

NURTURING TREES NURTURING LIVES

A Consumer Connect Initiative

SAPPLINGS OF HEALTH

As part of the 'Nurturing Trees Nurturing Lives' campaign, social impact was created through planting over 300,000 saplings across 12 states in over 700 different locations. The enthusiastic participation by children was heart warming and the trees were planted with love and smiles

Saplings of health is a special engaging young-people project involving youth and adolescents representing communities from sub-urban clusters, rural areas and urban colonies spread across ten states in India. The purpose of 'Nurturing Trees Nurturing Lives' campaign is to bring about the desired awareness on routine immunization (for the vaccine preventable diseases); also, to foster a more conscious and caring actionable behavior towards environment through tree plantation based on the principle of social forestry.

adani

The ten priority states that are being covered under the campaign are: Delhi, UP, Bihar, Chandigarh, West Bengal, Maharashtra, Jharkhand, Rajasthan, Madhya Pradesh and Gujarat. On February 24, 2013 the 'Nurturing Trees Nurturing Lives' campaign was launched with the cricket player, Suresh Raina, planting the first sapling of health in a college in Delhi.

The aim is to highlight the importance of routine immunisation of children against vaccine preventable diseases and environmental issues. The campaign is an initiative

by The Times of India Group, with the Adani corporate house, in partnership with India Unite to End Polio Now, an Aidmatrix Foundation and UNICEF initiative.

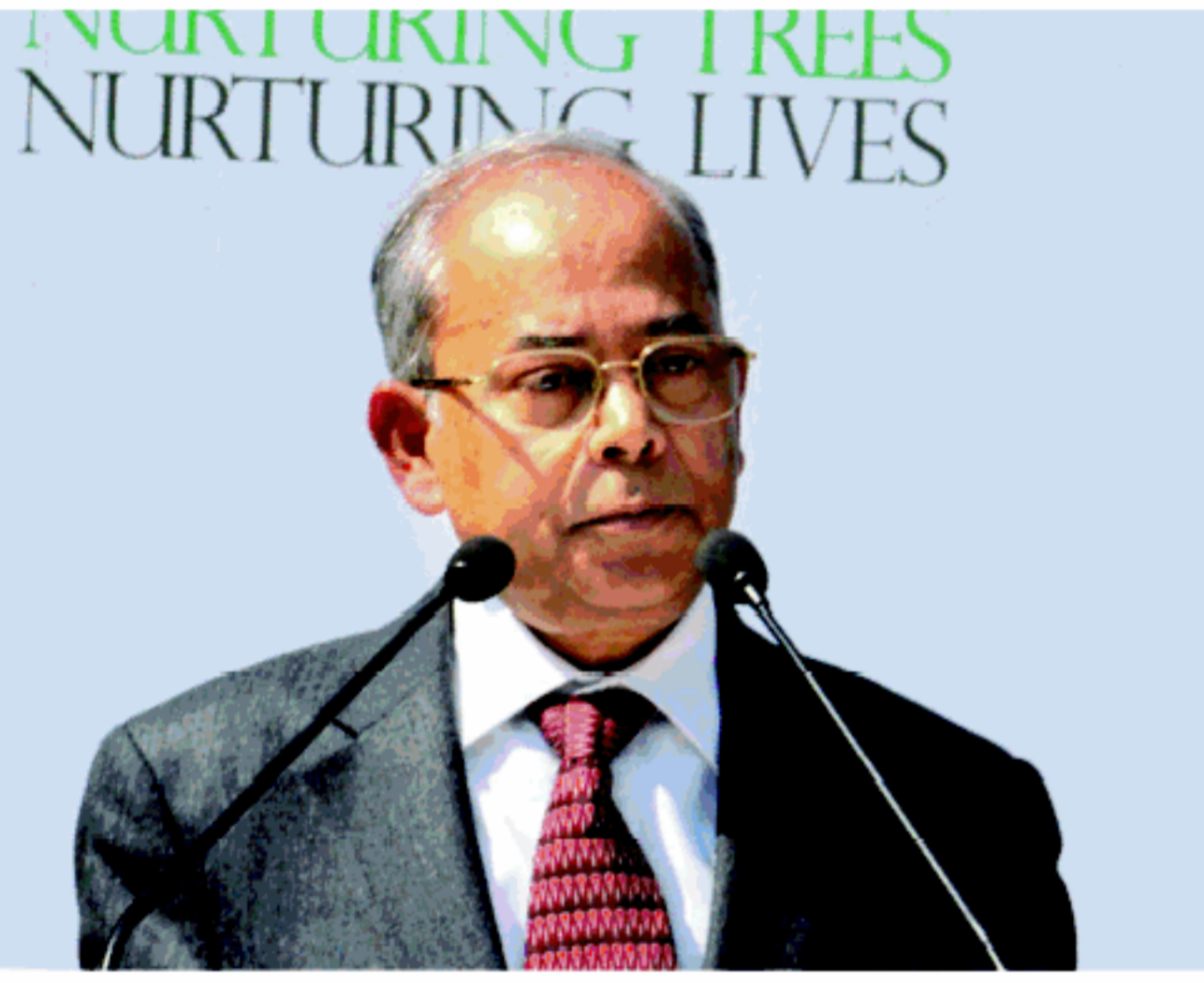
A campaign by the youth to spread the message among the community that every child needs to be nurtured and protected against vaccine preventable deadly diseases, just as the sapling needs to be watered and cared for to grow into a healthy tree

