Bombay Burmah Trading Co. Ltd., Amalgamated Plantations P.Ltd., Jokai Tea Ltd., The Assam Co. Ltd., etc. have all signed up for this program. As on 31st March, 2021, the total number of children enrolled in the program is over 8,000. ***Our aim is to bring BYJU to over 20,000 children in the next year.***



*The response to this unique initiative started by VAHDAM® India has been overwhelmingly positive.*



*“There are over 100 million children in India with no access to good quality education. In addition to this, UNESCO reports say that 24 million children might never go back to school owing to COVID-19. This poses an imminent threat to an entire generation of socially and economically weaker learners, while exposing a massive digital divide. At BYJU’S, we have made a commitment to ensure we democratize digital education and empower at least 5 million children through our learning content. VAHDAM® is one of our key partners and through their TEAch Me® program they are helping us in this mission by ensuring that children in remote geographies like the interiors of Darjeeling district and the Nilgiris are able to learn and grow.”*

*Ms. Mansi Kasliwal  
Vice President, Social Initiatives  
BYJU’s*

# Model Child Activity Centres in Partnership with Child Rights and You (CRY)

VAHDAM® India partnered with CRY and the owners of Goomtee and Rohini tea estates in Darjeeling to set up model Child Activity Centres (CAC). Children of the tea estate workers in these gardens attended classes at these CACs that began with yoga and included both book-based and digital learning using the BYJU app. In addition, regular workshops and sessions were held at these CACs by the project coordinators of CRY in areas of COVID-19 awareness, knowledge and capacity building, sharing, and creative engagement. All major festivals were also celebrated at the CAC as an attempt of fostering a spirit of joy and bonding.

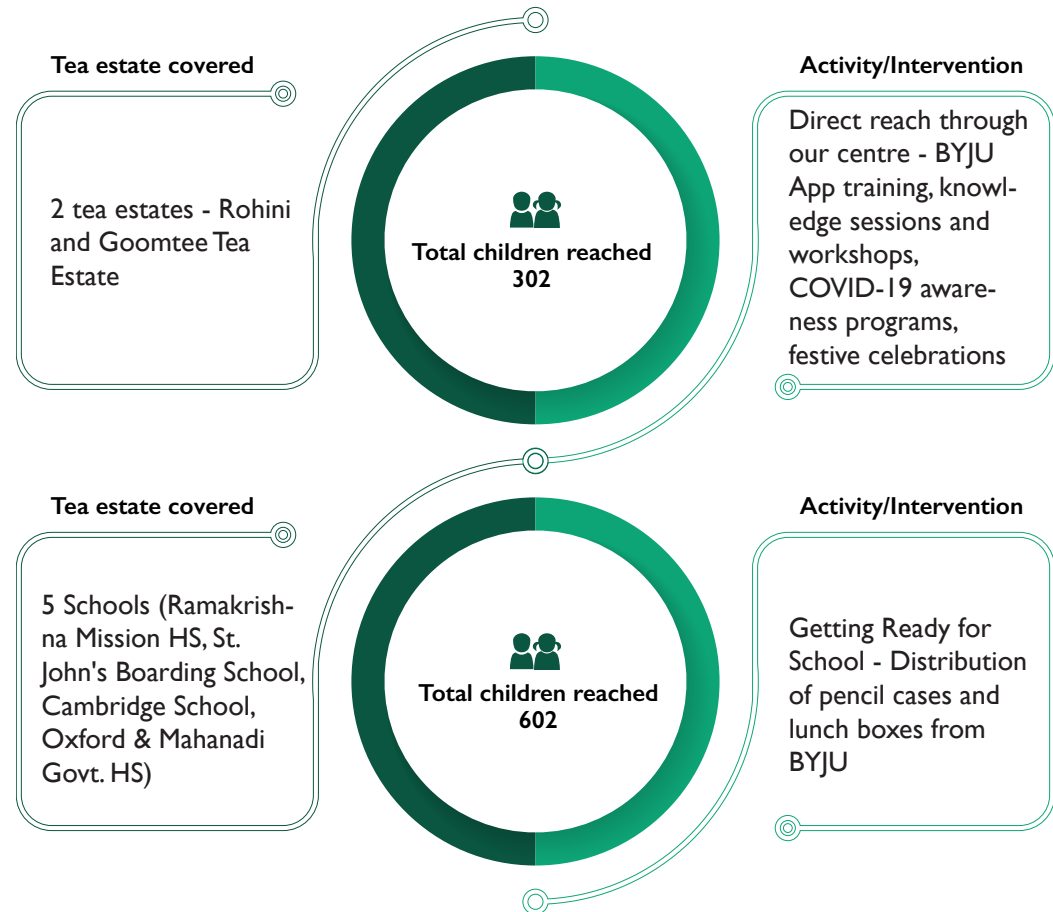
### Outreach (update with 2nd Round Data)

In the pilot phase, CRY reached out to 302 children both at Rohini and Goomtee tea estates. The detailed profile of the children is mentioned below:

### Class-wise Breakup of Children at Rohini and Goomtee Tea Estate

Class	III	IV	V	VI	VII	VIII	IX	X	Total
Rohini	16	03	22	21	21	28	27	14	154
Goomtee	36	17	17	17	17	18	14	12	148
<b>Total Children</b>	<b>52</b>	<b>20</b>	<b>39</b>	<b>38</b>	<b>38</b>	<b>46</b>	<b>41</b>	<b>28</b>	<b>302</b>

### Tea estates / Schools / Clusters covered in region





#### Key Activities During the Year

The thrust is to educate children through CACs at Rohini and Goomtee tea estates. During the year, key activities at the CACs included the following :-

- Online class-wise education on the BYJU's learning app
- Age and class appropriate engagement with children
- Educational and creative engagement with children, for instance the celebration of festivals and days of national significance
- Knowledge and capacity building session and workshop with IIM volunteers
- Community awareness on COVID-19
- Engagement of key stakeholders at the centre for a larger awareness, particularly with local municipal bodies, communities, and state government departments

#### Larger impact on the Community and Society (Quality & Quantity Analysis)

The impact of the project is being assessed at three-fold levels comprising of children, community, and the stakeholder's involvement, as well as ownership towards the project.

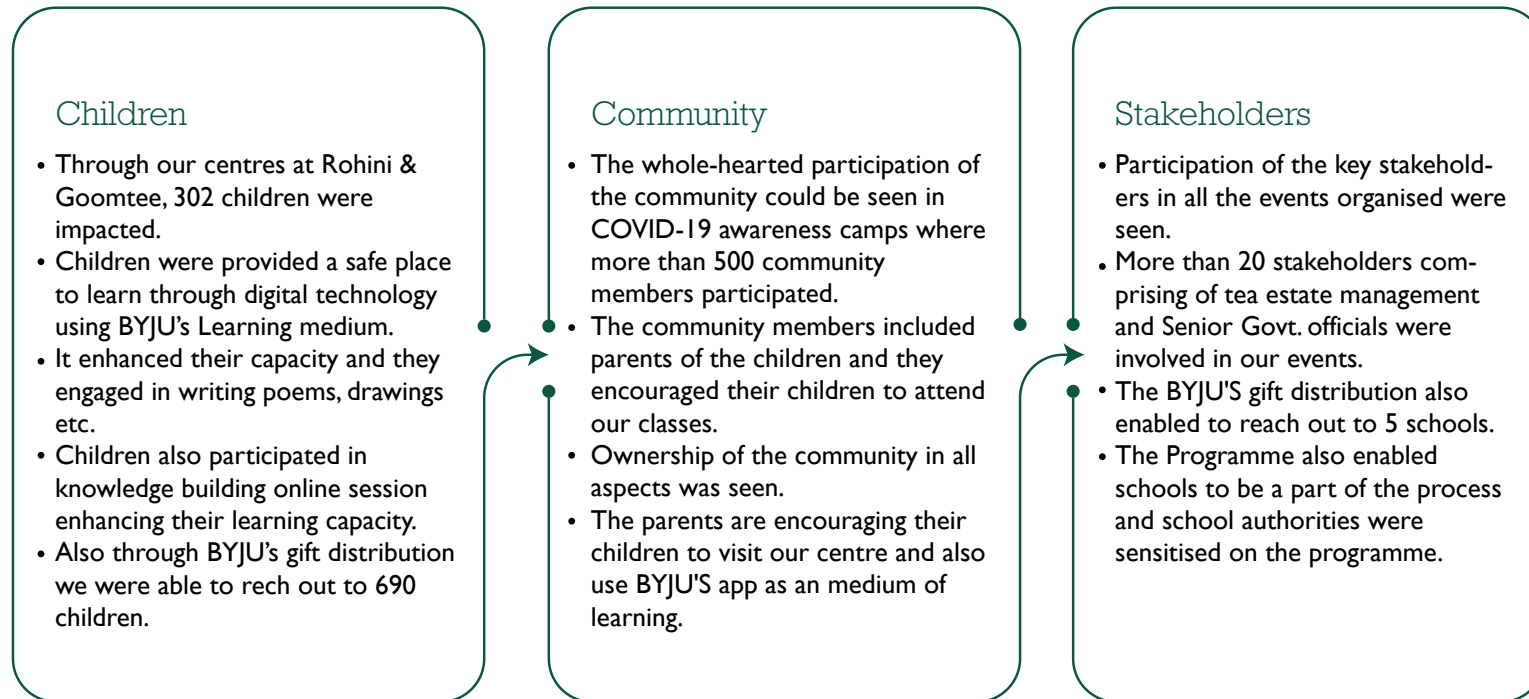
During the COVID-19 pandemic, children did not get access to school and learning. Both the centres provided a unique opportunity for children to have a safe place within the community for learning and sharing. It was also a unique opportunity for the children to learn how to use digital technology tools and adapt to online learning methods.



