



## Corporate Social Responsibility Award

2017-2018

*Acknowledging the best*

© Federation of Indian Chambers of Commerce and Industry

February, 2017-18

FICCI

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This report is a compendium of entries received as part of FICCI Corporate Social Responsibility (CSR) Awards 2017-18.

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## Corporate Social Responsibility Award

2017-2018

"FICCI Corporate Social Responsibility Awards, India's first CSR award was instituted in 1999. The aim of the award is to identify and recognise the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR). Over the years, a number of companies including HPCL, ITC Limited, Mahindra & Mahindra, Cairn India, SAIL, Tata Tea, Infosys, Tata Chemicals, HINDALCO, TISCO, TELCO, Lupin, Gujarat Ambuja Cement etc. have been recognised by the FICCI CSR Award for their exemplary work in the area of CSR.

The 'FICCI Corporate Social Responsibility Award' has the following categories:

*"I congratulate FICCI for having successfully hosting the CSR award for more than a decade; specially since the award is based on an intensive 3 tier assessment process headed by 3 different independent assessors"-*

**- Shri Sachin Pilot**

Former Minister of State (I/C)  
for Corporate Affairs, GoI  
during his special address at the  
12th FICCI CSR Award Ceremony  
on 7th December 2012

### ● **Category 1: FICCI CSR Award for Women Empowerment**

- Public Sector Companies (PSUs)
- Private sector Companies with turnover of INR 3001 Crores per annum and above
- Private sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum

### ● **Category 2: FICCI CSR Award for Education, Skill Development and Livelihood**

- Public Sector Companies (PSUs)
- Private sector Companies with turnover of INR 3001 Crores per annum and above
- Private sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum

- **Category 3: FICCI CSR Award for Environment Sustainability**

- Public Sector Companies (PSUs)
- Private sector Companies with turnover of INR 3001 Crores per annum and above
- Private sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum

- **Category 4: FICCI CSR Award for Health, Water and Sanitation**

- Public Sector Companies (PSUs)
- Private sector Companies with turnover of INR 3001 Crores per annum and above
- Private sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum

- **Category 5: Any other ( for domains other than the above four categories)**

- Public Sector Companies (PSUs)
- Private sector Companies with turnover of INR 3001 Crores per annum and above
- Private sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum

- **Category 6: FICCI CSR Award for Exemplary Innovation ( irrespective of the turnover of the company)**

- **Category 7: FICCI CSR Award for Small & Medium Enterprises (SMEs) - companies having turnover up to INR 200 Crores per annum**



## Past Winners of the FICCI CSR Awards

### PAST WINNERS

YEAR	CATEGORY		COMPANY
Year 2017-18	Category 1- Women Empowerment	Winner	Axis Bank Limited
	Category 1- Women Empowerment - Private Sector Companies with turnover of INR 3001 Crores per annum and above	Special Jury Recommendations	Nuvoco Vistas Corp Limited
	Category 2- Education, Skill Development and Livelihood - Public Sector Companies (PSUs)	Winner	Gail India Limited
	Category 2- Education, Skill Development and Livelihood - Private Sector Companies with turnover of INR 3001 Crores per annum and above	Winner	SRF Limited
	Category 2- Education, Skill Development and Livelihood - Private Sector Companies with turnover of INR 3001 Crores per annum and above	Special Jury Recommendations	Deepak Fertilizers and Petrochemicals Corporation Limited
	Category 2- Education, Skill Development and Livelihood - Private Sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum	Winner	Tech Mahindra Limited
	Category 4 - Health, Water and Sanitation - Private Sector Companies with turnover of INR 3001 Crores per annum and above	Winner	Larsen & Toubro Limited
	Category 4 - Health, Water and Sanitation-Private Sector Companies with turnover of INR 3001 Crores per annum and above	Special Jury Recommendations	Sterlite Technologies Limited
	Category 6 - Exemplary Innovation	Winner	National Stock Exchange of India Limited
	Category 8: Small & Medium Enterprises (SMEs)	Winner	Elin Appliances Private Limited

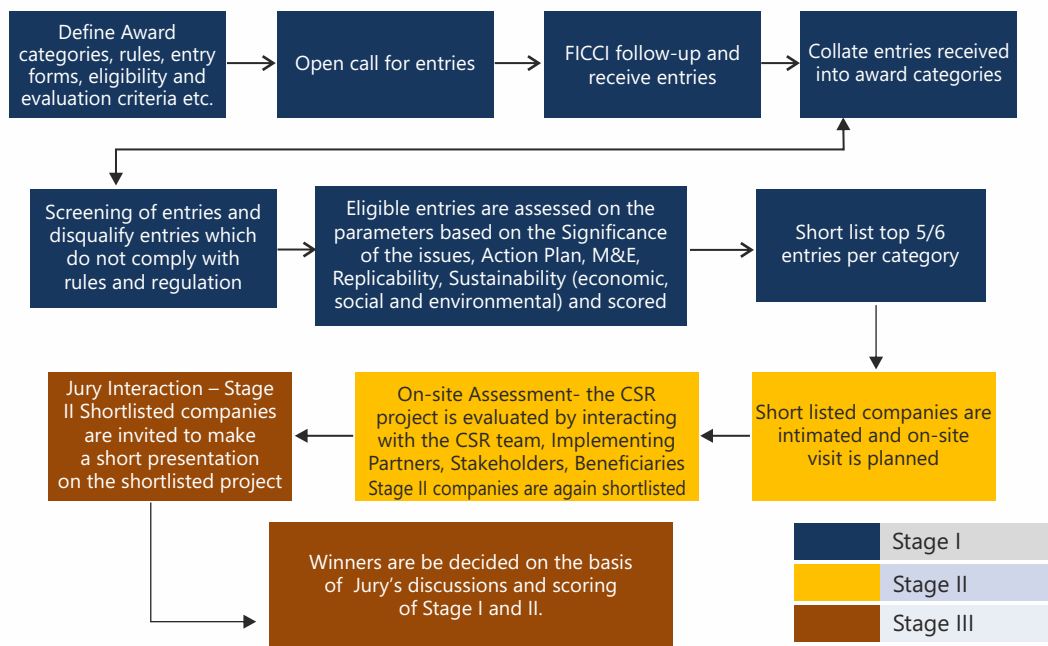
YEAR	CATEGORY		COMPANY
Year 2015-16	Category 1: FICCI CSR Award for Women Empowerment	Winner	Deepak Nitrite Limited Edelweiss Financial Services Limited
	Category 2: FICCI CSR Award for Education, Skill Development and Livelihood	Winner	Bosch Limited
		Special Jury Recommendations	Chambal Fertilizers & Chemicals Limited
	Category 3: FICCI CSR Award for Environment Sustainability	Winner	Oil & Natural Gas Corporation Ltd.
			ITC Ltd.
			RBS Services Private Limited
		Special Jury Recommendations	Larsen & Toubro Limited
	Category 4: FICCI CSR Award for Health, Water and Sanitation	Winner	ITC Ltd.
			GlaxoSmithKline Pharmaceuticals Limited
	Category 5: FICCI CSR Award for Post Disaster Rehabilitation	Winner	Gail India Ltd
Year 2013-14	Category 5: FICCI CSR Award for Water Management	Winner	Ambuja Cement Limited
		Special Jury Recommendations	KPIT Technologies Limited
	Category 7: NGO Excellence Award	Winner	SPICMACAY
Year 2012-13	Category I A - Public Sector Companies	Jury Special Commendation	Odisha Power Generation Corporation Ltd.
	Category I B - Private sector with INR 3001 Crores per annum and above Companies	Corporate Citizen	Shree Cement Limited
	Category I C - Private sector Companies with turnover between 201 Crores - 3000 Crores per annum	Corporate Citizen	Monnet Ispat and Energy Limited
	Category II- Small and Medium Enterprises (SMEs) with turnover Upto 200 Crores per annum	Corporate Citizen	Ashiana Housing Limited
	Category III: Innovative Approach towards Corporate Social Responsibility	Corporate Citizen	Essel Mining Limited
Year 2012-13	Category I A - Public Sector Companies	Corporate Citizen	Hindustan Petroleum Corporation Limited
		Jury Special Commendation	NTPC Limited
	Category I B - Private sector with INR 3001 Crores per annum and above Companies	Corporate Citizen	Cairn India Limited
	Category I C - Private sector Companies with turnover between 201 Crores - 3000 Crores per annum	Corporate Citizen	GMR Hyderabad International Airport Limited



YEAR	CATEGORY		COMPANY
Year 2009-10	Category II- Small and Medium Enterprises (SMEs) with turnover Upto 200 Crores per annum	Corporate Citizen	Elin Appliances Private Limited
	Category III: Innovative Approach towards Corporate Social Responsibility	Corporate Citizen	ACC Limited (Thondebhavi Cement Works)
Year 2011-12	Large Enterprises Ia	Corporate Citizen	ITC Limited
	Large Enterprises Ib	Corporate Citizen	Deepak Nitrite Ltd.
	Small and Medium Enterprises	Corporate Citizen	None
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	SRF limited
		Jury Special Commendation	Tata Teleservices Limited
Year 2010-11	Large Enterprises	Corporate Citizen	Vikram Cement, Ultratech Cement Limited
		Jury Special Commendation	MSPL Limited
	Small and Medium Enterprises	Corporate Citizen	The Jury decided not to confer the award under this category
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	Ammarun Foundries
Year 2009-10	Large Enterprises	Corporate Citizen	Tata Steel Limited
		Jury Special Commendation	Bharti Airtel Limited
	Small and Medium Enterprises	Corporate Citizen	Smaat Aqua Technologies Private Limited
		Jury Special Commendation	Elin Appliances Private Limited
	Award for Exemplary Innovation Promoting CSR	Corporate Citizen	Multi Commodity Exchange of India Limited
Year 2007	Corporate Citizen I		Mahindra & Mahindra Limited
	Corporate Citizen II		Tata Tea Limited
	Corporate Citizen III		NTPC Limited
	Jury's Special Commendation		Apollo Tyres Limited
	Corporate Citizen I		Steel Authority of India Limited
	Corporate Citizen II		Nevyeli Lignite Corporation Limited
	Corporate Citizen III		Tata Chemicals Limited
	Jury's Special Commendation		Zensar Technologies Limited

## Award Assessment Process

The Award follows an exclusive three-tier assessment process. Nominations received are thoroughly scrutinized by FICCI and independent assessors under the guidance of Birla Institute of Management Technology (BIMTECH), India, a well-known Management School. Subsequently, BIMTECH along with independent assessors conducts 'on-site assessment' of the CSR projects of the shortlisted companies. Finally, an Independent Jury comprising eminent personalities from the relevant spheres makes the final selection of the Award winners.



# Evaluation Parameters

The assessment of the entries received were based on the following evaluation parameters:

## Stage I: Assessment of the Applications for shortlisting companies

- Indicator 1 - Issue, Location, Issue(s) or problem(s) in the particular geography, Significance, background for undertaking and motivation/impetus
- Indicator 2 - Process of Selection of Target
- Indicator 3 – Program Implementation / Action Plan
- Indicator 4 - Monitoring and Evaluation
- Indicator 5 - Expected outputs & outcomes
- Indicator 6 – Sustainability
- Indicator 7 – Financial and Non-Financial resources

## Stage II: Field assessment of the shortlisted companies

- Program quality ( Assessment About Human Resource Management , Strategized Program; Implementation Administration Procedures; Program Quality Monitoring And Evaluation)
- Sustainability (Details Of Community Involvement, Financial And Non-Financial Contribution, Scope Of Scalability, replicability)

## Stage III: Jury Interaction

Finally, an Independent Jury comprising eminent personalities from the relevant spheres makes the final selection of the Award winners. This year the jury was chaired by Mr. Ajay Shankar, Former Secretary, Department of Industrial Policy and Promotion (DIPP) and comprising of Jury Members Ms. Vidya Shah, CEO, EdelGive Foundation, Ms. Ranjana Agarwal, founder Vaish Associates and Mr. Arumugam Kalimuthu, Director, Water, Sanitation and Hygiene (WASH) Institute.

## Award Presentation

Over the years, the awards have been presented by luminaries like Dr. APJ Abdul Kalam, President of India, Shri P. Chidambaram, Union Minister for Finance, Shri Yashwant Sinha, Union Minister for Finance, Shri Anand Sharma, Union Minister for Commerce and Industry and Shri M Veerappa Moily, Hon'ble Minister for Corporate Affairs, Government of India and by then Hon'ble Minister of State (I/C) for Corporate Affairs Shri Sachin Pilot. Last year the award was presented by Shri Thaawar Chand Gehlot, Minister for Social Justice & Empowerment, GoI, Shri Narendra Singh Tomar, Shri P. P. Choudhary etc.

## Organiser



### **Federation of Indian Chambers of Commerce and Industry**

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

## Organiser



### **FICCI Aditya Birla CSR Centre for Excellence**

FICCI ADITYA BIRLA CSR CENTRE FOR EXCELLENCE has evolved in consonance with Mahatma Gandhi's dream: ethics-based business practices leading to improvement in the quality of life for the common people. The centre envisions- To incubate, nurture and accelerate a paradigm of sustainable and inclusive CSR in India and across the globe, thereby raising the Human Development Index through poverty alleviation.

The Centre for Excellence is a joint endeavor of Federation of Indian Chambers of Commerce & Industry (FICCI), a rallying point for free enterprise in India since 1927 and the Aditya Birla Group - a prominent business group with a mission to deliver superior value to customers, shareholders, employees and society at large.

Vision of the Centre - To incubate, nurture and accelerate a paradigm of sustainable and inclusive CSR in India and across the globe, thereby raising the Human Development Index through poverty alleviation.

As a resource centre, the Centre for Excellence provides strategic direction to the development of inclusive and holistic CSR practices; create synergy by providing platform to various stakeholders to share their experiences, learn, exchange ideas and support partnerships that add value to business and recognise and reward business enterprises contributing towards sustainable and inclusive development.

Focus of the Centre for Excellence are:

- Provide an enabling environment for business to pursue their CSR goals.
- Generate awareness about holistic CSR practices and sustainable development
- Create synergy amongst CSR stakeholders for exchange of ideas and shared learning
- Support capacity building of enterprises, civil society organizations and other stakeholders
- Acknowledging CSR best practices through the FICCI CSR Award
- Korea - India CSR forum for sharing, learning and exchange of ideas, best practices & challenges
- Annual FICCI CSR Summit - aim is to bring all development partners such as businesses, Non-Profit Organisation (NPOs) and Governments to share, learn, discuss on CSR and allied issues.

## Assessment Partner



### **Birla Institute of Management Technology**

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B.K. Birla Group of Companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of the business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry.

The fully residential campus of the Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR) with a predominantly green ambience and an enviable infrastructure replete with Wi-Fi connectivity. 75 faculty members with brilliant academic and industry track records engage the students. Their efforts are supplemented by inputs from guest faculties who professionals are serving the industry at senior positions in manufacturing, trading, finance, operations' and other sectors.

The academic pursuits of students are fully supported by a modern, well stocked library and several state -of-art data bases. BIMTECH has international academic tie ups with several leading European, American and Asian centres of management education which have an in-built programme of student and faculty exchange. BIMTECH offers two year AICTE approved post-graduate courses in general management (PGDM), international business (PGDM International Business), insurance business (PGDM Insurance Business Management), retail management (PGDM Retail Management) and sustainable development practices (PGDM- Sustainable Development Practices).The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused researches.

BIMTECH is mini-India in itself. It has students and faculty hailing from almost all the states of India. It is this mix of nationalities, cultural backgrounds, academic and professional experiences which makes BIMTECH one of the most exciting and enriching business schools in India today!



# Jury Members FICCI CSR Awards 2017 -18





**Ajay Shankar**, Former Secretary,  
Department of Industrial Policy and Promotion, GOI

Ajay Shankar has had rich and varied experience in public service for over forty years, primarily in the fields of industry, the power sector and urban development.

He was a member of the premier Indian Administrative Service which he joined in 1973 and retired as Secretary, Department of Industrial Policy and Promotion in the Government of India in December, 2009. He played a crucial role in putting together the stimulus packages at the time of the global economic crisis of 2008 which enabled the Indian economy to recover in a short time and again grow at over 8%. The plan for the ambitious Delhi-Mumbai Industrial Corridor Project was developed under his stewardship. He was the Chairman of the National Productivity Council and of the Quality Council of India and gave greater momentum to their activities. He initiated the setting up of Invest India.

He served for a three year term, November 2011-2014, as Member Secretary of the National Manufacturing Competitiveness Council (NMCC), an advisory body comprising leading Captains of Industry, key Secretaries of Government and eminent Academics. As Joint Secretary and then Additional Secretary in the Ministry of Power he played a key role in enactment of the Electricity Act, 2003, and Rules and policies under it. As CEO, Greater NOIDA industrial Development Authority, he was responsible for the development of one of the most attractive Industrial townships and attracting considerable FDI to it. He was Secretary to the Lt. Governor of Delhi for over 5 years, and has also been Commissioner, Kanpur Division and Chairman of the Kanpur Development Authority and was closely involved with issues of urban planning, management and infrastructure development in these metros.

Before serving as Secretary (DIPP), he was Principal Adviser in the Planning Commission looking after Environment and Forests, Water and Sanitation as well as provision of Rural Infrastructure and contributed to the preparation of the Eleventh Five Year Plan in these areas.

He has been a public policy scholar at the Woodrow Wilson Centre in Washington D.C. USA. His articles on economic policy issues have been appearing in the national papers and he has also been addressing seminars and conferences on these issues.

He has served on the Boards of major public sector companies such as IDBI, EXIM Bank, NTPC, NHPC, PFC and REC and has also served as an Independent Director on the Boards of HAL and Tata Global Beverages. He is presently serving as a non-executive Independent Director on the Boards of L&T and Invest India. He is also a Senior Adviser at IRADE.

He has been a member of the Committee on Reform of Public Sector Undertakings, Electricity Distribution, Resources for the Power Sector for the 10th Plan, restructuring of HAL. He was closely associated with the design of the Jawaharlal Nehru National Solar Mission at the time of its launch.

He has recently served as the Chairman of (a) PPP Review Committee of the Railways and (b) Expert Committee set up by Government for Replacing Multiple Prior Permissions with a Regulatory Mechanism for improving Ease of Doing Business.

He has a Masters in Political Science from Allahabad University and a Masters in Economics from Georgetown University, Washington D.C.



**Ranjana Agarwal**

Founder, Vaish & Associates

Ranjana Agarwal founded Vaish & Associates, Chartered Accountants in 1985. Ms. Agarwal has vast and incisive experience in audit, tax, business valuations business related services including back office accounting, management consultancy, risk assurance and due diligence services. She also served as a Senior Partner of Deoitte Haskins & Sells and CC Chokshi firm until 2000. She has a vast and incisive experience in audit, tax, business valuations business related services including back office accounting, management consultancy, risk assurance and due diligence services. She also served as National President of FLO- FICCI Ladies Organization. She is on the board of few listed companies including ICRA Limited and also chairs their audit committee. She has also received the Indira Gandhi Priyadarshini Award for professional excellence and entrepreneurship. She is a Fellow Member of the Institute of Chartered Accountants of India. Ms. Agarwal holds Bachelor of Economics (Hons.) degree.



**Vidya Shah**

CEO, EdelGive Foundation

Vidya Shah is the CEO of EdelGive Foundation, the philanthropic arm of the Edelweiss group. Under her leadership, over the last nine years, EdelGive Foundation has become a catalyst for change, dedicated to collaborative philanthropy. In addition to being a board member of Edelweiss, where she worked as a CFO for many years, she serves on the board of various prominent organisations like Agastya International Foundation, Janaagraha Centre for Citizenship and Democracy, Asian Venture Philanthropy Network, Common Purpose, Women on Wings, Toolbox India Foundation and Masoom. In each of these organisations, her role enables her to contribute strategically to help build stronger and more sustainable institutions. Vidya earned an MBA degree from IIM-Ahmedabad and spent the first 11 years of her career in the field of investment banking with companies like ICICI, Peregrine and NM Rothschild after which she served as CFO- Edelweiss Group.



**Kalimuthu Arumugam**, Program Director,  
Water, Sanitation and Hygiene (WASH) Institute

As WASH Institute Program Director, Arumugam Kalimuthu (AK) is responsible for the overall management of WASH Institute program profile. Especially, AK is the Program In-charge for the Swachh Bharat Mission (Urban) Technical Assistance program unit of WASH Institute in New Delhi, which is supported by USAID and the Bill and Melinda Gates Foundation. AK has 27 years of experience in the development sector with a strong focus on water supply, sanitation and hygiene. Before joining WASH Institute, AK worked with Water For People, WaterAid India, WaterAid Nepal and Plan International (India).

As a technical expert, AK has been representing in top level committees of Government of India namely SACOSAN-VI Planning Committee and Committee on Ganga Action Plan on Sanitation technology of Ministry of Drinking Water Supply and Sanitation (MoDWS), Whole School Development Committee of Sarva Shiksha Abhiyan, Water and Sanitation Road Map development committee, Govt of Bihar and National Disaster Management Authority (NDMA). Also, AK is part of Program Coordination Mechanism (PCM) of Global Sanitation Fund (GSF) and Eminent Jury member of FICCI Award on Sanitation and Water Digest Water Awards. AK has published several technical papers and guidebooks on water and sanitation.

AK holds a Bachelor's degree in Civil Engineering from Coimbatore Institute of Technology, Bharatiar University, India, and a Master of Science degree in Water and Environmental Engineering, University of Surry, UK, along with many other diplomas, awards, and publications. He has submitted Ph.D thesis titled "Climate Change Impact on Farmers across Five Agro-Ecological Zones of India" in Gandhigram Rural University, India.

# 'FICCI Corporate Social Responsibility Awards'

*Awardees, Finalists & CSR Profiles*









## FICCI CSR Award for Women Empowerment

*Private sector Companies with turnover of INR 3001 Crores per annum and above*



“Guided by one of our core values, Care; Nuvoco has always made a responsible and sustainable contribution to the society in which we operate. Our involvement and support stems from educating and developing communities, which are empowered and self-sustaining.”

**Jayakumar Krishnaswamy**  
Managing Director  
Nuvoco Vistas Corp. Ltd.

## Nuvoco Vistas Corp. Ltd. (formerly Lafarge India Limited)

### Brief

Nuvoco Vistas Corp. Ltd. (formerly Lafarge India Limited), a leading manufacturer and seller of construction materials started operations in India in 1999. Our vision is to build a safer, smarter and more sustainable world by providing innovative and best-in-class products and services for home building as well as infrastructure projects.

Nuvoco is one of the leading cement players in Eastern, Central and North India with brands like Concreto, Duraguard, Duraguard MF, Infracem, ProWall, PSC and Zero M Water-Proofing Compound and ready-mix concrete range offers innovative, specialised products like Agile, InstaMix, Artiste, XLite, Robuste that have already made mark in the local markets. Besides, supporting individual home building requirements; Nuvoco also provides products and solutions for large projects, and is a part of some of the most prestigious projects in the country.

### CSR

Nuvoco have been long committed to sustainable development; pursuing a strategy that combines industrial know-how with performance, value creation, respect for employees and local cultures, environmental protection, as well as conservation of natural resources and energy. Nuvoco has been able to give back to the local communities in which we operate by sustainable communities across six cement plants; thereby making difference in the lives of over 1,98,000 people residing in 93 villages across the north and east regions of India.

Our corporate social responsibility (CSR) programmes fall under 5 pillars of Health





(Swasth Bharat), Safety (Surakshit Bharat), Education (Sakshar Bharat), Employability (Saksham Bharat) and developing Infrastructure (Sanrachit Bharat). We consider it as our inherent responsibility to provide a safe and healthy environment for all our stakeholders; not limited only to our employees and work towards a goal of ZERO HARM.

### **Swasth Bharat (Health)**

Through Swasth Bharat, we provide access to primary health care, improved sanitation and safe drinking water to our communities. Our cement plants dedicate a significant part of their overall CSR efforts to Health and Sanitation through a range of programmes. This year, more than 96,400 community members around our plants have benefited through our efforts.

Project 'DAMRU' is an important initiative under Swasth Bharat that has been undertaken with the Government of Rajasthan to adopt and support 162 Anganwadi centres over the next 5 years. Through DAMRU, we aim to touch the lives of around 9500 children and 3500 adolescent girls and mothers in rural Rajasthan as part of the district's priority programme, 'Project UDAN'.

### **Surakshit Bharat (Safety)**

As the name implies, under Surakshit Bharat, we strive to build awareness on safety and stimulate behavioural change in the communities living in close proximity of our operating units or even associated with us. Implemented by our teams across all plant locations; the programmes cover a range of topics that include road and home safety, attention to health and risks of avoidable diseases. This year we reached out to over 23,600 people across locations through various platforms like Nukkad Natak (street plays), training and awareness camps.

### **Sakshar Bharat (Education)**

Through Sakshar Bharat initiatives, we provide access to new age education to children in rural areas; and have touched over 7300 students. We follow a unique approach where our units partner with the state government and education authorities to improve the quality of education and infrastructure in schools. Students are provided opportunities to pursue higher education through computer training, and also receive career guidance and counselling through trained counsellors.





### **Saksham Bharat (Employability)**

Improving livelihood by imparting new skills to the youth and women to enable them to become self-reliant is driven under Saksham Bharat. Today these programmes have matured from being just classroom sessions to linking individuals and self-help groups to income generation activities. This year more than 2,000 people benefited through our various efforts under Saksham Bharat.

One such initiative is project 'Samridhi' that won the FICCI CSR Jury Award 2017 under the Women Empowerment category. This project was started as a pilot in FY 2014-15 with just ten households from small and marginal families in two villages near our Mejia plant. By gradually reviving and reinstating the Self Help Groups (SHGs), and sharing technical know-how for promoting mushroom cultivation on a larger scale, enabled the beneficiaries to increase their overall income by nearly 40%. Today, this project supports 120 women across five villages providing them an opportunity to be equal contributory members of their families, and improving the overall quality of life through access to education, better nutrition intake and asset creation.

### **Sanrachit Bharat (Infrastructure)**

Sanrachit Bharat projects are geared towards improving the quality of life by developing community infrastructure where we operate. By constructing and repairing roads, providing water storage and distribution facilities, as well as refurbishing school buildings, we have been able to help approximately 68,700 people in communities and villages around our plants this year.



“Corporate Social Responsibility for Capgemini is not just what the law says, it is about channeling our energies and commitment to serve the society for a positive impact. The initiatives are aimed to fuel digital inclusion in order to create an equal and harmonized ecosystem through intensive collaboration with multiple stakeholders.”

**Anil Jalali**  
CHRO

Capgemini Technology India Pvt. Ltd.

## Capgemini Technology India Pvt. Ltd.

### Brief

**Our Vision:** the business value of technology comes from and through people.

Capgemini understands that business value cannot be achieved through technology alone. It starts with people: experts working together to get to the heart of your individual business objectives and develop the most adapted solutions to fit these requirements. We believe this human-centered approach to technology is what makes the difference for your business.

**Our Mission:** with you, we create and deliver business and technology solutions that fit your needs and drive the results you want

Capgemini enables you to transform your organization and improve performance. We aim to empower you to respond more quickly and intuitively to changing market dynamics. By bolstering your ability to harness the right technology, we help you become more agile and competitive.

Collaboration is central to the way we do business. Our experts join forces with your people to form a cohesive team. More than just a promise, our capacity to collaborate has become a key client expectation. In the services business, success is powered as much by shared values as by employee skills. Values and ethics are part of what makes working at Capgemini different. We seek to instill ethics and values that empower people to master their business or technology domains, build meaningful relationships with their colleagues and clients, and design positive futures.

### CSR

Our mission is to use our expertise to drive positive change.

The goal of being "Architects of positive futures" captures our renewed social ambition: to be recognized worldwide as a leading responsible company, using our expertise to bring about positive impact. Sustainability is a business imperative now at the core of everything we do, and we will effect change through our ways of working and the personal commitment of our colleagues. We collaborate with clients and partners to build solutions that promote environmental sustainability, help societies address the impact of the digital and automation revolution, and foster inclusion in





the workplace to reflect society's rich spectrum of diversity.

### A new focus on Digital Inclusion

We aim to maximize our social impact through a streamlined focus on Digital Inclusion, leveraging our specific skills and capabilities, especially for the most disadvantaged populations. For higher impact, we work collectively with innovative partners to deliver tangible outcomes.

Since 2014, our CSR journey has focused on transforming lives of people who come from socially, economically and culturally marginalized backgrounds. By focusing 80% of our social impact initiatives on digital inclusion and future skills by 2020, we will develop partnerships with global social organizations, as well as other corporations and institutes.

Our CSR approach in India is based on two thematic areas- Education and Employability & Livelihood. Employee volunteering is one of the crucial elements while appraising a project, the visibility and reach in the immediate community thus plays a vital role.

### Education

We believe, education is the key differentiator for development- both at community as well as at national level. We focus on access, quality and inclusion of education as part of our intervention agenda. This further translates as ensuring children of school going age are in schools and enjoy the entire process of learning, teachers are equipped with the ever-changing skill sets to suit the





dynamic needs of children studying in multi-level classrooms, school management takes ownership of activities undertaken and enhance their capabilities to progress further and emerge as change leaders. The parents and extended community get influenced and encouraged to motivate these children to continue studying. We have expanded our scope from primary and secondary education to inclusion of tertiary education as well. Students from socio-economically disadvantaged background are provided with opportunities to move ahead in their educational journey who otherwise would

have discontinued and we as a nation would have lost a productive asset.

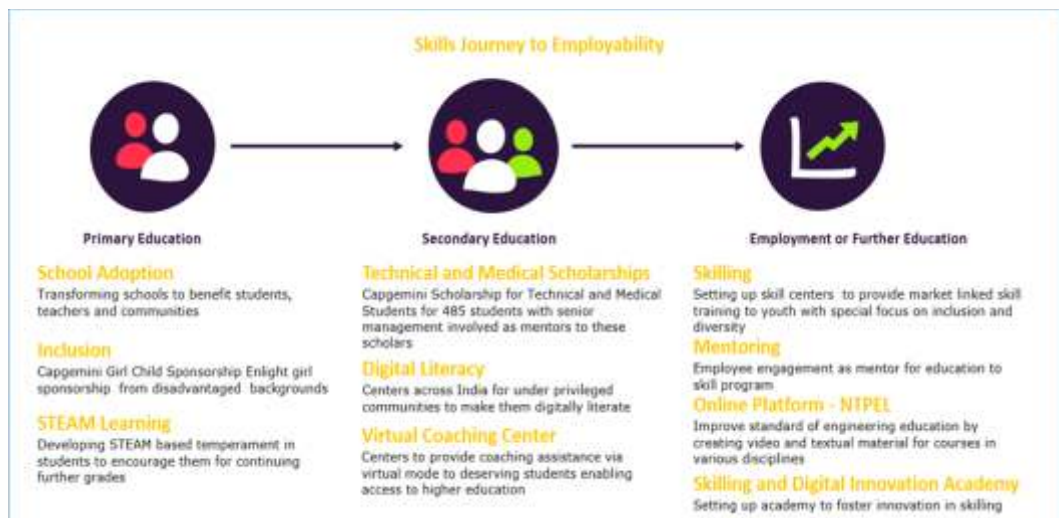
### Employability

Our employability and livelihood efforts deeply resonate with youths who often find themselves lost in the marketplace. Equipping them with market aligned skillsets, empowering them with confidence to sustain in employment and encouraging them to pursue greater avenues are the core areas of our implementation strategy.

This has influenced many more to join our journey of building social capital that contributes positively to the overall economy.

The interventions are designed to create sustainable impact on all three levels along with greater synergies with government programs in order to create cadre of change agents at all levels.

In partnership with 45 NGO partners, 14 Municipal corporations, 8 state government, 8 Govt. departments and agencies, we have positively touched more than 8,47,000 people.





## Building Social Capital

Acknowledging the existing digital divide, we ensure that elements of digital and automation are integral to everything that we do in CSR.

Ensuring children of school going age are in schools and enjoying the learning journey, equipping youths with employable skills through training and mentoring, enabling relief and rehabilitation work in areas affected by natural disasters; we thus reach out to the most marginalized communities. We begin with tangible elements to have

ownership from the communities in the entire process of project implementation. This has enabled us to create spaces for dialogues and discussions which have further strengthened our efficiency on ground.

Direct benefit of access to the opportunities have empowered many to fulfill their aspiration and become role models influencing many more.

Children continuing education and opting for higher grades has certainly equipped them with better understanding. Conceptually strong, the projects have delivered quality to the lowest strata in our society. Reduction in drop-out rates, increased academic achievements, reduction in absence due to avoidable diseases, increased proficiency levels, enhanced employable skills, better salary structure and many such reasons resulting in healthier households can be credited to the CSR efforts undertaken by Capgemini.