—Louis-Georges Arsenault, UNICEF representative in India

Protect children with life saving vaccines and caring for nature; that is the 'Nurturing Trees Nurturing Lives' campaign

TALKING POINTS

P. N. Roy Chowdhury, Adani Group, takes the time to tell us something about the group



Tell us something about the Adani Group.

The Adani Group is a global integrated infrastructure player with presence in Resources, Logistics, and Energy sectors. The group is guided by a deep sense of nation building in all its economic activities and community initiatives. The group was founded and is led by first generation entrepreneur Gautam Adani, whose career trajectory is a study in rapid growth and inspirational approach.

The US\$ 8.7 billion Adani Group marks its presence across six ports in India and two in Australia, making it the only Indian private port company to successfully venture overseas. It is also actively investing in renewable energy and has commissioned the largest solar power project in India.

What are the sectors that particularly interest Adani Group with regards to its CSR responsibilities?

Adani Group's CSR activities currently revolve around four core touch-areas: Education, Health, Sustainable Livelihood and Rural Infrastructure. In addition, different group entities such as Adani Port and SEZ Ltd dovetail resources to the creation of environmental assets such as terrestrial green zones and coastal

mangrove plantation. Adani Power is the first power company in India to use 'supercritical' technology at the Mundra Plant to reduce CO2 emissions, an initiative that has won the Clean Development Certification from the United Nations Framework Convention on Climate Change (UNFCCC); the only thermal power plant in the world to do so.

What part does the Adani Group play in the campaign 'Nurturing Trees Nurturing Lives'?

We are committed to extend our moral, physical and financial support to this great campaign. Apart from financial sponsorship, we will be playing the role of cheering the youthful participants in practically every area of the campaign. We would also participate with our representatives and resources across different geographies to make sure that the campaign picks up momentum across different states of the country while staying on course over a longer period of time.

In many geographical locations we would be able to play a more active part in mobilizing public support to the cause and also observe and qualitatively monitor results for a sustainable impact on the ground.