*It was also a unique opportunity for the children to learn how to use digital technology tools and adapt to online learning methods.*



The impact of the project is summed up as mentioned below:



### Event

Key Events and Details	Date
COVID-19 awareness at the community level and cultural programme at Rohini	21st Nov 2020
COVID-19 awareness at the community level and cultural programme at Goomtee	6th Dec 2020
Workshop on Digital Safety at Rohini	10th Dec 2020
Christmas celebrations at Rohini & Goomtee	24th Dec 2020
BYJU'S gift distribution across 4 schools in Rohini & Goomtee	22nd, 23rd, 24th & 28th of Feb 2021



### Visits and Appreciation by Local and State Government Authorities

Goomtee	10th Oct 2020	Mr. Sachitra Biswas	Deputy Welfare Commissioner, Labour Welfare Board, Govt. of West Bengal
Rohini	13th Nov 2020	Ms. Sanja Tamang Ms. Namita Tamang Ms. Rina Karjee	ANM (Auxiliary Nurse Midwife) ASHA worker (Accredited Social Health Activist) ICDS worker
Rohini	21st Nov 2020	Mr. Vidya Sagar Dr. P.K Dutt Ms. Namita Tamang Ms. Rina Karjee	S.I, Garidhura Police Station Doctor from tea estate ASHA worker (Accredited Social Health Activist) ICDS worker
Goomtee	6th Dec 2020	Mr. D.N Mishra Mr. Shyam Kumar Khawas Mr. Sabin Darnal Ms. Bidya Chettri Ms. Ramala Pradhan	Goomtee Tea Garden Manager Goomtee Gram Sudhar Samiti, Secretary District Information Bureau Representative ANM ICDS, Supervisor
Rohini	25th Jan 2021	Mr. Anit Thapa	Chairman, Gorkhaland Territorial Administration
Goomtee	2nd Feb 2021	Shri Barun Kumar Ray, IAS Mr. Sachitra Biswas	Principal Secretary Labour Department, Govt. of West Bengal, Kolkata Deputy Welfare Commissioner, Labour Welfare Board, Govt. of West Bengal



## Impact measurement - Outcomes

Some of the key outcomes of the CAC were :

- Due to the sudden lockdown children were stuck at home and with the schools being closed abruptly, our activity centre provided a safe place for the children to learn and also engage in creative activities.
- With the introduction of the BYJU'S Learning App and increased usage, the children have become more inclined towards their studies and it has also boost their confidence.
- Digital learning also enabled children to learn using a digital medium. This helped in enhancing their learning capacity as children could learn at their own pace.
- On the community part, the project is being whole-heartedly welcomed by the community, since most of the tea garden workers' children are first generation learners. It is a unique opportunity for these children to get free access to the BYJU App, which is a very popular and well-recognised learning app in the academic fraternity.

- The COVID-19 awareness and sensitisation workshop enabled the community to be more aware about the seriousness of the pandemic, safety measures, and of proper hygiene levels.
- Primary stakeholders like the tea estate management and the state government officials lent their complete support and also participated in the program at every stage.



*With the introduction of the BYJU'S Learning App and increased usage, the children have become more inclined towards their studies and it has also boost their confidence.*





### Progress-Tracking Using Baseline Survey

In collaboration with KPMG, the social impact evaluation partners for the Education for All initiative, a baseline survey was conducted with the children of Rohini and Goomtee tea estates. The baseline survey will be used by KPMG to create a holistic framework to track the progress of children using the BYJU app. During the baseline survey conducted among 302 children, it was found that :

- 30% of the total children between classes 6 to 10 have scored less than 20 marks. This indicated that as the class progression happens from primary to secondary level, the quality of education provided decreases. This can also be attributed to high drop-out rates in semi-rural or remote regions and another major problem of child labour. A major emphasis needs to be provided on children falling in this age bracket.
- 62% of the total children across all classes scored less than 22 marks out of 30, while 25% of children were found to be in the 'Good' category marks of 23 to 25 out of 30.
- Only 8% of the total children secured marks between 26-28 out of 30

Based on the results of the baseline survey, the education facilitators at CRY are giving more attention to the 30% children to help them bridge the gap and come at par with other children.

### Scale-up Plans after the Pilot Program

In the three months following the end of the pilot program, CRY scaled up its outreach to ten additional schools where another 300 children were enrolled. By 31st of March 2021, a total of 600 children have been enrolled under this initiative by VAHDAM® in partnership with CRY.



*By 31st of March 2021, a total of 600 children have been enrolled under this initiative by VAHDAM® in partnership with CRY.*





## Events and Celebrations

### Distribution of Gifts - Getting Ready for School

In February 2021, as part of the 'Getting Ready for School' initiative in Darjeeling, pencil cases and lunch boxes from BYJU were distributed to 1,000 children by CRY at the two model CACs as well as at the Ramakrishna Mission Girls Govt. High School, St. John's Boarding School, Cambridge Academy, Oxford English School, and the Mahanadi Government High School.



### Workshop with Children on Online Safety

A workshop was conducted with children at Rohini tea estate on digital safety and online well-being. The workshop was conducted by CRY in collaboration with the Centre for Social Research and the 'We Think Digital' initiative from Facebook. The children were oriented on the do's and don'ts of online usage, proper guidelines of using online platforms, and also shared ideas to on how to safeguard themselves from online abuse.



### Christmas Celebrations

Children of both the CACs at Goomtee and Rohini tea estates celebrated Christmas on the 24th of December 2020. The children participated in fun activities followed by some meaningful messages that they shared. Some of the glimpses of the celebration are as shared below:



### IIM Kolkata Volunteers' Session

On the 3rd of January 2021, 12 volunteers from IIM-Kolkata organized a fun and interactive session with the children of Rohini tea estate. The session was an hour long and involved active participation from the children as well. Around 35 children participated in the session. The following were discussed during the session :-

- General knowledge quiz competition based on current topics
- Children were divided into 3 groups
- Gift hampers were distributed among the children
- New year celebrations (song, poem) with the children and gift distribution



### Testimonials from IIM Volunteers

*"We are glad to be a part of the initiative by CRY, Vahdam Teas, and BYJU'S. We really enjoyed interacting with the children and look forward to many more such sessions in the future".*

*Ms. Vaishnavi Devarakonda,  
INCA Events Head & Volunteer  
CRY IIM initiative*

*"Engaging in social activities really resonates with us. More importantly reaching out to children in remote regions really makes us feel proud and we are looking forward to many more such engagements in the future".*

*Mr. Joydeep,  
Volunteer CRY IIM initiative*

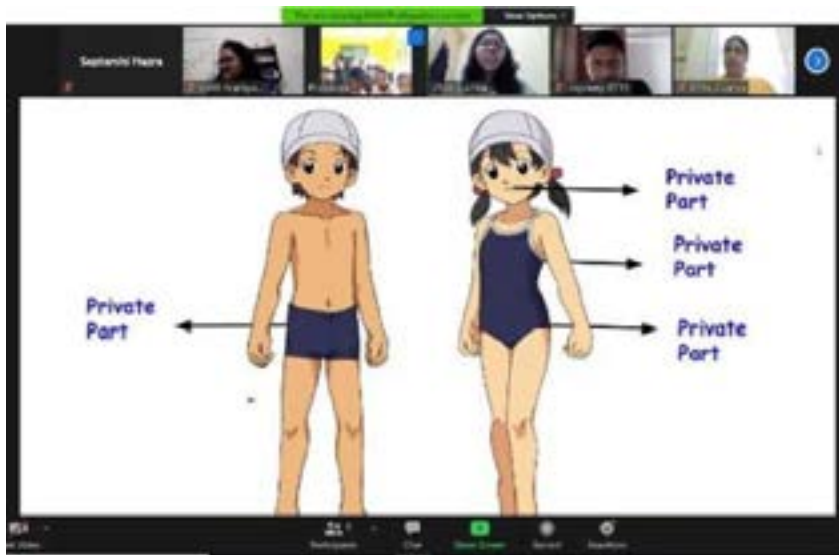
### Celebration of National Girls' Child Day at Centre

- #ItsAGirlThing

On the 22nd of January 2021, on the occasion of National Girl Child Day, CRY hosted a discussion on India's girls leading the future. The children heard some inspiring female leaders of today and some passionate women who will be shaping the future for all females in a country like India where there are still huge gaps in equal opportunities and female empowerment. This enabled a platform for the children to be a part of the National event where they had an opportunity to engage with these leaders and learn from them. Around 50 children participated in the event virtually.

### Child Sexual Abuse (CSA) Workshops Conducted by IIM & IIT-KGP Volunteers

On the 13th and 20th of February 2021, a Child Sexual Abuse (CSA) awareness program was conducted by a group of IIM-Kolkata and IIT-KGP volunteers with CRY via an online workshop. They sensitized around 55 children of both the tea estates on what is CSA, the various aspects of the same, and preventive measures to be taken by children, and how to approach elders whom they trust. Around 22 IIM and IIT CRY volunteers participated in this crucial event.



*“With the support of VAHDAM®, we have been able to reach out to children in the hard to reach, yet extremely vulnerable areas in the district of Darjeeling. Being an implementing partner of the flagship Teach Me® program has afforded us an opportunity to engage our volunteers to use online learning programs to make learning more engaging for children. I am grateful that a young enterprise like VAHDAM® decided to dedicate its resources for bringing about lasting changes in the lives of these children”.*

*Ms. Puja Marwaha  
Chief Executive  
Child Rights and You (CRY)*

# Changing the Lives of Children through Education in Partnership with the Child In Need Institute (CINI)



VAHDAM® India partnered with the Child in Need Institute (CINI) as part of its TEAch ME® flagship social initiative to further expand the scope and outreach to more children in Darjeeling. The long-term objective of this intervention is to change the lives of the children in these remote regions through quality education, with a specific focus to make BYJU's Learning App available to them and help bridge the gap in the quality of education that they receive. BYJU's Learning App is a carefully designed app that has a smart AI tool that helps map the child's level

of progress, ease of understanding and has numerous learning lessons which are synonymous to the curriculum followed by the different State Educational Boards in India. Over the years, CINI has managed to establish a robust on-ground presence across the tea growing areas of Darjeeling. Using CINI's outreach, its presence, as well as its trained personnel, over 800 children across eight tea estates in Darjeeling became part of this initiative.



