



INSIDE INDIA

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USAID Supported Green Business Center Wins Prestigious Aspen Institute Award

The USAID supported Confederation of Indian Industry (CII) – Sohrabji Green Business Center was recently named one of six winners of the prestigious Aspen Institute Energy and Environment Award. The award, which recognizes significant contributions in the innovation, implementation, and communication of energy and



The Green Business Center in Hyderabad

environmental solutions around the world, was presented at a special ceremony on March 27, 2009 in Aspen, Colorado. The 60 year old Aspen Institute is dedicated to fostering values-based leadership, encouraging individuals to reflect on the ideals and ideas that define a good society, and to providing a neutral and balanced venue for discussing and acting on critical issues.

The Green Business Center in Hyderabad, which won the award in the Non-Governmental Organization category, was created through a public-private partnership between USAID and the CII. The Andhra Pradesh government donated more than 1,000 acres of land for the building and industrial park, and the Godrej Corporation donated funds to construct the state-of-the-art, 2,000-square-meter building. Workers used eco-friendly building materials, more than three-quarters of which are recycled. Ninety percent of the building's spaces have access to daylight, and rooftop solar cells provide 16 percent of the center's energy needs. A permanent technology center showcases greener building options and hosts workshops and seminars on eco-friendly technologies.

The Green Business Center, which now serves as the focal point for energy, environment, and efficiency issues in India, was the first structure outside the United States to receive the U.S. Green Business Council's platinum award for Leadership in Environment and Energy Design in 2004.

Launch of 'Saathiya' - Youth-Friendly Family Planning

The USAID-funded Market-Based Partnerships for Health Project launched 'Saathiya - Youth-friendly Network' to address the family planning and reproductive health needs of young married couples in the city of Dehradun, Uttarakhand. Targeted at low-income, 15-24 year old married couples in the city, *Saathiya* or "Trusted Partner" provides them with information, counseling, and contraception products in a non-threatening environment to help prevent unintended pregnancies, reduce sexually transmitted infections, and encourage the practice of birth spacing for new mothers. *Saathiya* has a network of over 3,200 chemist shops, traditional medical providers, and obstetrician-gynecologists (OB/GYNs), and other physicians who have undergone comprehensive training and orientation to strengthen their family planning knowledge and counseling skills.

The program is complemented by an integrated youth oriented promotional campaign, which includes promotions in movie theaters, street theater productions, radio advertising, billboards, signs, and in-store and in-clinic informational materials. Separate toll-free helpline numbers for men and women are also available. To encourage young couples to seek family planning services from the *Saathiya* network, substantial discounts are available on consultations and products through the 'Saathiya Health Card'.

Partnership is the key to this initiative and, in addition to support from healthcare providers associations, a number of private sector contraceptive manufacturers are also involved in the network. *Saathiya* was successfully launched in Lucknow, Uttar Pradesh, in 2007 and will spread to six more cities in Uttar Pradesh and Uttarakhand in the next few months.

Small Investment Has Big Impact



Bangalore woman tending her ornamental fish business. Photo: Elizabeth Callender, USAID

As part of the USAID supported Higher Education Partnerships (HED), Iowa State and Purdue University and the University of Agricultural Sciences (UAS) Bangalore are working together to strengthen faculty and institutional capacity to deliver quality higher education and support local development goals. Among the many successful outcomes of the partnership is a eco-friendly project designed in collaboration with the Department of Inland Fisheries.

Leveraging the HED program to obtain a \$4,000 U.S. Department of Agriculture challenge grant, the university and the Department of Inland

Fisheries are working with a local NGO, Aquareach, to help provide supplemental income to vulnerable farming families who raise and sell ornamental fish. Empowered by local self help groups, village women learn how to use the by-products from their farms to produce fish food and how to raise guppies using rainwater run-off.

The results have been so positive that the project is being expanded from the initial 31 families to other villages and self help groups in the region. UAS is involved in the development of varieties of ornamental fish, including indigenous species. Aquareach provides training and operates a buy back arrangement, which supplies guppies and then buys back grown fish that are sold in local Bangalore markets. The self help groups have also started constructing elaborate aquariums to sell for profit which is often reinvested in livestock and other farming improvements.

PEPFAR Poster Contest

As part of 2008 World AIDS Day last December, the Office of the Global AIDS Coordinator (OGAC) announced an international poster competition for youth on the theme "Celebrate Life." The PEPFAR/India team received over 300 posters from its regional hubs of Kolkata, Chennai, Bangalore, and Delhi. The posters came from children affected or infected by HIV who are affiliated with PEPFAR organizations funded through USAID or Centers for Disease Control and Prevention (CDC) projects.

Judging was held in each regional hub and the top submissions in three age categories were sent to Delhi for final selection by a judging panel, which included noted Indian artist Jatin Das. The 9 winning posters have now been entered into the global contest in Washington, DC. If selected, the posters will be a part of a traveling international exhibition.

Winners in the age 5-9 category



Jaikiran-9



Babu-7

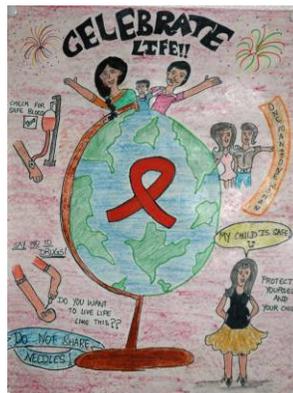


G. Nitish-9

Winners in the age 10-15 category



S. Sharma-15



Subramania-13



S. Varsha-13

Winners in the age 16-20 category



M. Mangal-19



L. Rai-20



A. Thapa-16