We are now witnessing positive change in approach towards CSR which is further strengthening our values and the way we engage with communities.

We did ensure to complete the cycle of education to employability. We start by enabling access to education either at schools or through community centers. This has given paradigm shift to the way students are aspiring, change in the role models they look up to and challenges they are confidently taking up defying societal norms that were pulling them down. Vocational courses offered at our centers range from primary teachers to nurses, basic IT skills to IT enabled servicers, hospitality, retail, banking services and many more. Our enrolments are increasing as our alumni shine in their respective sectors. The role models for upcoming batches are now right next door making our interventions even more relevant. With 75% plus securing placements right after course completion, we see 15% plus taking up advanced level courses and education and few starting their own enterprises. Market aligned vocational skills are equipping them with competitive skillsets to sustain and make positive contribution. From 14,826 people we were reaching out through our intervention in year 2014, our programs have scaled up and touched the lives of 847,000+ community members as on March 31, 2018.

We intensively engage with government and other corporates to make sure that programs which are impacting the lives of communities are sustained and replicated in future. Engagement of communities is at every stage from project conceptualizing to project monitoring ensures ownership of the project at the grass root level

We look forward to the day when they join our company as colleagues and influence the way CSR is done. For this would have the true essence of planning and implementing CSR initiatives in a more relevant way which would further result in effective alignment with development goals.



## Private sector Companies with

turnover of INR 3001 Crores per annum and above



India is at the helm of being globally recognised as an emerging leader. This cannot be achieved in its truest sense without giving due importance to rural development. While a lot is being done on this front, what is really needed is a strong push in driving meaningful collaborations to ensure wider, last mile reach. It is about time that various organisations strategically focus on creating a pool of resources that would eliminate duplication and fragmented work on the ground. Only this could achieve the sustainable change that we all aspire for. With 25 years of experience as an implementing agency in rural development, ACF has partnered with several organisations to work closely with underprivileged communities. We aim to create a strong and lasting impact by widening our reach and collaborating with more like minded organisations.”

**Pearl Tiwari**

Director & CEO

Ambuja Cement Foundation

## Ambuja Cements Limited

### Brief

Ambuja Cements Limited, a part of global conglomerate LafargeHolcim, is one of the leading cement companies in India and a trusted brand in Indian cement industry. The Company has 5 integrated manufacturing plants and 8 cement grinding units across the country. Ambuja Cement is the industry leader in responsible use of resources, both natural and man-made. The company has been certified four times water positive, a feat achieved through conservation efforts and increasing water efficiency in its plants. It is also plastic positive, by burning as much as over 50,000 tonnes of plastic waste in its kilns, equivalent to 1.54 times of total plastic used. The company also generates 7.4% of its energy from renewable resources. The company's most distinctive attribute is its approach to business. Ambuja Cement follows a unique homegrown philosophy "I Can" that gives people the authority to set their own targets and the freedom to achieve their goals. Its focus has been consistent on two major building blocks that have resonated through its daily operations - Quality (of products) and Safety (of all those involved in the creation of its products).

### CSR

Community development and social responsibility has been part of Ambuja Cement right from inception, long before CSR evolved as a concept. The Company conducts its CSR activities through its CSR arm - Ambuja Cement Foundation (ACF). With sustainability at the core of all operations at Ambuja Cement, ACF is a vehicle to strengthen communities and help them progress as the Company grows.

ACF was founded in 1993 to initiate development services in communities and villages, neighboring ACL's plants. ACF has been consistently working with the mission to energize, involve and enable communities to realize their potential. ACF's mission underscores organization's endeavour in empowering communities to act as catalysts of change.

With a vision to create a sustainable, prosperous society, built on long-term partnerships; ACF

endeavours to move step beyond lifting people up from poverty line and empower them to become self-reliant in building a prosperous life for themselves. ACF has adopted a holistic approach to achieve this through 'Livelihood Pentagon' model where we are equally focusing on natural, social, human, financial and physical capital in rural communities.

Following the livelihood pentagon model, ACF's programs are based on six thrust areas:

### **Water Resource Management**

Water being an important part of cement processing, ACL understands the strain its products could perhaps put on the environment. In wake of this realization, ACF has worked extensively in ACL's neighborhood to promote water conservation. By partnering with the government and other developmental agencies, ACF has achieved large scale projects thereby creating 54 million cubic meter of water storage capacity.



The program was initiated in the salinity ingress areas of Kodinar in Saurashtra (Gujarat), and has now spread to the dry arid regions of Rajasthan, and the hilly regions of Darlaghat (Himachal Pradesh); adapting to the unique topography and strategies to suit the needs of a particular region. ACF's water resource management model focuses on three areas - Water Harvesting, Drinking Water and Water-use Efficiency.



### **Agricultural Livelihoods**

With agriculture as the primary livelihood source in rural communities, the program is building farmers' capacity on optimum input usage, agriculture technology and building collective strength for better bargaining skills. Till date, the program has covered more than 1.2 lakh farmers under Better Cotton Initiative (BCI) and 10,200 farmers under System of Rice Intensification (SRI). ACF also trains para-vets known as Pashu Swasthya Sevikas (PSS) to ensure easy access to animal care service in their villages.

Aiding to ACL's objective of being the most sustainable company in the industry, farmer producer companies have partnered with ACL for procurement of biomass as an **Alternative Fuel Resource (AFR)**. Under the AFR projects, farmers get paid by ACL to provide bio-wastes like sugarcane trash leaves, cotton stalk, wheat straw and other crop residues which are used to replace conventional

fuels in ACL kilns. In the year 2017, 46359 MT of biomass was used across ACL kilns to replace traditional fuels. This endeavour created a turnover of INR 90 Million for the 4 FPOs in 2017.

### **Skill-based Livelihoods**

Focusing on the holistic development of the most underprivileged youth from rural areas, SEDI (Skill and Entrepreneurship Development Institute) aims to achieve sustainable livelihood by strengthening their vocational skills through quality training. Since the establishment of the first institute in 2006, SEDI has trained more than 39,000 youth in various trades. Currently, there are SEDIs in 10 states providing a blend of theoretical and practical knowledge and other support skills such as computers and spoken English. SEDI currently provides vocational training in 35 different trades that includes electrical, masonry, nursing, welding, retail, etc.



Addressing our very own construction sector, masons are the end consumers of our product, Ambuja Cement; and yet remain the most marginalized and unrecognized stakeholders. As the construction sector is expected to grow more, Skill and Entrepreneurship Development Institutes (SEDI) in collaboration with National Skill Development Corporation is facilitating government's agenda to assess and certify existing masons in the industry; which helps them leverage their skills better and receive a higher pay scale compared to their non-certified colleagues. In 2017 alone, 8890 such masons were certified across locations.

### **Health**

Lack of access to quality health care services is one of the key issues faced by rural communities. ACF's comprehensive health intervention seeks to bridge this gap by addressing clinical, preventive and promotive aspects of health across communities in seven states of India.

The program is led by a cadre of ACF-trained, village-based health workers called sakhis, ensuring basic health care at the village level, and referring patients for timely medical intervention whenever needed.



To promote sanitation in villages, ACF has been focusing on mobilizing communities to construct toilets and also use them. As part of the sanitation project, 131 villages covered by ACF have 100% toilet coverage.

Under the community health and sanitation programme, ACF engages with truckers who are large yet vulnerable group of Stakeholders for ACL. ACF in collaboration with Apollo Tyres Foundation runs for **Health Care Centres** for truckers at Surat, Sankrail, Nalagarh and Farakka.

### **Women Empowerment**

Financial independence is seen to have a great impact in boosting woman's confidence and decision making ability. ACF supports over 2200 SHGs across locations and support entrepreneurial initiatives of the SHGs through regular trainings, skill building and promotion of income generation activities. In Chandrapur (Maharashtra), Kodinar (Gujarat), Bali (Rajasthan) and Rabriyawas (Rajasthan), ACF has federated women from small SHG groups of 15-20 members into apex bodies (Women's Federations). Women Empowerment cuts across all other verticals at ACF, as these women have become the frontrunners for other programs - be it water, health, sanitation or education.

### **Education**

ACF promotes education through varied programs across its locations. Innovative teaching and learning methodologies introduced in schools coupled with teacher training, make subjects interesting and easier to understand. ACF trained balmitras support children in Math and Science. ACF also provides infrastructural support like establishment of science centres, libraries, etc. In locations with high drop-outs and out of school children, ACF run non-formal education centres (NFEs) which provide basic literacy and strive to mainstream children in formal schools.

### **Special Education and Vocational training & Placement of Differently abled Children**

**Ambuja Manovikas Kendra (AMK)** is the only facility for special children in the entire district of Ropar, Punjab. At present AMK reaches out to nearly 90 children, all broadly fitting in the category of mentally challenged and provides them with a conducive environment tailored to meet individual development needs.

AMK children have been demonstrating special inclination and talent towards sports and arts and have been winning accolades at both the national and international levels. Seven AMK children, in last four years, have won 13 medals at the World Special Olympics. AMK team has also been winning the championship trophy at Punjab State Special Olympics for the last 11 years. Through their examples, AMK kids have set a benchmark and are defying societal beliefs and stigma attached with the differently abled.





Women, who comprise of 50% of our population, are the backbone of the development of any community, society and economy. Being a part of the Tata Group, inclusive growth and empowerment of the underprivileged section of the society with a focus on Women Empowerment is the cornerstone of Tata Power-DDL's CSR Policy. In Delhi, our focussed social innovation programs in the realms of education, vocational training, entrepreneurship et al are slowly and steadily transforming the lives of thousands of women in over 220 Jhuggi Jhopri (JJ) Clusters. In the days ahead, we plan to expand the reach of our programs to ensure maximum number of women get equal opportunities and the freedom to decide and control their personal and professional lives.

**Sanjay Banga**  
CEO  
Tata Power-DDL

## Tata Power-DDL

### Brief

Tata Power Delhi Distribution Limited (Tata Power-DDL) is a joint venture between Tata Power and the Government of NCT of Delhi with the majority stake being held by Tata Power Company (51%). Tata Power-DDL distributes electricity in North & North West parts of Delhi and serves a populace of 7 million. The company started operations on July 1, 2002 post the unbundling of the erstwhile Delhi Vidyut Board (DVB). With a registered consumer base of 1.6 million and a peak load of around 1967 MW, the company's operations span across an area of 510 sq. KMs.

Tata Power-DDL has been the frontrunner in implementing power distribution reforms in the capital city and is acknowledged for its consumer friendly practices. Since privatization, the Aggregate Technical & Commercial (AT&C) losses in Tata Power-DDL areas have shown a record decline. AT&C loss is a measure of overall efficiency of the distribution business which is the difference between units input into the system and the units for which the payment is collected. Today, AT&C losses stand at 8.4% which is an unprecedented reduction of around 84% from an opening loss level of 53% in July 2002.

In line with Tata group's core purpose and mission to improve the quality of life of the communities it serves through long-term stakeholder value creation based on Leadership with Trust, Tata Power Delhi Distribution has been striving towards the improvement of quality of life and upliftment of people particularly for those residing in Jhuggi Jhopari (slums) Clusters. The company is working tirelessly in 223 JJ clusters, resettlement colonies and villages in its power distribution area of North and North-west Delhi through 350 women literacy centres, 19 vocational training centres, tutorial classes, drug de-addiction camps, 50 RO Water Plants for providing safe drinking water to schools & slum clusters people, 4 mobile dispensaries, blood donation camps, support to SC & ST community under its Affirmative Action Policy, among others, benefiting over 4 lakh people. Tata Power-DDL has received accolades both nationally and internationally for its trustworthy corporate conduct and commitment towards the underprivileged section of the society. The company has been bestowed with the, Platts Award, 3rd Asia's Best CSR Practice Award, India Power Award for Social & Community Impact SKOCH Order of Merit & Silver Award 2016 under Blue Economy for "Empowering Women Beyond Boundaries".

## CSR

The community development wing of Tata power DDL has been redefined as "Social Innovation Group (SIG)". The program of Social innovation Group has been clustered under the umbrella of mother brand "SAATHI" which is connected with four pillars.

1. "UNNATI" recognizes the need of women and youth empowerment. The purpose is to bring significant differences in socio-economic condition of women residing in JJ clusters. The programs covered are - Women Literacy Program, ABHAs, Skill Generation Program, Entrepreneurship Development Program, Support Girl Child Program etc.
2. "SANJEEVANI" seeks to promote and support healthy lives of communities with the aim of improving accessibility and outreach of health services at the doorstep. Programs executed under the banner of Sanjeevani are - Installation of RO plant water, Blood Donation Camps, Mobile dispensary unit and Drug De-addiction Camps.
3. "UJJWAL" focuses towards improving the quality of lives belonging to deprived section of the society. Tata Power- DDL makes every effort towards socio-economic upliftment of Scheduled caste and scheduled tribes in the areas of Education, Employability, Employment and Entrepreneurship under Tata Affirmative Action Program.
4. "Club Enerji" program has been designed to mitigate the future environmental risks by raising awareness amongst future generation of the society. The programs featuring under its banner are - Sensitization session for school students, Tree Plantation Etc.

### UNNATI- Youth Empowerment

**WOMEN LITERACY PROGRAM-** 'You **educate** a man; you **educate** a man. You **educate** a woman; you **educate** a generation.' .....**Brigham Young**

Literacy of women leads to the holistic development of the family & the society on the whole. Being literate imparts a sense of empowerment to women which is otherwise denied to them. Education ensures the mental development of women enabling them to sustain themselves financially. Education is a vital for a woman as she grows up to be the bulwark of her family and her children. The female populace residing in the JJ clusters of North and North-West Delhi are mostly illiterate and have never had the opportunity to enrol themselves in schools and colleges. Tata Power-DDL identified this concern as one of the intervention areas and ventured into Women Literacy Program



in 2006-07 with two centres, through Computer Based Functional Literacy program (CBFL) introduced by Tata consultancy services and today the program has grown to 350 women literacy centres. The intent of the program has been to impart functional literacy, so that these women become adept with carrying out their daily tasks such as doing grocery shopping, operating bank accounts, reading bus numbers etc.

Along with imparting functional literacy, these beneficiaries are also given awareness sessions on health issues and safety. More than 87,000 women have been covered through this program and in the last FY 2017-18, 21,000 women have benefitted from this program.

### **ABHA**

Tata Power-DDL believes that apart from empowering these women by showing them the avenues to educate themselves, it is important to make these women beneficiaries financially independent as well. Tata Power-DDL started various schemes for these women so as to help them start earning in order to meet their family responsibilities. Instructors at the women literacy program are developed as brand ambassadors and are named 'ABHA'. Here, they are financially engaged in disseminating information on behalf of the Social Innovation Group (SIG) of programs like vocational training, free health services through mobile dispensaries, drug de-addiction camps, RO water supply and scholarship for SC/ST students etc. These 'ABHA' help the community to avail benefits of SIG initiatives and also works as first consumer contact points regarding general queries of SIG. Currently 841 women are designated as ABHAs and working dedicatedly in the community. Monthly meetings are also organized for a regular monitoring and handholding of associated ABHAs.

### **Entrepreneurship Development Self Help Group**

The creation of self-help groups is encouraged at these women literacy centres in order to organize them into small micro income-generating groups. The aim behind creating self-help groups is to make these women independent and self-sufficient and to also inculcate the habit of saving. Maintenance of account books and other records like the minute's book, attendance register, etc., are also being maintained in these self-help groups (SHGs). The SHGs have their own centralized bank accounts which are opened in their respective names for the sake of transparency with regard to various transactions that take place within these SHGs. The process of transparency is done in



order to promote trust, mutual faith and confidence among its members. These SHGs are linked with nationalized banks so that they can have proper bank accounts in their names where they can deposit their savings and avail of financial assistance at the stage of maturity. In order to support and offer longevity to SHGs, it is essential to create doorstep access to micro- enterprises amongst seasoned SHGs. Keeping this objective in mind, specialized agencies have been identified to train women in various skill



sets such as bangle making, chocolate making, soft toy making, jute work, handicrafts etc. Network linkages have been established with various companies and factories with the objective of marketing the products made by our SHGs. Network linkages have been established for the self-help groups both before and after training, in order to facilitate a positive and supportive environment.

Tata Power-DDL is working towards providing skill based training to 151 SHGs, have been trained till FY17- 18. The training programs aim to empower women in such a way that they can start their own entrepreneurial venture.

### **Vocational Training Program**

Youth living in the Jhuggi Jhopri clusters (JJ clusters) and who belong to the poorest of poor families are unable to find other means to fulfil their dreams and aspirations, due to an inaccessibility to basic resources. Tata Power-DDL has started various vocational training cum educational centres for the inhabitants residing in these JJ clusters. After taking a need assessment survey, skill training programs were started to enhance the employability of these communities and to uplift the economic status of their families as well. These vocational training centres provide a platform to the less privileged youth to support them to learn desired skill sets which will make them employable and empower them to earn their living. Basic objective behind opening these centres was to enhance family income and bridge the gap between needs & resources in order to fulfil them. In order to cater and meet this purpose, Tata Power-DDL runs 18 vocational cum tutorial classes and plans to develop more vocational training centres in order to impart the requisite skills to the unemployed youth and school students. These centres are centrally located within the communities, offering an ease of access to the youth, especially women. The aim of skill generation programs is to train the unemployed youth and school drop-outs that hail from JJ clusters & resettlement colonies, in various vocations, thus enabling them to either start their own small ventures or get a gainful employment. This leads to an enhanced family income and the family is then able to afford the basic amenities of life which are needed to lead a happy and healthy life.

Our partner agencies carry out assessment surveys for the selection of courses ensuring the marketability & engagement of passed out beneficiaries. The beneficiaries are skilled in useful and practical vocations such as computers, training in electrician' s skill set, stitching, tailoring and training in beautician practices, personality development and mobile repairing. Also, new industry based short term courses of Retail Chain and Office Assistant have also commenced which have very high placement prospects.

More than 5000 youth pursued various courses at our VT centres in the last Financial Year (2017-18). Till date we have reached out to 19404 youth.



## FICCI CSR Award for Women Empowerment

Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum



“CSR is not just a Business requirement but is deeply embedded into the DNA of our Company”

**NA Ansari**  
Joint MD  
JSPL

## Jindal Steel & Power Ltd.

### Brief

JSPL is an industrial powerhouse with a dominant presence in steel, power, mining and infrastructure sectors. Part of the US \$ 22 billion OP Jindal Group, the Company is continuously scaling its capacity utilisations and efficiencies to capture opportunities for Building A Nation of Our Dreams. Led by Mr Naveen Jindal, the youngest son of the legendary Shri O.P. Jindal, the company produces economical and efficient steel and power through backward and forward integration. JSPL's business operations span across the states of Chhattisgarh, Odisha and Jharkhand in India, where it operates some of India's most advanced steel manufacturing and power generation capacities of global scale. JSPL has created cutting-edge capacities to produce upto 9.95 Million Tonne Per Annum (MTPA) Iron through a judicious mix of Direct Reduced Iron (DRI), Blast Furnace and Hot Briquetted Iron (HBI) Routes catering to its 11.6 MTPA Liquid Steelmaking capacities across three locations in India and abroad. The company has a well-spread out installed finished steel capacity of 6.55 MTPA prudently spread over Bar Mills, Plate Mills, Rail and Universal Beam Mill (RUBM), Medium & Light Structural Mill (MLSM), and Wire Rod Mill. JSPL's captive iron ore mines at Tensa, Odisha have a production capacity of 3.11 MTPA. The company owns and operates combined power generation capacities of 5034 MW including the 3400 MW O.P. Jindal Super Thermal Power complex at Tamnar, Chhattisgarh.

### CSR

JSPL's social commitment lies at the core of its business. Sustainable development is an integral part of its corporate Core Values. JSPL Foundation, the CSR Arm of JSPL, through the CSR Team has been steering the Community Participation and Ownership of CSR Projects by way of capacity building and effective collaboration between the Company and the Community. The CSR activities are aligned to Schedule VII of Companies Act 2013 & 9 goals out of 17 UNSDGs. The Company is socially committed to six focus areas:

1. Education & Skill Development
2. Health, Nutrition and Sanitation

3. Need Based Community Infrastructure Development
4. Entrepreneurship Development Programme
5. Natural Resource Management
6. Sports

All the Corporate Social Responsibility (CSR) interventions in our business locations are being implemented in Project mode adopting a 360 degree approach. All the Projects are based on the Community's need profile analysis. Conscious efforts are being taken during implementation to induct community ownership for ensuring sustainability. Collaboration with Government and Development Institutions has shaped our CSR Projects to imbibe high potential of replicability and thus withstand the sensitivities associated at the grass root level. While designing and implementation of intervention, JSPL consults and engages with all appropriate stakeholders. Techniques like Participatory Rural Appraisal (PRA), Need-Profile Analysis and Need-prioritisation are used as effective community participation tools in the ground communities which are also involved in delivery, as well as during participatory monitoring phases of the programmes. Customized well defined and structured exit policy for the implemented projects with the simultaneous formation/strengthening of Village Institutions is in place for facilitating Community Ownership of the projects.

Right from conceptualisation, planning, project formulation and implementation to participatory monitoring of the CSR Projects, the local community has been playing the role of the front line stakeholder in all business locations of the company. Be it the Projects on Community Health Care, Quality Education, Need based Community Infrastructure, Promotion of micro enterprises, the community has been co-driving the operations in their respective villages and hamlets joining hands with the dedicated team of CSR Professionals in the Projects. Our Community Health Care Projects encompass both Preventive and Curative Health Care interventions. Conscious planning and implementation of Safe Drinking Water Projects based on a need mapping, the Sanitation & hygiene measures and awareness building campaigns have helped in improving the health indices of the people living in the vicinity. Some unique healthcare projects like 'Kishori Express' to improve health care of adolescent girls, 'the Vatsalya' to improve the IMR and MMR and 'Asha- the Hope' to rehabilitate and mainstream the differently abled children, being implemented in Angul (Odisha), Tamnar (Chhattisgarh) and Raigarh (Chhattisgarh) respectively, have earned credibility and recognition for its high impact on the subjects and potentials of replicability.

The Company supports and supplement state efforts to strengthen quality education in vernacular schools, through initiatives that bring these schools in alignment with the norms of India's Right to Education Act. Of particular importance is the OP Jindal Community Colleges in 3





Eastern States which support the "Skill India" mission of the government by providing opportunities for technical training leading to augmentation of employability of the youth through three aspects of learning-by-doing, global quality training and expanding opportunities. So far we have contributed 10000+ skilled youths to National skill pool base.

JSPL has been able to provide sustainable livelihood opportunities to the community in its periphery through skill building, organising them into groups and providing backward & forward linkages. Women, farmers group, federation have been formed and they are now been able to earn sustainable income through their involvement in farm, non-farm based interventions.

Through livelihood interventions, women SHGs, clusters/federations/producer group formed. The income level has grown multifold times, their purchasing power, decision making capacities strengthened. The women now decide about health facilities, education of children, asset purchase, etc. Women SHGs/enterprises are into mushroom cultivation at Angul, Tamnar, Raigarh and profits are lucrative. Each member earns Rs.1500/month from such activities investing 2hrs/day at Angul and WSHG members earn around Rs.7500/month at Tamnar. Jan Jeevika Centre is livelihood hub at Angul that promotes sustainable income amongst the women SHG members.

JSPL has a watershed management project at Angul which is a collaborative project between NABARD, JSPL & VWC & implementing by a NGO called MASSP. It covers 2 watershed areas, 5 villages and 9000 community members & has been able to check soil erosion by 80% and deforestation by 100%, ground water level increased by 60%, productivity increased by 100%.

JPL in collaboration with NABARD initiated the WADI development program in 9 villages covering 500 acres of land 500 tribals of Tamnar block, Raigarh, Chattisgarh in 2011. The project recognises the fact that tribal are symbiotic to forests, hence focus on a tree based economy. They have been able shift from sustenance/pasture to horticulture & ensured reverse migration. Multi cropping, cash crop cultivation and adequate market linkages has boosted the farmer's income on a sustainable basis.

Several critical infrastructure projects undertaken by JSPL, through its CSR arm JSPL Foundation, for connecting people well with an overarching vision of bettering their life, by improving their avenues of market, access to education and health & for facilitating faster movements of goods and services. The major infrastructure that JSPL has invested are



- Building 2 Hospitals, 6 health centres and 7 Telemedicine centre to provide easy access to specialist health services in remote location
- Building 7 schools, renovating classrooms, hostel facilities, toilets, drinking water facilities so that there is an improvement in quality of learning, decrease in drop outs, improved retention of students in schools, etc.
- Construction of 400 kms road, bridges, culverts for easy transportation of underdeveloped remote locations with mainstream cities, towns
- Building of bathing ghats, community toilets, Individual HH toilets to ensure safety and hygiene of rural & tribal women, children in
- 62 Community centres at several locations to promote culture and bonding among the villagers
- 20 kms of boundary wall in several schools
- Drinking water facilities through 225 borewells, 12 water overhead tanks, 3 water ATMS, piped drinking water facility at Angul, and water facilities for irrigation through pond excavation and renovation
- More than 1000 HH toilets built at Chattisgarh, Odisha & Jharkhand contributing to Swachh Bharat mission.
- 34.5 kms stretch of rural electrification to periphery villagers at CG, Jharkhand & Odisha
- Sports playground, stadium at Ghargoda, Chattisgarh, Sports Complex at Barbil, Odisha, renovation of cricket stadium at Raigarh, CG and construction of badminton court at locations in CG.

JSPL has nurtured sports talent across all locations like the hockey team at Angul, Odisha, girl's football team at Patratu, Jharkhand & Wushu and Kickboxing team at Barbil, Odisha who have not only represented JSPL & the nation at several national & international events and brought laurels for India.



Activities/projects	Cumulative (Rounded fig.)
<b>Health</b>	
Adolescent girls benefitted from Kishori Express: an initiative to control adolescent girls anaemia	35000 +
HIV & AIDS prevention and control of High Risk Groups like truckers, migrant labourers through awareness drives, ICTCs	175000 +
Access to potable drinking water	1200000 +
Community benefitted from Telemedicine centre, Mobile medical units & health camps	200000 +
<b>Education</b>	
School children provided & supported for quality education	80000 +
Community teachers to improve quality education	300 +
Youths receiving vocational training through OPJCC	110000 +
<b>Infrastructure</b>	
Community around our facilities benefitted from various civic infrastructure	500000 + in 200 villages
<b>Entrepreneurship development &amp; women empowerment</b>	
Farm Based Activities	5000 +
Non-Farm based Activities	20000 +
<b>Natural Resource Management</b>	
Watershed Development, WADI, Community Plantation	20000 +





“Over the past decade, Jubilant through its foundation is working on skill development program either directly or through partnership model. We support the program by establishing facilities and infrastructure for conducting training programmes around the manufacturing locations of Jubilant along with supporting women for self-employment.”

**S.S. Bhartia**  
Chairman

Jubilant Bhartia Group  
&

**H.S. Bhartia**  
Co-Chairman & Managing Director  
Jubilant Bhartia Group

## The Jubilant Bhartia Group

### Brief

The Jubilant Bhartia Group, with global workforce of around 36,000 employees, has a strong presence in diverse sectors like Pharmaceuticals, Life Science Ingredients and Drug Discovery Services, Performance Polymers, Food Service (QSR), Food, Auto, Consulting in Aerospace and Oilfield Services. Jubilant Bhartia Group has three flagships Companies- Jubilant Life Sciences Limited, Jubilant FoodWorks Limited and Jubilant Industries Limited, listed on Indian Stock Exchanges.

### Pharmaceuticals and Life Sciences

Jubilant Life Sciences Limited is an integrated global pharmaceutical and life sciences company engaged in Pharmaceuticals, Life Science Ingredients and Drug Discovery Solutions.

### Agri Products & Performance Polymers

Jubilant Bhartia Group's presence in Agri segment has gained it the reputation of a leading producer of products for Crop Nutrition, Crop Growth and Crop Protection.

### Food Services (QSR)

The Company is India's largest and fastest growing food service company, with 1134 Domino's Pizza restaurants across 266 cities (as on March 31, 2018).

### Services

Jubilant Enpro, through its alliances with international companies, provides business, marketing and technical support related to Oil & Gas services, Power & Infrastructure services, and Aviation related services.

### Auto

Jubilant Motor Works is one of the largest



Luxury Auto Retail Company in India, engaged in sales and servicing of Audi, Porsche and Maserati Cars

## **Food**

Jubilant Consumer Pvt. Ltd started its journey in 2013 with an objective of becoming the best in class food solutions provider to food service industry.

## **CSR**

Jubilant defined CSR as the commitment of business to contribute to Sustainable economic development, working with employees, their families, local community and society at large to improve quality of life since more than two decades. However, to bring more focus to this important area of social intervention, Jubilant Bhartia Foundation (JBF), a nonprofit organization was established in 2007. At Jubilant, CSR is a fundamental concept - like liberty or equality - i.e. always redefined to serve changing needs and times. The community development programs are based on a clearly defined social philosophy or are closely aligned with the Companies' business expertise. The employees become the backbone of these initiatives and volunteer their time and skills, to implement some of these programs.

## **Vision**

To bring progressive social change through strategic multi-stakeholder partnership

## **Mission**

Develop multi-stakeholder sustainable models to bring about 'social change' involving knowledge generation & sharing, experiential learning and entrepreneurial ecosystem

## **Domain Expertise Areas:**

The foundation specifically focuses on four essential domains as under:

- Universalize elementary education,
- Improving health indices through innovative services,
- " Escalating employability and
- Enabling a conducive environment for social entrepreneurship

## **Objective/Purpose**

- The foundation focuses on conceptualizing and implementing the Corporate Social Responsibility initiatives for the Jubilant Bhartia Group as well as other corporate entities
- Channelize resources for bringing measurable social change in the society

## **Activities**

- Improve quality parameters for primary education system through community involvement



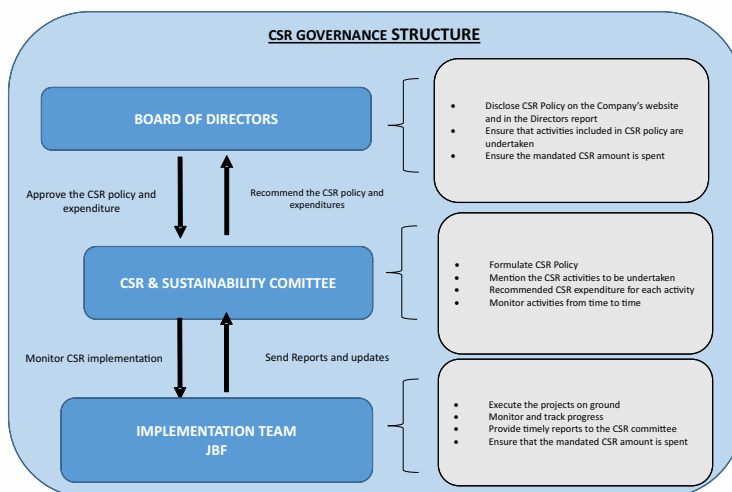
- Promote health seeking behavior and provide effective basic healthcare to the
- Improving employability through vocational training
- To provide a unique platform at national level for leading social innovators to highlight social entrepreneurship as a key element for Inclusive Growth.



The CSR Committee of the Board of Directors comprise of the following members:

- Chairman
- Co Chairman and Managing Director
- Executive Director Finance
- Independent Director
- The CSR implementation team led by the Head CSR.
- The Chief Sustainability Officer responsible for overseeing the CSR programs.
- CSR Coordinators at project site monitor and implement the CSR programs at their respective plant locations.
- CSR Coordinators are reporting to the Unit Head.

The CSR Coordinators may undertake local CSR activities corresponding to the CSR causes which have been laid down in CSR policy but prior approval is a must.





“Rural communities engaged in farming are the inspiration for all we endeavour to do. We bring to bear our commitment by seeking to contribute better nutrition, health and sanitation to rural women and children. We feel privileged to have been able to make a meaningful impact through mid-day meals for children in partnership with Akshaya Patra, sustainable farming efforts with ISAP and women empowerment with AFPRO.”

**Shilpa Divekar Nirula**

CEO

Monsanto India Limited (MIL)

## Monsanto India Limited (MIL)

### Brief

Monsanto India Limited (MIL) - a subsidiary of the Monsanto Company (USA) is a publicly listed Monsanto entity. With a presence of more than six decades in India, MIL is committed to help the Indian farmer produce more while conserving sustainably and to be successful. MIL focuses on maize (Dekalb®, India's largest selling hybrid maize seed brand) and agricultural productivity (Roundup®, the world, as well as India's largest selling glyphosate herbicide).