## Outreach

In the pilot phase of the program, CINI worked at eight tea estates, namely :

- Teesta Valley
- Rangli-Rangliot
- Ging Tea Garden
- Badamtam
- Singla
- Tukvar
- Soom
- Singtom

## Estate-wise Breakup

Name of the Tea Gardens	No. of children in classes I to IV	No. of children in classes V to X	Board of Education for classes V to X		
			WB	ICSE	CBSE
Rangli Tea Garden	36	50	40	10	0
Tukvar Tea Garden	42	50	41	7	2
Ging Tea Garden	45	37	18	16	3
Teesta Valley Tea Garden	44	65	43	17	5
Singtom Tea Garden	40	74	54	20	1
Singla Tea Garden	61	67	65	1	1
Badamtam Tea Garden	50	63	48	15	0
Soom Tea Garden	46	58	56	2	1



## Key Activities During the Year

### Staff Orientation and Training by BYJU

Education Facilitators are an integral part of the initiative as they are the first point of contact for the children. Also, digital learning and online education are being used for the first time in these remote regions, and therefore, staff orientation and training by BYJU is critical to the success of the program. In addition to specific training by BYJU, the education facilitators were also given training about the field area, further explaining to them all the do's and don'ts while dealing with individual children in their field. The CINI policy and method on child safeguarding, as well as the guidelines on working with the children were also explained in detail.

### Community Orientation

As an introduction to the project, community meetings were organized in all the eight tea estates for sensitizing members of the community about the project vision, objective, and the implementation process. Parents were particularly encouraged to send their children to the education centres and give access to smartphones, if available. They were also requested to participate and identify suitable spaces like school classrooms, community halls, or ICDS centres where children could come for the classes.



*Parents were particularly encouraged to send their children to the education centres and give access to smartphones, if available.*



### Home Visits and Baseline Survey

The education facilitators started visiting door-to-door to identify children of classes 1 to 10 who could be enrolled in the project. Children of classes 1 to 4 were enrolled irrespective of the availability of individual smartphones, but children of classes 5 and 6 were identified as per the availability and accessibility of smart devices for academic purpose. During this baseline survey, data related to the school academic board as well as the current class of each child were also recorded to give them access to BYJU's Learning app.

### Findings of the Baseline Survey

As per the baseline survey from 8 tea estates,

- 349 children had access to smartphones and the BYJU's app was activated for them.
- A large number of students could not register to the BYJU app due to poor internet connectivity.
- 42% children from classes 1 to 4 came to the education centres where the education facilitators helped them.
- The education facilitators used content from BYJU's learning app to teach the children in addition to the direct education support.

The findings of the baseline survey were regularly shared with KPMG, the social impact evaluation partners for the project.



### Inauguration of the Education Centres

The pilot program commenced on the 1st of October 2020. Classes were organized in two to three batches of 12-15 children each. Every child was provided education support for two hours for three days a week at these education centres, while they continued regular education at home.

Students in classes 5 to 10 were provided with a weekly lesson plan of chapters, topics and videos in the BYJU app, which they were expected to study at home on their own. Once a week, they came to the education centres to discuss and clarify doubts with the assigned education facilitators. The education facilitators also assessed their academic progress by asking questions from the chapters they were given for that week using the Q&A session in the BYJU learning app.



*Every child was provided education support for two hours for three days a week at these education centres, while they continued regular education at home.*

### Adherence to COVID-19 Protocols

All activities and classes at the centres followed strict guidelines to adhere to the COVID-19 protection protocols :

- All the children, teachers, supervisors, and guardians accompanying the children had to wear a safety mask at all times.
- Anybody entering the centre including children, teachers, and others needed to wash their hands and feet with soap or sanitize them before entering and leaving the centre.

- Sanitizers were placed at the entrance of the centre.
- Children were seated maintaining a minimum distance of 1 metre.
- Children, teachers, and guardians were not allowed to touch books and other belongings of other children.
- Any activity that involved physical proximity were avoided altogether.
- Strict cleanliness and hygiene - no littering, spitting, smoking, or any other unhygienic activity was allowed in or around the centres

### Workshop for Education Facilitators

A one-day capacity building workshop for the project team was organized on 19th November 2020 at the centre on management and tracking of academic progress of children. The workshop also discussed the importance of regular home visits to bring more children under the project. The format for conducting the baseline academic assessment was shared and explained to the education facilitators for analysing the initial academic competency level of the children of classes 1 to 5.

### Basic Academic Level Assessment of Children

An assessment for understanding the initial academic competency level of children was conducted for all the children of classes 1 to 5 from all the eight tea estates. A format consisting of age/grade appropriate questions in English and Mathematics was used to assess the children's competency and to analyse the gap of their initial academic level as per their age and grade.



*An assessment for understanding the initial academic competency level of children was conducted for all the children of classes 1 to 5 from all the eight tea estates.*



## Impact Measurement - Outcomes

Some of the key outcomes included :

- 364 children between classes 1 to 4 from these eight tea estates who were without any education till October due to school closure were getting regular educational support
- 70% of children showed progress in learning level with the help of academic support from the centres as well as with use of BYJU app
- Parents of these children are very happy to have this support as they were worried about losing out on the entire academic year in 2020
- Children of class 5 to 10 have registered under the BYJU app and are using the app for self-study
- Children without access to smartphone are studying by sharing the app with their siblings or friends

- Guardians of children of higher classes expressed their satisfaction regarding the academic support received from the app
- The primary school teachers have provided school premises for running the education centres as they found it helpful for children
- Many tea estate owners and other community members have provided space for centres with electricity totally free of cost

### Scale-up Plans after the Pilot Program

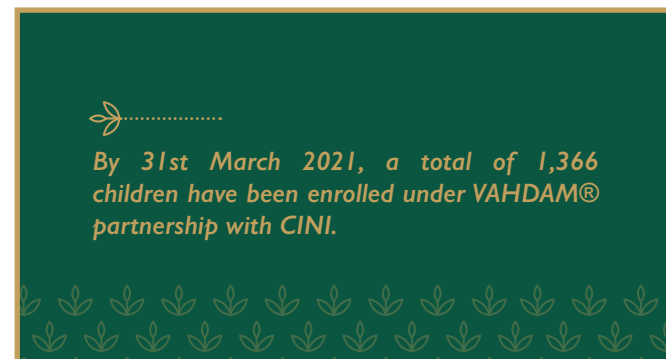
After the pilot program ended in December 2020, a further five tea estates in Darjeeling were identified to expand the outreach from January 2021.

These are :

- Longview
- Arya
- Puttabong
- Rishihat
- Pashok

A total number of 538 additional children from these 5 estates have been enrolled for the TEAch Me® BYJU program. Additional education facilitators were recruited and a baseline survey conducted to assess the learning levels for these additional students.

By 31st March 2021, a total of 1,366 children have been enrolled under VAHDAM's® partnership with CINI.



## Events and Celebrations

### Celebration of Child Rights Week

CINI celebrated Child Rights Week from 14th to 20th November 2020 in all the eight tea estates of Darjeeling. Children were made aware of 'Good Touch and Bad Touch' as well as a Poster Drawing competition organised on basic child rights to celebrate the week. More than 300 children from the tea estates participated in the program with their guardians.

### 'Good Touch and Bad Touch'

Child sexual abuse is a major issue today. Our education facilitators of the eight tea gardens conducted a one-day session on 'Good touch and Bad touch' with children of the education centers. The education facilitators explained the concept of good touch and bad touch to the children, how to differentiate between these and how to react. They were advised to identify the person with whom they feel safe and can share all their thoughts and experiences. Children were also shared situations where they should say 'No'.

The helpline number of 'CHILDLINE' (1098) was shared with them and how children can get help from CHILDLINE was also shared.

### Poster Drawing Competition

Drawing plays a big role in their cognitive development, which further helps them to think creatively and understand a concept better. Keeping this in mind, a poster drawing competition was organized among the children of the eight tea estates. The EFs discussed the four basic rights of children according to the United Nations Convention on the Right of the Child (UNCRC). Right to survival; Right to Development; Right to Protection and Right to Participation. The children were requested to draw posters on any of the basic rights. The guardians and the community members appreciated the endeavour and wanted CINI to organize more such programs for ensuring children's participation.

### Sanitation and Hygiene

Sanitizers and masks were distributed to the children enrolled. The children were trained to practice hand sanitization before entering the centre and leaving the centre, as well as ensuring that they wore a mask at all times.



### Cleanliness Drive In and Around the Education Centres

The children enrolled in the centres were given the responsibility to maintain cleanliness in and around the centres. To encourage them, a one-week long cleanliness drive was organised to clean the centre's surroundings. Children were also encouraged to plant trees in the neighbourhood.

### Celebration of Christmas and New Year

During 24th to 31st December 2020, all children in the education centres celebrated Christmas and New Year. They created hand-made cards and decorated the centers. Celebrations included singing of carols and exchanging gifts, with cakes and snacks for all.

### Celebration of Girl Child Day

National Girl Child Day was celebrated on 24th January 2021 across all centres. The theme was 'My Voice - Our Equal Future'. The education facilitators conducted discussions on gender equality and the importance of the balance between boys and girls for the well-being of the society. Various Government schemes like the 'Beti Bachao Beti Padhao' and the UN awarded Kanyashree Scheme were also showcased to the students.

### Celebration of Republic Day

All the centres celebrated Republic Day on the 26th January, 2021. The national flag was hoisted by the children and an eminent person from the community (school teacher, or an Anganwadi worker or PRI member) gave a speech on the importance of the day. A sit and draw competition was also organized for children.