ADANI VIDYA MANDIR

Adani Foundation, the CSR arm of the Adani Group, runs the Adani Vidya Mandir as an initiative to provide quality education to academically competent children from economically challenged family backgrounds, completely free of cost. The Foundation provides the students of Adani Vidya Mandir with books, uniforms, food and transportation with the aim of empowering these children with education. The school has amenities at par, perhaps even better than the best of the private

schools, to provide its students an opportunity to script a bright future for themselves. Currently, Adani Vidya Mandir is operational in Ahmedabad and Bhadrashwar in Gujarat. The Ahmedabad chapter is

The young generation has a huge role to play in building a new India. Our support to the young generation of India through this initiative of NTNL is our small contribution towards making a new healthier and greener India.

—Dr. Priti Adani
Managing Trustee, Adani Foundation



other locations of India.

ADANI FOUNDATION

The Adani Foundation works in four chosen areas of operations namely, Education, Healthcare, Sustainable Livelihood Development, and Rural Infrastructure Development and Environment Protection. The Foundation has a reach in seven states covering 353 cities and villages touching more than 1,86,195 families to bring about a positive change in their lives. The Adani group invests more than 3% of its

profits in the foundation and operates in the communities in and around its operations' locations. Adani Foundation works on the Gandhian philosophy of trusteeship and believes in using wealth, talent and privileges for those who are less fortunate. The foundation endeavours to give self-reliance to the less fortunate ones of society through the chosen CSR initiatives and bettering as many lives as they can by bringing smiles to the communities. After all a nation is built by its people, for its people.

ADITI SHARMA

Prevention of diseases is the key to public health. And for that vaccination against disease is perhaps the simplest method. Routine immunisation vaccines work to protect infants from illnesses and death caused by infectious and preventable diseases. Immunisation is one of the most successful and cost-effective public health interventions that prevent approximately 20-25% of the Under-5 Mortality Rate (approx. 350,000 lives every year). Yet, a number of studies have identified that immunisation is yet to become a priority in the lives of people in India. India accounts for approximately 20% of child mortality worldwide.

Globally, three million children die each year from Vaccine Preventable Diseases (VPDs) with a large number of these children residing in developing countries. In India, according to the UN



statistics, only 61 per cent of children are immunised and 74 per cent children below the age of 3 years are anemic.

These shocking statistics are testimony to the fact that a lot still needs to be done when it comes to immunising children and making sure they do not fall prey to avoidable diseases. Routine immunisation is clearly needed on a bigger, better scale.

According to WHO, every child in India should compulsorily be vaccinated against Polio, Whooping Cough, Measles, Diphtheria, Tetanus, Hib Infection, Pertussis, and Tuberculosis. Many programmes have been launched over the

>> Praveen Kumar



Building Immunity

Getting your child immunised at the right age is that first, most important step towards a healthy life for the child. To that end, increasing awareness about routine immunisation is a must

years to undertake large scale routine vaccination programmes to safeguard children. As many as 27 million children and 30 million pregnant women are targeted for RI each year. Approximately 9 million RI sessions are organised every year. The full immunisation national average is 61 per cent today (as per CES 2009).

The Universal Immunisation Programme (UIP) was launched in 1985

to protect all infants against six serious but preventable diseases, i.e., Tuberculosis, Diphtheria, Whooping Cough, Tetanus, Poliomyelitis and Measles. In an effort to further boost vaccination coverage, the Government of India initiated the Pulse Polio Initiative (PPI) Campaign in 1994. Over time, both programmes helped immunise many children and made a significant difference in many rural and urban parts of India. Japan-

ese Encephalitis vaccine was introduced in 2006 in JE-endemic districts. Since April 2013, a second dose of JE is given under RI. Hepatitis B was added nationally to RI schedule in 2011. Despite health improvements over the last thirty years, lives continue to be lost to early childhood diseases, inadequate newborn care and child-birth related causes. The concept of vaccinations is still