MIL endeavours to boost crop productivity through its advanced research in maize cultivation, access to a wide library of global maize germplasm, breeding technology and techniques, new high-yielding hybrid seeds, best-in-class manufacturing facilities, extensive agronomic activities and on-farm technology development.

### CSR

At Monsanto, growth has always been an outcome of creating a sustainable business model and sharing the value created with society. Our CSR vision is to improve lives by partnering with communities to deliver sustainable and lasting solutions. In line with our vision, we focus on three key areas: Sustainable Agriculture, Health & Nutrition and Education, all under our two flagship programs, SHARE and DISHA.

**SHARE** (Sustainable Harvests - Agriculture, Resources & Environment) aims at increasing yields of small and marginal farmers by training them in the best agronomic practices, creating demo/model plots, water conservation and management and building market linkages.

**DISHA** is our endeavour towards improving health and nutrition in the rural communities. We do so by giving impetus to early childhood and primary education, access to safe drinking water, sanitation facilities, addressing rural hunger through Mid-day meals and promoting women empowerment.

### Enriching minds through Education

We believe in building a strong foundation. Children are the building blocks of any society. By



focusing on early childhood and primary education, we make sure that we are creating a stronger foundation for tomorrow. Our Early Childhood Education program in partnership with United Way of Mumbai (UWM) is ongoing across 16 Anganwadi Centres at Aurangabad, Maharashtra. We make these Anganwadi Centres child-friendly by improving infrastructure, providing safe drinking water and sanitation facilities. The Anganwadi Sevikas and facilitators are trained to teach on basis of the Aakar curriculum (prescribed by the Government of India) which encompasses areas like language, environment, craft and physical education ensuring holistic development of the children. The program prepares over 1500 children for formal education.

The Mini Science Centres established at Nanded in Maharashtra, in partnership with UWM, are powerful and innovative instruments that help build a scientific temperament while making learning fun and engaging for 10,000 children. The 65 table top models provide an experiential learning opportunity, building scientific temper and allowing children to learn concepts of science and mathematics effectively. This also encourages them to apply their learning in a practical way.

In partnership with Deshkal society, we have helped improve the learning effectiveness of over 48,000 children in Purnia district of Bihar. We have implemented innovative teaching and learning techniques to address multi-grade classrooms. Being first generation learners, these children learn new concepts via Activity Based Learning using flash cards, songs, poems and charts. Learning efficiency is improved along with an increase in enrolment and retention of children in school.

### **Health and Nutrition**

Our programs on health and nutrition are in line with Sustainable Development Goals (SDG) 2 and 6 of United Nation which focuses on zero hunger and clean water and sanitation. We have partnered with Akshaya Patra Foundation supporting mid-day meals to over 20,000 children in Uttar Pradesh and Odisha thus addressing hunger and malnutrition. With access to one meal a day, enrolment in schools has increased and has had a positive bearing on the literacy levels as well. The program also aims at sensitizing children on hygienic practices and improving health.





In line with the Swachh Bharat Mission to achieve an Open Defecation Free India by 2019, we are working with AFPRO (Action for Food Production) in East Champaran, Bihar. As part of the project, over 300 household sanitation units have been constructed till date. The community has been sensitized on health and hygiene through awareness sessions leading to a behavioural change in the community towards open defecation.

### **Safe drinking water solutions**

Rural India faces the challenge of access to safe drinking water impacting health of the community. We have partnered with Jaldhaara Foundation and Water Health India to launch "Water Health Centres" across the states of Telangana and Karnataka. The five Water Health Centres in 3 districts in Telangana and two in Karnataka ensures access to safe drinking water for over 6500 households. Programs are conducted to strengthen knowledge and provide education on the use of safe water and improved public health.



*Safe drinking water solutions*

### **Integrated Community Development**

The Integrated Community Development project focuses on holistic development of five villages in Silvassa, Union Territory of Dadra and Nagar Haveli. We strive to:

1. Alleviate water scarcity in the villages by enabling access to drinking water and creating community irrigation structures,
2. Create a safe and hygienic environment by constructing household sanitation units and
3. Skilling women to set up income generating enterprises.



*Alternate livelihood opportunity*

In rural communities, women often travel long distances to fetch drinking water. We have constructed reservoirs, laid pipelines from the source and created stand posts providing water at the doorstep and reducing drudgery of women. Community irrigation structures like farm ponds and bore wells have ensured water availability at critical stages of crop growth and farmers have also taken to cultivating a second crop.

Over 200 household sanitation facilities have been constructed and community sensitized on hygienic practices improving the health of the community. Women self-help groups have been constituted and over 250 women skill trained on sewing, paper plate making, vegetable gardening and mushroom cultivation. Many of the women groups have started enterprises on sewing and



paper plate making generating steady source of income through the year. In addition, facilitating dairy farming and poultry farming has assisted over 80 families with alternate livelihood opportunities to enhance household income.

This project in partnership with AFPRO has benefited over 1,100 households across five villages in

Overall Monsanto India has touched the lives of



75,000+ Children



200+ Women



7,500+ Households





“At HPCL we believe in the interdependence of business and community for collective existence, growth and prosperity. CSR is one of the ways by which we touch lives and deliver happiness.”

**M. K. Surana**  
CMD  
HPCL

## Hindustan Petroleum Corporation Limited

### Brief

HPCL is a Government of India Enterprise with a Navratna Status, and a Forbes 2000 and Global Fortune 500 company. It is listed on the Bombay Stock exchange (BSE) and National Stock Exchange (NSE), India. It has about 25% market-share in India among public-sector companies (PSUs) and a strong marketing infrastructure.

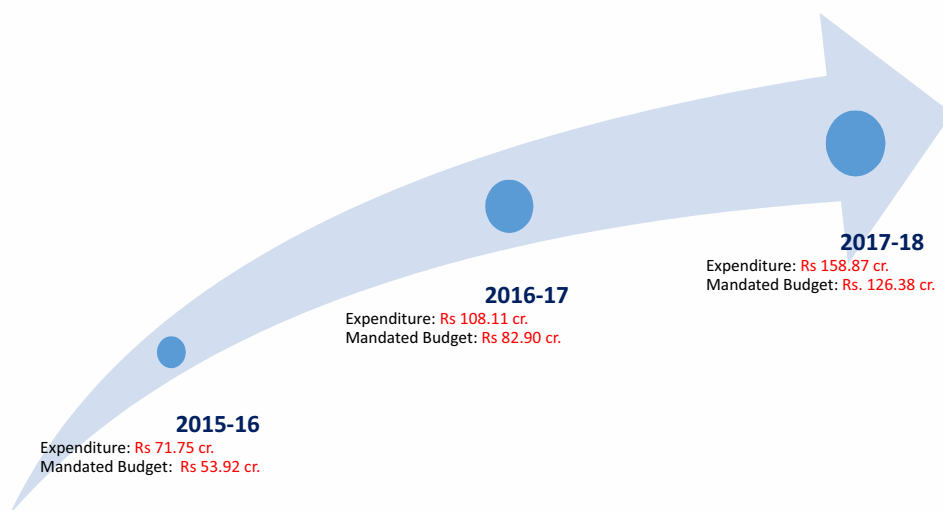
HPCL owns and operates two major refineries producing a wide variety of petroleum fuels and specialties, one in Mumbai (West Coast) and Visakhapatnam, (East Coast). HPCL also owns and operates the largest Lube Refinery in the country producing Lube Base Oils of international standards. In collaboration with M/s Mittal Energy Investments Pvt. Ltd., HPCL is operating a Refinery at Bathinda and also holds equity in the Mangalore Refinery and Petrochemicals Ltd. (MRPL).

HPCL has the second largest share of product pipelines in India with a pipeline network for transportation of petroleum products and a vast marketing network facilitated by a Supply and Distribution infrastructure comprising of Terminals, Pipeline networks, Aviation Service Stations, LPG Bottling Plants, Inland Relay Depots and Retail Outlets, Lube and LPG Distributorships.

### CSR

HPCL undertakes multiple CSR programmes to positively impact thousands of lives across the length and breadth of the country. Our focus areas include Child Care, Education, Health Care, Skill Development, Sports and Environment and Community Development. HPCL's efforts are directed towards ensuring that benefits of the CSR activities reach the less privileged and marginalized sections of society. HPCL partners with reputed organizations that are committed to social development in their respective fields.

HPCL's well established CSR projects are in synchronization and seek inspiration from issues of national importance and Government policies like National Health Mission, Skill India Mission, Clean India Movement and other policies on rural / community development.



Details of Major Projects undertaken by HPCL are as below:

## CHILD CARE

### Children with Special Needs (ADAPT)

To see the ability beyond disability and to ensure equal opportunities and dignity to differently abled requires effort, awareness and mobilization beyond addressing only medical needs. It is in this spirit that HPCL through this programme supports the Inclusive Education, therapeutic needs and vocational training of differently-abled children.

## EDUCATION

### Akshaya Patra

HPCL CSR is bridging the gap by providing hygienic and nutritious food to school students through specialized agencies. The project has addressed the vital requirement of basic nutrition of young children from rural areas belonging to economically marginalized section who are studying in government schools.

### Agastya

HPCL has partnered with specialized agencies to promote hands-on practical science education among the new generation learner in remote locations through Mobile Science Labs. These mobile labs travel and reach the doorsteps of schools in distant areas to develop interest about Physics, Chemistry and Biology amongst the Class V to X students.

### Nanhi Kali

The major focus of the project is to provide academic and social support to girl child in an enabling environment to continue her education and to meet challenges of modern educational setup. Through this planned intervention, HPCL has been able to reduce the number dropouts, prevent child marriages and promote higher education for girls.

## **Unnati**

HPCL has partnered with specialized agencies to provide basic computer education to first generation computer learners in semi-urban and rural areas. Beyond just providing classroom-teaching, the sustainability of the project is also ensured by following the "Training the Trainer" Model wherein the school teachers are also trained.

## **Kashmir Super 30**

The project Kashmir Super 30 (Medical) was conceptualized in collaboration with Indian Army to provide a platform for the talented students of J&K to shine and be role models to secure a better future for Kashmiri youth. It is a full time residential programme to coach and guide them for a period of twelve months for entrance examinations of various Medical Colleges spread across in India.

## **HEALTH CARE**

### **Dhanwantari**

Project Dhanwantari is designed to meet basic medical needs of people residing in remote rural areas and urban slums through Mobile Medical Vans offering consultation / referral from professional doctors. HPCL has provided Mobile Medical Vans in the remotest and most backward villages as well as in urban slums.



### **Dil without Bill**

HPCL, through the project Dil without Bill, provides support in conducting free-of-cost heart surgeries for patients with weaker socio-economic background, giving preference to children. Awareness and follow-up camps are also conducted in various cities and towns throughout the year that helps in reaching out to the needy patients.

### **Suraksha**

Project Suraksha has seven 'Khushi Clinics' that are operated in different states of the country in order to arrest the spread of HIV/AIDS and STIs among the Long distance truckers (LDT). The 'Khushi Clinics' apart from providing basic medical facilities for the trucker's crew at the highways, also provide AIDS awareness, STI treatment, social marketing of condoms, counselling, etc. to ensure holistic health and well-being of the truckers.

## **SKILL DEVELOPMENT**

### **Swavalamban**

'Swavalamban' provides skill-building training on forward-backward integration model to unemployed youth in multiple trades in partnership with specialized agencies. The program provides capacity training / skill development to the unemployed youth from socioeconomic backward communities to enhance their employability skills and potential to create a pool of good quality professionals in various industrial trades and services.

## DEVELOPMENT OF SC/ST COMMUNITIES

### Entrepreneurship Development Programme for SC/ST Youth

Entrepreneurship Development Programme (EDP) is a flagship project which aims to define "development of marginalised community" beyond the scope of economic parameter. EDP model has been conceptualized, designed and implemented by HPCL.



### Scholarship Scheme

HPCL has well defined and structured scholarship scheme for deserving meritorious students belonging to SC, ST, OBC and PWD communities for undertaking education from school level to professional courses. To encourage the students for continued improvement in their studies, scholarships are granted as per their academic performance.

## SUPPORT TO GOVERNMENT INITIATIVES

**Skill Development Institutes:** In line with Government of India's Skill India Mission and under the advice of Ministry of Petroleum and Natural Gas, HPCL has contributed to the corpus fund to set up Skill Development Institutes at Rae Bareilly, Guwahati, Vizag, Kochi, and Bhubaneswar in consortium with other Oil PSUs.

**Pradhan Mantri Ujjwala Yojna:** HPCL continues to contribute towards this ambitious scheme for safeguarding the health of women and children by providing clean cooking fuel to BPL families.

**Indian Institute of Petroleum and Energy:** HPCL has contributed to the corpus fund for IIPe being set up at Visakhapatnam

**Swachh Bharat Abhiyan:** HPCL has adopted Swachh Bharat Abhiyan as a way of life to fulfil the dream of Clean India as envisioned by Honorable Prime Minister of India. More than fourteen hundred school toilets have been constructed under Swachh Vidyalaya Abhiyan in multiple states. Community Toilets are also being constructed in urban slums to counter open defecation and promote health and hygiene.

**Swachh Iconic Place:** Swachh Iconic Places project was launched as Prime Minister's vision to take iconic places and their surroundings to higher standards of Swachhta, so that all visitors benefit and also take home the message of cleanliness. Golden Temple-Amritsar was identified as one of the Swachh Iconic Places under the Swachh Bharat Mission. HPCL, under Swachh Iconic Places initiative, is supporting Municipal Corporation of Amritsar to improve the sanitation facilities to Global standards at Golden Temple Amritsar through multi-stakeholders' initiatives.

### Tulip Garden Project

In a first-of-its-kind collaborative project of CPSE OMCs, HPCL is spearheading the project to improve illumination and sanitation facilities at Tulip Garden, Srinagar. The project is set to benefit thousands of visitors, both domestic and international, who visit Indira Gandhi Memorial Tulip Garden every year.

## FIELD PROJECTS AT HOST COMMUNITIES

Apart from Major Projects, CSR activities at locations around HPCL installations have enormously contributed to community development and sustainable growth of underprivileged communities. These include addressing the infrastructure development needs of educational institutions, creation of toilets and other sanitation facilities including clean drinking water facilities, installation of Sanitary Napkins vending machines etc.

With these and numerous other CSR activities; HPCL has contributed to the empowerment and self-dependency of the socially and economically backward strata. HPCL remains dedicated to its mission to make sustainable difference to as many lives as possible.





## FICCI CSR Award for Education, Skill Development and Livelihood

*Private sector Companies with turnover of INR 3001 Crores per annum and above*



“In line with our core value and brand theme of “Aapki Jeet Hamaari Jeet”, AL strives to make sure that we make lives better for all those who are connected to AL. This includes our communities. Beyond planting trees and regenerating lakes, we decided to work towards enhancing primary education to help secure the future foundation of our country.”

**Vinod K Dasari**

MD & CEO

Ashok Leyland Limited

## Ashok Leyland Limited

### Brief

Ashok Leyland, the flagship of the Hinduja group, is the 2nd largest manufacturer of commercial vehicles in India. Globally, 4th largest and the 13th largest manufacturer of buses and trucks respectively. The Chennai-based \$4.02 billion company has 9 manufacturing plants spread across India, the UAE and the UK, and is present across 50 countries.

It has a product range from 1T Gross Vehicle Weight to 49T Gross Trailer Weight in trucks, 16- 80-seater buses, vehicles for defence and special applications, diesel engines for industrial, genset and marine applications. Every day, over 70 million passengers use its buses while 7,00,000 trucks keep the wheels of the economy moving. It has the largest fleet of logistics vehicles in the Indian Army. Launches include India's first electric bus and a Euro-6 compliant truck in 2016 showcase Ashok Leyland's leadership and innovation.

Ranked as the 37th best brand in India, the company has been leading the commercial vehicle industry for decades and is the first truck/bus manufacturer ex-Japan to win the Deming prize for its Pantnagar plant in 2016 and Hosur Unit II in 2017. People, Planet and Profit for all stakeholders, including customers, are at the core of Ashok Leyland, which resonates with the 'AAPKI JEET. HAMARI JEET' philosophy.

### CSR

Inspired by the guiding principle of our founder Mr. Parmanand Deepchand Hinduja, Hinduja Group, Ashok Leyland since its inception has considered inclusive development as an integral part of its business strategy. One of the AL guiding principle is "Work to give", which means to contribute towards the all-round development of the society, by actively engaging in laying foundations of sustainable community development.

Ashok Leyland is a trusted corporate citizen and fulfils the responsibilities of community building by making positive development efforts in the regions they operate. The efforts of Ashok Leyland CSR and Community development focuses on education, health, hygiene nutrition and facilities development in government schools in and around Ashok Leyland facilities.

In middle-income country like India, millions of students are disadvantaged by low income, migration, gender and disability. In last few years, there is remarkable improvement in enrollment at primary and secondary levels but schooling without learning is a wasted development opportunity resulting into long-term negative impact including high levels of drop outs at higher secondary and graduation level. According to the World Development Report 2018 by World Bank, millions of students face the prospect of this lost opportunity leading to lower wages later in their life and thereby threatening the local and regional socio-economic development. The Ashok Leyland CSR initiative - Road to School addresses some of these critical issues related to primary and upper primary education.

The Vision of the Road to School Program is to "Provide holistic development opportunities focused on quality and inclusion leading to education as a Social Leveler". Road to School is a Global Program aligned with United Nations Global Sustainable Development Goals, aligned to National agenda of improving quality of education, improving health, nutrition, social and civic awareness amongst underprivileged children from Government Schools.

### Alignment with Sustainable Development Goals:

SDG 4: Quality Education

SDG 3: Health and Well Being

SDG 2: No Hunger

SDG 6: Clean Water and Sanitation

SDG 17: Partnerships for the Goals



**Ashok Leyland's CSR Project-** Road to School is a holistic child development program that addresses the issues of learning gaps amongst government primary and middle school students who are first generation learners, migrants and come from economically weaker sections of the society. Apart from improving the learning in children, the Road to School Program also supports health and hygiene, wellness, nutrition, sports, clean drinking water and other facility development of Government Schools. The Program is being implemented in partnership with Government of Tamil Nadu, Sarva Siksha Abhiyan, Learning Links Foundation, NGO working in the field of formal and informal education in India and Edusports, a sports education organization from Bangalore.

**Reach of the Road to School Program:** The Road to School Program was launched during August 2015 in 36 government schools in and around Hosur, Tamil Nadu. In 2016, the program was expanded to 72 more schools in Anchetty and Tiruvallur District, Tamil Nadu. In 2017, the program was further extended to 45 schools in Namakkal. In 2018-19, based on success of the program Ashok Leyland extended the program to another 182 schools in Thally block of Hosur region and Sankari block in Salem district. Currently, the program is present in 333 villages / schools in and around Ashok Leyland facilities impacting about 30000 under privileged government school students annually.

The goals of the Road to School program are as follows:

- Education: Learning Enhancement program for primary and middle school with focus to nurture both scholastic and co-scholastic development of children using sustainable and scalable model
- Health and Wellness: Free comprehensive health check-up and health education and nutritious breakfast program for government school's children along with sports and physical development
- Infrastructure / Facility Development: Provide facility support to schools such as RO water Purifier, Fans, Tube lights, renovation of classrooms, toilets, note books and water bottles for students



### Outcomes and Impact of Road to School Program

- 15% to 30% improvement in learning levels of students from class II to class VIII
- More than 1200 children from nearby private schools have taken admission in Road to School program beneficiary schools
- Created local employment for over 300 well-qualified youth to work as full time teachers, health coordinators, project coordinators and managers in remote rural areas
- 20% reduction in dropout rates - 95% of students from 5th grade have joined middle schools and over 90% students have taken admission in 9th grade after completion of middle school
- Over 75% of the schools recorded improvement in attendance by 10- 15 %
- Grades of 12 schools improved as measured by education department survey
- Health and hygiene practices improved by over 70% in beneficiary schools.
- Over 600 students from class VIII from beneficiary schools appeared for National Means and



Merits Scholarships, 94 students qualified the scholarship exam conducted by MHRD and will be getting a scholarship of Rs. 500/month for next 4 years to support their higher secondary education.

- Over 350 prizes bagged by students of beneficiary schools in various block level and cluster level competitions conducted by Government
- Comprehensive health checks done for 19700 students across 36 schools and health records are maintained. Ashok Leyland Medical officers in all schools conduct health awareness camps.
- Approximately 10500 hours of volunteering efforts were conducted by employees of Ashok Leyland to support the beneficiary schools of Road to School program.
- Increased community awareness on education and health, SMC and parent's participations in student's academics. More than 200 community awareness camps, village rallies were conducted on various topics and themes such as significance of Education, Health and Hygiene, communicable diseases etc.







“We have a simple but clear purpose – to make sustainable living common place. We believe this is the best long-term way for our business to grow.”

**Sanjiv Mehta**  
Chairman & MD  
Hindustan Unilever Limited

## Hindustan Unilever Limited (HUL)

### Brief

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India. On any given day, nine out of ten Indian households use our products to feel good, look good and get more out of life - giving us a unique opportunity to build a brighter future.

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit.

The Company has about 18,000 employees and has a sales of INR 34,619 crores (financial year 2017-18). HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of €53.7 billion in 2017. Unilever has over 67% shareholding in HUL.

### CSR

HUL is committed to operate and grow its business in a socially responsible way. Our vision is to grow our business whilst reducing the environmental impact of our operations and increasing our positive social impact. Our aim is to achieve responsible growth and we will inspire to bring this to life by encouraging people to take small everyday actions that will add up to make a big difference. We have embraced the Unilever





Sustainable Living Plan (USLP), which is our blueprint for sustainable growth.

The Plan is helping to drive profitable growth for our brands, save costs and fuel innovation.

**Our Plan sets out three big goals:**

- Improving health & well-being
- Reducing environmental impact
- Enhancing livelihoods







“Our holistic development approach of CSR is to make community healthy, wealthy and happy.”

**P.N. Chhangani**  
Whole Time Director  
Shree Cement Ltd.

## Shree Cement Limited

### Brief

Shree Cement Limited (SCL) established in 1985, is today among the three largest cement manufacturers company in India.

Shree Cement Ltd. is an energy conscious and environment friendly sustainable business organization. The present capacity of 41.9 MTPA cement production (as on 31st March 2018) makes it the largest plant in Northern India. The Company commenced its operations with first unit of 0.6 Million Ton established in 1985 at Bangur Nagar, near Ajmer, Rajasthan. Company has expanded its capacity from time to time.

Shree is self- reliant in meeting its power requirements. Total Thermal Power Plants Capacity of the Company is 659 (including Green Power Capacity which is the largest capacity of Green Power in the entire world cement industry except China). The power generated from these plants is primarily utilized for consumption in its own cement plants as well as to sell to outside parties.

At SCL, sustainability is an integral part of business and forms the core of future growth strategy. We have always envisioned a growth which is inclusive and aimed towards total prosperity of all the stakeholders.

The company offers a portfolio of three brands: Bangur Cement, Shree Jung Rodhak Cement, Rock strong Cement.

Plants are located in Beawar, Ras, Khushkhera, Jobner (Jaipur) and Suratgarh in Rajasthan, Laksar (Roorkee) in Uttarakhand, Panipat in Haryana, Bulandshahar in UP, Raipur in Chhattisgarh and Aurangabad in Bihar.

### CSR

As a responsible corporate we in Shree Cement organization, have been and continue to be involved in meaningful, welfare driven initiatives in the name of "SHREE SAMAJ SEWA" that distinctly impact the quality of



life of the weaker sections of the society, surrounding hundreds of villages in proximity to our plants, spread all over India. Villages that are among the poorest it has always given importance to upliftment of these communities and considers this as a voluntary endeavor rather than a responsibility. The apex body of CSR team, responsible for developmental projects spearheaded by the core committee provides the strategic direction and the thrust areas for the company's work ensuring performance management as well.

SHREE SAMAJ SEWA team takes care of all its initiatives including promotion of education, health, empowering women, creating sustainable livelihood through constructive programs, infrastructure development for community welfare, Agriculture & Animal Husbandry.

## 1. Educational Programme

Education is the most important among all of us. It plays a very important role in our life and hence in order to promote education Shree Samaj Sewa has undertaken initiative in the field of education to promote literacy amongst people.

- a. **Shree Ki Pathshala** is a unique initiative to literate dropout and non-school going girls of 6-14 years age group.
- b. **School Support programme:** SCL commenced another programme known as School Support Programme in 2008 to improve condition at various Govt schools.
- c. **Quality Education Programme** is has a motive to strengthen the level of teaching in Govt. schools. The focus was given to the student of class I and II, with a motive to strengthen the base of student.
- d. **School Adoption Programme:** SCL has adopted Govt Schools under PPP mode of Govt. of Rajasthan. The scheme launched by the government of Rajasthan known as School adoption program for its proper maintenance, improvement of infrastructure and supply of local equipment.
- e. **Nand Ghar Yojana:** SCL has adopted 59 Anganwadi Centers to make them model centers of the area with ICDS Department and developing them "Adarsh Anganwadi Centers".
- f. **Computer Education Programme:** Youths are getting technical education from five equipped Computer Centers in the area. Certification courses are also collaborated with NIIT Foundation New Delhi.



## 2. Health and Family Welfare

- a. **Health Camps:** Shree Cement organizes health camps in its adopted villages in order to meet the medical needs of the villagers.
- b. **Mega Health Camp:** Another camp which is conducted by SCL is Mega Health Camps which is organized at Panchayat level where SCL provide free health checkup and medicine to patients through specialized doctors.
- c. **Mamta Project:** In order promote institutional deliveries and for mother and child health care services SCL has appointed Sakhis (Village Health Supporters) whose main function is identification and registration of pregnant women in the villages.
- d. **Shree Swachhata Project:** The program was initiated to provide proper sanitation facilities to every household by providing initial support of Rs.5000 for the construction to toilet. Till now 320 toilets had been constructed.



## 3. Agriculture and Animal Husbandry

**Training & Exposure:** Farmers are provided agricultural training and exposures based on better crop yielding, seed treatment, use of fertilizers etc. so as to improve their farming techniques and it also helps them to enhance their productivity.

## 4. Women Empowerment

- a. **Self Help Groups:** Shree Samaj Sewa has formed 8 SHG groups which help members to develop saving habits and also organized various trainings and exposures visit to them.
- b. **Training:** Besides SHG formations Shree Samaj Sewa has also imparted various training to the women force such as a stitching, beautician course etc. which have helped these women to a great extent to generate livelihood.
- c. **Marriage Support Program:** Shree Samaj Sewa has also initiated a program known as Marriage Support Program which provides support BPL families in their daughter marriage. They provide basic required items like bed iron, bedding set, utensils, bed iron, bedding, etc.
- d. **Save the Girl Child Campaign:** In order to improve the sex ratio of girls Shree Samaj Sewa has launched Save the Girl Child Campaign in which they provide support



of Rs. 5000 as fixed deposits to the girl and its mother in the BPL families. The amount can be withdrawn only when the girl child attain the age of 18 years.

#### **5. Mukhyamantri Jal Swavlamban Abhiyan (MJSA)**

Shree Cement is also contributing and participating in flagship programme of Rajasthan Govt. MJSA with the goal of making selected villages self-reliant in water resource. Various watershed activities covered under this scheme like construction of Anicut, CCT, SGT, Pond development, Mini Percolation Tank, plantation, farm pond etc.

#### **6. Infrastructure Development**

Shree Samaj Sewa has also contributed towards development of infrastructural facilities such as construction of Roads, water storage tank, Community Centre, School rooms boundary walls, additional school class rooms etc.

#### **Award and Accolades**

Shree Cement Ltd has won various prestigious awards in the field of CSR like Mother Teresa Award for corporate citizenship, Corporate Governance Award for Best CSR Practices, Bhamashah Award by State Government Rajasthan for Educational Programmes, The international CSR Excellence Award 2014 for CSR engagement by The Crystal, London.





“The success of economic participant depends on their contribution to the society in uplifting the social standards”

**Ratan Somani**

Unit Head

Hindalco Industries Ltd.

Unit-Mahan Aluminum

## Hindalco Industries Ltd., Unit-Mahan Aluminum

### Brief

Mahan Aluminium, green field project from the helms of Hindalco Industries Limited (Aditya Birla Group) spread over more than 3500 acres of land located in Bargawan, Singrauli district, Madhya Pradesh, is an integrated aluminum smelting complex, which comprises 359KTPA of aluminum smelter supported by a 900MW power plant. Mahan produced its first hot metal in 2013; and all 360 pots were fully commissioned in 2015.

Mahan Aluminium Smelter uses globally proven smelter technology AP36 (Pechiney,) Rio Tinto Alcan, Toronto while its integrated carbon plant uses technology from Solios and the captive power plant uses BHEL technology for each of its six 150MW units. This is first of its kind technology in India.

Alumina, the major raw material for the smelting operation, is sourced from Hindalco's Utkal and Muri alumina refineries. This guarantees assured quantity and consistent quality of raw material for the production of high quality aluminum.

Mahan Aluminium is an ISO 9001:2008 and 14001:2004 certified unit, and its primary products are LME registered. Currently we are under the process of re-certification of our management system in accordance with ISO 9001:2015 and ISO 14001:2015.

Production facilities at Mahan include Befesa ingot casting machines (125 KTPA\*2), O.D.T. Sow casting machine (50 KTPA), Properzi wire rod mill (90 KTPA) and wag staff billet casting machine (55KTPA) to produce premium quality products.

### CSR

In order to share its business prosperity with the rural community for its sustainable socio-economic development, our company Hindalco Industries Ltd. Unit - Mahan Aluminium has taken up Rural Development Work in over 17 villages 14 Gram Panchayats of Singrauli District in the state of Madhya Pradesh in India where we reach out to a rural populace of 51,450 thousand covering basically tribal and backward areas of the region wherein the company operates its metal manufacturing business. We are basically working in the five focus areas namely Social



Empowerment & Welfare, Infrastructure Development, Sustainable Livelihood, Health Care and Education during the year.

Keeping in mind the sheer size of the impact we make, our goal of the CSR Department is to measure the effectiveness and efficiency of our initiatives while improving the quality of lives with the combined efforts of our staff, we have taken steps towards improving the quality of our delivery through a structured mechanism. Among the major challenges were lack of awareness among the community due to low literacy, scattered population, Low rainfall, ensuring institutional delivery .Keeping in mind all these our key achievements in CSR are increase in agricultural yields of farmers, land and water management, improving health level through mega medical camp, daily mobile medical camp, dental camp and eye camps, reducing open defecation, Educational supporting programmes like Coaching centres, Mahan Jyoti scholarship, Computer coaching classes, Mini Science centre & Adult Education resulting in increase in the level of education, conducting mass marriage, engaging youth through sports and cultural activities, awareness on women empowerment .The district administration, the Gram Panchayat and members of the community have played an important supporting role in the execution.

CSR initiatives and activities at Hindalco Mahan do not believe in just adhering to the laid down statutory guidelines of the government but also pushing the envelope beyond the given requirements and are socially viable, environmentally viable ,economically viable and technically sound.

### **Sector -Education**

1. Preschool education
  - a. Balwadies; Strengthening Anganwadis
2. School Education Program
  - a. Enrolment awareness programmes/events, Formal schools, Education Material (Study materials, Uniform, Books etc.); Scholarship (Merit and Need based assistance), School competitions/Best teacher award; Cultural events Quality of Education(support teachers, Improve education methods); Specialised Coaching;
  - b. Exposure visits/awareness
3. Education support programs
  - a. Knowledge Centre/Library; Adult/Non Formal Education; Celebration of National days; Computer education; Reducing drop out and Continuing Education; Career counseling
4. Vocational and Technical Education
  - a. Strengthening ITI's; Skill Based Individual training Programmes
5. School Infrastructure





- a. New School Building Construction; Renovation and Maintenance of School buildings; School Sanitation & drinking Water; School Furniture & Fixtures

## **Sector -Health Care**

### **1. Preventive Health Care**

- a. Immunization; Pulse Polio Programme; Health Checkup camps; Mobile Dispensary; Malaria/Diarrhoea Control Programme; School Health Checkups; Yoga and fitness classes



### **2. Curative Health Care program**

- a. General Health Checkup camps; Specialized Health Camps; Eye Camps; Dental Camps;

### **3. Reproductive and Child Health**

- a. Mother and Child Care; Adolescent Health Care; Infant and Child Health; Support to Family Planning programmes; Nutritional Programmes for mother and Child

### **4. Quality / Support Program**

- a. Treatment of BPL, Old age and Needy patients; HIV-AIDS Awareness; RTI/STD Awareness; Support to differently abled; Ambulance Services; Blood Donations/Grouping

### **5. Health Infrastructure**

- a. Renovation of Health centres; Village / Community Sanitations; Individual Toilets; Repair and installation of new drinking water sources; Water purifications

## **Environment and Sustainable Livelihood**

### **1. Agriculture and Farm Based**

- a. Agriculture and Horticulture trainings; Transfer of technology; Support to Demonstration Plots; Agricultural implements and inputs; Exposure Visits; Integrated Agriculture / Horticulture programmes; Soil Health and Organic farming

### **2. Animal Husbandry**

- a. Animal Vaccination and Treatment; Breed improvement; Milk productivity improvement programmes and Trainings

### **3. Non-farm & Skills Based Income generation Program**



- a. Capacity Building Programmes; Rural enterprise Development and Income Generation programme (IGP) support; Support to SHGs for IGP
- 4. Natural Resource conservation programs & Non-conventional Energy:
  - a. Bio gas support Programme; Solar Energy Support; Other energy efficient supports; Plantations; Soil Conservation; Land development; Water Conservation and harvesting structures; Development of Common pasture land;
- 5. Livelihood Infrastructure
  - a. Construction of Check Dams; Lift Irrigation;

### **Rural Development Projects**

Construction and Repair of Community Infrastructures

### **Social Empowerment**

- 1. Institutional building & strengthening:
  - a. Strengthening and Formation of Community Based Organizations /SHGs
- 2. Support to development organizations:
  - a. Support to Old age Homes; Orphanages etc.
- 3. Social Security
  - a. Support to Old age, Widow, physically challenged Persons/ poor
- 4. Awareness programmes
  - a. Community Awareness programmes/Campaign against social abuse, early marriages, HIV prevention etc.
- 5. Social Events to minimize causes of poverty:
  - a. Support to mass marriages, widow remarriages; National days celebrations; Support with basic amenities
- 6. Protection and promotion of heritage/culture/Sports:
  - a. Support to rural cultural programmes, Festivals & sports tournaments.