*“Child in Need Institute (CINI) would like to thank VAHDAM Teas Pvt. Ltd. for providing the opportunity to work for the under-privileged children in the remote tea gardens of Darjeeling district in West Bengal towards ensuring their educational rights. CINI at present is reaching out to 1,366 children of 6 to 16 years age from 13 remote tea garden areas with the help of the Teach Me® program of VAHDAM® and the learning application of BYJU's. CINI is also working towards empowering the adolescent girls and boys of these tea gardens on the basic rights of children with special focus on right to education, issues related to child protection, sexual reproductive health and mental health. CINI would look forward to working with VAHDAM® in the coming days to reach more children to ensure their overall developmental rights.*

*Dr. Samir Chaudhuri  
Secretary  
Child in Need Institute*



# Scaling Up the TEAch Me® BYJU's Initiative Through VAHDAM® India's Direct Partnership with the Tea Industry

VAHDAM® India's partnership with BYJU's is a significant milestone in the TEAch Me® journey with far reaching implications and impact for the entire tea industry. Digital education is fast emerging as the single-most powerful tool to democratize education in India. The new education policy announced by the Government in 2020 also lays a strong emphasis on digital education.

The Indian tea industry employs over 10 million workers. While the Government has done a lot of work to create a proper infrastructure of schools, colleges and teachers, the remote location of the tea estates have proved challenging, slowing the progress. Another factor is the stark income inequality gap for tea estate workers, making quality education unaffordable. Now, for the first time, the children of estate workers will have access to the same high-quality education as children in top Indian cities - at absolutely no cost!

The entire focus of TEAch Me® is now on scaling up this initiative. During the pilot of the program, VAHDAM® India leveraged its deep relationships with producers across the tea growing regions. The team contacted over 200 tea estates to explain the substantial social impact this initiative can create at the tea estates. The tea industry welcomed this initiative whole-heartedly. From top producing groups to small individual estate owners, everyone willingly committed their full support for implementing BYJU's digital learning in their estates. The owners and the senior management assured personal attention to integrate this as part of their CSR initiatives. They have also committed to any kind of infrastructure support in the form of providing spaces, connectivity and human resources to ensure success of this initiative at the estates.

## The Social Impact - A Case Study

The total social impact of implementing the BYJU app at one estate with 150 children is around Rs.4.38 Million Indian Rupees, annually. TEAch Me® bears the major part of the cost while the tea estate owners have to invest minimally in the form of an education facilitator and devices (which is optional). In other words, at less than Rs. 100 per child per year, each estate can make an annual social impact of Rs. 4.38 Million Indian Rupees.



No. of Children		
Cost Items	Details	Borne By
No. of Children	150	Estate
Costs of Devices (10 devices @ Rs. 6500)	65,000	
Life of Device (years)	Rs. 3	Estate
Annual Cost of Devices	Rs. 21,667	Estate
Annual Cost of Education Facilitator (12,000 x 12m)	Rs. 144,000	TEAch Me
Annual Cost of BYJU App (Rs.26,000 per child per year)	Rs. 3900000	TEAch Me
Annual Cost of Evaluation & Monitoring	Rs. 200,000	TEAch Me
Other Miscellaneous Costs (Rs. 10,000 pm)	Rs. 120,000	
<b>Total Cost</b>	<b>Rs. 48,238</b>	
Total Cost Per Child	Rs. 1,104	
Contribution by Estate per month per child per month	Rs. 92	

### Teaching 20,000 Children in 2021

VAHDAM® India endeavours to the impact lives of 20,000 children at tea estates in 2021-22 through the TEAch Me® BYJU partnership. By the end of FY 2021, almost 8,000 children across 65 tea estates and schools will be already signed up for the program. The annual total social impact of this program is around Rs. 206 Million Indian Rupees, and the three-year total social impact almost Rs. 620 Million Indian Rupees.

This scale up would not have been possible without the complete and unconditional support from our tea producing partners.

Currently, the TEAch Me® BYJU initiative is benefitting children of tea estate workers in Assam, Darjeeling, the Dooars and the Nilgiris. These include :



Name of the Group	No. of Estates where BYJU is being implemented	Estates and Schools	No. of Children
<b>Direct With Tea Estate Owners</b>			
Rossell India Ltd.	7	Namsang, Bokakhat, Dikom, Nokhroy, Romai, Nagrijuli, Kharikhatia	1218
The Bombay Burmah Trading Co. Ltd.	4	Anaimudi, Thayamudi, Gajamudi, Mottoktumudi	265
Tea Promoters Ltd.	2	Singell, Chardwar	295
Chamraj Tea	2	Chamraj School	350
Jokai India	6	Panitola, Hattialli, Bokel, Nalani, Daisajan, Muttuch	2758
Amalgamated Plantations P. Ltd.	2	Dam Dim, Nowera Nuddy	262
Harrisons Malayalam Ltd.	9	Moonglar, Wallardie, Pattumalay, Wentworth, Lockhart, Panniar, Devikulam, Kumbazha, Mundakayam,	493
Mokalbari	1	Mokalbari	170
	<b>33</b>		<b>5811</b>
<b>In Process</b>			
Goodricke *	1	Thurbo	38
Aideobari *	1	Aideobari	100
Boisabhai *	1	Boisabhai	100
Jayshree Tea & Ind	1	Balason	100
<b>Total</b>	<b>4</b>		<b>338</b>
<b>With Ngo Partners</b>			
CRY Pilot	2	Rohini, Goomtee	302
CRY Scale Up	5	9 schools	300
CINI Pilot (Classes 5-8)	8	Runglee Rungliot, Tuvkar, Ging, Soom, Teesta Valley, Singla, Singtom, Badamtam	464
CINI Pilot (Classes Kg-4)	8	Runglee Rungliot, Tuvkar, Ging, Soom, Teesta Valley, Singla, Singtom, Badamtam	364
CINI Scale Up	5	Longview Arya, Puttabong, Rishiehat, Paskok	538
<b>Total</b>	<b>28</b>		<b>1,968</b>
<b>Grand Total</b>	<b>65</b>		<b>8,117</b>



### Monitoring and Evaluation Plan

VAHDAM® India works in close collaboration with KPMG - the social impact evaluation partners of the BYJU's Education for All initiative, as well as its implementation partners - CRY and CINI, to monitor and evaluate the progress of children at the tea estates. Baseline surveys have been conducted during the pilot phase of the program to understand the learning levels and digital awareness of children. A midline survey and an endline survey are scheduled to be conducted at regular intervals to closely track the learning outcomes and improvement of the children.

Education facilitators play a crucial role as the first interface between the children and the BYJU app. All education facilitators are trained by BYJU as part of the launch of the app at the estates. Regular feedback sessions are also held with the BYJU team to address any issues that children face.

As and when the pandemic situation improves, monthly camps are also planned at the estates. Children will come to these camps where teams from VAHDAM® India, BYJU, KPMG, estate management, CRY and CINI will be present to understand and gauge how children are using the app, and what challenges are they facing, so as to get optimal benefit from the app. These monthly camps are planned as fun events for the children with games and quizzes, and with lots of prizes to be won!

### Future Plans

There are two clear focus areas for the future : 1) ensuring all children who are part of the program get maximum benefit from the app using a structured framework and a sustainable model demonstrated by significant improvement in grades and 2) increasing outreach to more estates and schools in the tea growing regions in India with an aim to impact an additional 10,000 children.



*All Education Facilitators are trained by BYJU as part of the launch of the app at the estates.*



*“If we want real peace in the world, we should start educating our children.*

*This facilitation of learning to all the little children in our Jokai Tea Estates is one of the most progressive and compassionate corporate initiatives in recent times. We are proud to be associated with this wonderful initiative by VAHDAM and BYJU’s.”*

*Mr. Kalpesh M. Shah  
Chairman & Director  
Jokai India Ltd.*



*“We are indeed privileged and thankful to VAHDAM who have partnered with BYJU’s to provide the digital learning platform as part of the TEAch Me project for our students in the tea plantations in Assam.*

*This is extremely helpful and relevant now as the schools are shut due to the pandemic. We would, however, urge BYJU’s to include the SEBA curriculum in their learning tool as that is the prevailing system in most schools of Assam.”*

*Mr. Suneel Singh Sikand  
CEO  
Rossell Tea*



HARRISONS MALAYALAM LIMITED

Dear Mr. Ketan Desai,

Thank you from Harrisons Malayalam Limited (SBU-A) for extending the CSR initiative taken by VAHDAM company to bring TEAch Me, which partnered with education technology giant BYJU's to make available high-quality courses & programs to tea estate children, at no cost.

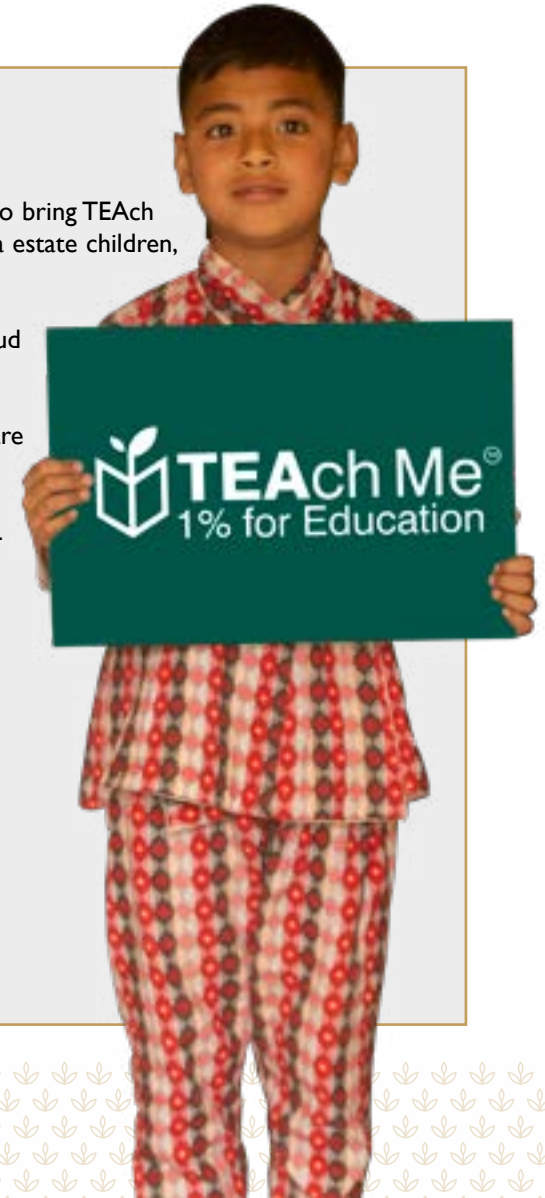
The initiative taken by VADHAM and BYJU's way of reaching out for online teaching is commendable, and we feel proud that our employee's children have got a chance to learn in an innovative method of teaching.