NATIONAL IMMUNISATION PROGRAMME RECOMMENDED BY GOVERNMENT OF INDIA				
AGE	VACCINE#	ROUTE OF ADMINISTRATION	DOSE	DISEASE PROTECTED AGAINST
Birth	BCG OPV (Dose at birth) Hepatitis-B	Intradermal Oral I/M	0.1ml 2 drops 0.5ml	Tuberculosis Poliomyelitis Hepatitis-B(Jaundice)
6 weeks	DTP (1st Dose) OPV (1st dose) BCG (if not given earlier) Hepatitis-B	IM Oral Intradermal I/M	0.5ml 2 drops 0.1ml 0.5ml	Diphtheria, Tetanus, Pertussis (Whooping Cough) Poliomyelitis Tuberculosis
10 weeks	DTP (2nd Dose) OPV (2nd Dose) Hepatitis-B	IM Oral I/M	0.5ml 2 drops 0.5ml	Hepatitis-B(Jaundice), Diphtheria, Tetanus, Pertussis Poliomyelitis Hepatitis-B(Jaundice)
14 weeks	DTP (3rd Dose) OPV (3rd Dose) Hepatitis-B	IM Oral I/M	0.5ml 2 drops 0.5ml	Diphtheria, Tetanus, Pertussis Poliomyelitis Hepatitis-B(Jaundice)
9 months	Measles	SC	0.5ml	Measles
16-24 months	DTP	IM	0.5ml	Diphtheria, Tetanus, Pertussis Poliomyelitis
5-6 years	DT*	IM	2 drops	Diphtheria, Tetanus
10 years	TT**	IM	0.5ml	Tetanus
16 years	TT	IM	0.5ml	Tetanus
Pregnancy	TT***	IM	0.5ml	Tetanus

EACH VACCINATION IS GIVEN AS A SINGLE INJECTION INTO THE MUSCLE OF THE ANTEROLATERAL ASPECT OF THE THIGH OR UPPER ARM. TWO INJECTIONS SHOULD NEVER BE MIXED BUT CAN BE GIVEN AT TWO DIFFERENT SITES AT THE SAME TIME AT A MINIMUM DISTANCE OF ONE INCH.

* A second dose of DT vaccine should be given at an interval of one month if there is no clear history or documented evidence of previous immunisation with DTP. ** A second dose of TT vaccine should be given at an interval of one month if there is no clear history or documented evidence of previous immunisation with DT or TT vaccines. *** Tetanus toxoid is given during pregnancy. If there is no prior history of vaccination, 2 doses are administered, the first in 2nd trimester and the second one month later. If there is confirmed documentary evidence of proper and complete immunisation during childhood, then a single booster dose is administered in the 2nd trimester. # For patients with HIV infection, refer to vaccination for HIV infected persons.

Facts of Immunity

>> To strengthen Routine Immunisation (RI), the Government of India declared Year 2012-13 as "Year of Intensification of Routine Immunisation". Organization of Immunisation Weeks was one of the key strategies to improve RI in low coverage areas.

>> As per data, at present India has about 76 lakh children who have not received all vaccines available under the routine immunisation programme.

>> Nearly 2.6 crore children are born in India every year, 5 per cent of them do not get any vaccines.

>> Nearly 16 lakh children under the age of 5 years die in India every year.

>> A number of these deaths can be prevented by taking lifesaving vaccines available under routine immunisation.

relatively alien to the rural populace. They are unaware of the immunisation schedule as well as the importance of routine vaccination. They are unaware of the risks of not having children vaccinated.

Children, like plants, need constant care and attention. And routine immunisation is a vital part of that care. Many government and private organisations have taken up the challenge of increasing routine immunisation coverage in India to ensure that a healthier generation is brought up.

Health camps are conducted on a regular basis in cities and villages to educate parents about the benefits of getting their children vaccinated. Many celebrities too have been a part of campaigns for immunisations, especially against polio, etc. And that is an encouraging sign. While many measures have been taken on a national level, there are some steps that can be taken on an individual or group level to ensure that children live a healthy and safe life. And getting your child immunised at the right age is that first, most important step towards a healthy life for the child.

>> Yami Gautam