Management is fully committed to run a sustainable business through these initiatives and in the future too. The implementation and monitoring of CSR Policy is in compliance with CSR objectives and policy of the company.



Skills Build Lives

**MV Ramana Rao**  
Executive President & Unit Head  
UltraTech Cement Ltd  
(Unit: Rajashree Cement Works), Malkhed

## **Rajashree Cement Works UltraTech Cement Limited (UltraTech Cement Limited)**

### **Brief**

Rajashree Cement Works UltraTech Cement Limited (UltraTech Cement Limited) of Aditya Birla Group was commissioned in the year 1984. It is one of the largest single-location Grey Cement manufacturing facility located at Adityanagar, (village Malkhed) of Gulbarga District in Karnataka.

The unit, started with a single manufacturing line of capacity 3100 TPD in 1984, has grown up to four manufacturing lines with a total clinker production capacity of to 22300 TPD. Rajashree Cement has biggest Single pit captive Limestone Mine in the Country.

### **Main Products and Services**

Rajashree Cement Works produces OPC-53 grade, OPC-43 grade, OPC-53-S & PPC under the brand name UltraTech Cement through its main plant at Malkhed and a grinding unit located at village Hotgi. In order to meet the growing customer demand for the products / services in the Western and Southern regions of India, following additional facilities have been established from time to time:

- Bulk Loading Terminal at BSBT (Bangalore) in 1999, with 180 TPH packing capacity.
- Bulk loading Terminal at Mangalore.
- Facilities for Bulk loading of Clinker & Cement at Rajashree Cement Works.
- Bulk Loading Terminal at Pune.

RC and its grinding unit Hotgi comprising 14% of the company asset and 17% of the UTCL clinker production capacity.

### **Vision**

To be the Leader in Cement Manufacturing with clear focus on Safety, Quality and Cost.

## **Mission**

To deliver superior value to our Stakeholders on the four pillars of Sustainability, Customer Centricity, Innovation, Team Empowerment.

## **CSR**

### **"Swalamban" (An initiative for Formal and Informal skill development)**

The socio-economic conditions of the surrounding rural areas had been dismal before the industry was set up. The economic status of the average family was in subsistence to very poor level. The villages lacked basic infrastructure facilities for approach road, drinking water. Due to low rainfall (about 25 to 28 inches per annum), the production of the agricultural crops was only once in a year. Majority of the farmers practiced rain-fed farming. The backwardness coupled with very low education status was attributed to poverty, lack of infrastructure & Unskilled Manpower. There was no alternate source of income to be economically self-sufficient.

### **The Community Development Journey**

Rajashree Cement, Malkhed after commencing its operation established the "Kagina Jan Seva Trust" with a view to take up the overall development of Malkhed and its surrounding villages of Sedam & Chittapur talukas of Gulbarga district, Karnataka. These areas were striving for more than 30 years now and with the active community development program focusing mainly on the 21 surrounding villages around Malkhed village within 20 Kms radius and reaching out to a population of nearly a lakh.

#### **The Approach**

Community Need Assessment studies have been regularly with the participatory theme. The process involved assessing community perceptions and aspirations, continuous discussions with the marginalized community stakeholders, opinion leaders, Government departments, community based organizations, media persons, academia, non-Governmental organizations and local citizen groups.

The assessments enabled creating a perspective planning on the basis of the basic needs of the community which facilitates the professional CSR planning.

### **Development initiatives**

Participatory assessments came up with major intervention levels:-

- Education
- Non-farm based skill building (Technical Education)
- Infrastructure
- Support for Health

The project on Skill development and Education have been the major transformers.

## The Project- Swalamban

The project for skill development had to be targeted to three distinct categories of community stakeholders with different levels of potential and opportunities of the youth with basic education till matriculation, the women and the other employable age groups, school students.

### 1. Formal Skill Development

Analyzing the dearth of skilled labor in industrial trades and other related trades activities were identified. The project is focused on creating a skill base of individuals for better productivity and improving the Quality of life. The objectives targeted for skill development and employability provide an income source from the organized sector.

The first step in this direction was taken by initiating an Industrial Training Institute -"Kagina Private Industrial Training Institute" (KPITI) supported - 5 Vocational trades affiliated by DGET (Electrician, Fitter, Welder, Electronic-Mechanical & Safety)

### Achievements

Till date a total of 954 trainees have passed out with 58 % of employment (in organized sector) and 12.05% in higher studies. The impact has been a huge success at all the three levels

**[a] Individual Level (36 Villages):** Assured employability, progression in career, increased aptitude and attitude and a continuous and critical source of income for the family.

**[b] Macro-economic and Industry level (Employed in industries like UltraTech, Alstom, ACC, Vasavadatta):** Continuous availability of high skilled labor, better performance and quality of work, increased availability and better output

**[c] Societal level (Earning capacities):** Improved quality of life (87%)

### 2. Informal Customized Skill Development

To reach out to a larger population with lesser academic skills and inculcate skills for income generation and confidence through skill development projects like Tailoring Training and Entrepreneur Development Prog (EDP), Training for Self Help Groups (SHGs), informal education and skill development. A total of 256 trainees were developed and employed, which helped in skill development of 256 women population.

### 3. Strengthening the Education System and Capability of Students

The third approach initiated was "Catch Them Young" with the objective of getting trainees to have a higher education level, to link up the schools with vocational training and simultaneously supporting schools with quality education. It was a conscious decision as students with higher literacy and education levels were better communicators and faster learners for various income generation skills. Supplemental education, smart classes, vocational training, coaching classes, scholarships, health checkups, vision development was taken up. A total of 345 students have been benefited.

## **Monitoring and Evaluation**

- A robust MIS monitoring mechanism and evaluation plan is in place.
- Expected outcomes, outputs and inputs are clearly defined for each programme as per stated timelines.
- There is clarity about the scope of the programme and the need before evaluations are undertaken.
- Reputed third parties are engaged to ensure impact assessment across baseline and end line parameters. External auditors from various reputed bodies like assessors of DNV audit, concerned officers from various Govt. Departments / NGO's & our internal auditors, we also implemented their suggestions.

## **Overall impact of the program**

- Education: 8 Nos of Villages are Zero School Drop Out rate.
- Employment: Increased employment for the local population in the organized sector. For the industries the number of skilled people availability locally has increased by a number of times.
- Economic Development: Increased and assured income for the family and assured subsistence.
- Social Performance: Better living standards due to spending in critical areas of education and health better social status for children and better health of women.
- Sustainability: Better education, increased awareness and attitude for development

The case study was also part of a bigger case study which was recognized by the ASIAN CSR.

UltraTech Cement is within the top 10 companies on Sustainability and CSR as per a recent survey published in the Economic Times.

Our milestone is to improve the quality of life by covering 100% Sustainable Livelihood in surrounding 50 villages by 2020.





“CSR has always been the core of the Aditya Birla Group and it continues to be a vital aspect of Aditya Birla Fashion and Retail Limited's operations today. It is the team's mission to inspire and encourage each and every one of us in the organization, so that we do our bit to give back as much as possible to society.”

**Ashish Dixit**

Managing Director  
Aditya Birla Fashion and Retail Ltd.

## Aditya Birla Fashion and Retail Ltd.

### Brief

Aditya Birla Fashion and Retail Ltd (ABFRL) is a part of USD 44.3 billion Aditya Birla Group. ABFRL is India's largest pure-play fashion and lifestyle entity with an elegant bouquet of leading fashion brands and retail formats. With a turnover of INR 7,181 crore in FY 2017-18, it stood tall as one of India's leading apparel and clothing entities.

The company's strength is its robust brand portfolio which has enabled it to maintain a leading position in domestic apparel industry. These brands have been established over more than 25 years through deep distribution, presence in finest shopping destinations and being marketed through some of the most iconic campaigns. These brands have not only achieved leadership status in their core positioning, but have also successfully extended themselves to newer consumers, markets and wearing occasions.

ABFRL runs a wide and extensive distribution network of 2,500 stores and 9000+ points of sale; making it one of the largest distribution networks of any apparel business in the country.

Riding on extensive and deeply penetrated distribution network, its lifestyle brands - Louis Philippe, Van Heusen, Allen Solly and Peter England continue to be leaders within their respective segments. With continuous efforts towards offering consumer delight through high quality products and differentiated in-store experience, ABFRL has expanded its loyal consumer base to approximately 12 million this fiscal. These brands have created very strong equity amongst the customers through years of persistent focus on product innovation, design development, consumer satisfaction and brand building.

Pantaloons, a division of ABFRL, is amongst the most widely present retailers in the value fashion segment with a network of 275 stores spanning over 3.76 million square feet.

Pantaloons has been awarded the IMAGES Most Admired Affordable Fashion Retailer of the year for second consecutive year along with the Best Turnaround Story Award - 2017. Pantaloons was also recognized as "Most Trusted Fashion Retailer" in the Brand Equity Survey of Economic Times, 2016-17. Its customer relationship programme with over 10 Million deeply engaged customers is one of the key drivers of the growth, contributing to more than 90% of sales.



With People and Forever 21, ABFRL has made a successful foray into the Fast Fashion business. While Forever 21 is the iconic global fast fashion brand that enjoys an enviable following amongst young girls, People is a young and edgy brand that seeks to address the fashion aspirations of Indian youth.

## CSR

Aditya Birla Fashion and Retail Limited (ABFRL) follows the Aditya Birla Group's CSR Policy which aims at reaching out to underserved communities and a firm conviction in the

Trusteeship concept, which entails transcending business interests and working towards making a meaningful difference to those communities. Our Vision is "to actively contribute to the social and economic development of the communities in which we operate. In so doing build a better, sustainable way of life for the weaker sections of society and raise the country's human development index". ABFRL has put in robust systems to ensure effective and ethical implementation.

The Aditya Birla Centre for Community Initiatives and Rural Development provides the vision under the leadership of its Chairperson, Mrs. Rajashree Birla. The Centre provides the strategic direction, and the thrust areas for our work ensuring performance management as well. This vision underlines all CSR activities. ABFRL has an exclusive CSR team, the Head reports to the Managing Director. The CSR team also receives guidance from the Group Executive President - Corporate Communications & CSR, who guides and ensures systematic implementation of its CSR initiatives.

The continuous focus at ABFRL is to create sustainable and impactful CSR programs that are aligned to the Group's CSR Vision.

ABFRL focuses its CSR initiatives under 3 pillars i.e. Girl Child Education; Health & Sanitation and Skilling. ABFRL also strongly encourages voluntary employee participation in the CSR activities, and has a policy in place to facilitate this. Through employee volunteering, the expertise of individuals in the organization is made available to enhance the scale, reach and effectiveness of our CSR initiatives. The focus areas are defined taking into account various parameters like the 1) Existing/ Upcoming activities, 2) Aditya Birla CSR Policy, 3) Geography/ State Govt Focus, 4) Peer/ Customers.

After prioritizing the focus areas, a rigorous exercise on Area Strategic Planning was done to define the geography, followed by need based assessment to find out the problem statements and to formulate the programs accordingly.

The focus and interventions are sharpened with time and taken the shape of life cycle approach where beneficiaries of every age group is benefited in a systematic way.

ABFRL has an Employee volunteering policy in place and Employees are encouraged to participate voluntarily in various activities including the in-house CSR initiatives. Employees are also encouraged to give their contributions to help the underprivileged in collaboration with different

NGO's and causes. Payroll Giving Program, where employees donate a small part of their salary each month has been implemented and published to all employees to encourage donations. ABFRL employees regularly respond to national tragedies such as Flood and Earthquake Relief, going to the affected areas to help people. Old clothes are collected from employees through readily accessible drop-boxes on certain days on every quarter and then given to different organizations like Goonj, which disseminates the same to the needy staying in different parts of the country and Karunashraya which is a hospice dedicated to the service of terminally ill cancer patients.

Senior leaders apart from providing guidelines on various initiatives from time to time, also wholeheartedly participate in terms of efforts in all CSR initiatives.

A total of 243602 beneficiaries lives have been touched in the year 2017-2018 through various CSR projects. These projects are spread across focus areas & geographies.

We have a dedicated CSR Team in place that is responsible for conceptualizing CSR initiatives, getting Management & Board approval for them, implementation and monitoring. Currently, monitoring is done through field visits and review meetings. Field visits happen each month and progress is monitored and reported through indicator specific reports. During which the key project goals as per the fixed timelines are monitored. Monitoring entails physical verification of the progress and the actual output of the project. The review meetings are regular and the responsibilities are clearly defined. ABFRL has set systems and process for various groups that meet and conduct the review meetings at fixed frequencies.

We regularly conduct Community Needs Assessment (CNA) through a 3rd Parties, besides meetings with key influencers and stakeholders at the village level, in order to understand Community Needs. Through these, we have arrived at the CSR interventions that we need to continue / launch. We also conduct a Social Impact Assessment study through a 3rd Parties to understand the impact of each of our CSR initiatives.



All the projects are planned in a participatory manner, in consultation with the community, in discussion with them, and gauging their needs. We take recourse to "participatory rural appraisal", which is a need mapping process. Subsequently, based on a consensus and in discussion with the village panchayats, we prioritize requirements. Implementation is the responsibility of the community and our team, as is the monitoring of milestones and the other aspects. Village meetings are held periodically to gain feedback on the benefits of our community programmes. We try and ensure that

while in the short term we are involved in hand-holding, the projects become sustainable by the beneficiaries over the long haul. Once a stage of confidence is realized, we phase out our involvement in the project, thus helping to build a culture of self-dependence and self-reliance.





“CSR has always been part of DNA of Our culture and Giving back to Society is are of the business Priority for us”

**Ashish Garg**

Senior President, Projects, Grasim Cellulosic Division  
Grasim Industries Ltd, Vilayat Unit, Bharuch - Gujarat



CSR is Integration of Corporate Social Beneficial Practice in Business Model & Culture.

**B. Sunil Kumar Srivastava**

Senior President & Unit Head - GRASIM VILAYAT UNIT

## Grasim Industries Limited

### Brief

Grasim is India's pioneer in Viscose Staple Fibre (VSF), a man-made, biodegradable fibre with characteristics akin to cotton. As an extremely versatile and easily bendable fibre, VSF is widely used in apparel, home textiles, dress material, knitted wear and non-woven applications. With the capability to offer the entire range of cellulosic fibre under the umbrella brand of "Birla Cellulose", Grasim has positioned itself as a dependable supplier of cellulosic fibres for "Feel, Comfort and Fashion" across global markets. To penetrate into niche market segments and to grow further, the division has ventured into the production of high performance viscose fibres aptly named Viscose, High Wet Modulus Fibres (Modal) and new generation Solvent Spun Fibres and Birla Excel. Grasim's VSF plants are located at Nagda in Madhya Pradesh, Kharach & Vilayat in Gujarat and Harihar in Karnataka, with an aggregate capacity of 266,450 tap. The business has two pulp plants in Canada and one in India. In India Rayon grade pulp is manufactured by Harihar Poly Fibres Limited.





Grasim Industries Limited - Vilayat is a state of the art integrated Viscose Staple Fibre & Caustic soda manufacturing complex at Vilayat near Bharuch city of Gujarat.

## CSR

Our Group Vision on CSR: "To actively contribute to the Social and economic development of the communities in which we operate. In so doing build a better sustainable way of life for the weaker sections of society and raise the country's human development index".

For us in the Aditya Birla Group, reaching out to underserved communities is part of our DNA. We believe in the trusteeship concept. This entails transcending business interests and grappling with the "quality of life" challenges that underserved communities face and working towards making a meaningful difference to them.

Our Focus Areas:

1. Education
2. Health Care
3. Sustainable Livelihood
4. Infrastructure Development
5. Social Development

To achieve: Impact in the lives of people we work for, Better Relationship with community and stakeholders, to create Visibility. We believe that for development work in villages, there are three key players. These are Community, Government and the Company which are shown at the three vertex of the triangle. At core of the triangle, there is Village Panchayat, who is an elected body mandated for the development of the village. They have provided with requisite powers to implement the program that provide benefit to villagers. We implement our CSR programs involving all three players because we believe that for sustaining our CSR intervention, the support of all three players is important. We actively collaborate with the all the three players.

Communities and Panchayat - the interaction (Meetings, Focus Group Discussion's etc.) held on daily basis, mostly done by the CSR personnel & Volunteers, as our all the programs identified, planned and implemented in active participation of the communities.



Local government Department and institutions - the interaction held every fortnightly

Grasim Vilayat Unit (Bharuch - Gujarat) is also committed to create a difference to the neighboring society in line with our Vision. All projects are identified and prioritized in consultation with the community, consensus with the village panchayats and other stakeholders. The programs running at surrounding villages are focusing at Sustainable Livelihood, Women empowerment, Education, Hygiene





improvement and fighting malnutrition, skill up gradation, infrastructure development etc. The beneficiaries have reached a number of 25,000 in the last three year. The aim of the CSR activity is to work with the village community on the holistic development aspects which will improve the overall quality of life of rural community.

### Implementation

CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Based on our CSR policy, we work on five focus areas i.e. education, healthcare, sustainable livelihood, infrastructure and social development.

CSR gets the support from the highest level. A board level committee provides the strategic guidance to CSR front. It regularly monitors the progress besides identifying the new areas of interventions. At Unit Level there is separate CSR department who is responsible for implementing the programs and activities. The department works as per the guideline described by the apex committee. There is a proper reporting structure ensures the compliance against objectives.

### Location & Coverage

Vilayat Village is located in the Bharuch District (Gujarat). It is around 20 km from the district place. Villages located nearby have agriculture as the pre dominate occupation. The main community here are Muslim, Patel, Rajput, Adivashi, and Harijans. We work in 20 villages with total population of approx. 61403 people.

Key positive impact of our working is as follows:

- Over 8000 Students benefited through various education Initiative like Knowledge program, Digital Class Room & Support to girl child Higher Education Scholarship etc.
- Employment generation in rural areas and Development of rural enterprises: 1000



Women trained by Grasim under Skill building training like Tailoring, Beautician, Handicraft, Jewellery Making, Vermicomposting etc. Out of this more than 715 Women have started their own business & independently earning & Average income more than 7000 to 8000/- per month.

- Livestock development under Genetic Improvement in animals through artificial insemination (AI) at Doorsteps in villages which provides 24x7 service to the farmers. Covering more than 2674 cattle (Cow & Buffalo) under AI to increase milk production.
- Distributed 25,232 fruit plants to the farmers of 20 Villages. Development of more than 500 acre of land for horticultural. Built capacities of more than 2000 farmers in Sustainable agricultural practices.
- More than 7048 Villages benefited through improved health & hygiene awareness sessions & camp. Over 500 malnourished children adopted from the surrounding villages, Ensuring health growth of children by providing nutritional support, awareness & Health Monitoring.
- Increased knowledge level of community development, Effective backward and forward linkages, and Synergy among development departments.
- Improved & increased Better Livelihoods of rural community
- Creation of institutional mechanism for greater sustainability,
- Provide support for infrastructure development in villages like participation in Swachh Bharat Abhiyan & more than 600 constricted individual toilet to BPL family
- Safe drinking water in 4 Villages through RO Plant. & Water ATM installed. More the 10000 people getting RO water @30 paise/ltr.
- Swachhata Hi Seva 2018 more than 6520 Villages participated in this event.





“Corporate Social Responsibility has always been an integral part of the Mahindra Group. Mahindra CSR initiatives are selected bearing in mind, the developmental priorities of our nation. Accordingly, our CSR initiatives are focused on making meaningful and sustainable contributions in the areas of (1) education, particularly for the underprivileged girl child, (2) skilling of youth, (3) the environment, with special emphasis on increasing the green cover, water conservation and rural development and (4) public health including sanitation. I am proud of our vibrant employee volunteering program called ESOPs (Employee Social Options) through which Mahindra employees give their time and efforts to improve the lives of communities around them. Through our CSR, the Mahindra Group is committed to building possibilities for socially and economically disadvantaged communities to enable them to RISE above their challenging circumstances.”

**Anand Mahindra**  
Chairman  
Mahindra Group

## Mahindra & Mahindra Limited

### Brief

Mahindra & Mahindra Ltd. (M&M) has always been a socially responsible corporate making investments in the community which go beyond any mandatory legal & statutory requirements. Evidence of this is the setting up of the K C Mahindra Education Trust (KCMET) in 1954, followed by Mahindra Foundation in 1969. In 2005, the Company celebrated its 60th year by redefining Corporate Social Responsibility (CSR) and pledged to commit 1% PAT for its CSR initiatives specifically to benefit the economically and socially disadvantaged communities. Further, since 2014, in accordance to the Companies Act (2013) the Mahindra Group has committed to spend 2% PBT (Profit Before Tax) annually towards its CSR projects.

The redefined 'Core Purpose' of Mahindra & Mahindra Ltd. is to "challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to RISE". In line with the Core purpose, the CSR vision of the company is "to focus our efforts within the constituencies of girls, youth & farmers by innovatively supporting them through programs designed in the domains of education, health and environment, while harnessing the power of technology.

### CSR

#### PROJECT NANHI KALI

Nanhi Kali a flagship CSR project, has supported the education of 350,000 under privileged girls in India. Currently, the project supports the education of 149,097 Nanhi Kalis across 4,900 Academic Support Centres, in 11 states.

Through 360-degree support to girls from grades 1 to 10, the project provides each girl up to two hours of free after school remedial classes every day, a school supply kit with uniforms, shoes, note

books, stationery, school bag and feminine hygiene items. Girls in secondary schools are provided access to digital tablets with preloaded smart educational content. The Nanhi Kali team takes active measures to sensitize parents and communities on the importance of educating girls and to become their collective guardians. The largest donor is the Mahindra Group, which supports the education of 61,284 girls.



Further, through the Nanhi Kali NSTAR Centres 10578 adolescent girls received training in 21st Century skills which include financial & computer literacy, spoken English, as well as health and nutritional awareness along with physical fitness. Of the 63 NSTAR Centres, 25 are supported by the Mahindra Group.

### **MAHINDRA PRIDE SCHOOLS (MPS)**

The Mahindra Pride School is a one-of-a-kind 90 day livelihood training programme for youth from socially and economically disadvantaged communities. With a 100% placement record, the 9 schools in Pune, Patna, Chandigarh, Srinagar, Hyderabad, Varanasi and 3 in Chennai have trained and placed over 30,000 students till date. Notable outcomes of the project have been 100% placement of all students with an average starting salary of Rs. 11,000 per month. Further, since 2016, over 90,000 students have been trained through 2255 Mahindra Pride Classrooms conducted through Polytechnics and Arts & Science Colleges in 9 States. The Mahindra Pride Classrooms provide 40-120 hours of training to final year students covering English Speaking, Life Skills, Aptitude, Interview, Group Discussion and Digital Literacy.

### **SCHOLARSHIP & GRANTS**

The Company has also set up a variety of scholarship programs, which range from providing opportunities to youth from low income group families to undergo diploma courses at vocational educational institutes, to allowing meritorious students to pursue their post graduate studies at reputed universities overseas as well as pursue studies at the Mahindra United World College in

Pune.



### **LIFELINE EXPRESS**

Lifeline Express - the world's first hospital on rails, provides free medical services to economically weaker sections in geographically remote territories. Till date, 110,175 people have received medical and diagnostic services, through 20 Lifeline Express projects sponsored by the Mahindra Group.



## PROJECT HARIYALI

Mahindra Hariyali was launched in 2007 with the aim of adding 1 million trees to India's green cover every year. Since then, Mahindra Hariyali has become a movement with employees as well as other stakeholders like customers, vendors and dealers undertaking tree plantation drives across the country. 16.28 million trees have been planted pan India till date. Of these over 9.65 million trees have been planted in Araku Valley region of Andhra Pradesh with the additional objective to enhance livelihood of tribal farmers.



## INTEGRATED WATERSHED MANAGEMENT PROGRAM (IWMP)

This project is a Private Public Partnership (PPP) model with Government of Madhya Pradesh in Bhopal and at Hatta with National Bank for Agriculture and Rural Development (NABARD) for increasing the ground water table with the objective of increasing agricultural productivity and improving living standards. It has been implemented in 48 villages benefiting 35,265 people.

## SAVING LIVES WITH SAFER ROADS

M&M is partnering with Save LIFE Foundation and Maharashtra State Road Development Corporation Limited (MSRDC) for creating India's first Zero Fatality Corridor on the Mumbai Pune Expressway through interventions in 4Es i.e. Engineering, Enforcement, Education and Emergency Response.

While the above are only some of the notable CSR initiatives M&M invests in, there are numerous other projects that the factories and offices carry out to benefit the local communities within which they operate. The Company has a unique and well-structured employee engagement program called 'ESOPS' (Employee Social Options), which offers Mahindra employees a wide range of volunteering options through which they can not only contribute to the CSR projects of the company, but also meaningfully respond to the needs of the socially and economically underprivileged communities around them. In FY18 alone, over 69274 employee volunteers contributed 4,09,078 person-hours for various community building initiatives.



“SMART (Skills for Market Training) is a starting point. Skilling is the spark that ignites progress. It is the toolkit for young people to build better lives for themselves.”

**Loveleen Kacker**  
former IAS officer & CEO  
Tech Mahindra Foundation  
CSR arm of Tech Mahindra Ltd.

## Tech Mahindra Ltd.

### Brief

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise. We are a USD 4.9 billion company with 113,550+ professionals across 90 countries, helping over 926 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is amongst the Fab 50 companies in Asia (Forbes 2016 list).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

### CSR

Tech Mahindra Foundation is the Corporate Social Responsibility (CSR) arm of Tech Mahindra Ltd. It was set up in 2007 as a Section 25 Company (now section 8, Companies Act, 2013), with the vision of Empowerment through Education.

### Employability

The Foundation's, Skills for Market Training Programme (SMART), is the flagship employability programme that trains & educates young men & women to become India's true strength. Today, the Foundation supports 100 SMART centres across 11 cities of India, training more than 20,000 youth annually.

### Education

The Foundation works with government primary schools,



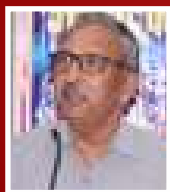


teachers and disadvantaged communities by supporting initiatives that lead to sustainable transformation in the overall quality of education. Through in-service teacher education programmes, the Foundation develops capacities of teachers in content and pedagogy. The Foundation's aim is to create Happier Classrooms.

### **Disability**

The Foundation works with children and youth with disabilities in the areas of education and skill development. The disability programmes focus on inclusive education and independence of persons with disabilities.





“CSR is a crucial bridge & mode of communications between organizations and society. Corporate Social Responsibility (CSR) is the soul of every business. At KCW, we believe that, CSR is the point of convergence of various initiatives aimed at ensuring socio-economic development of the community through various initiatives in the field of health, education, women empowerment & livelihood, addressing social causes which ultimately address the issues of downtrodden people. It is our responsibility as business leaders to contribute in India's growth and enable our community to grow.

**Vinay Bhalerao**

President & Unit Head

Kotputli Cement Works – UltraTech Cement Ltd.

## UltraTech Cement Limited (Kotputli Cement Works)

### Brief

Kotputli Cement Works is a Greenfield Project started in June 2006 & commissioned in January 2010. Kotputli Cement Works was setup in the year 2009 with clinker production capacity of 3.3 MnTPA (10,000 TPD). Plant operation is based on DCS automation of centrally controlled. Plant is fully automated and one of the most energy efficient and eco-friendly with latest technology supplied by world renowned cement technology supplier, M/s KHD and Loesche - Germany. The unit is also equipped with Thermal Power Plant of 2 x 23 MW capacities; capable of firing multiple fuels (Coal, Pet Coke, and Lignite).

Unit is spread over in area of 1027.73 hectares consisting of plant & colony area of 160.17 hectares and Mines area of 867.56 hectares. Plant is situated at Jaipur – Delhi NH-8, about 100 km from Jaipur and 160 km from Delhi. Aditya Birla Group cement business has consolidated marketing activities under a single marketing channel for entire cement business. It is further segmented in four zones and Kotputli Cement comes under North Zone.

Products	Grade	% of Total Production	% of Total Production
		(FY15-16)	(FY16-17)
Ordinary Portland Cement	43	47.41%	50.38%
	53		
Portland Pozzolana Cement	PPC	52.59%	49.62%

### Vision Mission & Values

	Aditya Birla Group	UltraTech Cement	Kotputli Cement Works
<b>Vision</b>	To be a premium global conglomerate with a clear focus on each business	To be the leader in Building Solutions	To be a preferred cement manufacturer by creating value to all stakeholders.

	Aditya Birla Group	UltraTech Cement	Kotputli Cement Works
<b>Mission</b>	To deliver superior value to our customers, shareholders, employees & society at large	To deliver superior value to stakeholders on the four pillars of Sustainability, Customer Centricity, Innovation and Team Empowerment	M1- Increase productivity by creating environment of innovation and continual improvement. M2- Customer delight by delivering quality cement at value for their money. M3- Conservation of natural resources. M4- Building SHE culture. M5- Stakeholder delight
<b>Values</b>	Integrity, Commitment, Passion, Seamlessness, Speed	Follows Group Values	Follows Group Values

## CSR

In our Group, CSR projects are undertaken under the aegis of the "The Aditya Birla Centre for Community Initiatives & Rural Development" led by Padma Bhushan Mrs. Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives & Rural Development. The Centre provides the strategic directions, chalks out the thrust areas & ensures performance management.

Every Manufacturing Unit has a CSR Cell. Every Company has a CSR Head, who reports to the Group Executive President (Communications & CSR) at The Aditya Birla Centre for Community Initiatives and Rural Development Centre. At the Company, the Business Director takes on the role of the mentor, while the onus for the successful and time bound implementation of the projects is on the various Unit Presidents and Unit CSR teams.

Our focus is on the all-round development of communities around our plants which are situated mostly in distant rural areas. Kotputli Cement Works, unit of UltraTech Cement Ltd. providing the community development services in 12 surrounding villages, covering 07 Gram Panchayat targeting around 30,000 populations.



## Planning & Implementation

CSR projects usually planned after a participatory need assessment of the community using different tools namely

- Recommendations from CSR Study cum Survey conducted from external agency in every 2-3 years
- PRA (Participatory Rural Appraisal),
- Regular visit of villages,
- Suggestions from Gram Panchayat Representatives, formal & informal leaders,
- Self Help Group Members, Youth Club members, Farmers Club etc.

Along with internal performance assessment mechanisms, our projects are evaluated by conducting social survey cum assessments in every 02 - 03 years by reputed external agencies, who measure them on qualitative & quantitative parameters, helping is gauge the effectiveness & providing excellent inputs to incorporate into our annual / future plans.

## Our Focus

The rural development activities span five key areas & our single minded goal is to help in building model self - thriving villages. Our focus areas are:

- Education
- Health & Family Welfare
- Women Empowerment,
- Sustainable Development & Livelihood
- Infrastructure Development
- Espousing Social Causes

The organization while setting up new projects, has also been addressing the issue of rehabilitation & resettlement of affected people along with creation of social infrastructure. The organization has



identified Pro Community Work as its material issue & has been working towards engaging local communities to make their life 'sustainable' in the long run.