We appreciate your support to make a positive impact on the lives of children and youth at the tea estate, and we are confident that together, we will make a long-term and meaningful impact.

I would like to thank all of you from the bottom of my heart for reaching out and extending this initiative to HML employee children in these trying times.

Best regards,

Anil George Joseph  
VP Tea Operations & HR -SBU(A)  
HARRISONS MALAYALAM LIMITED  
24/1624, Bristow Road, Willingdon Island,  
Cochin-682003, Kerala, India  
Website: [www.harrisonsmalayalam.com](http://www.harrisonsmalayalam.com)  
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# Improving Health And Hygiene Of Children At Tea Estates

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## VAHDAM® India's Partnership with Broadleaf USA

Health and hygiene continue to remain a key and critical issue for the children of the tea estate workers all over the tea growing regions of India. As a natural extension and continuation of the flagship TEAch Me® initiative, VAHDAM® India entered into a partnership with Broadleaf, a USA based non-profit organization, to focus on improving health and hygiene amongst the children of tea estates in Darjeeling through their CHHIP Program.

Broadleaf has been actively working in Darjeeling since 2012 to implement CHHIP across various regions in Darjeeling. CHHIP is a community-based, cluster-focussed program that works with schools to improve childrens' health, hygiene and education.

## Comprehensive Health and Hygiene Improvement Program

Comprehensive Health and Hygiene Improvement Program (CHHIP) is a health education and improvement program, with three interrelated components, which has been created for implementation in rural primary schools in Darjeeling District of West Bengal, India. The program is designed for students and schools to gain relevant and essential knowledge pertaining to their personal and social health and adopt key lifestyle skills for their personal well-being . CHHIP aims to improve the overall learning environment and helps in providing early intervention for health-related issues. CHHIP equips children with critical life-skills, enabling them to take control of their well-being, own personal development and improve their communities as agents of change.

## Key Aspects of CHHIP

### School Health Activists (SHA)

The CHHIP School Health Activists (SHA), who are selected from within their communities and capacities enhanced, have many roles such as health activist, a



trusted community member and a teacher. One of the most important roles is teaching the CHHIP curriculum. The curriculum mainly focuses on basic topics on health, hygiene and life-skills. When students internalize the learning on health, hygiene, and life skills from CHHIP lessons, it creates change within their own lives and within their communities. SHAs are the face of CHHIP. While our Darjeeling office staff are an integral part of the program, the SHA truly leads the change within the community.

### Health Education Curriculum

An innovative approach to learn about health, students gain health knowledge and life-skills through:

**1. Activity-based Learning :** CHHIP is based on the idea that we learn by doing rather than by being passive. CHHIP moves away from lecture-based teaching as much as possible and believes that learning is inherently fun, active, and joyful.

**2. Student-Centered Approach :** The CHHIP curriculum uses a student-centered approach, meaning children's minds are being cultivated. The student-centered approach puts the student in the most important position within the school environment. Student-centered learning encourages students' voices to be heard and directs the teaching in a style that suits the learners.

CHHIP makes use of Spiraling Curriculum, where the core concepts within curriculum materials are taught repeatedly over the course of a grade-level and across grade-levels with deeper layers of complexity as students become developmentally better prepared to access the concept. For example, in Nursery, the introduction to germ theory is taught where the students learn that germs are all around us and can make you sick. In year 1 + 2 the germ theory of disease is taught where the students learn that germs can spread, how they multiply and the primary differences between viruses and bacteria. In year 3 + 4 the



germ theory of disease – viruses and bacteria and how they make us sick is taught where the students learn the difference between viruses and bacteria and ways to reduce the spread of germs in their worlds. Before starting the CHHIP lesson, the SHAs conduct a pre-test to understand the existing knowledge of the students on basic topics of health and hygiene.

### Health Monitoring and Early Intervention

Students will be in regular contact with the health workers i.e. SHA (Students Health Activists) who provide effective basic primary health services which include monitoring and screening to individual students and the health worker will efficiently refer those children who require further professional services.

### Improvement of School Health Environment

Provides students with the facilities necessary to adopt proper health behaviour as learned in curriculum and to provide a healthy school environment conducive to student learning. Partnership with the schools and community to provide a healthy physical and psychosocial school environment.

### Outreach

In October 2020, CHHIP was initiated at the five schools in and around Gopaldhara and Jungpana tea estates. As part of the partnership with Jungpana, plans were also made to carry out CHHIP activities in the neighboring communities of Mahalderam Tea Estate and Mahanadi.

The team formalized MOUs with the following schools :



The total number of children whose lives were directly impacted through the implementation of CHHIP till 31st March 2021 was 920.

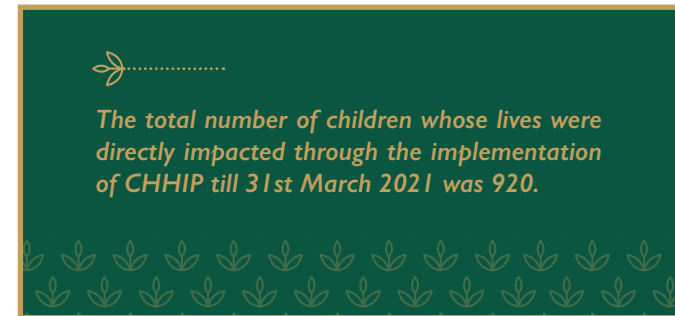
### Recruitment of School Health Activists (SHAs) and Project Officer

At the core of the Comprehensive Health and Hygiene Improvement Program is the School Health Activist (SHA) who is chosen in partnership with community based organisations, key representatives, and teachers. As a trained community member, they are the center of our efforts to advocate for and support the health, education, and wellbeing of children. In Mahaldarem Sushmita Subba was chosen to run the program there. Sushmita is already engaged by DLR Prerna as an SHA for schools in the nearby Latpanchar community. She resides close to Mahalderam, and has the capacity to take on new partner schools. In November, following the relevant recruitment process, Devi Sharma was selected as the new SHA for Gopaldhara. She has 5 years of teaching experience and also worked as a field worker in an organization in World Vision.

The interview for hiring of new SHA from Mahanadi, took place on 30th December. The interview process was community driven with an interview committee consisting of teachers and samaj representatives (community leaders). The top four candidates then completed an

interview with our existing SHAs. Avishek Chettri from Mahanadi, was appointed as our new SHA. He has experience in training youths in physical activities like yoga, sports, etc. because he had undergone training with the Surya foundation and was working under them.

To support the expansion of the school health program into new communities, DLR Prerna began the recruitment and hiring process for a new Project Officer in October. The interviewing process of the successful candidates was initiated in November and Ujjain Moktan from Darjeeling was hired as the new Project Officer with DLR Prerna.





### Health and COVID Safety Workshops

As per the West Bengal State official Government's official order schools were to officially remain closed since March 2020. However, we found that the on-ground reality varied from school to school, with some remaining closed and the children receiving no education while others were engaged in remote learning. We also became aware of schools bringing students back into the building for "tuition" in late 2020 and 2021. In these schools, our team has been witnessing low levels of social distancing, mask wearing and other hygiene practices. Based on these ground realities, we have been intensifying our efforts around community education, health promotion, and ensuring schools re-open in a manner that protects the health and wellbeing of teachers and staff. In line with this, we conducted the following awareness programmes on health and hygiene along with COVID Safety:

- On 27th November, 24 children and 3 teachers and 2 parents attended our awareness program at Village Montessori School, Mahalderam
- On 30th November, 20 children and 18 adults (including teachers and Samaj representatives) participated in our community awareness programme at Jungpana public ground
- On 7th December 2020, 5 teachers attended our awareness programme at Brindavan Boarding School, Gopaldhara.

In December we also facilitated-teacher-specific workshops on *"Making schools safe for all Post-COVID-19"*.

- Brindavan Boarding School, Gopaldhara on 14th December 2020.  
No. of participants – 16
- St. Dominic Savio School, Gopaldhara on 21st December 2020  
No. of participants - 6
- Village Montessori School, Mahalderam on 22nd December 2020  
No. of participants - 2
- Oxford English English School, Mahanadi on 28th January 2021  
No. of participants- 4
- Cambridge Academy, Mahanadi on 29th January 2021  
No. of participants - 4

### CHHIP workshop for School Health Activists (SHAs)

A two-day workshop on the Comprehensive Health and Hygiene Improvement Program

(CHHIP) for School Health Activists (SHAs) was also conducted by our team. The purpose of this workshop was to welcome new SHAs to the program, discuss the evolving context of COVID-19, and discuss the role of SHAs in the community, including the highlights and challenges of their work.

The workshop covered several areas of responsibility for SHAs, including nutrition, mental health, and COVID-19 safety. The group also discussed organisational expectations of SHAs as well as community expectations of SHAs. In addition to discussing the typical work experiences, the SHA cohort reflected on the future training needed to help them succeed in their roles. The core team took extensive notes on the session, which will inform future training for our SHAs.



### Distribution of de-worming tablets

The team distributed deworming tablets with the collaboration of Primary Health Care of at 4 partnering communities of CHHIP i.e Kolbong, Murmidang, Nezi and Padeng on 2nd and 13th December 2020. 364 children received treatment for intestinal parasites which is an evidence-based approach to increasing their school attendance and engagement.

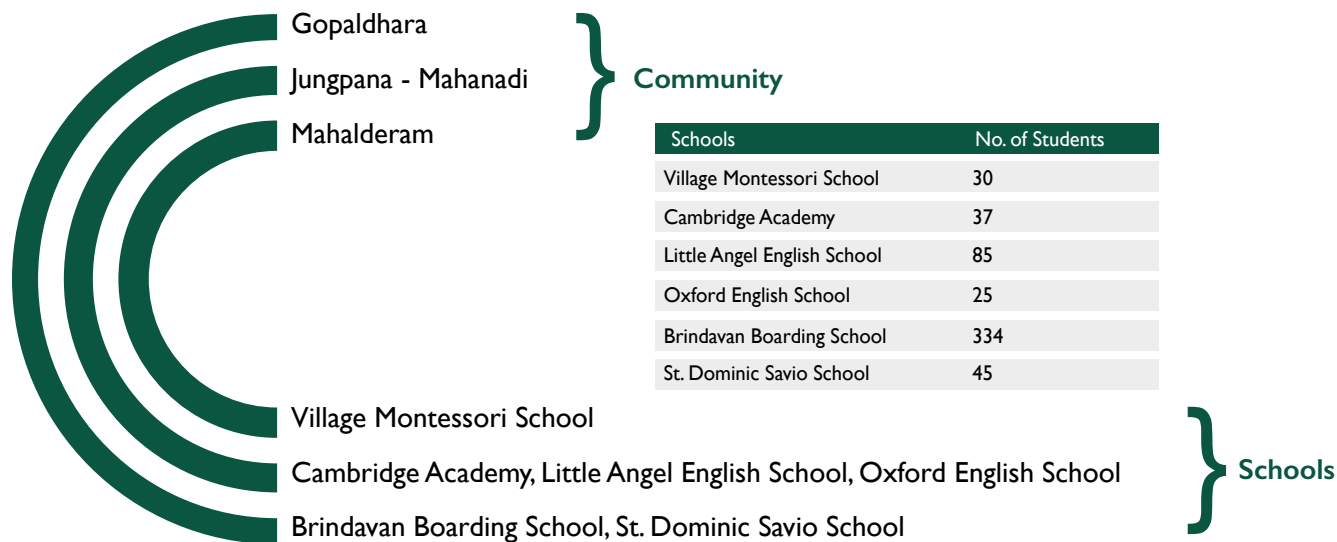
### CHHIP Educator Level 1 Teacher Training

The team conducted a 3-day SHA Workshop from the 9th -11th February in Darjeeling, in which 8 teachers, 7 SHAs participated, and 3 office staff from the TeaLeaf Maansik Swastha team. The purpose of this training was to present and discuss the overarching tools, strategies, and knowledge to effectively implement and encourage the joyful learning in the CHHIP schools.

As of December 2020, a total number of children impacted reached 883. Out of which 364 children received deworming treatment in total from the Kolbong, Murmidang, Nezi, and Padeng communities. In January, the team formalized two new MOUs with private schools in Mahanadi, Oxford English School and Cambridge Academy of Mahanadi. These schools serve a total student population of approximately 62. Therefore, bringing the total number of children’s lives directly touched to 920

### Clusters Engaged:

Our work is centered in 4 geographical clusters



## 2. Larger impact on the community / society (both quality and quantity-wise data)

- 3 Community Awareness programs- total of 28 adults (including teachers, parents and Samaj members) and 44 children attended ( Mahalderam 27/11/2020, Jungpana community event 30/11/2020, Gopaldhara community Event 07/12/2020)

Program focused on disseminating health and hygiene information including COVID Safety which was particularly necessary following the lax attitude regarding safety measures which we had begun to witness in the communities with regards to mask wearing, physical distancing and good hygiene practices.

- 5 teacher trainings on “Making Schools Safe for All Post-Covid-19” - 32 teachers attended ( 14/12/2020, 21/12/2020, 28/01/2021 and 29/01/2021)

This training was well received among the teachers who are facing a lot of challenges and stress in relation to the reopening of schools. The focus was not only on the physical aspect of incorporating all the new safety protocols, but also on how to re-engage students in a way that recognises the importance of their mental health. This workshop offered some new concepts to some of the teachers, in relation to understanding mental health, and we hope would overall equip them better when schools reopen when dealing with safety measures alongside students and their own mental well being.

- Workshop for SHAs- 7 SHAs participated (07/01/2021 and 8/01/2021)

The workshop was essential to connect with the School Health Activists and discuss their role in the schools and communities, especially in the evolving context of COVID. The SHAs were given the space to personally express their experiences, challenges, highlights in the job, and future support required. It was important they that also got to actively participate.

- 3 day CHHIP Educator Level I Teacher Training- 8 teachers, 7 SHAs trained and 3 office staff from the TeaLeaf team. (09/02/2021, 10/02/2021 and 11/02/2021)

This training workshop was held over 3 days in Darjeeling and covered a range of topics and techniques for keeping children safe as they return to the classroom. The purpose of this training is to give and discuss the overarching tools, strategies, and knowledge to effectively implement and encourage the joyful learning in the CHHIP schools.

- Deworming programme- 364 children received treatment (13/12/2020)

Deworming tablets were distributed with 364 children receiving treatment for intestinal parasites. Not only is this beneficial for their health but is also an evidence-based approach to increasing their school attendance and engagement.



### 3. No. of events conducted during the year

	Number of Events	Participant Details
Community Awareness Events - Children's Health Promotion and Covid-19 Safety	3	72 community members including 44 children
Teacher Workshops- Making Schools Safe for All Post-Covid-19)	5	32 teachers trained
School Health Activist Workshop	1	7 SHAs
CHHIP Educator Level I Teacher Training- 3 day event	1	8 teachers, 7 SHAs and 3 office staff form the TeaLeaf Team.
Administration of Deworming Medication	5	364 children received treatment

### 4. Visits and appreciation by Govt/local authorities

### 5. Testimonials of parents / children / local community heads / tea estate owners or management

*“We realised and experienced the need to change ourselves as well as our teaching methods in the workshop.”*

*Ms. Sarita Rai  
Teacher Village Montessori School  
(Maldhiram)*

*“This workshop focused on integrating health and education systems in our schools and communities”.*

*Satyam Tamang  
SHA (School Health Activist)  
Marybong Tea Estate*

*“We learnt about child centered joyful learning methods and tools which will help us teach better in our schools”.*

*Ms Saluja Subba  
Teacher, Cambridge Academy,  
Mahanadi.*



## 6. Impact Measurement-Outcomes (Inquantifiable data)

DATE	EVENTS	IMPACT MEASUREMENT
27/11/2020	Mahalderam Community Event	<ul style="list-style-type: none"> <li>• Children's health promotion and Covid-19 safety</li> <li>• 29 participants including teachers</li> </ul>
26/11/2020	SHA Hired	<ul style="list-style-type: none"> <li>• Devi Sharma officially hired for the Gopaldhara cluster</li> </ul>
30/11/2020	Jungpana Community Event	<ul style="list-style-type: none"> <li>• Children's health promotion and Covid-19 safety</li> <li>• 38 participants including teachers and Samaj leaders</li> </ul>
02/12/2020	Deworming	<ul style="list-style-type: none"> <li>• Kolbong, Murmidang, Nezi, and Padeng communities</li> <li>• 364 children received treatment in total</li> </ul>
07/12/2020	Gopaldhara Community Event	<ul style="list-style-type: none"> <li>• Children's health promotion and Covid-19 safety</li> <li>• 5 participants including teachers and Samaj leaders</li> </ul>
13/12/2020	Deworming	<ul style="list-style-type: none"> <li>• Kolbong, Murmidang, Nezi, and Padeng communities</li> <li>• 364 children received treatment in total</li> </ul>
14/12/2020	Teacher Training Workshop "Making Schools Safe for All Post-Covid-19" at Brindavan Boarding School, Gopaldhara	<ul style="list-style-type: none"> <li>• 16 teachers trained</li> </ul>
21/12/2020	Teacher Training Workshop "Making Schools Safe for All Post-Covid-19" at St. Dominic Savio School, Gopaldhara	<ul style="list-style-type: none"> <li>• 6 teachers trained</li> </ul>
24/12/2020	Teacher Training Workshop "Making Schools Safe for All Post-Covid-19" at Village Montessori School, Mahalderam	<ul style="list-style-type: none"> <li>• 2 teachers trained</li> </ul>
30/12/2020	SHA Hired	<ul style="list-style-type: none"> <li>• Abhishek Chettri officially hired for Jungpana-Mahanadi cluster</li> </ul>
07/01/2021 08/01/2021	Workshop for SHAs	<ul style="list-style-type: none"> <li>• 7 SHAs participated</li> </ul>
28/01/2021	Teacher Training Workshop "Making Schools Safe for All Post-Covid-19" at Oxford English School, Mahanadi.	<ul style="list-style-type: none"> <li>• 4 teachers trained</li> </ul>
29/01/2021	Teacher Training Workshop "Making Schools Safe for All Post-Covid-19" at Cambridge Academy, Mahanadi	<ul style="list-style-type: none"> <li>• 4 teachers trained</li> </ul>
09/02/2021 10/02/2021 11/02/2021	CHHIP Educator Level I Teacher Training	<ul style="list-style-type: none"> <li>• 8 teachers and 7 SHAs trained</li> </ul>

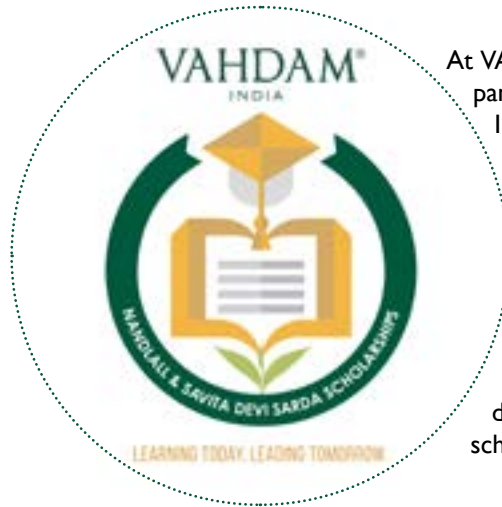


*“This year with Vahdam’s support, Broadleaf-DLRP expanded our comprehensive school health program into 6 new schools on 3 tea estates. Over 1000 new students in these schools are supported by School Health Activists to develop as agents of change within their communities. This partnership is vitally important to transforming education and creating opportunities for every child to thrive in the Darjeeling Himalayas”.*

*Michael Matergia, MD  
Executive Director  
Broadleaf Health and Education Alliance*

# Launch of VAHDAM's® Nand Lall & Savita Devi Sarda Scholarships For Higher Education

## Learning Today. Leading Tomorrow.



At VAHDAM®, we have always believed that education is the most critical tool for social empowerment. Education is a sustainable panacea that can play an instrumental role in bridging the income and opportunity gap for the youth of tea-growing regions in India.