In Education, our endeavour is to spark the desire for learning and knowledge at every stage through

- Coaching for formal & competitive examinations
- Recognition & Felicitation to meritorious students
- Infrastructural support to educational institutions
- Toilet Facilities in Government schools
- Drinking Water Facilities in schools
- Formal schools
- Balwadis for elementary education
- Quality primary education
- Aditya Bal Vidya Mandirs
- Adult education programmes



In Health Care, our goal is to render quality health care facilities to people living in the villages and elsewhere through our:

- Primary health care centre's
- Eye Cataract operation Camp
- School Health check-up programme for students
- Mega Family Planning Camp
- Mother and Child care projects
- Immunization programmes with a thrust on polio eradication
- Preventive health through awareness programmes
- Mobile Health Check-up Camp in villages

In Sustainable Livelihood & Women Empowerment, our programmes aim at providing livelihood in a locally appropriate and environmentally sustainable manner through:

- Formation of Self Help & Farmers Club
- Vocational training for self-sustenance
- Agriculture development Programme through Farmers Club
- Environment Conservation initiatives
- Partnership with Industrial Training Institutes.

In Infrastructure Development we endeavor to set up essential services that form the foundation of sustainable development through:

- Basic infrastructure facilities
- Renovation of health & education institutions
- Safe drinking water
- Sanitation & hygiene
- Renewable sources of energy.
- Infrastructural support to educational institutions
- Rain water harvesting projects



To bring about Social Change we advocate and support:

- Rural Youth Development Programme
- Dowry less marriage
- Widow remarriage
- Blood Donation Camp
- Operation of PYAO at strategic locations
- Promoting education to girls
- Organizing sports tournament for rural youths
- Awareness programmes on anti-social issues
- De-addiction campaigns and programmes
- Espousing basic moral values





“CSR is an integral part of our business”

**Gopika Prasad Tiwari**  
COO & EP  
Ultratech Cement Limited  
Gujarat Cement Works

## Ultratech Cement Limited, Gujarat Cement Works

### Brief

A US \$41 billion (Rs. 2,50,000 crore) corporation, the Aditya Birla Group is in the League of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities. Over 50 per cent of its revenues flow from its overseas operations spanning 36 countries.

The Aditya Birla Group has been ranked fourth in the world and first in Asia Pacific in the 'Top Companies for Leaders' study 2011, conducted by Aon Hewitt, Fortune Magazine and RBL (a strategic HR and leadership Advisory firm). The Group has topped the Nielsen's Corporate Image Monitor 2014-15 and emerged as the Number one corporate, the 'Best in Class', for the third consecutive year.

Gujarat cement works is a manufacturing unit of UltraTech cement limited under the umbrella of Aditya Birla Group. It is situated in coastal area of Sourashtra region. District place Amreli is about 115 km in north direction.

The unit started in the year 1996. It is one of the integrated unit with 92 MW power plant, 953 Hectares of limestone mines and 5,400 X 2 tpd. of cement production, with one jetty which can berth two ships of 50,000 MT tons.

### CSR

Our projects are carried out under the aegis of the "Aditya Birla Centre for Community Initiatives and Rural Development", led by Mrs. Rajashree Birla. The Centre provides the strategic direction, and the thrust areas for our work ensuring performance management as well.

Our focus is on the all-round development of the communities





around our plants located mostly in distant rural areas and tribal belts. All our Group companies - Grasim, Hindalco, Aditya Birla Nuvo and UltraTech have Rural Development Cells, which are the implementation bodies.

Our partners in development are government bodies, district authorities, village panchayats and the end beneficiaries - the villagers. The Government has, in their 5-year plans, special funds earmarked for human development and we recourse to many of these.

At the same time, we network and collaborate with like-minded bilateral and unilateral agencies to share ideas, draw from each other's experiences, and ensure that efforts are not duplicated. At another level, this provides a platform for advocacy. We are working in five focus area which is shown below table.



S.N.	Focus Area	Project Name
1	Education	Scholarship (Merit and Need based assistance)
2		Quality of Education (support teachers)
3		Computer education
4		Reducing drop-out and continuing Education (Transportation of School Students)
5		Support to Community Safety awareness
6		Buildings and Civil structures (renovation and maintenance)
7		Health
8		Ambulance Mobile Dispensary Program (AROGYA)
9		Others (drinking water in the village)
10		Eye camps
11		Adolescent Health care
12		Individual Toilets
13		Contribution to Swach Bharat Kosh (Zero Plastic Drive)
14		Agriculture & Horticulture training programme
15		Support for improved agriculture equipment
16		Cattle Breed improvement (DHUDH-SAGAR)
17	Sustainable Livelihood	Productivity Improvement programs
18		Skill training Program-Welder, carpenter, Motor driving, Electrical house wiring, Tailoring, Beautician, Handicraft etc.
19		Infrastructure Development
20		New Roads/Culverts/Bridges/Bus Stands
21		Support to mass marriage/ widow remarriage
		Social Issues
		Disaster relief programs
		Celebration of National/International days



“Winston Churchill has been quoted as saying many times “Responsibility is the Price of Greatness”. I can't think of a more judicious use of words when it comes to the value of CSR and sustainability.”

**Ashok Bal**  
CEO

Essel Mining & Industries Limited (EMIL)

## Essel Mining & Industries Limited (EMIL)

### Brief

Essel Mining & Industries Limited (EMIL) is part of the Aditya Birla Group. A US \$40 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities. Set up in 1950, the company is today amongst India's largest iron ore mining companies and has wind power and ferro chemical division. All the operating divisions hold ISO 9001 (Quality Management System), ISO 14001 (Environmental Management System) and OHSAS 18001 (Occupational Health and Safety Assessment Series) certifications.

EMIL's core business is mining. Located in the mineral-rich district of Keonjhar and Sundargarh of Odisha, the company's calibrated iron ore lump and iron ore fines, with Fe content between 62-66 per cent, are the best quality available in the country. Technological expertise is one of the company's key strengths, supported by its world-class facilities and new generation equipment.

### CSR

Before Corporate Social Responsibility (CSR) found a place in corporate lexicon, it was already textured into our Group's value systems. As early as the 1940s, our founding father Shri G. D. Birla espoused the trusteeship concept of management. Simply stated, this entails that the wealth that one generates and holds, is to be held as in a trust for our multiple stakeholders. With regard to CSR, this means investing part of our profits beyond business, for the larger good of society.



While carrying forward this philosophy, our legendary leader, Mr. Aditya Birla, weaved in the concept of 'sustainable livelihood', which transcended cheque book philanthropy. In his view, it was unwise to keep on giving endlessly.

Instead, he felt that channelizing resources to ensure that people have the wherewithal to make both ends meet would be more productive.

He would say, "Give a hungry man fish for a day, he will eat it and the next day, he would be hungry again. Instead, if you taught him how to fish, he would be able to feed himself and his family for a lifetime."

Taking these practices forward, our chairman Mr. Kumar Mangalam Birla, institutionalised the concept of triple bottom line accountability represented by economic success. Our community work is a way of telling the people among whom we operate that We Care.



### **Project identification mechanism**

All projects are planned in a participatory manner, in consultation with the community, literally sitting with them, and gauging their basic needs. We take recourse to "participatory rural appraisal", which is a mapping process. Subsequently, based on a consensus and in discussion with the village panchayats, we prioritise requirements. And thus, a project is born. Implementation is the responsibility of the community and our team, as is the monitoring of milestones and the other aspects. Monitoring entails physical verification of the progress and the actual output of the project.

Village meetings are held periodically to elicit feedback on the benefits of our community programmes and the areas where these need to be beefed up. We try and ensure that while in the short term we have to do enormous hand-holding, the projects become sustainable by the beneficiaries over the long haul. Once this stage is reached, we withdraw. In this way we do not build a culture of dependence, instead we make the villagers self-reliant.

### **Model villages**

One of our unique initiatives is to develop model villages, so each of our units is working towards the total transformation of a number of villages in proximity to our working location. Making of a model village entails ensuring self-reliance in all aspects viz., education, health care and family welfare, infrastructure, agriculture and watershed management, and working towards sustainable livelihood patterns. Fundamentally, ensuring that their development reaches a stage wherein village committees take over the complete responsibility and our teams become dispensable.

### **Our project operations**

The footprint of our community work straddles 30 villages in the state of Odisha. We reach out to 1.5 lakh people annually. Over 60 per cent of these live below the poverty line and belong to scheduled castes and tribes. The Company spends approx. of Rs.10 crore annually, inclusive of the running of 4 dispensaries and 2 schools. The Company transcends the conventional barriers of business and reaches out to the marginalised as a matter of duty and to bring in a more equitable society.





### **Our focus areas**

Our rural development activities span five key areas and our single-minded goal here is to help build model villages that can stand on their own feet. Our focus areas are healthcare, education, sustainable livelihood, infrastructure and espousing social causes.

### **Healthcare and family welfare**

- Pulse polio programme
- Healthcare centres and hospitals

- Mobile clinics - doctors' visits
- General and multi-specialty medical camps, cleft lips
- Reproductive and child health care, supplementary nutrition / mid-day meal projects
- Safe drinking water, sanitation - household toilets, community hospitals
- HIV / AIDS, cancer, TB awareness and prevention camps
- Blood donation
- Responsible parenting

### **Education**

- Formal and non-formal education, adult education
- Scholarships for girls, merit scholarships and technical education for boys
- Distance education
- Girl child education
- Digital literacy / computer education

### **Sustainable livelihood**

- Self-help groups (microfinance for women and farmers)
- Integrated agriculture development
- Integrated livestock development
- Watershed management
- Microenterprise development
- Skill development / vocational training through Aditya Birla Technology Park for integrated training programme and VT centres at most of our plants in collaboration with ITIs



### **Infrastructure development**

- Community centres
- Schools in villages
- Roads
- Homes for the homeless
- Rural electrification
- Irrigation and water storage structures

### **Social causes**

- Widow re-marriage / dowry-less mass marriages
- Social security (insurance)
- Culture and sports
- Women empowerment





“Amway's corporate social responsibility is based on the belief that CSR is much more than the incurrence of a cost or a resource on a charitable / philanthropic act of social benefit. It is an opportunity to bring in social innovation and change. This belief is articulated in Amway's vision of helping people live better lives.”

**Anshu Budhraj**  
CEO

Amway India Enterprises Pvt. Ltd.

## Amway India Enterprises Pvt. Ltd.

### Brief

Amway India is a wholly owned subsidiary of Amway with headquarters located in Ada, Michigan, USA. Amway is the World's No. 1 direct selling business in the world with presence in over 100 countries & territories. (Ranked by the DSN Global 100. June 2017 edition. Based on 2016 revenues.)

Established in 1995, Amway India commenced commercial operations in May 1998 and has emerged as the largest FMCG Direct Selling Company in the country. Amway India offers Indian citizens an unparalleled opportunity to own and operate their own business selling more than 140 distinctive quality consumer products.

Amway's first manufacturing facility in India is located at Nilakottai in the Dindigul district of Tamil Nadu. This is Amway's third manufacturing plant located outside of USA. The other plants are located in China and Vietnam. The manufacturing facility was recently accorded with a Gold certification under the LEED 2009 New Construction and Major Renovations Rating System by the US Green Building Council, making it one of the most environmental friendly and sustainable facilities in the country.

Amway India is a member of leading industry organizations including FICCI, CII, AMCHAM, USIBC and IDSA. The company was recently awarded the 'Great Place to Work 2017' in recognition for the outstanding workplace culture.

### CSR

Amway India's CSR initiatives are based on the belief that social responsibility is much more than the incurrence of a cost or a resource or a charitable/ philanthropic act of social benefit. It is an opportunity to bring in social innovation and change. This belief is articulated in Amway's vision of helping people live better lives. When it comes to commitment to corporate citizenship, Amway India makes a serious and concentrated effort to reach out and help people improve their lives.

The key focus areas for Amway India under corporate social responsibility are:

## EDUCATION

### National Project for the Visually Impaired

With the belief that education and knowledge are the keys to a future that will provide opportunities and fulfilment transcending physical limitations, Amway India (Amway) has been working for the cause of visually impaired right from 1999, when it began its National Project for the Visually Impaired. Back then, visually impaired children were either dependent on the sighted readers or on handwritten braille textbook support literature which had limited availability. Amway stepped forward to contribute towards enabling education among visually impaired children, an area where there was substantial scope for support due to lack of organized work.

With this background, Amway launched its first initiative for the welfare of visually impaired i.e. distribution of Braille books, a key tool of education for the visually impaired. And since then Amway's National Project for the visually impaired has impacted more than 2.50 lakh lives. Amway works directly with more than 20 NGOs and indirectly with over 25 schools/NGOs across India. Overall the program serves as a platform for their integration with the mainstream of society.

Following key initiatives have been undertaken:

- Provided Braille textbooks in partnership with All India Confederation of the Blind & National Association for the Blind, India.
- Celebrated International White Cane Safety Day for 17 consecutive years, Louis Braille Day for 9 consecutive years and Helen Keller Day.
- Donated Audio textbooks to Bangalore University.
- Launched three vocational centers for visually impaired students at Delhi, Jaipur and Trivandrum.

**Amway Computer Centers** - Amway has successfully instituted 15 computer centres across India for the visually impaired at Narendrapur (WB), Kolkata (WB), Chandigarh, Ahmedabad (Gujarat), Mumbai (Maharashtra), Patna (Bihar), Hyderabad (AP), Pune (Maharashtra), Madurai (Tamil Nadu), Gurgaon (Haryana), Raipur (Chhatisgarh), Guwahati (Assam), Ludhiana (Punjab), Shillong (Meghalaya), Lucknow (UP).

**Launched AMWAY-NAB Center for Excellence - Travel & Tourism center**, at Kolkata offering a 12-months course recognized by the Department of Technical Education, Govt. of West Bengal - on Travel & Tourism to visually impaired students.

**Music and Dance Academies** for the visually impaired to train visually impaired in the field of music and provide them a platform to showcase their talent, besides providing them a source of income. The Academies were set up in Guwahati, Chandigarh and Raipur.



Mobile App - Accessible Reader, an Android-based application, which makes it convenient for the visually impaired to read digital documents with complete navigation. So far, the application has seen over 5,000 downloads.

Digitizing educational material - In line with the Govt.'s Accessible India initiative, Amway supported the digitization of senior secondary course of National Institute of Open Schooling (NIOS), as well as select graduation and post-graduation educational material (Social Science & Humanities) for various central universities. Under the program, Amway along with its partner NGO, Saksham, translated over 2.50 lakhs pages of educational material into Talking Books.

Braille and Braille-cum-audio libraries - Launched 33 braille libraries across India.

### **Project Sunrise (Education & Health)**

With a vision to help and empower underprivileged kids to live a better life, Amway introduced Project Sunrise in the year 2008 under Amway's global initiative - 'One by One', a campaign for children aimed at making a meaningful difference in the lives of the underprivileged children by providing support in health & education. In India, Amway has been running Project Sunrise for the past 8 years, working with more than 60 NGOs across the country.

Besides, Amway has also undertaken special projects to support the underprivileged in the times of need by setting up physiotherapy units in Raipur and Ludhiana for children with special needs.

Total number of beneficiaries - 35,000 children

## **LIVELIHOOD ENHANCEMENT**

### **Community Health & Entrepreneurship Project**

With an objective to promote self-employment and entrepreneurship among under-privileged women, Amway India has partnered with the NGO, Healing Fields Foundation, to support in the areas of livelihood training in Muzzaffarpur & Chapra in the States of Bihar and Ambedkarnagar and Mirzapur in the State of Uttar Pradesh.

Under the program, entrepreneurship skills and business fundamentals training are being provided to 200 community health facilitators to increase affordable healthcare outreach in underserved rural areas. While **200 women** from the under-privileged section of the society acting as Community Health Facilitators (CHFs), will be the direct beneficiaries, indirect beneficiaries will be **20,000 families** who will have affordable health services courtesy the community health facilitators. This is a two-year program which started in June 2017 and is scheduled to conclude by June 2019.

## **IMPROVE COMMUNITIES AROUND MANUFACTURING PLANT**

### **Healthcare**

#### **Village Health Program (Dindigul district, Tamil Nadu)**

In line with the Govt. of India's vision to



provide affordable healthcare, Amway India, in partnership with Meenakshi Mission Hospital & Development Center, initiated village healthcare program in the year 2016. The program aimed at providing quality healthcare to those people in need - living in and around the Amway manufacturing facility. Under this project, free medical camps were conducted across 26 villages. In a mere span of 19 months, close to 230 free medical camps have been organised benefitting over 50,000 villagers.



## **Environment**

### **Water & Soil Conservation Project (Dindigul district, Tamil Nadu)**

Amway India initiated the water conservation project in 7 villages- Perumpathai, Kannimanagar, Pudukulam, Gandhinagar, Erachapara, Gopalapuram and Pallapatti pirivu in Nilakottai Block, Dindigul district, Tamil Nadu which are in close proximity to Amway's plant site. The initial 2 phases of the water conservation project resulted in:

- Average ground water level rose from 480 sq. ft. to 270 sq. ft.
- Over 1,000 hectares area covered
- Over 2,000 villagers benefitted
- Over 17 crores litres of water stored during rain
- Water storage capacity increased to over 1,90,000 cubic metres.
- Benefitted 384 open wells and 295 bore wells.

In the 3<sup>rd</sup> phase, Amway partnered with Dindigul District Administration with a focus to mitigate the water scarcity issue in the region. The project involves desilting of supply channel, clearing the light jungle in bund area and inside the water spread area. Also, includes construction of check dams, boulder dams and rain water recharge pits in five supply channels from Mavuthar Dam to Agaram Kanmai at Pallapatti (Panchayath), Nilakottai Block, Dindigul District.





“At Cybage, we are committed to look at social responsibility beyond compliance. Through our wings—CybageAsha & CybageKhushboo—we are working towards eliminating economic disparities between rural and urban India. Various developmental programs, scholarships to needy students, and collaborations with NGOs have helped us make a holistic difference to the lives of the underprivileged. We are thankful to the Times Group for recognizing our work.

**Ritu Nathani**

Director

Cybage Software and Head–Cybage CSR

## Cybage Software Pvt. Ltd.

### Brief

Cybage Software Pvt. Ltd., a technology consulting organization is a leader in the hi-tech and outsourced product engineering space. We are a valued partner to technology startups, mid-size companies and Fortune 500 corporations alike. Our solutions are focused on cutting-edge technologies, and are enabled by a scientific, data-driven system called the ExcelShore® Model of Operational Excellence. Cybage has a highly skilled talent pool of more than 5,700 employees and a marked presence in North America, UK, Europe, Japan, Australia, and Singapore. Cybage provides seamless services and dependable deliveries to our clients from diverse industry verticals such as Media and Entertainment, Travel and Hospitality, Online Retail, Healthcare and Life Sciences, and Technology.

### CSR

It is the moral responsibility of every corporate entity to repay its social debt by setting objectives that are congruent with the noble aim of social development. Cybage underlined its commitment towards the all-round development of the marginalized sections of the society by setting up CybageAsha Trust and Khushboo Charitable Trust (also known as CybageKhushboo). The organization continues to bring about a positive change to the lives of the underprivileged through





these two Corporate Social Responsibility (CSR) wings, which undertake and execute meaningful educational and socio-economic drives. CybageAsha's programs are divided into three verticals-Rural Upliftment, Community Development, and Social Welfare. CybageKhushboo facilitates higher education for deserving and underprivileged students through scholarship programs, academic counselling, soft skill trainings, and support to educational institutes and schools. These activities are executed independently with the help of Cybagians who volunteer their services,

or in partnership with other NGOs under the able guidance of Cybage's senior management. Both the CSR wings are allocated independent funds to draw budgets for their activities. Thousands of families have benefitted from CybageAsha and CybageKhushboo, with both continuing to bring more beneficiaries under their wings.



### **Vision statement**

Cybage through its corporate social responsibility initiatives, aims at bridging disparities through sustainable community development. This aspiration includes the holistic development of the underprivileged section of society to provide equal opportunity to all. Cybage is committed to look at social responsibility beyond compliance while making social thinking a DNA of its existence. Leadership team and employees' participation will be an integral part of Cybage CSR.

### **Mission statement**

To achieve our vision through rural upliftment, community development and social welfare verticals of CybageAsha and education vertical of CybageKhushboo.

### **Core values**

To have a clean and ethical mechanism of work to benefit the beneficiaries with energy, enthusiasm, Perseverance, Inclusiveness, Transparency, participation, non-dependence and self-reliance in a process oriented and data driven manner.





“To actively contribute to the social and economic development of the underserved communities, lifting the burden of poverty and helping bring in inclusive growth. In so doing, build a better, sustainable way of life for the weaker sections of society and raise the country's Human Development Index.”

**Mrs. Rajashree Birla**

Chairperson

Aditya Birla Centre for Community Initiatives and Rural Development

## Hindalco Industries Ltd.

### Brief

Hindalco Industries Ltd., Unit: Birla Copper was established in year 1997 at Dahej village, Vagra Tehsil, District Bharuch of Gujarat state. Hindalco has developed its Values, Vision & Mission through a well-versed process in line with the Corporate Vision, Mission & Values of Aditya Birla Group. Birla Copper has adapted the same. In pursuit of superior value-creation for the stakeholders, it focuses on high end; value added products, services and customer- friendly delivery systems, continuous improvement and growth opportunities for human capital and environment.

The Birla Copper unit produces copper cathodes and continuous cast copper rods, along with other by- products including gold, silver and DAP fertilizers.

All Hindalco's units are ISO 9001:2000, ISO 14001:2004 and OHSAS 18001 certified. Several units have gone a step further with an Integrated Management System (IMS), combining ISO 9001, ISO 14001 and OHSAS 18001 into one Business Excellence Model. Birla Copper is registered on the London Metal Exchange as Grade-A copper brand and certified as a Star Trading House having NABL accredited labs for chemical, mechanical and electrical testing.



Our Group Mission is to relentlessly pursue the creation of superior's shareholder value by exceeding customer expectations profitably, unleashing employee potential and being a responsible corporate citizen adhering to our values which are:

### CSR

At Dahej, many development programs and plans were started like Education Plan, Health Plan and programs etc., for the development of the area. But due to diversity of these plans and the differences in their implementation there was a lack of mutual integrity and coordination due



**Integrity**

**Commitment**

**Passion**

**Seamlessness**

**Speed**

### Major Products/Businesses of the Company

No.	Nature of Business/Product	Location
I.	Copper Cathode & Continuous Cost Rod	Dahej
II.	Sulphuric Acid	Dahej
III.	Phosphoric Acid	Dahej
IV.	Di- ammonium Phosphate	Dahej
V.	Power	Dahej
VI.	Precious metal	Dahej

### Major Customers

No.	Customers List
I.	Motherson Sumi Systems Ltd.
II.	Polycab Wires
III.	RR Kabel
IV.	Precision Wires
V.	V Guard Cables
VI.	Bharat Bijlee
VII.	Asta Conductors
VIII.	Indian Railways
IX.	Havell's India



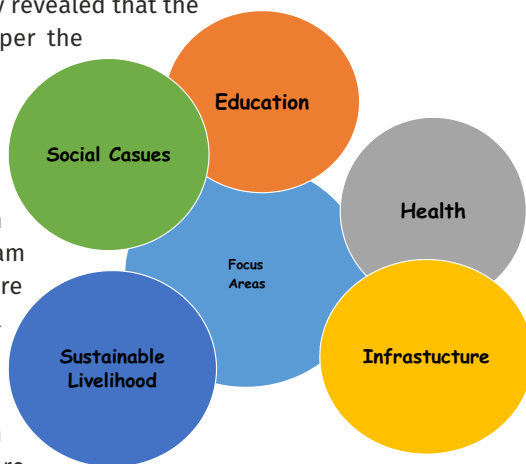
to which many difficulties and problems arose. Though, the various programs had their own achievements yet due to lack of integrity and coordination the need for a wide and comprehensive rural development program was felt.

It was realized that to eradicate the difficulties and problems, a powerful, integrated, wide and comprehensive program is required. For the fulfilment of this requirement an Integrated Sustainable Development Program was implemented to improve the living condition of the villagers by providing them basic services, solutions and capacity building of villagers for sustainability. The key components and area of work were education, healthcare, sustainable livelihood, infrastructure and espousing social causes.

In order to identify the needs of the community, the company conducted a baseline survey in the villages through XISS, Ranchi in 2013. The survey revealed that the development of the community were not as per the ongoing projects.

The project **“Integrated Rural Development Programs”** started in 2014, aimed to improve the basic living standard of the villagers, helping them to become “job-ready” through skill training and bring them into the mainstream of society. Various programs and activities were undertaken focus area wise to reach out to rural population.

The project focus on a holistic approach towards upliftment of marginalized population by educating them as well as ensuring that they are skilled enough to get employment through various skill development and livelihood programs.



We not only operate for the Government but for the communities of our surrounding operations and for the people We Care.

## Activities Undertaken

### CSR ongoing projects

**Home for homeless project**

**Installation of Sanitary Napkin  
Vending machine in School**

**Drainage project**

**Digital Literacy – Tablab project**

**Installation of RO Plant**

**Education support  
program to Girl Child**

**Toilet construction**

**Computer class with  
NIIT foundation**

**Garment manufacturing center**





“IEX is a responsible corporate committed to contributing towards the empowerment of the weaker socio-economic classes through its CSR activities in the areas of decentralized renewable energy, quality healthcare, education, livelihood enhancement and women empowerment. Over the years through our CSR efforts we have positively impacted thousands of lives across 9 States and 15 districts.”

**S.N. Goel**

MD & CEO

Indian Energy Exchange

## Indian Energy Exchange

### Brief

Indian Energy Exchange Limited (IEX) is India's premier power trading platform. Providing an automated platform for physical delivery of electricity, IEX enables efficient price discovery and offers participants the opportunity to trade in a variety of energy products increasing the accessibility and transparency of the power market in India and enhancing the speed and efficiency of trade execution.

Today, more than 6200 participants are registered on our exchange and are located across utilities from 29 States, 5 Union Territories (UTs). Over 4,500 registered participants were eligible to trade electricity contracts and over 4,100 registered participants were eligible to trade RECs, as of March 2018. Out of participants registered to trade electricity contracts include 54 distribution companies, over 480 electricity generators and over 4,000 direct access consumers. As of March 2018, in addition to participants who traded electricity contracts, participants registered to trade RECs included over 1,050 renewable energy generators and over 3,000 industry and corporate customers. The benefiting open access consumers belong to various industries such as metal, food processing, textile, cement, ceramic, chemicals, automobiles, information technology industries, institutional, housing and real estate and commercial entities.

The Exchange is duly certified for quality management through ISO 9001:2008 certification; for Information security management through ISO 27001:2013 certification and environment management through ISO 14001:2004 certification

### CSR

Being the premier power trading platform of India, IEX understands the multi-faceted development challenges and is committed to contribute and address the same through an



integrated, holistic and need based CSR approach. IEX understands that access to energy has a multi-pronged impact on socio-economic development and is committed to fueling development of communities through its various CSR interventions spread across 15 districts in 8 States of India in decentralized renewable energy, education, livelihood and healthcare. Through its CSR interventions the Company aims to position itself as the environmentally responsible energy corporate citizen.



The journey of IEX since its inception in 2008 has been persistent, sustainable and marked with various achievements. IEX is humbled with the milestones it has achieved since its inception and believes in not only benefitting its clients and members but empowering the society at large. For that IEX followed a ten-point strategy to organize its CSR:

One, the Company created a CSR policy to navigate investments in CSR initiatives.

Two, the company focused on outcome-oriented projects.

Three, the company invested in sustainable impact initiatives that were measurable.

Four, the company invested in projects addressing economic empowerment, environment sustainability and social development.

Five, the interventions addressed long-term sustainable impact.

Six, the engagements addressed communities in rural, semi-urban or urban slum areas.

Seven, the initiatives would be integrated, holistic and need-based.

Eight, the CSR interventions would be aligned with national priorities and United Nations Sustainable Development Goals.

Nine, the CSR program is implemented in partnership with credible grassroots non-government organisations, community organisations and social enterprises that are institutionally driven (as opposed to individuals) with a performance track record for five years and generally selected after detached due diligence.

Ten, the company engaged partnered a CSR consulting firm (Goodera) to handhold from concept design, project implementation and monitoring.

All the interventions taken up by the IEX are reflective of the objectives of the Company's CSR Policy of the Company designed to create a positive and sustainable impact. It has been of an utmost priority for the Company's CSR to focus on interventions aligning with community needs and national priorities.

The CSR Policy of the Company underpins that energy and education are key to prosperity and opportunity is integral to a country's social framework for development. IEX facilitates and

encourages education among under-privileged children through 6 interventions in 4 states with crude literacy rate, impacting the lives of close to 20,000 students. From developing English and numeracy skills amongst students of 170 government schools of Raigarh, Chhattisgarh to holistically develop 35 students in Mumbai, Maharashtra, from providing basic and functional education to tribal children in 100 Ekal Vidyalayas of Rourkela, Odisha to providing infrastructural support to 5 Rural Schools in Tamil Nadu in the form of installing Solar PV systems in rural Isha Vidhya Schools and constructing Classroom and Sanitation Blocks, IEX is constantly driving change through multi-pronged activities in schools with various foundations like Isha Vidhya Foundation, Each One Teach One, Sampark Foundation and Friends of Tribal Society. IEX further identifying the challenges faced by children with mental disabilities in living a dignified life is supporting holistic development of 30 such children with Association for the Mentally Challenged.

The hunger situation of the country is turning grave. Malnourishment as it turns out is still a major problem for the country, impacting almost 50% of its children. Recognizing the problem, IEX partnered with Akshaya Patra foundation to serve hot, tasty and nutritious mid-day meals to 7000 children daily in Mathura District of Uttar Pradesh.

By 2020, 64% of India's population will be in the working age group. The economy is in a unique position to reap this demographic dividend. However, the industry requirements and the qualification of those seeking jobs are often not synchronized and the biggest challenge for the country is to skill the youth for employability and sustainable growth. IEX through its interventions in association with SMILE Foundation and ISAP to train 175 solar technicians seeks to bridge this gap. IEX partnered with SMILE to skill, develop and facilitate placement of around 380 urban unemployed youth in Delhi. Similarly, IEX collaborated with ISAP to skill and train 175 unemployed rural youth as Solar Technicians in Samastipur, Bihar.

Considering the inadequate access to healthcare facilities to a large part of the population of the country, IEX has aligned its healthcare interventions with the requirements of places affected by coal mining. IEX in collaboration with HelpAge India has been working in the state of Bihar for 2 Years now, where 40% of the population lives below poverty line. The IEX-HAI intervention is aimed at providing mobile primary healthcare services with clinical pathology investigations to needy and disadvantaged older persons regularly in rural and semi urban areas. In year 2016-17, a total of 17,644 treatments were provided via the MHU, several health camps were organized, 7 Community Health Volunteers (CHVs) were trained in the skills of first medical aid and epidemic management, and a five member village health committees were also formed at all MHU sites for health &



hygiene awareness as well as to ensure the right and entitlements of elderly from various government schemes. Since December'17 the MHU services are being provided in 20 Villages of Muzaffarpur district close to Kanti Thermal Power Plant. During its span of about one and half years, the MHU services have covered about 50 villages in Bihar, catering to 5000+ beneficiaries together with organizing health camps on a quarterly basis. In FY 2019, IEX has

extended its healthcare intervention beyond Bihar to State of Madhya Pradesh, in Satna District through five year MoU with HelpAge India.

The Company also aligned itself with 2 of the major initiatives of Central Government, namely Swachh Bharat Abhiyan and Prime Minister National Relief Fund (PMNRF). The Company, well aware about the consequences of Natural Disasters, decided to contribute part of its CSR funds to PMNRF. As a part of Prime Minister's call for a movement of towards cleaner India, the Company contributed funds to Swachh Bharat Kosh in the year gone by.

IEX in collaboration with IIT Kanpur is sponsoring the Energy Analytical Lab, with an endeavor to compile and archive relevant identified data related to power plants' availability, scheduled and actual generation, information related to transmission and distribution, and other relevant information related to activities in the power markets. The EAL would also develop learning tools for improving understanding of power sector and develop visualization tools and a periodical market watch in the form of a newsletter.



“At Mahindra Group, we can proudly say that Corporate Social Responsibility is a way of life. Our redefined 'Core Purpose' is to 'challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities around us as well across the world, to enable them to RISE.”

**Sanjay Srivastava**  
Business Head  
Mahindra World City (Jaipur) Ltd.

## Mahindra World City (Jaipur) Limited

### Brief

Mahindra World City, Jaipur (MWCJ) is an integrated business city built around the core concept of Livelihood-Living-Life. MWCJ is a 74:26 joint venture between Mahindra Lifespace Developers Ltd. and the Rajasthan State Industrial Development and Investment Corporation Ltd (RIICO), an agency of the Government of Rajasthan.