While our TEAch Me® initiative solely focuses on the Primary Education of the children of tea-estate workers, the NANDLALL & SARITA DEVI SARDA SCHOLARSHIP FOR HIGHER EDUCATION aims to support the educational aspirations of the youth of tea-estates as they venture into graduate and postgraduate courses to shape their career.

Named in the memory of our Founder, Bala Sarda's late grandparents, this scholarship aims to provide financial assistance to every youth of the tea-estate who seeks to continue higher education. What differentiates this scholarship is the fact that it is not merit-based but need-based scholarship - in other words, even the average students from the tea-estates dreaming to change their lives through higher education will now be able to fulfill their dreams. We have also made this scholarship program a rolling one and students can apply any time during the year.

### Key Features :

- Providing financial assistance by way of course fees, boarding expenses, and stipend
- It is a revolving scholarship ensuring application can be submitted anytime of the year
- Preference will be given to applicants who have secured admission into an institution that is recognised and ranked within top 100 institutions in the country or within top 50 institutions in the state
- Preference will also be given to the children of tea-estate workers
- Scholarship will cover full / part expenses (to be decided at the sole discretion of the appraisal team at VAHDAM®)




**LEARNING TODAY. LEADING TOMORROW.**

**FOR THE CHILDREN OF TEA ESTATES**  
A Scholarships Programme to Empower Meritorious Students and to Support their Dreams for a Bright Future.

**To apply, Contact the Estate Manager**  
Alternatively, contact us on [help@vahdamteas.com](mailto:help@vahdamteas.com) or 011 41273406.  
Terms & Conditions Apply | All Rights Reserved.

### Outreach

Since its launch in October 2020, printed posters were dispatched to all partners and other tea estates across Darjeeling, the Dooars and Terai, Assam as well as the Nilgiris. These posters were put up at prominent locations all over the tea estate to ensure a maximum number of workers know of this. Additionally, the estate management staff was also briefed about the program so they could explain the key features of the scholarship to workers.

However, considering the fact that most educational institutions were closed throughout 2020, and classes were suspended, not many applications were received. Things have started to look up a little in some parts of the world - with the arrival of the COVID-19 vaccine. We started getting applications from students seeking assistance under the scholarship from a wide range of courses from across the tea-growing regions in North and South India.

The first application to be approved under this program was for Diploma in Tea Management - a six month course organised by the Tea Research Association, Tocklai in Assam. Tocklai is the oldest and the largest Tea research institute in the world. It is a pioneer in the research and development of tea and an innovator in providing extension services to the tea industry.



*The first application to be approved under this program was for Diploma in Tea Management - a six month course organised by the Tea Research Association, Tocklai in Assam.*







*Bikash Nayak's parents have been working in Kharikhatia T.E. belonging to Rossell India Ltd. Bikash had enrolled at TRA, Tockla's Diploma in Tea Management course in January 2021 and paid the first installment of fees covering three months of the course. However, in February 2021, his financial circumstances deteriorated, and he realised he would be unable to pay the course fees for the next three months. When his parents came to know of this, they asked him to speak to the manager of the Kharikhatia T.E., and check if he could apply for VAHDAM® Scholarship for Higher Education. After Bikash sent the Application Form to VAHDAM®, the internal team did a quick check of the documents and arranged a video call with Bikash.*

Bikash became the first beneficiary of VAHDAM® Scholarship for Higher Education in early March 2021 as VAHDAM® undertook to pay the balance fees for the course. Bikash is now passionately pursuing the course and is hopeful of a plantation career in Assam immediately after he completes the course in June 2021. He aspires to become the 'bada sahib' - the manager of a tea estate.

By the end for FY 2021, a total number of 16 scholarships have been granted to students in Assam and Darjeeling.

Estate, Location	Group	No. of Scholarships Granted
Kharikhatia, Assam	Rossell India Ltd.	1
Liza Hill, Darjeeling	Jayshree Tea & Industries Ltd.	4
Risheehat, Darjeeling	Jayshree Tea & Industries Ltd	5
Tukar, Darjeeling	Jayshree Tea & Industries Ltd	6

In FY 2022, we are expecting an exponential growth in the number of scholarships as more educational institutions open.



*"The VAHDAM® Scholarship for Higher Education has enabled me to continue pursuing my B.A in Geography Honors. I can now focus on completing the course as I am assured that the fees for the course has been taken care of".*

*Diksha Rai  
Student, Tukvar Tea Estate - Darjeeling*



**SUSTAINABILITY**

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# Renewing Our Commitment To Climate Neutrality

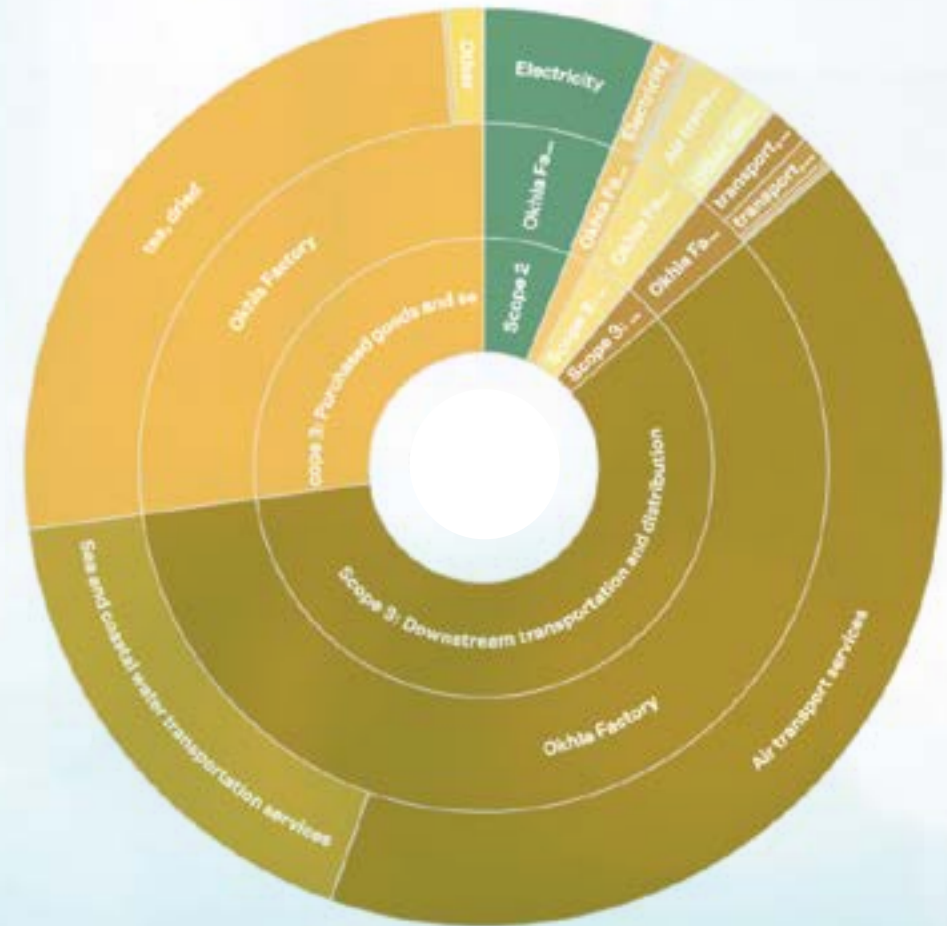
In 2020, VAHDAM® became one of the first tea brands in Asia to get a Climate Neutral certification. This was in line with our long-term goal of aligning to UN SDGs by 2030. As a young company that is committed to people and the planet, we have always strived to make our business progressively sustainable and responsible.

Climate change is one of the most critical questions facing the world today. It has reached a point where every business, large or small, needs to become more conscious, responsible and responsive to this major challenge.

## Renewing our Commitment

In 2020, VAHDAM® took its first steps to measure its carbon footprint by measuring emissions under Scopes 1, 2 and 3 as per the Greenhouse Gas Protocol for the year 2019. This is an exhaustive measurement of the carbon footprint including making and delivery of the products. We went ahead and offset our carbon footprint by purchasing credits in projects that work at reducing, removing or avoiding emissions or carbon from traditional fossil fuels, and thus help control climate.

In 2021, we continued with our commitment towards Climate Neutrality by measuring and offsetting our carbon footprint for the year 2020. Our carbon footprint for the year 2020 was 2,954 tCO<sub>2</sub>e as under :



2,954 tCO<sub>2</sub>e Carbon Footprint



Our Scope-wise emissions were :

SCOPE	EMISSIONS (tCO <sub>2</sub> e)
Scope 3: Downstream transportation and distribution	1748
Scope 3: Purchased goods and services	802
Scope 2	180
Scope 3: Upstream transportation and distribution	97
Scope 3: Employee Commuting	82
Scope 3: Fuel- and energy-related activities	43
Scope 3: Business travel	1.5
Scope 1	1.1
Scope 3 : Capital Goods	0.3
Scope 3 :Waste genetaired in operations	<0.1

## Offsetting

We purchased an equivalent amount of carbon credits to 'neutralize' our emissions. We purchased credits from the following projects that are underway in India :

20 MW Biomass Power Project at Godawari Power and Ispat Limited, Chhattisgarh  
Project Type: Biomass, or Liquid Biofuel - Electricity

- Project Type: Biomass, or Liquid Biofuel - Electricity
- Credits Purchased : 954
- Vintage Year : 2019



Godawari Power and Ispat Limited (GPIL) has installed a 20 MW biomass based power project at Siltara, Raipur. The purpose of the project activity is to generate electricity using renewable biomass residues i.e. rice husk to reduce GHG (CO<sub>2</sub>) emissions. As biomass is a CO<sub>2</sub> neutral fuel, the power produced by the GPIL from renewable biomass will have zero GHG emissions. Also as it is replacing fossil fuel intensive based power generation from NEWNE grid (now a part of unified Indian grid), thereby resulting in reducing emissions from such fossil fuels. In the project activity, biomass is combusted in the boiler for producing high pressure steam to generate 20 MW electricity. The generation of electricity from project activity during this monitoring period is 340,743.434 MWh. The primary

technology for the project activity is the direct combustion of rice husk, and power generation using the Rankine cycle technology. Power generation through this method involves the combustion of rice husk directly in the boiler, with the generation of steam, which is fed to a steam turbine that drives the generator.

#### 100.5 MW Wind Power Project in Madhya Pradesh, India

- Project Type: Wind
- Credits Purchased : 1100
- Vintage Year : 2018



Orange Renewable Power Pvt. Ltd. is installing a wind power project in the villages of Mandsaur & Ratlam districts of Madhya Pradesh state, India. The purpose of the project activity is to generate electrical power using wind energy through operation of Wind Electric Generators (WEG's). The total installed capacity of the project activity is 100.5 MW comprising 67 ReGen wind turbines of 1500 kW capacity each.

#### Improved Wood Stoves in Udaipur - Helping Women and Environment

- Project Type: Wind
- Credits Purchased : 1100
- Vintage Year : 2018



This project is being developed by Udaipur Urja Initiatives and SEVA MANDIR, an NGO working for the development of rural and tribal population in Udaipur and Rajsamand districts of Southern Rajasthan. The project activity is to replace the existing inefficient traditional cook stoves used by communities with efficient fuel wood single pan CHULIKA cook stoves based on rocket stove design. It will be implemented in Kherwara Tehsil, Udaipur District, Rajasthan, a drought prone, biomass deficient region of India. By reducing fuel wood consumption, the project activity reduces 2.35 t of CO<sub>2</sub>/yr/family in this region and prevents 42,956 tCO<sub>2</sub> emissions/year by implementing CHULIKA stoves in 19,500 households and a total of 429,556 tonnes of CO<sub>2</sub> for a period of 10 years. Implementation of the project depends on the successful validation and registration of the project as a CDM project activity since the project will be financed completely from carbon revenues.

### Reducing

As part of our long-term commitment to climate change, we are focussed on reducing our carbon footprint by progressively looking at doing more with less with our energy consumption. While a growing business does result in a direct increase in our carbon footprint, we endeavour to reduce energy consumption through a planned roadmap.

Person Responsible	Action Plan	Timetable for Action	Specific Target
Admin Head	Reduce Office Electricity usage at HQ	Monitor usage of Air-conditioners, Lights and Fans	Reduce emission from thermal electricity at HQ by 10%
Admin Head	Switch to recycled materials at Staff Room / Canteens	Use reusable glassware	Reduce use of plastics and other materials with high carbon footprint
Head Production	Switch to recycled materials at Staff Room / Canteens	Aim to reduce usage of plastic based packaging material by 10 -15%	
Head Logistics	Reduce upstream quantity shipped by Air and shift to land transport	Work with logistics partners to explore alternate routes	Shift ~20% air-shipments to land-based routes
Head Logistics	Reduce downstream quantity shipped by Air and shift to sea transport	Work with logistics partners to explore alternate routes	Shift ~20% air-shipments to land-based routes

# Renewing Our Commitment To Plastic Neutrality

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The impact of plastics on the environment has been studied for many years, and as a society, we are becoming more and more aware about the detrimental effect plastics have on the environment. Plastics are directly derived from fossil fuels like oil as a by-product.

What makes them so harmful is that they take hundreds of years to decompose. Plastic products - particularly those made with single-use plastics such as carry bags and straws - which we use so abundantly and without a thought, do not fully degrade immediately, but remain in the environment for hundreds of years. Each year, they break down little by little, releasing small pieces into the soil which can be ingested by wildlife, pollute the groundwater and even find their way into rivers and oceans.

Plastics are taking an immense toll on global marine life. An approximate 150 million metric tonnes of plastic are currently in the ocean, choking the fragile

marine life. Plastic is regularly found to be washing ashore even years after it has been dumped. Its durability as a material means it is nearly impossible to remove from the environment, and can have a striking impact on once clean, pristine natural beaches across the globe.

Responsible businesses are increasingly focussing on measuring and reducing the use of plastic. *In 2020, VAHDAM® worked with rePurpose Global, to measure and offset its plastic usage, and become one of the first tea brands in India to get the Plastic Neutral certification.* rePurpose Global is the World's First Plastic Credit Platform dedicated to reducing waste, reviving lives, and restoring nature's balance.

VAHDAM® regularly measures its plastic footprint by carefully calculating the total amount of plastic that is used in its operations. This footprint is then neutralized by investments in various projects.



### VAHDAM® and rePurpose Global

By partnering with rePurpose Global, VAHDAM® is transforming Hyderabad's waste sector. This first-of-its-kind project entails the recovery and processing of low-value, single-use plastic waste such as multi-laminate plastic (MLP) to stem its flow into our natural ecosystem. The lack of MLP's recycling value means that it is either dumped into oceans, landfills or openly flared, leading to carbon emissions and contamination of our water streams. *The project involves creating a financial subsidy for recovery, segregation, and processing of MLP.* The proposed financial incentive directly catalyses the ethical collection and permanent disposal of hazardous plastic waste via co-processing in cement kilns, ensuring a net environmental benefit through the waste recovery and disposal lifecycle.

### Impact Project - Waste Ventures India, Hyderabad

Committed to engaging existing networks of informal waste workers through inclusive technology & ethical business practices, Waste Ventures India (WVI) is leading Hyderabad's solid waste management sector into a more environmentally, socially, and financially sustainable future. WVI & rePurpose Global have created a holistic social inclusion model enabling upward mobility for waste pickers in the informal sector by expanding the monetizable waste stream. Empowered through this scheme, a community of waste workers in Hyderabad has been provided financial incentives and training to engage productively on MLP recovery. The additional revenue stream from Plastic Credits enables them to ethically recover additional low-value plastic waste and transition to better employment





# Plastic Credits

Uplift the entire waste value chain



01

## INCENTIVIZED COLLECTION

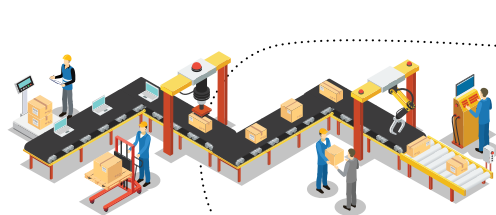
Funded by plastic credits, the project drives productive engagement from informal workers in collecting and segregating MLP from various sources instead of dumping or burning



02

## PURCHASE BY WVI

To prevent open burning or dumping of MLP, Plastic Credit project purchases segregated MLP from waste workers, made possible by Plastic Credit financing



03

## Processing AT MRF

Collected MLP further segregated, cleaned & baled by formally employed workers at the Project Partners' MRF



Transport facilitated by project partner



04

## CO-Processing IN KILN

Baled MLP is co-processed in certified cement kilns, replacing fossil-fuels and avoiding GHG emissions from cement production

### VAHDAM® Verified Impact

- 16,673 kgs of plastic waste diverted from oceans and landfills (equivalent to 1,138,974 plastic bottles or 1,423,457 plastic pouches)
- 60 Waste Workers & Family Members Provided with Additional Income
- 10,510 kg of CO2 emissions avoided





*“Planetary protection is at the core of Vahdam. It’s so refreshing to see them push the boundaries on tackling the plastic waste problem. Forward-thinking brands like Vahdam are the need of the hour. We hope this pioneering move pushes more brands to take responsibility for their own plastic waste.”*

*Peter Hjemdahl  
Co-founder  
rePurpose Global*

## Results Matter. Responsibility Counts.

In recent years, there has been an increasing focus on business responsibility. Being responsible as a business entails going beyond financial reporting and success to a more broad-based approach of integrating and including environmental, social and governance factors, commonly referred to as ESG factors.

ESG factors cover a wide spectrum of issues that are not part of financial analysis and models, and yet, have a significant and long-term financial relevance. ESG factors throw light on 'how' businesses create value, compared to the traditional financial reporting that only captured 'how much' businesses create value. The importance of ESG factors and issues in connection with financial valuation resulted in the launch of UN backed Principles of Responsible Investing (PRI) platform at the New York Stock Exchange in 2006.

In March 2021, VAHDAM® became part of the Value of Good - a pilot project initiated by Fireside Ventures in association with PwC, as part of their commitment to Responsible Investing. The pilot project looks to evaluate and align their investee companies to ESG Policy and Implementation Framework.

The ESG journey kicked off with a diagnostic questionnaire circulated to the participating companies. The responses to this questionnaire will be analyzed by the PwC team to identify material ESG topics, ESG preparedness and current management practices. This would then be followed by management interviews to arrive at a baseline report that will help in :

- Identifying gaps between inherent and residual ESG risks
- Unlocking ESG value creation opportunities
- Assessing maturity in ESG management practices
- Informing development of an ESG performance improvement plan

At VAHDAM®, we are excited to embark on our ESG journey and look forward to align ourselves with the best global practices in ESG compliance and reporting.



*“We at Fireside consider ourselves fortunate to have been a part of the growth journeys of some inspiring and fascinating brands such as VAHDAM®. We firmly believe that this maturity about aspects of Environment, Society & Governance (ESG) or the ‘Value of Good’ as we call it, is already a part of the DNA of these brands, as we look forward to working with them on their ESG strategies. As investors, we believe that there could be a lot of value created through ESG for not only our brands, but for the consumer brand ecosystem as a whole. Our larger vision though, is to nurture sustainability thought-leadership within our ecosystem and to meaningfully demonstrate this leadership by leveraging sustainable value-chain opportunities across consumer brands and to promote best practices in the ecosystem as well”.*

*Mr. Kanwaljit Singh  
Founder and Managing Partner  
Fireside Ventures*

VAHDAM®  
INDIA