MWCJ is spread over an area of 3,000 acres, which provides corporates a world-class platform to establish and expand their businesses in a hassle-free environment to compete globally. MWCJ consists of a Multi-Product Special Economic Zone (SEZ), a Domestic Tariff Area (DTA) and Social & Residential Infrastructure Zones. MWCJ provides a holistic environment of Livelihood, Living & Life. It is strategically located off Delhi-Mumbai National Highway No. 8.

Sustainability is a critical component of its development plan. MWCJ is proud to be Asia's 1st and world's largest project to reach Stage 2 of C40 Climate Positive Development Program (CPDP), a global benchmark for creating sustainable, carbon positive cities of the future.

MWCJ is working together with the state government in contributing to drive industrialization and economic growth for Rajasthan by attracting investments, generating employment, contributing to exports and providing long term solutions to the urban challenges we face today.

### CSR

At Mahindra, we can proudly say that Corporate Social Responsibility is a way of life. We believe that 'doing good' goes beyond philanthropy and CSR. 'Doing good' is a purpose, an attitude, and a way of life. It is a guide for conducting business and ourselves.

Given below is a brief overview of the Primary Activities being conducted by Mahindra World City (Jaipur) Ltd. Most of these activities are ongoing since FY 2010-11 on continuing basis. The area covered under these initiatives include the rural areas around MWCJ which comprises of 23 villages (fourteen nearby and nine adjoining villages) where we have successfully implemented our CSR Projects.



- 1. Vocational Skill Development** - MWCJ has partnered with Technology Business Incubator-KIET, promoted by Department of Science & Technology, Govt. of India, to design skill development programs and for creating knowledge based enterprise & creation of job opportunities through innovation & entrepreneurship and market oriented skilled. The program helps in training rural personnel to meet out the requirement of industries and create entrepreneurial skills, thereby uplifting the economics status & livelihood of the people. The Skill development trainings include: Electrical, Security, Basic Computer & English-Speaking Classes, Mobile & Automobile Repairing and Housekeeping Training. The total number of trainings conducted is 1,468 as on 31st March 2018.
- 2. Women Empowerment** - With a view to achieve inclusive development, MWCJ took initiative to bring out the talent hidden behind the veils. The idea was to provide vocational/ skill training as this would lead to wider & positive economic impacts to the households' income. Training for creating Self Help Groups (SHG) is designed for rural women and they are trained in stitching, beautician and primary education. The SHG's have enabled empowering of women on the socio-economic front. With the introduction of the internal loaning system they can apply for an internal loan within the SHG and utilize the same for purchase of new sewing machines, beauty products and personal use items. There are 8 SHG's which have the internal loaning capacity of Rs. 50,000/- and above. So far, there are 95 SHG's have been formed comprising of 1,087 women as on 31st March 2018.
- 3. Mahindra Hariyali Tree Plantation Drive** - is the Mahindra Group's endeavour to tackle the twin challenges of climate change and sustainability. Mahindra Hariyali is a testament to the spirit of our commitment to sustainable growth and adding positively to our environment. We also monitor survival rates and undertake replacement of saplings as and when required. This extra green cover, in addition to providing livelihood and nutritional security, will also enhance the wildlife habitat value and biodiversity of the region. Through this initiative, team members and volunteers have got an opportunity to make a huge impact on the environment, as well as on the society. We have planted total of 40,955 trees as on 31st March 2018.
- 4. Mukhya Mantri Jal Swavalamban Abhiyan** – MWCJ has partnered with Rajasthan State Government for their project to create a water sustainable Rajasthan and make villages self-reliant even during drought periods by providing a permanent solution to the demand of drinking water. We have identified 15 Villages for this project around the MWCJ and work has been initiated under this scheme.
- 5. Medical Camps** - MWCJ conducts various medical camps for its neighbouring villages to monitor health, physical development & malnutrition issues under the preventive health care initiative. Based on the request of the village Panchayats, every year we conduct 3-4 Medical Camps which include specific camps like Eye Camps, Dental Camps etc. The total number of beneficiaries is between 75-100 people per camp. We also conduct Blood Donation drives.



**6. Clean India Campaign** - This activity was initiated in 2013, when the Prime Minister announced the Clean India Campaign. The idea is to create awareness about keeping our surrounding clean, avoid using plastic and polythene bags. The motto was “Cleanliness with awareness”. We helped in cleaning the rural areas in and around MWCJ including the Government Schools. Tips are given on “Waste Management”, and how to separately dispose various types of garbage like Paper waste, food waste and plastic waste, etc. We also educated people about the illness and diseases that spread due to living in unhygienic surroundings. We also have distributed / installed dustbins at common public places & schools and have also got toilets constructed at Government College and Govt. Schools. A total of 17 toilets have been constructed across 6 Villages as on 31st March 2018.

**Conclusion:** CSR epitomizes the spirit of caring prevalent in the Mahindra Group. We are continuing with all the above-mentioned CSR activities in current FY. All our CSR activities are conducted in Project Mode and are implemented after conducting a structured Need Analysis. This ensures maximum benefits to the beneficiaries. This creates a platform to participate in a host of social activities like – trees plantation drives, skill development programs, women empowerment, teaching children, promoting girl education, help in improve sanitation levels, provide medical help, conduct blood donation camps...the list is endless. The efforts of MWCJ's CSR initiatives is to drive long lasting impact for creating a better India and drive inclusive development.





“We at Natco Trust believe that living and learning must go hand-in-hand, if true development is to actualise. It was started with a view to ploughing back into society, the resources that were drawn from the people and environment around it.”

**V. C. Nannapaneni**  
Chairman  
NATCO Pharma Limited

## NATCO Pharma Limited

### Brief

NATCO Pharma Limited, incorporated in the year 1981, based in Hyderabad, India is a globally recognized generic pharmaceutical company engaged in the development and manufacturing of high quality and niche Active Pharmaceutical Ingredients (API's) and Finished Dosage Forms (FDF's). NATCO is a publicly listed company in India, with global revenues of about US\$ 340 million in FY 2017-18. Natco's business objective is to make the decisive therapeutic options affordable to the masses, particularly cancer patients, which is truly captured in the motto “No one goes without the medicine for want of money”.

NATCO supplies pharmaceutical products to around 50 countries across the globe including the United States, Europe, India and South East Asia. In India, NATCO is a brand leader in the generic oncology and hepatitis C segment, with leading brands like Veenat, Hepcinat, Gefitinat, etc. In the United States, the company has launched several first time generic drugs in speciality segments like Multiple Sclerosis, Ovarian Cancer, through its marketing partners.

### CSR

#### Natco Trust

Shri Venkaiah Choudhry Nannapaneni, the visionary Founder and Chairman of Natco Pharma Limited, is widely credited as the architect of innovating and providing oncology drugs at an affordable price to cancer patients, thus saving precious lives. He is known for his philanthropic services in the form of providing basic amenities like water, sanitation, electricity etc. to tribal villages. This desire to help the community has been embedded in the Natco family's philosophy for decades.

Shri Nannapaneni realises that there remains a



yawning chasm between different strata of society, with vast divides in the areas of affordable education, health, hygiene, sanitation, water, livelihoods, farming, social and economic well-being of the community at large. In order to bridge this gap, Natco Pharma Limited established the Natco Trust in 1995.

### **Concept**

It is with the aim of covering this deficit that Shri Nannapaneni established Natco Trust as the Corporate Social Responsibility arm of Natco Pharma Ltd. It is based in Hyderabad and the core areas of interventions are Education, Health, Hygiene, Sanitation, Water, Livelihoods, Farming and need based institutional support.

### **Areas of operation**

Natco Trust operates in 8 districts namely, Ranga Reddy, Nalagonda, Hyderabad, Siddipet, Guntur, Prakasam, Vizianagaram and Visakhapatnam in the states of Telangana and Andhra Pradesh and parts of Maharashtra and Tamil Nadu.

**EDUCATION:** Education is one of the core areas of intervention with a multifaceted approach and the Trust believes that education not only empowers the individual but also the family and society at large. Under education, Natco Trust works at two levels -- Natco nurtured institutions and supporting and strengthening government schools.

**Natco nurtured schools:** Natco High School was established under the aegis of Natco Trust, to provide education to the surrounding villages and also to the employees' children of Natco Pharma Ltd. The journey started with 77 students, 10 class rooms and 10 staff members in the year 1995. Today it has 1611 students with 106 staff members and 67 class rooms. The students are first generation learners and mostly from the tribal communities.

**Natco School of Learning:** Natco School of Learning (CBSE Syllabus) at Gollamudipadu village, Ponnur Mandal of Guntur District in 2011 with 156 students, 25 staff members and 30 classrooms on 9 acres of land. Currently has 829 students, 81 staff members and 64 classrooms.

### **Education: Support to Government schools and Anganwadis**

It committed to create an empowered environment for children through education initiatives. Emphasis is being laid on access, equity and the quality of education by extending need based support in the areas of appropriate



infrastructure, skilled teachers, innovative teaching methodologies and curriculum, access to basic teaching and learning materials for improving the competence of the children.

Natco Trust supports 43 government schools, with a strength of 6000 children and 30 Anganawadi centres with a strength of 500 children in 5 districts of Telangana and Andhra Pradesh.

The Natco Government high school located in Borabanda slum, Hyderabad, it started way back 2006-07 with mere 200 children, 6 classrooms, is a live example of how a government school with the continuous support of Natco Trust, has made a huge change and demand for the admissions, currently it has more than 2500 with state of art facility.

## HEALTH

It committed to enhance the healthcare and well-being of the targeted communities. It attempts to improve the health seeking behaviour of the communities on nutritious food, mother and child health, non-communicable diseases, preventive mechanisms through community based healthcare services and health education.



**Institutional healthcare services:** - Natco constructed the following hospitals for the benefit of the poor patients and supports the patient's counsellors, nurses and housekeeping manpower.

1. 50 bed Natco – MNJ Paediatric palliative ward at MNJIO & RCC, Hyderabad.
2. Niloufer – Natco Out patients block with 35000 sq. ft at Hyderabad
3. L. V Prasad – Natco Eye hospital at Kothur, Ranga Reddy district
4. Community health digital primary health centre, Mekaguda, Ranga Reddy district
5. Patients waiting hall at NIMS, Hyderabad
6. Renovation of patient's attendants block/short stay home
7. Cancer block at GGH, Guntur with 75000 sq. ft, said to be the 1st cancer hospital in Andhra Pradesh (**scheduled for inauguration in November 2018**)
8. CHC at Nidubrowl, Guntur,
9. Renovation of pediatric ward at GGH, Guntur and other infra support like sample collection centre, photo therapy units, warmers and ventilators, creation of sanitation facilities
10. Hematology block at KEM Hospital, Mumbai
11. Man power support to all the government hospital i.e., patient counsellors, nurses, housekeeping personnel etc. The hospitals approximately serve around 3 lakhs patients year on year.





**Community outreach healthcare services:** Natco Trust initiated 2 mobile clinics and a standalone satellite clinic that caters to the basic healthcare services inclusive of diagnostic services to more than 30000 people year on year.

**Veterinary healthcare services:** Natco Trust extends fodder and medicines to cater to the needs of animal husbandry.

**Nutritional support to children, pregnant and lactating mothers:** To ensure mother and child healthcare, it supports nutritional food to more than 800 pregnant and lactating mothers in 23 villages thus ensuring safe institutional deliveries and mitigation of IMR and MMR also prevention of anaemic among the mothers and adolescent girls.

**Water:** -Potable drinking water to 30000+people in more than 20 gram panchayats, thus ensuring safe drinking water and prevention of water borne diseases

**Sanitation:** It also supported to construct individual sanitation latrines in the villages and 2 villages have been declared as Open defecation free villages.

**LIVELIHOODS:** Natco Trust has initiated skill centres with an objective of creating value addition skills and income generation through self and wage employment. It promotes non-farming and farming livelihoods.

Year on year it trains around 500 youth in non-farm and also facilitates placements. It promotes organic farming in more than 140 acres of land and around 200 farmers get benefit and ensures market for their products.





“At Schneider Electric we have made a bold commitment to ourselves to Make New India energy positive. With Initiatives like Access to Energy, Rural Electrification Projects and Electrician Training, we at Schneider Electric India reaffirm our commitment to empowering the nation towards a brighter future.”

**Anil Chaudhry**  
Zone President & MD  
Schneider Electric-India

## Schneider Electric-India

### Brief

Schneider Electric the global specialist in Energy Management and Automation develops connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient, productive and green. Group's 180,000+ employees achieved revenues of 24.7 billion euros in 2016, through an active commitment to help individuals and organizations make the most of their energy.

Schneider Electric SE is a French Multinational Corporation and Parent company of all Schneider entities across all over the world.

Parent Company Schneider Electric SE is headquartered in Rueil-Malmaison and is also based at the World Trade Centre of Grenoble with offices throughout the world. A Fortune Global 500 Company, Schneider Electric is publicly traded on the Euronext Exchange and is a component of the Euro Stoxx 50 stock market index. With operations in more than 130+ countries, Schneider Electric offers innovative products and integrated solutions across multiple market segments, including leadership positions in Utilities and Infrastructure, Industries and machine Manufacturers, Residential and Non-residential building and Data Center networks.

Schneider in India is one of the major manufacturing and business hubs in Schneider World Wide.

### CSR

CSR covers the entire process by which an organization approaches, defines and develops its relationships with stakeholders for the common good, and demonstrates



its commitment in this regard by adoption of appropriate strategies and projects. Thus, CSR is not charity or mere donations but a way of going beyond business as usual, creating shared value and contributing to social and environmental good.

### **Purpose**

Schneider Electric IT Business India Private Limited (Schneider Electric) is committed to identifying and supporting programs aimed at:

- Socio Economic development of community and, those at the base of the pyramid who are unequally endowed/enabled,
- To contribute to society at large by way of social, economic, cultural development, imparting education, training and development and skill enhancement programs for their development and generation of income.
- Reducing negative impact of its operations on the environment, and also
- To reinforce a positive and socially responsible image of the Company in the society.

This policy will serve as a guiding document to help, identify, execute and monitor CSR projects in keeping with the spirit of the policy.

The CSR policy would function as a self-regulating mechanism for CSR activities and enable adherence to laws, ethical standards, and international practices in this regard.

### **Policy Statement /Vision**

Schneider Electric's mission is to contribute to the social and economic development of the underprivileged community. Through a series of interventions, Schneider Electric seeks to mainstream economically, physically and socially challenged groups and to draw them into the cycle of growth, development and empowerment.

### **Scope**

This policy will apply to all projects/programs undertaken by different legal entities of Schneider Electric in India as part of Schneider Electric. CSR activities will be developed, reviewed and updated by reference to relevant codes of corporate governance and international standards or best practices. This policy is also in line with the provisions of Section 135 and CSR Rules framed under the Companies Act, 2013.



Schneider Electric India Foundation has been supporting different CSR activities to engage the rural communities with a specific end goal- helping them change their lives through “Access to Energy”.

The Schneider Electric is focusing on 5E's and creating transformation in every corner of the country.

### **Education**

Under our Electrician Training Program, we sponsor training of young people from the bottom of pyramid in electrical skills. After the completion of the training we also assist the trainees to get employed. 85,000+ candidates trained since the inception of the program in 2009.

The Scholarship initiative to underprivileged engineering students was introduced in 2009. Under this program 180 scholarships have been disbursed between 2009 to 2017.

Conserve My Planet is participative educational program for the students of 6th and 7th grade to educate the young minds about the conservation of planet on the “Reduce, Reuse and Recycle” principle.



### **Entrepreneurship**

To train unemployed youth from underprivileged background as entrepreneurs and provide them with “Start-up Kit” to start their own business in the field of electrical and also to provide solar based electricity to un-electrified households. Supported 525 unemployed youth in turning entrepreneur.

### **Employment**

To generate the employment opportunities for the trained electricians from the training centers of Schneider Electric India Foundation through the eco-system of Electrical Contractors, Panel Builders, Distributors, System Integrators, SE Plants and Other Industries. Nearly 70% employment ratio maintained either through wage or self-employment route.

### **Electrification**

To provide clean, safe and reliable electricity access in very remote poor areas, where it is not possible for families to afford solar lighting solution. Electrified 25000+ households benefitting 125,000 individuals in more than 500 villages.

### **Emergency**

Under the aegis of Schneider Electric India Foundation, Schneider Electric Employees provide emergency services beyond the call of duty to restore the electrical network during natural disasters



## **AREAS OF CSR INTERVENTION**

Enumerated below are the areas under which Schneider Electric will implement its CSR Projects.

### **Skill Training and Livelihood Enhancement**

Schneider Electric will support technical training courses, Skill Development Centers, non-formal vocational programs in field of electricity aimed at creating livelihood opportunities. Schneider Electric will also

support soft skill training and entrepreneur development training aimed to facilitate integration of underprivileged youth and women into mainstream.

### **Environmental Sustainability**

Schneider Electric will encourage investment in energy efficient technology, developing socially and environmentally friendly products and services, improving access to water by creating/sponsoring irrigation and water storage structures, benchmarking and reporting on Sustainability projects.

### **Empowering through Sustainable Livelihood Initiatives**

Under this initiative, Schneider Electric will provide entrepreneur training to underprivileged young women and men and support them to earn their livelihood.

### **Socio Economic development of remote un-electrified villages**

Integrated development of village requires access to education, health and income generating activities for which electricity is a basic requirement.

### **Empowering through Sustainable Livelihood Initiatives**

Under this initiative, Schneider Electric will provide entrepreneur training to underprivileged young women and men and support them to earn their livelihood.

### **Promoting Blood Donation**

Aimed at addressing the very critical issue of the availability of blood this initiative is currently one of the major areas in which Schneider Electric and its employees are actively engaged. Schneider Electric will continue to conduct Blood Donation Drives.





“SOBHA initiated Graamasobha, a unique social development programme in 2006 under 'Sri Kurumba Educational and Charitable Trust'. Our CSR activities encompass the areas of education, health, livelihood and women empowerment for a comprehensive and sustainable development of rural India.”

**JC Sharma**  
Vice Chairman & Managing Director  
SOBHA Limited

## SOBHA Limited

### Brief

Founded in 1995 by Mr. P.N.C. Menon, SOBHA is today a Rs. 28 billion company and the foremost backward integrated real estate players in the country. In 2006, SOBHA went public through its initial public offering, an event that created history when the issue got oversubscribed a record 126 times. SOBHA is primarily focused on residential and contractual projects. The company's residential projects include presidential apartments, villas, row houses, luxury and super luxury apartments, plotted development and aspirational homes replete with world-class amenities. On the contracts side, the Company has constructed a wide variety of structures for corporates including corporate offices, convention centres, software development blocks, multiplex theatres, hostel facilities, guest houses, food courts, restaurants, research centres and club houses. As on June 30, 2018, SOBHA has completed real estate projects and contractual projects covering about 96.48 million square feet of area. The Company currently has ongoing real estate projects aggregating to 34.48 million square feet of developable area and ongoing contractual projects aggregating to 9.08 million square feet under various stages of construction. SOBHA has been recognised as top realty brand nationally 4th time in a row in Track2Realty's BrandXReport 2017-18. Some of SOBHA's prestigious corporate clients include Infosys, Taj Group, Dell, HP, Timken, Biocon, Institute of Public Enterprises (IPE), Bosch, Hotel Leela Ventures and others.

As a responsible corporate citizen, SOBHA also works tirelessly towards upliftment of the underprivileged people through a public charitable trust, the Sri Kurumba Educational and Charitable Trust.

### CSR

SOBHA, under the aegis of 'Sri Kurumba Educational and Charitable Trust', initiated Graamasobha, a unique social development initiative for Vadakkenchery, Kizhakkenchery & Kannambra (newly added) Grama panchayats in Palakkad district of Kerala in 2006.

The Trust has identified nearly 4485 families (around 17171 people) from the Below Poverty Line (BPL) bracket. Beneficiary identity cards were issued to them. They have been adopted through an in-depth scientific poverty mapping called Social Empowerment Mapping Exercise (SEME) to

implement Vision2020. The in-depth SEME was undertaken by the Social Empowerment Department of the Trust to fulfil the following objectives:

- To identify and enlist genuine beneficiary families from the three panchayats (6 villages) using clear-cut norms and terms.
- To generate qualitative and multi-dimensional 'Baseline Reports' on the target families, so that specific programmes and activities could be implemented for their benefit.
- To devise target-based, area-specific empowerment programmes and activities for key human development verticals like education, health, employment, housing, sanitation and water.
- To design an effective mechanism to measure and monitor processes and the pace of the empowerment programmes of the Trust.



Broadly, SOBHA's CSR activities span the following areas:

- Providing education and vocational training
- Providing healthcare facilities
- Looking after the elderly and those in need
- Providing Education and Vocational training

### **SOBHA Academy**

The SOBHA Academy was started in the year 2007 to empower poor children with high-quality education. Selection to the Academy is done through an open draw from a list of eligible candidates short-listed after intense research. Targeted specifically at children from the weaker sections, all applications that come to the Academy are scrutinised to ensure that only deserving candidates are given access to the free and quality education. Every year 90 girls are admitted to LKG through draw. The Academy, which follows the CBSE curriculum, provides all academic and related costs like that on fees and books, transportation, food and healthcare, all free. During 2018 - 19, 1137 students in the Vadakkenchery, Kizhakkenchery and Kannambra panchayats were on the rolls from LKG to Class 12th.

In an attempt to help children from underprivileged communities, girls in Class 10, 11 & 12 are provided free boarding, lodging and also assisted by tutors to help them in the learning process.

### **SOBHA Icon**

SOBHA has also launched several educational initiatives for the benefit of the children. One of the initiatives of the Trust is 'SOBHA Icon', which aims at creating 'icons for India' by making high-quality learning opportunities available for deserving students of other government schools who have exceptional skills but not the opportunities to grow.

### **SOBHA Icon Higher Secondary Course**

SOBHA Icon Higher Secondary Course is a two-year full time on campus, 6-day regular, technology driven, professional college enrolment-oriented programme for a batch of 60 students each in Science and Commerce streams, being conducted at SOBHA Icon Campus at Moolamcode and is registered with Kerala State Open School for certification. The Trust also provides financial assistance to students from poor families, who obtain merit seats for engineering and medical courses. All their expenses are covered including tuition fees, uniforms, books and basic accessories. In the 2017-18, Kerala Higher Secondary Board Examinations, all but one of the 51 students passed with distinctions with 90% students scoring over than 95 percent marks. Of these, 18 students scored A plus in all subjects with the top score being 99 percent.

Many students have qualified in the International Competitions and Assessment for Schools (ICAS) 2017 of University of New South Wales, Australia. Over a dozen students of the 2017 batch have been selected for INSPIRE & PRATHIBHA Scholarship by the DEST, GOI and Kerala Government respectively. One student each has passed the JEE (Mains) and NATA 2018.

### **Anganvadi**

Donated 5 cent land for Anganvadi at Vazhuvacode, Anjumoorthimangalam, and Vadakkencherry for the benefit of small children.

### **Providing Healthcare facilities**

#### **SOBHA Health Care**

Started in 2007, it is one of SOBHA's flagship CSR activities to provide free and easy access to primary healthcare. It has redefined the limits of primary health care institutions anywhere in the country. The target group comprises the 4485 BPL families of the adopted panchayats, senior



citizens of SOBHA Hermitage, students of the SOBHA Academy and their parents. The facilities include free consultation, diagnosis, tests, treatment, and medicines.

### **Looking after the elderly and vulnerable sections SOBHA Hermitage**

SOBHA Hermitage, which was set up with the specific aim of providing shelter and assistance to elderly from weaker sections of society, has now become a home for senior citizens and young widows and their children. Besides providing residents a roof over their head, SOBHA Hermitage also makes sure that they are provided all necessary amenities to lead comfortable lives. Residents have independent rooms, a library and a common television room, a gym and also internet access. All residents can also avail of round-the-clock medical facilities, if needed, which are provided by paramedical staff; there is a doctor on call during non-working hours.

### **SOBHA Young Mother Rehabilitation programme**

A comprehensive rehabilitation package for the young mothers (widows) living in the Hermitage is in operation. Special arrangements are in place for their living, safety, security and welfare at absolutely no cost. The widowed mothers and their children live together. All mothers are encouraged to continue their education, and many have completed their graduation and others are catching up. All are employed at the SOBHA Academy with good remuneration.

### **SOBHA Social Wedding**

Social weddings are a practical response to the serious social problem faced by numerous women whose families are too poor to get them married. Sri Kurumba Educational and Charitable Trust conducts social weddings that are free from the fangs of dowry and till date has carried out 590 weddings.





CSR at Rawan Cement Works is committed to development of the Community, one of our key stakeholders, and the underprivileged in particular.

**Kiran Patil**  
COO & Executive President  
Ultratech Cement Limited  
Rawan Cement Works

## Ultratech Cement Limited, Rawan Cement Works

### Brief

Rawan Cement Works – Evolution & its growth: To capture the Eastern India's Deficit Market, Grasim Industries conceived 1.0 Million TPA first Plant in the early 90's and commissioned in March, 1995. With process up gradation and innovations, the plant capacity is enhanced to 1.71 Million TPA Clinker. Cement capacity was increased in April, 1996 by putting up a separate slag grinding and mixing unit which is further enhanced to 2.4 Million TPA cement by modifications. The unit was further expanded with 3.46 Million TPA Second clinkerization plant installed in March 2013, the project was successfully and safely completed without any major or minor accidents. With merger of Cement businesses together, now the plant is named as UltraTech Cement Limited, Rawan Cement Works.

RWCW has adopted a value based participative management culture which emphasizes on creation of winning teams. The emphasis is on people development, innovation, experimentation and inculcating risk-taking abilities. The unit has won several prestigious awards for excellent performances, resource conservation, and energy optimization etc., major ones are:

- Global Cement Award –1st Prize for lowest power consumption.
- Chairman's Planet Award in year 2004 for Excellence in Cost Management





- Planet Award in year 2008 for Excellence in Innovation.
- Rajiv Gandhi National Quality Award commendation certificates in 2008 & 2009..
- Chairman's WCM Gold Award is conferred to the Unit in 2011.
- Indian Manufacturing Excellence Award Gold Level in 2011 & 2012
- Leadership Award for Excellence in CSR 2014
- Mines Environment & Mineral Conservation – Overall Performance Award.
- IMC Ramkrishna Bajaj National Quality Performance Excellence Trophy 2015 in Manufacturing Category



The Unit has **Strong Safety Culture** with DuPont safety methodology implementation. All employees; Permanent, WB and contract Workman to undergo **Safety Training** and **Health Checkup**. The Unit produces variety of cement for different applications viz. Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Portland Slag Cement (PSC). Rawan Cement Works has launched UltraTech “Premium” & “Super” brand cement winning the customer's heart with enhanced profit for high 1 Day strength.

## CSR

M/S Rawan Cement Works, a Unit of Ultra-Tech Cement Ltd. located at village Rawan, District Raipur, State of Chhattisgarh is well cognizant regarding its responsibility towards Society from the inception. The CSR wing of UltraTech Cement, Rawan was established in 2003-04. It has been involved in various welfare driven indicatives in the periphery of the factory (22 villages). We are carrying out community initiatives & rural development activities under the aegis of The Aditya Birla Centre of Community Initiatives and Rural Development in the field of Education, Medical & Health, Women Empowerment, Agriculture, Cattle care & Infrastructure Development in co-ordination with State Govt. agencies, Girls Polytechnic, CBWE, MSMEDI, ICDS, Veterinary Dept., Raipur and other Govt. agencies.

We have been continuously implementing our activities with participatory & sustainable approaches and needs of villages are coming through regulars meetings. The model villages entail ensuring self-reliance in the following aspects –

- Education
- Health care and family welfare
- Women empowerment





- Infrastructure development
- Agriculture and watershed development

Various surveys including population survey, social mapping, resource mapping & studies of the operational area revealed that more than 78 percent of the population belong to Scheduled Caste, Scheduled Tribe and Backward Classes who were deprived of their right to Socio – Economic upliftment. Hence, they have been considered as main partners in the process of development.

Various projects on social upliftment of weaker sections are being implemented in 22 operational villages in neighbourhood of UltraTech-Rawan Cement Works (C.G.). The projects have enabled a qualitative change in the life weaker section. More importantly, the projects have enabled them to improve their living standard through various Socio-Economic Development Initiatives.

With larger focus on education, skill enhancement, livelihood support and women empowerment, we have witnessed tremendous change in the attitude of the village folk resulting in:

1. Aspiration for higher education;
2. A sense for better sanitation & cleanliness drive in village square and roads is now visible; Preventive measures for health care, dissemination of yoga and cycling for fitness is also witnessed in the community.
3. Keenness among women to acquire skills like stitching, beautician course & computer education and progress to find vocations that would earn them a living. Many work from home to meet the community needs while some have also established their shops in the village like fancy wear, women's accessories, beautician shop, stitching garments etc.
4. Attending "Mother School", a concept which spreads awareness among women on mother and child care, basic household accounting, banking, basic knowledge about law especially for enactments for women empowerment, Govt. schemes to encourage women enterprise, importance of cleanliness and hygiene, nutrition and preventive health care, necessity of education and skill development etc.

#### **Some major initiatives under CSR include**

- Coaching for Navodaya entrance examination for children aspiring for a better and competitive schooling environment, provided free by the Govt. of India.

- Health care facilities extended to the community in our Health Centre as well as the mobile medical van. Cleanliness drives and contributing construct household toilets. Hand pumps and water pumps to provide potable water in villages for the community.
- Livelihood avenues on sustainable basis like stitching of uniforms of company staff and garments business for community.
- Infrastructure like roads, drains, stage in village square for various events, school buildings etc.
- Women empowerment programs through Mother School concept which spreads awareness among women on mother and child care and awareness to curb social evils like alcohol, tobacco and other related habits.

Under the dynamic leadership of our chairperson Rajashree Birla, the Community Initiatives and Rural Development project have achieved greater height of success. The performance demonstrated in the field has always fostered the image of Aditya Birla Group as a social caring and responsible corporate citizen.



## FICCI CSR Award for Environment Sustainability

Private sector Companies with turnover of INR 3001 Crores per annum and above



“At Mahindra, CSR means not just the sharing of wealth, but of our time and of ourselves.”

**Anand Mahindra**  
Executive Chairman  
M&M Ltd.

## Mahindra & Mahindra Limited (Auto, farm and Agri Sector)

### Brief

M&M Ltd. was founded by K.C and J.C. Mahindra in 1945 as a steel trading company and in 1947, M&M entered in auto manufacturing and brought the iconic Willy's Jeep on the Indian roads. Over the time M&M consolidated its position in Automobiles, Tractors, Steel and other promising sectors like IT, Hospitality, Financial Services, Components, Aerospace and Logistics. Today, the Group is a \$21.7 billion global corporation employing more than 240,000 people across the globe.

The Core Purpose of M&M is to challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise. Our purpose is why we exist and why we come to work every day, infusing our lives with meaning, and galvanizing us to deliver our promise. We stand strong on the pillars of Accepting no limits, Alternative thinking and Driving positive change.

### CSR

Since its inception M&M, has been a socially responsible corporate, contributing towards the well-being of the community which go beyond mandatory legal and statutory requirements. Evidence of this is the setting up of the KCMET in 1954, followed by M&M Foundation in 1969.







In 2005 on the occasion of its 60th year M&M pledged to contribute 1% (PAT) towards social initiatives much before the Govt. of India formalised CSR policy and made it compulsory for Corporates and PSU's to contribute 2% profit (PBT).

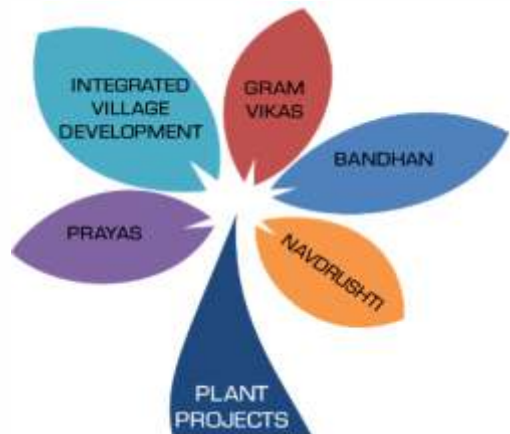
Aligned to the “Rise for Good” mission, we focus our efforts on the constituencies of girls, youth, and farmers, by supporting them in Education, Health and Livelihood enhancement, with innovative programmes that harness the levelling power of technology. Rise for Good also entails running our business with integrity, responsibility and transparency, caring for the well-being of the planet and striving for the welfare of our employees, customers and the community.

Through Employee engagement, the CSR activities are being implemented under the banner of Employee Social Options (ESOPs) at every plant/ business location. It is headed by the Location Head as ESOP Leader and he ensures implementation of the CSR initiatives. ESOP Champion at every location drives the project with support of local NGO's and Employee Volunteers.

Plants located across India have undertaken several primary projects on different thematic areas. These projects cater for the primary needs of the surrounding community as well as support strategic projects undertaken by the organization. Projects like Prayas, Bandhan, Navdrushti under Health and Integrated Village Development Program, Gram Vikas under Rural Development are some of the major Mahindra branded CSR projects that have been replicated across locations.

At Mahindra (Auto, Farm and Agri sector), CSR is well integrated with SDGs and projects are strategically chosen in various thematic areas like Water Management, Agricultural Productivity, Skill Development, Rural Health & Wellness and Road Safety.

The CSR projects of Mahindra have been widely recognized and some of the prestigious awards conferred are mentioned below:





1. Platinum Winner at Energy And Environment Foundation Global Environment Award 2018 for Integrated Watershed Management Programme Bhopal
2. Socially Aware Corporate for the Year 2017 by Business Standard for 'Zero Fatality Corridor' Project on Mumbai Pune Expressway
3. Corporate Citizen of the Year 2017 by Economic Times for Nanhi Kali and Integrated Watershed Management Program at Damoh, MP
4. FICCI Road Safety Analysis & Action Award 2017 for 'Zero Fatality Corridor' project on the Mumbai Pune Expressway
5. The CSR Journal Excellence Award 2017 for Agriculture & Rural Development for Integrated Watershed Management Program at Damoh, MP
6. Energy and Environment Foundation Global CSR Award 2018 for Zero Fatality Corridor Project on Mumbai Pune Expressway
7. CII ITC Sustainability Award 2016 Commendation for Significant Achievement in Corporate Social Responsibility
8. Aqua Foundation Award 2015 for Promoting Sustainable Agriculture in the Rural Development category

As a large global corporation, we see an incredible opportunity to drive positive change for all our stakeholders. By making every aspect of our business sustainable, we re-affirm our commitment to a better world. From our employees to the communities which we are a part of, we want to conduct our business consciously and responsibly. In everything we do, we ensure that we 'Rise to do Good'.





“The governments of all countries as well as business entities across the globe are steadily moving towards sustainability and are implementing measures to contribute to the attainment of sustainable development goals (SDGs). At Hero MotoCorp, we have conceptualized focused strategy and well planned programmes to do our bit towards mitigating the impact of environmental degradation as well as to address societal challenges such as poverty, gender inequalities, rising healthcare cost, unobtrusive education system as well as concern about road safety.”

**Vijay Sethi**  
CIO

CHRO and Head CSR, Hero MotoCorp Ltd (HMCL)

## Hero MotoCorp Ltd (HMCL)

### Brief

Hero MotoCorp Ltd (HMCL) is the world's leading two-wheeler manufacturer since 2001. The company's actions are truly reflective of its vision to provide world-class mobility solutions and creating global footprint with primary focus on technology and sustainability. Ever since the company's first manufacturing unit was established in Dharuhera, Haryana in 1984, the company has been spearheading social initiatives focused at holistic development of the community in the vicinity of this plant. Gradually, as the company grew manifold and expanded operations across the world, investments in social and environmental projects also saw significant growth. The company's efforts are unified by its Corporate Social Responsibility (CSR) vision to contribute towards building a Greener, Safer and Equitable World.

The focus of CSR programmes has primarily been environment conservation, promoting and inculcating road safety practices and empowerment of young girls and women, specially-abled individuals and other underprivileged sections of society. All interventions in the areas of education, environment, skill development, healthcare, sports, rural development, gender parity and sustainable livelihoods have been witnessing significant impact. To Hero MotoCorp, the principles of CSR are integral to the way we conduct our business. It comes from the conviction of our founding chairman – he believed that we must give back to society from whose resources we generate wealth. Manufacturing Happiness is more than a tagline – it is the bottom line of brand Hero as well as the company's work culture. The company believes that when man, machine and nature work together in harmony, they will not only minimize and mitigate any environmental impact, but also develop a sustainable ecosystem.

### CSR

Under Hero WeCare, umbrella there are six flagship programmes:

- Ride Safe India, focused at road safety
- Hamari Pari and E<sup>2</sup>, focus on girl child empowerment and education
- Happy Earth focuses on clean and green India

- Enable to support differently-abled individuals
- Community Care focused at marginalized communities
- Khelo Hero for promoting sports and creating opportunities for deserving players

The company's efforts are nurtured under the umbrella of Hero We Care and the flagship programmes match its CSR vision of having a Greener, Safer and Equitable World.



## 1. GREENER

One of the flagship programmes is Happy Earth, and as the name suggests, the larger objective is to bring about cumulative environmental changes and make planet Earth a happier place to inhabit—by the present as well as future generations. All projects undertaken under the programme are complementary in nature and help in mitigating environmental degradation as also the effects of climate change and global warming. Some key projects are- Project Hero Green Drive, Project Ankur and Project Aarush.

### Key projects:

- **Project Hero Green Drive:** Focused at tree plantation, the project has brought about a significant increase in green cover with the plantation of over seven lakh trees with huge focus on survival of trees. The project is also helping in sustaining some species of plants that are on the verge of extinction. Over 13 Lakh trees had been planted until October 2018.
- **Project Ankur:** Focused primarily at bringing about environmentally conscious behaviour at a young age, the project has created an army of 10,000 Green Corps in 100 schools. These students have engaged not only in plantations but also in conversations around environment with their family and peers, helping start a conscious thinking process.
- **Project Aarush:** Aimed at encouraging alternative and eco-friendly energy resources, the project is steadily increasing the base of solar lights at the grassroots. Over 6000 solar lights in more than 120 villages are already operational.

## 2. SAFER

Ride Safe India (RSI) is another flagship programme and is driven by the goal of making India's roads safer and bringing down the number of road-traffic fatalities. Starting from helping people learn safe riding habits, to helping inculcate a mindset about safe practices on the road right from childhood as well as supporting the government's efforts and boosting mass awareness, a focused RSI team is constantly engaged in planning and execution of programmes in this domain.

### Key projects:

- **Project Safe Ride:** We manage seven traffic training parks across the country that undertake two-wheeler riding training for school and college students as well as the general public. The objective of these parks is primarily to address one of the root causes of road fatalities — which is driver error. More than three lakh people benefitted through these parks till date including.
- **Project Catch Them Young (CTY):** In the last few years, Team RSI has established Road Safety Clubs in over 1,150 schools, creating a platform for constant engagement with children to sensitize them about road safety. We also support 2,200 Student Police Cadets (SPC), who not only propagate the road safety message but are also partaking in overall personality development and leadership building exercises, the idea being to create a band of influencers who inspire their peers to be conscious and responsible citizens.
- **Project Be Aware, Be Safe:** Multiple awareness campaigns with innovative and impacting content on road safety are being run regularly through both mainstream and niche mediums including TV, print, radio, social media and on-ground below-the-line activities. This awareness initiative is supported by the Ministry of Road Transport & Highways, Government of India.

## 3. EQUITABLE

To do our bit towards creating a truly equitable world, we have few flagship programmes including Hamari Pari, Educate to Empower, Enable and Khelo Hero. The primary emphasis of all projects under these programmes is on empowering girls/young women from the marginalized and underprivileged sections of society. While Hamari Pari recognises and celebrates the enormous potential that each young girl has to fulfil her dreams of a brighter future, Educate to Empower (E<sup>2</sup>) is driven by the main objective of looking beyond the obvious symptoms and finding long-term solutions related to educating students – this, too, with primary focus on girls.

Enabling and encouraging differently abled individuals is another area of focus as we believe that without having an inclusive environment for them, we cannot achieve the ideal of an equitable world.

### Key projects:

- **Project Shiksha:** The project is focused on creating an enabling, encouraging and motivating education environment at schools. The idea is to create a permanent infrastructure as well as an ecosystem that will pave the way for government schools to eventually match the outcomes of privately run schools. It's all about starting from scratch – improving the building itself, renovating classrooms and playgrounds, strengthening the boundary walls, providing necessary furniture as well as basic resources like schoolbags, stationeries and books, and so



on. We have been inspired to go the distance and some more, and got busy setting up solar power plants within school premises, building libraries and science and computer laboratories, putting mobile science labs in motion.

- **Project Saksham:** Project Shaksham had been launched in 20 schools of Gurugram and Rewari by providing Tab lab and Smart Class facility. The idea of the intervention is to introduce children to engaging and entertaining audio-visual content, which is based on their existing English and Mathematics curriculum that would make learning fun for young students.
- **Project Sakhi:** Launched in association with the police departments of seven states, Project Sakhi empowers women cops by providing them two-wheelers in order to increase their independent mobility. Women cops are generally dependent on their male counterparts with vehicles if they have to reach incidence/accident spots or when responding to distress calls.
- **Project Jeevika:** While we engage with younger girls for their education, we also focus on skilling the older ones in the community to make them financially—and mentally—independent. The project focuses on providing livelihood and skills training to over 1,000 girls and women from marginalized socioeconomic backgrounds. The training programmes equip them to become auto mechanics (very much a male bastion until recent times), computer operators, tailors, beauticians, and soon.
- **Project Arogya:** Arogya is focused at providing essential healthcare facilities to the ones who need them the most. Our Mobile Medical Van – in Delhi, Dharuhera in Haryana, Neemrana in Rajasthan and Halol in Gujarat – is benefitting more than 55,000 poor people by providing medical assistance, basic treatment as well as medication. In addition, Mobile Eye Check-up Van reaches mass communities in Delhi on everyday basis.
- **Project Enable:** Under Project Enable, we aim to create an inclusive and motivating environment for our differently abled compatriots. As a first step, we have been lending our support to para athletes. As it turned out, our little support has gone a long way – it has ensured that the country has had its largest-ever medal hauls at Rio Paralympics 2016, World Para Athletics Championships London 2017, and the Asian Youth Para Games that concluded in Dubai. In addition, we also provide prosthetic limbs to the needy ones along with job-oriented livelihood training. More than 2000 poor disabled individuals have benefitted through surgeries, artificial limbs, crutches and other prosthetics.
- **Project Khelo Hero:** Khelo Hero is primarily focused at development of sports atmosphere at the hinterland by developing infrastructure as well as by providing necessary resources to professional players who can encourage the youngsters across India to partake in sports.





In the last couple of years, we have constructed playing facilities including build basketball courts, badminton courts, running tracks and other play fields at various government schools across Haryana, Rajasthan and Uttarakhand. Hundreds of students are making use of the facilities while the respective physical training teachers and other athletics/sports staff scouts for talented and promising players at these facilities. Additionally, budding boxers, including girls, are being trained at Mary Kom Regional Boxing Academy in Manipur. The players have been handpicked by five-time world champion in Boxing Padma Shree Mary Kom and are being trained under her guidance.

### **Outcomes, Impact and SROI**

Every year, all our CSR programmes and each of their respective components go through a comprehensive evaluation by a team of third-party researchers with extensive development sector experiences. The fundamental objective of this evaluation is to measure the progress made by each project, assess if each project is meeting its objectives and hypothesis, identify challenges as also the ideas and solutions that may make our projects more impacting.

For overall impact measurement of each programme, evaluators focused on progress made by each project since its launch/inception hence some of the initiatives covered in the studies had nearly completed three years. Several projects focused at young marginalised girls and women under Hamari Pari, programmes focused at uplifting the standard of education under Educate to Empower (E<sup>2</sup>), planting and environment awareness initiatives under Happy Earth and healthcare focused initiatives under Community Care programme were critically analysed on various evaluation parameters.

Team CSR is glad to state that third-party evaluators stated that all our programmes are promising and are meeting their respective objectives quite well. For instance, interventions made under Hamari Pari have helped in improving life skills of all of girls and they shall surely fare better in personal as well as professional lives than their marginalized counterparts who are yet to get an opportunity to engage in such programme/s.

As for Community Care, one of the most successful project has been on the healthcare front. Evaluators ranked mobile health vans, community health camps, eye-care camps and recently introduced eye -care van amongst top impacting interventions as they are not only ensuring better health and well-being, but are directly adding economic value to the attendance percentage of all students, especially young girls, at most of the beneficiary schools has seen a considerable rise. At some schools in Haryana, parents have withdrawn their kids from private schools to get them admitted in a better Hero WeCare supported government schools.

Project Enable too that apart from supporting the poor differently abled people with prosthetics and other such aids, also supported national and international level athletes for global events. This intervention has plugged in the major funding gap that prevented deserving athletes from competing at international circuits. The outcomes in form of large medal tallies and national glory speak for themselves.

We have also fared quite well on the environment front as the evaluation reports suggest that more than 85 per cent of the saplings planted in 2015-16 have established strong roots and now have

ability to sustain and grow with minimal care. The ones planted later too are being nurtured well and soon (within two years or so) will qualify to be considered as a part of green cover. Solar lamps at villages as well as installation of LEDs too are making significant contribution towards energy and natural fuels conservation. With over a dozen villages becoming 100 per cent LED-lit villages, a significant contribution has been made towards national energy conservation mission.





“RBS Foundation India's work resonates with the bank's values of serving the customers and the communities we operate in, working together, doing the right thing and thinking long term. It's great to see how the programme and the employee engagement strategy supports the sustainable and inclusive banking focus of RBS, and the bank's objective of being a Great Place to Work. It reinforces our commitment as a socially responsible bank and demonstrates our influence on our wider operating environment.”

**Pankaj Phatarphod**  
MD  
RBS India

## **RBS Service India Pvt. Ltd.**

### **Brief**

RBS is a UK-based banking and financial services company, headquartered in Edinburgh. RBS provides a wide range of products and services to personal, commercial and large corporate and institutional customers through its two main subsidiaries, The Royal Bank of Scotland and NatWest, as well as through a number of other well-known brands including Ulster Bank and Coutts.

### **CSR**

The Royal Bank of Scotland (RBS) is a large international banking and financial services company headquartered in Edinburgh. RBS continues to deliver on its plan to build a strong, simple and fair bank for both customers and shareholders. We believe in inclusive growth and demonstrate it by supporting local communities in the countries that we operate in. RBS strives to build a more sustainable bank; a more responsible company, doing business in a more sustainable way. We consider the long-term impacts of our actions in our decision making, and we are proud that our CSR and volunteering programs show the difference we're making for our communities.

With a view to promoting social, environmental and economic equity, RBS FI has been implementing the “Supporting Enterprise” programme across India by building capacities of the poorest and most excluded communities residing in areas of high ecological importance. India is a developing country, with vast natural wealth and the world's largest population of poor. Majority of these poor depend on the growth of its agrarian economy, its expansive coastal and forest areas, the Himalayan region and its islands for their survival. However, degradation of these ecosystems, with the resultant loss of biodiversity and reduction of entitlement has adversely affected the livelihood of these communities and made them increasingly vulnerable to externalities including climate change.

Such vulnerable communities earn about a third of their income by extracting natural resources from these ecosystems. They often rely on these resources as safety nets to keep themselves above the poverty threshold. With diminished extractive value of natural ecosystems, more and more people face the risk of being forced into poverty and fall short on the social, economic and environmental indices. Poverty thus runs deepest amongst those dependent on natural ecosystems.

Communities caught in this vicious cycle, resort to overuse of resources leading to further degradation of natural ecosystems. The impact of overuse is even more in ecosystems which support high biodiversity and are ecologically critical for the wider range of services they provide. Therefore, addressing the developmental needs of the communities residing in ecologically critical landscapes is seen as a priority by RBS FI.

With a dedicated focus on women, youth and small farmers, our projects are designed to create resilience in communities to help them move and remain out of poverty. This is done by promoting - robust community-based institutions, conservation and improved management of natural resources, climate resilient livelihoods/ value chains, and knowledge management.

Since its inception in year 2007, the Supporting Enterprise programme has reached out to over 109,000 families in 980 villages in 11 states of India and has created shared and continued benefits for the community, biodiversity and landscapes. Using our approach, we have successfully created robust partnerships with civil society organizations, government agencies, multilateral organizations and other corporate foundations who continue to endorse our work by supporting its replication and expansion in other parts of India.

RBS recognises that vulnerable communities are also present in and around spaces occupied by the RBS offices; in the 4 metros of the country – Mumbai, Chennai, Bangalore and New Delhi. The DISHA Program reaches out to the bottom of this section – underprivileged children and through 13 NGOs that work with vulnerable children (orphans, differently abled, street children, children in families below the poverty line). The outreach is to over 4000 children with support for health, nutrition, education, life skills and career counselling.

Community Initiatives undertaken through the DISHA Programme include teaching and volunteer support, health and sanitation, employee volunteering, sponsorship & scholarship, infrastructure & administrative support, and donations. Volunteers from RBS reach out to the beneficiaries to conduct classroom sessions on English, Math, Science, Computers, and Art & Craft. RBS also facilitates such volunteers through eConnect wherein volunteers can take these sessions online from RBS premises. Similarly, other activities undertaken by the volunteers also include celebration of events like birthdays and festivals like Diwali and Christmas with the beneficiaries, bakes sales, auctions, clothes/ toys/ book collection activities, participating in marathons and



walks with the charity partners, undertaking tree plantation and blood donation activities. RBS Foundation India also drives a unique volunteering program which was created to align employee's engagement with the community to the needs of the contemporary Indian society. It comprises of classroom trainings and in depth interactions with the community. The program was conceived in the year 2008 with the objectives of:

- a) Enhancing employee's knowledge and skills on issues of social relevance such as those of financial inclusion, conservation, poverty alleviation, and sustainable development
- b) Promoting and encouraging volunteering on RBSFI's "Supporting Enterprise" Projects
- c) Equipping employees to initiate and manage small volunteering projects
- d) Encouraging and motivating employees to be socially responsible individuals. The in-field experience enables employees to identify, understand and sensitize themselves to the issues faced by diverse and often less privileged communities and plan their approach and actions to professional and social causes in a responsible manner.

Besides volunteering, DISHA also supports through providing health kits, conducting health care camps, providing groceries / toiletries / food donation as also supporting with staff salaries, infrastructure facilities for better functioning of the schools.

Thus, RBS has a proactive and reactive approach to CSR, investing in the needs of rural and urban India to holistically strategize it for making a difference in our communities.







“Corporate Social Responsibility is an integral part of CESC which is integrated with our organizational strategy and operations. At CESC, we accept our responsibilities towards environment and recognize our obligations to contribute to society to make it a better place.”

**Rabi Chowdhury**  
Managing Director  
Generation, CESC Limited



“We, at CESC, do our bit to ensure inclusive socio-economic development by successfully integrating sustainable strategies with meticulous planning and execution. We continuously build and nurture harmonious relationships with all our stakeholders, beneficiaries and project partners in order to usher in significant development in powering/energizing our economy.”

**Debasish Banerjee** Managing Director  
Distribution  
CESC Limited

## CESC Limited

### Brief

CESC Limited is the flagship company of the RP-Sanjiv Goenka Group. It is a fully-integrated power utility engaged in the generation and distribution of electricity across 567 square kilometers of licensed area in Kolkata and Howrah, West Bengal. It supplies safe, cost effective and reliable electricity to over 3 million customers.

Apart from compliance with applicable legal and regulatory requirements, CESC has set stringent environmental standards and devised processes to perform better than the norms. CESC is committed to maintaining high standards of industrial safety across its operations. CESC is committed to invest in the holistic and sustainable development of the communities where it operates. Through its CSR initiatives in education, health, environment and community development, the Company seeks to empower communities, particularly the underprivileged sections, to help them attain their potential and thereby contribute to the national and state developmental goals.

### CSR

The CSR initiatives of CESC are designed to ensure sustainable social development in the communities among which we work. CESC ensures that there is constant engagement with the different stakeholders to ensure relevance of its CSR initiatives. Our endeavor is to contribute to the regional and national development goals through our CSR projects by supplementing and

complementing government efforts in the direction. The CSR Projects of CESC Limited are designed and aligned to four thematic areas namely: Education, Environment, Health and Community Development & Livelihood Generation.

## EDUCATION

- **Muktangan:** Through this Project academic support is provided to underprivileged students from classes VIII-X to prevent drop-out and improve learning outcomes by facilitating competency-based education. 13 centres have been set up in North and South 24 Parganas Districts and Kolkata, benefiting approximately 1,100 students directly and 1,300 students indirectly.
- **Nirmal Abhiyan:** The Project aims at creating a child-friendly environment in government schools by providing safe drinking water and sanitation facilities, improving their overall infrastructure, and promoting hygiene education. 19 schools in Kolkata have been covered under this Project benefiting 2,300 students whilst 40 teachers have been trained.
- **Roshni:** The Project aims at facilitating underprivileged children in urban slums to acquire quality education with level-appropriate reading and writing ability, and mainstreaming drop-out children through in-school and outside school interventions. The Project focuses on children's right to life, survival, health and education by intervening with them from 0 to 18 years. Through the Roshni Project, a population of 24,000 has been covered in a slum pocket in Kolkata. There are 3,742 direct beneficiaries and 4,000 indirect beneficiaries under this Project.
- **School Build Programme:** Under this Programme we undertake repair and renovation of school buildings, development of playgrounds, construction of bicycle stands, provision of drinking water facilities, benches, computers, etc.

## ENVIRONMENT

- **Urja Chetana:** Is an action based environment and energy education project to create awareness and understanding of environmental issues among school children with a view to promote the conservation and wise use of nature and natural resources. Currently, there are 26 schools in and around Kolkata under the Project with 9,400 students directly benefiting through this Project. 44,000 community members have been reached out to through this Project.

## HEALTH

- **Suswasthya:** The Project seeks to bring about an improvement in maternal and child health status, reduction in mortality and morbidity of pregnant women, lactating mothers and children by increasing health seeking behavior, improving awareness on health, nutrition, hygiene and establishment of linkage between



formal health service delivery systems and beneficiaries. Approximately 5,550 beneficiaries have benefited through the Suswasthya Project.

- Upgradation of Public Institution Building: CESC has extensively developed the Titagarh Municipal Hospital in North 24 Parganas District by upgrading its Maternity Ward and Operation Theatre, setting up of the ENT and Ophthalmology Wards, setting up of the Neo-natal Intensive Care Unit (NICU) and a Dialysis unit.

### **COMMUNITY DEVELOPMENT & LIVELIHOOD GENERATION**

- Jagriti: is a skill development and employment generation programme for underprivileged youth in Titagarh Municipality in North 24 Parganas District. Courses offered are Basic Computer, Tally and GST.
- Saksham: is a skill development and employment generation programme for underprivileged youth in slum areas of Kolkata. Courses conducted are Basic Computer, Tally and GST, AC and refrigeration repairing, driving, tailoring, beauty and wellness.
- Hamari Awaaz: is a comprehensive community sensitization Project on child protection in slum pockets in Kolkata covering a population of 60,000. The main objective of the Project is to reduce child labor in the community and increase awareness on child protection and child rights. Reducing cases of child marriage, child abuse, drug addiction from the community is another objective of the Project.
- Nirmal Sankalp: is a Community Sanitation and Hygiene Project which is being implemented in Titagarh Municipality in North 24 Parganas District. Under the Project, pay and use community sanitary complexes have been constructed, which are wholly run and managed by community-based Water and Sanitation (WATSAN) Committees. The Project seeks to improve availability usage, quality and sustainability of water sanitation facilities by involving community members as change agents. Through this Project, approximately 25,000 population has been reached out to.





“As an organization, building a better working world is at the heart of who we are and everything we do. This desire extends beyond work to helping solve some of the daunting societal challenges our country faces today and making a meaningful contribution to the communities we serve. In the long term, we believe, amongst many other things, this is what gives soul and character to the organization and all its stakeholders.”

**Rajiv Memani**

Regional Managing Partner

India region, EY, Chairman – Global Emerging Markets Committee, EY

## Ernst & Young LLP

### Brief

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In doing so, we play a critical role in building a better working world for our people, for our clients and for our communities.

### CSR

Established by Indian member firm of EY in December 2005, EY Foundation (EYF) India is a not-for-profit organization, engaged in community-oriented initiatives. In addition to projects directly undertaken by EYF, significant contributions are also made to not for profit organizations, to not only help them expand their reach, but also support them in further improving their existing models of change.

We operate in the areas of Education, Entrepreneurship (especially rural women entrepreneurship) and Environment – where we believe our knowledge and experience can help create a large and sustainable impact. In each of these areas, we apply our problem solving approach and work closely with our NGO partners and community members to ensure a positive and lasting change. 'Scalability' and 'replicability' are our other guiding principles when we choose





our programs of intervention.

**Our focus areas:**

- a) Education: Supporting the next generation with access to quality education

Today, in partnership with several NGOs, state governments and other institutions, we are working to create a better future for **500,000 children** and young students in several states, including some of the most inaccessible areas in the country's hinterland.



- b) Empowering entrepreneurs - Economically and socially empowering rural India

We are helping create entrepreneurship opportunities for **175,000 women** in more than 3000 villages in nine states. EY Foundation invests in women entrepreneurs, who can play a critical role in restoring and creating economic and social wellbeing. This is addressed primarily through organizing women into Self Help Groups (SHGs), creating bank linkages and facilitating inter-lending to promote entrepreneurial activities.

- c) Environmental Sustainability - Minimizing our impact on the environment

Planted over **900,000 trees** till date and our offices are saving 25 million litres of water each year. Recently, EY Foundation has committed its support to the India Paryavaran Sahayak (IPS) Foundation to implement a cost efficient and scalable solution to address the air quality issue in Northern India. The grants will be used to spread awareness and drive usage of in-field straw management practices among farmers to reduce air pollution caused due to crop residue burning. The first phase of the project will cover over 300 villages in five districts of Punjab, which have been observed to have high prevalence of crop burning.





## FICCI CSR Award for Environment Sustainability

Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum



“Biocon Foundation will continue to act as a bridge between the goals set by the government and the needs of the underserved communities, and thereby aid and support the fulfilment of some of the targets defined as part of the UN Sustainable Development Goals”

**Dr. Kiran Mazumdar Shaw**  
Founder and Managing Trustee  
Biocon Foundation

## Syngene International Limited

### Brief

Syngene is among the world's leading Contract Research Organisations (CROs), providing integrated discovery and development services for novel molecules across multiple platforms, including small molecules, large molecules, antibody drug conjugates and oligonucleotides.

We bring together state-of-the-art infrastructure and a highly experienced team of scientists to help R&D-focussed organisations achieve better research efficiency and reduce development time. We cater to global pharma companies as well as industry leaders in segments such as biotechnology, nutrition, animal health, consumer goods and specialty chemicals.

### CSR

Syngene International Limited is among the world's leading Contract Research Organization. The company pursues Corporate Social Responsibility (CSR) as its fundamental priority. Sustainability is a commitment and business behavior at the Company and therefore CSR is a vital part of its business since inception.

Biocon Foundation is the prime CSR arm of the Biocon group of companies. Strongly engaged in CSR for over a decade, the Foundation is responsible for strategizing, planning, execution, monitoring and evaluation of the CSR activities on behalf of Syngene, while remaining aligned with the requirements of the Companies Act, 2013.

### CSR Vision & Mission of Syngene

Vision: To strive towards developing and sustaining healthy and empowered communities by improving the quality of life.



Mission: To support innovative solutions for major developmental issues in order to achieve tenable social and environmental impact.

### Governance

The Board of Directors oversees the overall governance and management of CSR of the Company. The CSR committee of Syngene, constituted by the Board of the Company, has more than three directors including an independent director, is responsible for developing a detailed plan on CSR activities, budget, roles and responsibilities of various stakeholders and a monitoring mechanism for activities.



### Areas of Intervention

**(i) Healthcare:** The Company is working to improve the public healthcare system by driving innovation, operational efficiency and productivity. eLAJ Smart Clinics have been set up at 20 Primary Health Centres of the Government in Rajasthan and Karnataka, to strengthen services and support health information management. These clinics provide prevention, early diagnosis and treatment for better health outcomes and reduce out-of-pocket expenditure for patients. The in-house electronic patient record platform and real-time dashboard shapes the health system by enabling data-driven quality improvements. The enhancement of scope, quality and coverage of health services has stimulated utilization and patient satisfaction.

Our investment in preventive health education is a long-term strategy for disease prevention to lower the burden on the existing health infrastructure. We have designed and conducted community-based screening models for non-communicable diseases including diabetes, hypertension and common cancers (Oral, Cervical and Breast). Our “Screen and Treat” program has rapidly gained traction as the scalable model for early detection and treatment of oral cancer in India.

The company has developed programs to protect maternal and child health. We run Well Women and Well Baby Clinics in Karnataka. In support of Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA) of the Government of India, we have provided quality antenatal care, free of cost to all pregnant women through its eLAJ Smart Clinics in Rajasthan. Our Grant-in-aid to The Akshaya Patra Foundation supports the midday meal program for government schools in Karnataka. The Balaspandana program addressed child undernutrition in conjunction with the Government to supplement the functioning of Integrated Child Development Services (ICDS).

In a concerted effort to make rural areas Open Defecation Free (ODF), the Company has established multiple community sanitary complexes. The initiative which complements the Swachh Bharat Abhiyan of the Government of India, also looks at providing supporting utilities in terms of access to water for toilet hygiene and septic tanks.

**(ii) Education:** Syngene has taken great strides in achieving creativity and innovation to ensure that the learning experience for underprivileged children is effective and enriching.

The Company has been providing academic support to the government by way of curriculum development, pedagogy and has created self-directed learning materials to elevate the standard of education. The compendiums of Mathematics (Suvega), Kannada (Sumeru) and English (Rainbow) developed by Biocon Foundation in fellowship with Department of State Educational Research and Training (DSERT), Government of Karnataka are available to the learners in Grade 4 to 9 in tens of thousands of government schools in Karnataka.

Chinnara Ganitha is a workbook series for students in Grade 1 to 7. These learning materials developed in-house, comprise visually stimulating and creative worksheets in Kannada. The workbooks touched the lives of more than half a million students in over one thousand government schools from the outset.

Aata Paata Wadi, an after-school resource centre, located in Tithimathi (Kodagu), provide learning avenues for marginalised children.

The Company has rooted its programs in government schools to provide infrastructure amenities which are otherwise restricted to select private schools.

Our CSR program on WASH has addressed the inadequacies of safe drinking water and basic sanitation facilities in government schools to prevent diseases, boosts attendance and curbs dropout rates.

The Company has also undertaken an initiative to address the personal vulnerability of adolescent girls to health risks. The program jointly implemented with Government of Karnataka, Federation of Obstetric and Gynecological Society of India (FOGSI) and St. John's Medical College and Hospital (SJMCH) for adolescent girls, provide knowledge, skills and attitude in matters related to nutrition, sexual and reproductive health, menstrual hygiene and prevention of sexual harassment.

**(iii) Environmental Sustainability:** Our venture to resuscitate Hebbagodi & Yarandahalli lakes of Bengaluru in joint efforts with the Government and community groups has achieved significant milestones. We are ahead of the curve in adopting latest eco-friendly tools, technologies and resources to protect and improve the environment. The prolific Environment and Central Engineering teams of the Company employed green technology tools. We employed bioremediation which enables microorganisms to consume the pollutants without harming the environment. In order to carry out biological treatment of polluted water, an in-house bioreactor was commissioned to produce enzymes. The energy-efficient aerators and submersible mixers were used for aerobic treatment. Floating Treatment Wetland (FTW) technique allows select plants (cleaning agents) to grow hydroponically on the floating rafts fabricated with recycled materials and PVC pipes to further decontaminate the water. Water sampling and analysis at fixed intervals in accredited laboratories have corroborated the evidence of improvement in water quality and therefore authenticates our environmental technology and management practices.

**(iv) Rural Development:** The Company has taken a series of measures to address the needs of education, health, civic infrastructure, housing, water and sanitation in rural Karnataka.

As a response to the flooding of the Krishna River in 2009, the Company constructed a township with 411 units of habitations, sanitation units and other amenities to resettle displaced families in Mangalgudda village of Bagalkot district in Karnataka.

The Company has constructed and equipped a hostel for women in Haliyal Taluk, Uttara Kannada district, Karnataka to encourage rural women to attend training programs and hone vocational skills at the Canara Bank Deshpande Rural Self-Employment Training Institute. The institute offers 38 different training programs in fields as diverse as manufacturing & production, IT and agriculture. The hostel with a capacity to accommodate 65 women at a time, has well-furnished dormitories, waiting room and dining facilities.

The improvement of civic, health and educational infrastructure is fundamental to boost economic growth and development of rural communities. The company has improved access to markets and employment opportunities by connecting rural settlements by road construction, to urban hubs. To augment learning and development at the local level, we have built and restored classrooms in schools and junior colleges. To protect and preserve community health, the Company works tirelessly to improve public health infrastructure and services in rural areas.

**Gran-in-Aid:** The Company has consistently supported innovative solutions for real-world problems. We have financially aided impactful projects in the realms of Science, Technology & Innovation, Art & Culture, and Gender Equality & Women's Empowerment.





“Our aim is to create sustainable communities by implementing long term community engagement programs addressing the needs of the society. Our vision is to impact the lives of people by transforming human, social, and natural capital thereby contributing to their growth and holistic development.”

**Vaishali Nigam Sinha**

Chief Sustainability

CSR, and Communications Officer, ReNew Power Limited

## ReNew Power Limited

### Brief

ReNew Power Limited is India's largest renewable energy IPP (Independent Power Producer) in terms of total energy generation capacity. As of May 8, 2018, ReNew had a total capacity of over 5.85 GW of wind and solar power assets across the country, comprising 3.92 GW of operational capacity, 1.66 GW of under development capacity, and 0.27 GW of recently awarded SECI project. It develops, builds, owns and operates utility scale wind and solar energy projects as well as distributed solar energy projects that generate energy for commercial and industrial customers. ReNew has a strong track record of organic and inorganic growth having nearly doubled its operational capacity in each of the last three Fiscal Years. ReNew's broad base of equity investors include Goldman Sachs, JERA, ADIA, CPPIB, GEF SACEF India, and ADB (subsequently exited).

Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the DRHP, including the section “Risk Factors” on Page 23 of the DRHP. Potential investors should not rely on the DRHP filed with SEBI for making any investment decision.

This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States. The securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933 or an exemption from such registration. Any public offering of securities to be made in the United States will be made by means of a prospectus that will contain detailed information about the Company, its management, as well as its financial statements. No public offering or sale of securities in the United States is contemplated.

### CSR

Corporate Social Responsibility (CSR) is an integral part of ReNew Power's core business of clean energy generation. Our efforts under the ReNew India Initiative (RII) aim to provide access to resources and services essential for improving the standard of living of people in and around our operations; and forging strong partnerships with local communities.





ReNew India Initiative, over the last three years has focussed on engaging with communities through interventions which not only have a long lasting impact on their lives but also build their capacities leading to empowerment and self-sustenance. This year, continuing with our philosophy of intervening with locally relevant development programs in partnership with local communities, ReNew Power has been able to create high impact across human, social, and natural capital.

RII revolves around three pillars of development, the human capital (focusing on innate skills and knowledge of the communities), the social capital (creating social assets) and the natural capital (conserving natural resources and promoting sustainable environment). ReNew's CSR outreach spans across 136 villages covering 33 project sites across 8 States

### **Major CSR Initiatives:**

#### **1) Lighting Lives**

Lighting Lives is a development paradigm based on holistic development of the community, which provides access to electricity by offering off-grid solar based solutions. Under this initiative, ReNew Power is focusing on improving access to electricity at the community level. In the year, 2017-18, ReNew Power has installed 19.5 Kwh capacity community managed solar micro-off grids at Paniyara (Uttar Pradesh) and Bhond (Haryana) as part of its corporate social responsibility portfolio. In Paniyara, ReNew Power has installed 6 Kwh grid benefitting 115 households, 2 Government Schools and 2 Aganwadi centres. Community ownership of the grids has paved to ensure long terms sustainability of these assets.

In Bhond village in Haryana, as part of CII SMART Village Program, ReNew Power has installed 5 Kwh solar grid at Government Primary and Middle School. Availability of electricity at the school has ensured improved learning environment for children.

#### **2) ReNew Edu-Hub**

Innovative education that helps to foster a creative mind-set from an early age can play a vital role in transforming societies from low to high productivity, from poverty to prosperity from being consumers to being producers of ideas.

'Startup & Digital India' has ushered an era of innovation in the space of education in the country focusing on overall development of children and bridge the gap between rural and urban India. ReNew Edu hub is an innovative rural community centre focusing on improving education using technology for quality education for children and youth with an objective to



- Promote digital literacy contributing to National Digital Literacy Mission (NDLM)
- Promote rural sports talent under ReNew Scholarship for Exceptional Talent (ReSET)
- Impart skill training to local youth
- Community information dissemination centre

In 2017-18, first Edu hub was constructed in Paniyara in Varanasi. Through this centre, efforts will be made to work towards improving access to quality of education for local children by offering remedial classes, computer literacy classes for children and youth. ReNew Edu Hub in Paniyara is a totally solar powered centre; installation of 8.5 Kwh has been installed.

### 3) ReWIN (ReNew Women India Initiative)

Under the umbrella of ReNew India Initiative, ReNew Women India Initiative (ReWIN) is working towards socio-economic empowering rural women. It encourages women to become entrepreneurs through Self Help Group model and creates additional opportunities for employment for them.

In partnership with our executing partners in villages around Ittigi (Karnataka), Kod and Limbwas (Madhya Pradesh,), vocational skill based entrepreneurship development programme was developed in consultation with local women based on their interest areas like Animal Husbandry, Tailoring and Stitching.

Two to three months basic training program were organized for interest women and young adolescent girls in the village. Local master trainers conducted these training programmes. As part of their training programme, basic management skills along with entrepreneurship training was also imparted. At the end of the training program, certificates were distributed to all participants.

These are skills that the women can put to use immediately in their own communities, either independently or for employers. Some of these women have been linked to banks for loans to start their own business. It is expected that these women would be able to earn Rs. 2000- Rs. 3000 per month. In the year 2017-18, a total of 300 women and adolescents have benefitted under this initiative.

### 4) Water Security

Water is essential for survival and development. But ever increasing human population, technological development, changing life pattern and erratic monsoon pattern is leading towards water crisis in future. ReNew Power through its water security program has worked towards improving access to clean drinking water in schools and communities in rural India. In 2017-18, ReNew Power through its implementation partners across Karnataka, Telangana, and Madhya Pradesh facilitated installation of Water RO and filtration units for across government schools and communities.

A total of 10 water RO/ filtration units across 9 government schools were installed providing clean drinking water to hundreds of students. In addition to this, 2 water RO systems were installed in communities. The RO units range from 80 LPH to 500 LPH, depending upon the size of the school and the community. ReNew Power through its Water Management Committees and School Management Committees is maintaining the day to day operations of these units and ensuring their sustainability.

### 5) ReSET

Realizing the potential of unearthed talent in the country, ReNew Power started a talent hunt across rural India to identify young, ambitious yet underprivileged prodigies struggling for basic facilities in their respective fields. ReNew Scholarship for Exceptional Talent (ReSET) was born out of this idea. Today, ReSET aims to give these talented youths a platform to develop their skills, talent and passion. Under ReSET, ReNew Power is currently supporting 15 underprivileged squash players across the Country.

The children are being trained regularly in Gurugram, Haryana, by a nationally ranked India player, in addition to special camps organized in collaboration with David Palmer Squash Academy, USA through which the players are trained by former Squash World No. 1, David Palmer. Due to these efforts, the players have been able to improve their ranking in their respective age groups by a factor of 10. All of the current batch of 15 youngsters are nationally ranked players and 5 of them are ranked among the top 50 in their respective categories. ReNew Power continues to support these players not only for their training but also for tournament participation to further improve their skills and talent.





“Madness to achieve excellence”

**R S Jalan**  
MD  
GHCL Ltd.

## GHCL Limited

### Brief

GHCL Limited was incorporated in 1983 in collaboration with Gujarat Industrial Investment Corporation Limited with an objective of manufacturing Soda Ash. GHCL has diversified and entered into edible salt business. In 2002, GHCL had acquired “Sree Meenakshi Mills” which was into yarn manufacturing in Madurai. In 2005, GHCL had started a green field venture at Vapi Gujarat with an objective to enter into Home Textile. GHCL is in the process of becoming a leader in the Soda Ash business and with the proposed expansion plan the capacity will be increased from 9.5 lacs MT to 11 lacs MT per annum by 2018-19.

Soda Ash is produced in two standard forms – Light and Dense. Light soda ash is mainly used by the soap & detergent industries. Dense soda ash is used by glass & silicate manufacturing industries. The externality of Soda Ash is also used to manufacture Refined Sodium Bicarbonate (Bicarb), which is mainly used in food processing, baking industry & manufacturing of soft drinks. GHCL Bicarb capacity is currently at 32500 MT per annum which is planned to increase around 65000 MT per annum.

Currently, GHCL Board consists of 11 directors comprising of 6 Independent Directors and 5 Non-Independent Directors.

### CSR

GHCL Foundation is a professionally managed non-profit organization registered under the Bombay Public Trust Act 1950. It serves as the Corporate Social Responsibility arm of GHCL Limited and represents our commitment to the holistic development of our surrounding community.

The foundation was registered in 2007 and has been actively pursuing its goals since 2010. The foundation places great importance on the needs of our surrounding communities and to achieve that foundation undertook a Baseline Need Assessment Study in April 2011 with the assistance of Ernst & Young (E&Y). The findings defined key focus areas which are professionally managed under the foundation. Foundation offices are located at Sutrapada and Ahmedabad and activities are being spread out in more than 192 villages of Gir-Somnath, Amreli, Bhavnagar and Valsad districts of Gujarat.

GHCL believes in a multi-stakeholder approach in designing and implementing CSR projects to promote ownership, convergence, and sustainability of projects. Themes chosen for our CSR projects are delivered out a formal need assessment process and are undertaken in areas where we want to build the capacity of the community to be self-reliant and dependent. GHCL is committed to the wellbeing of all stakeholders. It is committed to bring equilibrium in use of natural resources and making efforts to maintain the ecological balances in the areas of operation and taking all efforts to rebuilt / replenish the natural resources used in the process of its operation, and create a positive environment for bringing various entities/ organizations working in the domain of protecting environment, developing well-being of human resources, providing education, health and safety to the marginalized section of society, to work jointly with GHCL for the overall growth and wellbeing of society and environment. GHCL believes in the principle of the well-being of every human being which is precisely elaborated in following words

*(om serve bhavantu sukhinah, sarve santu niramay, a sarvebhadrani pashyantu, maakaschith dukhabhagbahvet)*

Many long-lasting projects have delivered the desired objectives and minimized dependence on GHCL with an ownership of relevant stakeholders including the beneficiary community.

#### CSR actual spent of last 2 years (INR Cr.)

Year	2016-17	2017-18
GHCL	403.26	860.24
Contribution from another source	1056.02	807.27

#### CSR Projects

**Drinking water:** Providing adequate amounts of clean and safe drinking water of an acceptable quality are a basic necessity in the coastal area, and ensuring sustainable, long-term supply of such drinking water is a concern for all. The majority of the populations in the surrounding area still lack safe drinking water even they have no access to potable water. Therefore, GHCL FT had installed ATM based RO system where people could get safe RO water by just paying the minimum cost. Rain roof water harvesting structure (RRWHS) was another solution provided which was feasible and adopted by the community. As a positive input, organization bears 60% of the total cost and rest 40% is being mobiles for the community as a sustainable model for them.

**Sanitation:** Providing improved sanitation practice to people required attention to the entire system. Lack of





sanitation facility can create an adverse impact on human health. Hence, just rather focusing on technical aspects, GHCL FT is focusing on to change behavior, knowledge, and practice for safe sanitation. Having comprehensive BCC strategy, GHCL FT had done the campaign in the village with a view to generating awareness in the village. Regular hand washing demonstration, promotion of communication material on personal hygiene and toilet users training are the key input provided to the target audience.

**Preventive health care:** In the current era, healthcare treatment is very essential in village irrespective of the availability of the government program. In order to provide a healthcare facility, GHCL has introduced a mobile care unit with the support of help age India. This mobile Medicare unit covered 18 villages weekly. This mobile unit carries one MBBS doctor and pharmacist and social mobilizer. So far GHCL FT has served more than 2000 outpatient by eye check-up and cancer awareness camps. For eye treatment- GHCL has tie upped with Ranchhodas eye hospital that provides free of cost services for a cataract operation. Besides, GHCL FT has linkage with Apollo hospital for diagnosis and treatment of cancer suspected patients. It's starts from 100% screening of above 35 years women for breast and cervical cancer. In the next step, the suspected patient transferred to Apollo hospital.

**Agriculture:** an Agro-based livelihood is the very prominent activity of GHCL FT. The intervention of micro irrigation support has helped the farmers to reduce water consumption. Foundation also directed the farmers towards the horticulture crops by analyzing climate change. To improve the fertility and maintaining the soil health, GHCL promoted organic manure to farmers. To reduce the cost of agri. inputs- foundation helped the farmers to get inputs on subsidiary based. In continuation of all such activities, GHCL foundation provides regular training and exposure for capacity building.

**Animal husbandry:** Milch animal looks like a subsidiary income source of the many families of the village. In Animal husbandry, the treatment and care of animal would add the value to their productivity. Hence, GHCL foundation intervenes artificial insemination for cross breeding of animal, animal treatment camp to provide various kinds of vaccination and care services, Fodder management for manage ratio of cry and green fodder to improve milk production and Cattle Nutrition support for supplementary food for the animal.

**Education:** For social development, GHCL foundation is running site schools for the drop out children of mining labors, LEP class, pre-primary education support at Anganwadis, Primary school support, extra coaching / mock test for 10+2, Support for Boarding schools etc.

**Skill development:** Service sector has notable penetration in Indian GDP. The increasing demand of service sector provides a bigger market for a skilled person for an employment opportunity. GHCL foundation has helped the rural youth to get vocational training on the various tread and placed them in the suitable organization for their carrier growth.

**Women empowerment:** Drudgery of women is commonly found in the village. Involvement of women in the decision-making process and their role is very limited in financial contribution to the home. In order to come out women from such drudgery and poverty trap, the GHCL foundation helped them by forming SHG groups and linking them with the bank. GHCL foundation motivated women to start few incomes generating activities so that women can manage their own needs.

## Support partners

GHCL Foundation Trust sought expertise and other resources from the various agencies to enhance the positive impacts of its interventions. The agencies who provided us the support are as under.

### FINANCIAL PARTNER

- COASTAL SALINITY PREVENTION CELL – Drinking water programme, for Sutrapada, Salt and lignite
- WASMO – Drinking water programme, Sutrapada, and Salt.
- SIR RATAN TATA TRUST – Sanitation project, Sutrapada
- GUJARAT GREEN REVOLUTION COMPANY – Micro irrigation system

### TECHNICAL PARTNER

- DR.K.R. SHROFF FOUNDATION –Education programme, victor (Salt division)
- RNC EYE HOSPITAL, VALSAD – Eye camp, Vapi
- MAA FOUNDATION – Skill development, Vapi
- JUNAGADH AGRICULTURE UNIVERSITY –Agriculture and animal husbandry, Sutrapada
- ATMA - Agriculture and animal husbandry, Sutrapada
- CHILDREN UNIVERSITY GANDHINAGAR- Education programme, Sutrapada
- KRISHI VIGYAN KENDRA - Agriculture and animal husbandry, Sutrapada
- DEHATI DESIGN (Kutch) – Women empowerment programme

### IMPLEMENTING PARTNER

- SWADEEP – A implementation partner for education programme, Sutrapada
- HELPAGE INDIA – An implementation partner for Mobile Medicare unit, Sutrapada
- HANUMANT HOSPITAL – An implementation partner for Mobile Medicare unit, victor (Salt)
- BHARTIYA AGRO-INDUSTRY FOUNDATION – An implementation partner for Animal breed improvement programme





“Select CITYWALK is a microcosm of Indian cultural & social values, which is committed to improve the quality of life by maintaining a social, economic and ecological balance.”

**Yogeshwar Sharma**  
CEO & ED  
Select CITYWALK

## Select Infrastructure Pvt. Ltd.

### Brief

Select CITYWALK is often regarded as the benchmark for modern retailing in Delhi and NCR region! Spread over 6 lakh sq. ft., the shopping centre brings an unforgettable shopping and lifestyle experience with a plethora of brands, Cinemas, Health Club, Destination Restaurants, Cafes, bistros and more. Aiming to make for an unmatched shopping experience, the outlets here offer convenience and several value added services to customers. Meticulous attention has been taken to ensure a suitable blend of tradition and modernity, in terms of shopping and allied options. Leading consumer brands here include Kate Spade, Bath & Body Works, Muji, Dior, Massimo Dutti, Zara, Gap, H&M, Armani Jeans, Scotch & Soda, Chanel, Fabindia, Burberry, Aeropostale, Good Earth, M.A.C., Aldo, Sephora, Steve Madden, Starbucks, Tommy Hilfiger, amongst many others. The shopping centre also offers a wide range of scrumptious dining options including the likes of Pa Pa Ya, Punjab Grill, Yum Yum Cha, Andrea's Eatery, Sattvik, Millie's Cookies, and many more. Not only is Select CITYWALK one of the most disabled- friendly malls in the country but is also the first to be ISO and OHSAS certified with zero discharge of waste & water and has won 100+ Awards in the last 10 years.

### CSR

“Select CITYWALK is a microcosm of Indian cultural & social values and its spirit of enterprise. The company has always endeavored to conduct its business responsibly, mindful of its social accountability, respecting applicable laws and with regard for human dignity. Being an ISO Certified retail destination in India, Select CITYWALK is committed to improve the quality of life developing and building a cogent



understanding with and between its customers, partners and workforce to ensure sustainable development of the society and environment and thrives to maintain the balance between economic, social and ecological balance.”

### CSR Approach & Vision

Select CITYWALK is committed to developing a cogent understanding with and between its customers, partners, workforce and society and that it will advance its business in complete harmony with sustainable development of the society and environment by making use of its core competency of retail spaces in a time bound and effective manner both in the near and long terms.



Driven by its core dedication for development of the society, Select CITYWALK is proud to maintain best ethical standards in all spheres of operations, create employment opportunities, incorporate best management practices and provide safe and protected shopping platform to the public since inception and works on the principles of transparency and good corporate governance.

### Delivery Mechanism

Whilst a large part of the CSR efforts will be implemented by an in-house CSR department and through several Societies and also partner with credible organizations – individually or as a consortium – to design, fund, implement and review projects. Partner agencies are selected based on well-defined selection criteria that match the philosophy of Select CITYWALK.

### Funding & Allocation

Select CITYWALK allocates at least 2% of its average Net Profits of the preceding three Financial Years as per the Companies Act of 2013 and the rules made thereon.

### Projects Undertaken:

**Transformation of Jamunwala Park under “Swachh Bharat Abhiyaan”:** the organization joined





hands with South Delhi Municipal Corporation towards making a contribution to the promotion of the Prime Minister's widely acclaimed "Swachh Bharat Abhiyaan". The area was a garbage dump yard and a potential safety and security threat, apart from being a highly unhygienic and unhealthy ground. The initiative was taken to transform it into a green area called the Jamun Wala Park, to provide a safe and healthy haven for the local community. The 95,000 square feet of area has provision of STP treated water for horticulture and landscaping, disabled – friendly ramps to access the park, energy saving LED lights, surveillance and security systems. The park also consists of an Open Gymnasium, Badminton Court, Kids Play Area, Yoga and Meditation area, seating for elderly area, Butterfly Sculpture Garden, Pergola Walk, Gazebo, Bamboo Cluster Walk and Joggers Trail. Additionally, Select CITYWALK associated with various NGOs to organize various socially relevant activities in the park throughout the year to promote sports, reading, story-telling, awareness about health & environment, plantation and watching movies with a social message. An open library, BOOK MAHAL, is also functional, and it provides good reading books, magazines and journals for people of all ages to sit and read in.

**Behtar India Campaign:** Supporting the PM's campaign aimed towards Environment, Health & Hygiene, Select CITYWALK joined hands with Charity Aids Foundation to distribute dengue kits to the local community. Both teams have been actively distributing the kits since last year. The campaign also initiates workshops on health. The implementing NGO from our side is AAROHAN.

**World Environment Day:** As is well aware, plastic is a huge environmental threat, especially the single-use plastic. As a socially responsible corporate, Select CITYWALK took the initiative to remove all single-use plastic and reduce other forms from the centre. The campaign was hugely supported by all the F&B Brands. We associated with the NGO Chintan to make this campaign effective and sustainable.

**Education sponsorship:** To further our support to the local community, Select CITYWALK is sponsoring the primary education of 12 under privileged children and vocational training of 12 girls (ages 16+ years). The implementing NGO is AAROHAN. A periodic record of their performances is shared with Select CITYWALK to ensure that their primary education is unhindered.





**Cancer support:** Select CITYWALK supports the treatment of Childhood Cancer in India every year, last year support was extended to 518 children.

**Shelter House:** Select CITYWALK supports transformation in the lives of girls rescued from streets and difficult circumstances in their education, food and health requirements.

**Ekal Vidhyalayas:** The shopping centre joined hands with an NGO in funding Ekal Vidhyalayas in villages of Uttarakhand & Himachal.

**Shelter Homes for Animals:** Select CITYWALK hugely supports the cause of animals. It supports various shelter homes in spaying and sterilization of animals. Support is also extended in helping various animal NGOs in finding homes for the abandoned/lost/homeless dogs. This is an initiative to curb the dog population and in the process also promote kindness towards them, health & hygiene.



“We at GAIL believe in a sustainable and holistic growth model that benefits all stakeholders groups; which is why we take our commitment to the environment and investing in the community very seriously. At GAIL we have always followed a structured approach to community engagement: adhering to government guidelines and international best practices while responding to stakeholders needs. Through an integrated umbrella of creating thinking, strategic blueprints, prudent partnerships and financial aid, the social investment of GAIL has endeavored to provide inclusive and equitable social development to the most marginalized and vulnerable segments of the society”

**B.C. Tripathi**  
CMD  
GAIL (India) Ltd.

## **GAIL (India) Limited**

### **Brief**

GAIL (India) Ltd. is a Central Public Sector Undertaking (PSU) under the Ministry of Petroleum and Natural Gas, with the mission of accelerating and optimizing the effective and economic use of Natural Gas and its fractions for the benefit of the national economy.

GAIL, having started as a Gas Transmission Company during the late eighties, has grown organically by building a large network of Natural Gas pipelines covering over 11,400 km; two LPG Pipelines covering more than 2,000 km; six Gas Processing plants for production of LPG and other liquid hydrocarbons, with a combined production capacity of around 1.3 MMTPA. GAIL has a Petrochemical plant in North India with a capacity 810000 TPA, North-east India with a capacity of 2,80,000 TPA and western India with capacity of 140000 TPA. The company has integrated upstream into the business of Exploration & Production with participating interests in 12 E&P Blocks, including 2 blocks in Myanmar. GAIL has also integrated downstream into the high growth retail City Gas Distribution business both in India and abroad. GAIL is today an integrated energy company in the hydrocarbon sector with focus on gas and beyond.

GAIL has overseas presence in five countries. The Company has a wholly owned subsidiary, GAIL Global (USA) Inc. (GGUI) in USA, which has formed a JV with Carrizo Oil & Gas Inc. to acquire stake in its Eagle Ford Shale acreage. Further, the company has booked 2.3 MMTPA capacity in Dominion Cove Point LNG liquefaction project and also signed a Gas Sale and Purchase Agreement (GSPA) with WGL Midstream Inc. for procurement of corresponding volume of Natural Gas.

GAIL has another wholly-owned subsidiary company viz. GAIL Global (Singapore) Pvt. Ltd. based in Singapore for trading in LNG & Petrochemicals and for undertaking overseas investments. GAIL has around 4.2% equity partnership in South East Asia Gas Pipeline Company (SEAGP) which is transporting gas from Myanmar to China from these blocks. GAIL has made investments in two companies in downstream business in Egypt and one in China.



GAIL has executed a long-term LNG Sale and Purchase Agreement with Sabine Pass Liquefaction LLC for purchase of 3.5 Million Tons per Annum (MMTPA) of LNG from Sabine Pass Liquefaction terminal project, USA and also signed a long-term agreement with Gazprom Marketing and Trading Singapore for supply of 2.5 MMTPA of LNG from Russia.

GAIL has also signed a GSPA to source 38 MMSCMD of natural gas through transnational pipeline from Turkmenistan. GAIL is now an equity partner of TAPI Pipeline Company Ltd. (TPCL) which has been formed for the transnational pipeline project from Turkmenistan.

With an aim to ensure cleaner and quality energy in Eastern India at an affordable Price, Government of India (GoI) aggressively promoted the execution of 2655 Km Jagdishpur – Haldia & Bokaro – Dhamra Natural Gas Pipeline Project (JHBDPL), popularly known as the Urja Ganga of Eastern India. JHBDPL is being taken up at an investment of Rs. 12940 crore and is scheduled to be completed from 2018 – 2020 in Phases. JHBDPL caters the energy requirements of five states, namely Uttar Pradesh, Bihar, Jharkhand, Odisha and West Bengal, covering 49 Districts and 2270 Villages. This is being further extended from Barauni to Guwahati by laying additional 727 km pipeline.

## CSR

GAIL follows a deliverable-based project approach towards all CSR interventions. The implemented CSR programmes concentrate in the rural areas lacking in basic services like healthcare, infrastructure, education, sanitation, etc. In line with the provisions of Schedule VII of the Companies Act, 2013, GAIL has identified seven areas of CSR intervention, each titled by the goal they pursue to achieve: Arogya (wellness), Ujjwal (towards a bright future), Kaushal (skill), Unnati (progress), Sashakt (empowerment), Saksham (capable), and Harit (green).

**Ujjawal:** One of the GAIL's flagship programme, Utkarsh, provides free residential coaching to students from marginalised communities for examinations such as IIT/JEE, AIEEE and UPTU. In

2016-17, 96 out of 100 students qualified various engineering entrance exams. This year, 100 students are being trained under this project. GAIL has facilitated infrastructure development in the education sector, including setting up of smart classes at schools and junior colleges across India. Recently, it has supported construction of hostel for children from tribal families at Bhubaneswar, Odisha. GAIL also runs GAIL Charitable and Education Trust to take up education centric initiatives.

**Arogya:** GAIL is providing healthcare facilities through operation of 31 mobile medical units, spread out in nine states, covering an estimated 20,000 beneficiaries per van, fulfilling the essential need of healthcare in and around the countryside. It makes proactive efforts to address the primary and preventive healthcare issues through its various initiatives. GAIL has been promoting HIV prevention through mass awareness, STI Treatment and HIV testing through STI Clinic for Truckers in Pata (UP) and Vijaiapur (MP). GAIL has also extended support to Centre for Yoga, Naturopathy and Research, New Delhi, understanding the benefits of yoga to achieve a healthy lifestyle.

**Kaushal:** Skill training is crucial to mainstream the marginalised by improving their income opportunities. GAIL believes that a better trained workforce is essential to improve household productivity, employability and income-earning opportunities for youth since skill connects job and workforce. Kaushal focuses on empowering the marginalised by training them so that they can become self-reliant and economically self-sufficient. GAIL is supporting job-linked skill training at two skill schools, namely GAIL Skill School at Guna (MP) and Nagram (Andhra Pradesh). Training in plastic products manufacturing; injection moulding and raffia plant processing at various centres of Central Institute of Plastics Engineering and Technology (CIPET); skills training in Hydrocarbon sector; setting up of book binding unit in Rajahmundry prison; training and establishment of sanitary napkin unit etc., have also been taken up. GAIL is supporting setting up of HSSC and Skill Development Institutes in Vizag (Andhra Pradesh), Kochi (Kerala), Rae Bareilly (Uttar Pradesh) and Bhubaneswar (Odisha), along with other CPSEs.

**Sashakt:** Women often face discrimination and gender inequalities, especially in the countryside. They are more likely to work as contributing family workers, subsistence farmers, home-based workers, or low-paid labourers, in addition to handling their domestic work responsibilities. GAIL has thus taken up Sashakt as a thrust area especially focusing on women empowerment. In the last



FY, 355 adolescent girls and women from urban slums of Delhi were given gender sensitisation, legal awareness and employability skill training. A reading hall for women is being constructed at Shaheed Veerangana Avantibai Memorial Library at village Sehud, Auraiya, Uttar Pradesh. Skill training is also being extended to over 2,000 women through various initiatives spread over focus areas Kaushal and Unnati.



**Unnati:** CSR interventions under Unnati have been designed to schematically meet the purpose of triple bottom line.

GAIL has took up community development projects like construction of roads, community centre, water tanks, embankments etc., at Guntur (Andhra Pradesh), Gandhar (Bharuch, Gujarat), Morena (Madhya Pradesh), Saharanpur, Ghazipur and Auraiya (Uttar Pradesh), East Godavari (Andhra Pradesh) and Guna (Madhya Pradesh). 4,150 solar street units including street lights, lanterns and individual lighting systems have been installed in identified villages of Uttar Pradesh, Bihar, Telangana, West Bengal and Uttarakhand.

**Saksham:** GAIL organised four assessment camps to identify the people in requirement of aids and assistive devices. Being a responsible citizen, GAIL is sensitive to the fact that the interventions must address the needs of communities at the periphery of development. It is the need of the hour to recognise the responsibility towards various stakeholders, for holistic development of all. Swachh Bharat Initiatives: As a part of 'Swachh Bharat Swachh Vidyalaya' initiative, GAIL, had undertaken construction/ renovation of 3,614 school toilets in over 2,534 schools, in the recent years. GAIL, as a part of Prime Minister's call for a movement towards a cleaner India, undertakes the maintenance for sanitation infrastructure created in these schools in order to ensure the continuous usage of the assets created. Under an ambitious initiative of Government of India - Swachh Iconic Places - GAIL has taken up Taj Mahal, Agra in SIP Phase I, and Yamunotri in SIP Phase II for their cleanliness and upkeep.

## TOP CSR PROJECTS

**GAIL Shrijan:** In 2013, a catastrophic flash flood occurred in Uttarakhand, which wreaked havoc and destroyed the valley completely. GAIL conceived this project to extend long-term support to the affected community in an integrated manner, adopting a multi-sectoral and multi-hazard approach. The project aims at rehabilitation of ten villages in three Blocks of Rudraprayag District in Uttarakhand. It also facilitated their return to normalcy with an overall objective to minimise loss in case of future disaster situations. Since inception, the project has covered over 23,000 people directly and indirectly. Skills training have been extended to over 7,000 individuals in 28 skills.

**Project Arogya:** Recognising the glaring lack of primary health infrastructure in the country, GAIL is making proactive efforts to address the issues of health and sanitation, by introducing interventions that make at least primary healthcare facilities accessible and affordable to the rural



communities through Mobile Medical Units. Preventive healthcare practices like awareness activities on health and hygiene in order to promote health-seeking behaviour among the stakeholder communities is also taken care of.

**GAIL Avant:** Quality education remains one of the sustainability development goal, wherein achieving inclusive and equitable quality education for all is desired.

Understanding the desperate need of extending quality and relevant education, especially at elementary level, GAIL has started this project in 60 government schools of Auraiya District of Uttar Pradesh. The objective is to improve learning outcomes of children at elementary level with special focus on science, mathematics and technology learning, using innovation and experimentation.

**GAIL Utkarsh:** Utkarsh, provides free residential coaching to students from marginalised communities for examinations such as IIT/JEE, AIEEE and UPTU. In 2016-17, 96 out of 100 students qualified various engineering entrance exams. This year, 100 students are being trained under this project.

**GAIL Raftaar:** The programme launched in 2015-16 saw over 25,000 participants in trials held at 53 districts across the country. The bigger goal of the project is to promote sports culture amongst the youth of the country. This initiative, in its second year, started with trials conducted at 107 districts across India in which 1,13,478 participants participated. Six athletes have been selected in Season II. The shortlisted athletes are currently undergoing a rigorous training schedule involving National and International Training camps. The mission is continuing in its Season-III also, and around 1,24,000 participants have been a part of this journey.

## FICCI CSR Award for Health, Water and Sanitation

*Private sector Companies with turnover of INR 3001 Crores per annum and above*



“Cairn Oil & Gas is committed to ensuring that Corporate Social Responsibility engagements are impactful and result in sustainable change in the lives of our stakeholder communities - our growth has true meaning when it creates betterment opportunities for the people around us.”

**Sudhir Mathur**

Chief Executive Officer  
Vedanta Limited (Cairn Oil & Gas)

## Vedanta Limited (Cairn Oil & Gas)

### Brief

Cairn Oil & Gas, vertical of Vedanta Limited, contributed 27 percent to India's domestic crude oil production in FY 2017-18. With its affiliates, the vertical has been operating for over 20 years, playing an active role in developing India's oil & gas resources. Till date, Cairn has opened 4 frontier basins with numerous discoveries, of which, 38 are in Rajasthan alone.

With a portfolio of 7 blocks, of which 6 blocks are in India and one in South Africa, Cairn has made over 50 hydrocarbon discoveries in the last decade and operates the largest producing oil field in the Indian private sector.

The Mangala field in Rajasthan, discovered in January 2004, is the largest onshore oil discovery in India in more than a decade. Mangala, Bhagyam and Aishwariya fields, the three major discoveries in the Rajasthan block, together have gross hydrocarbons in place of about 2.2 billion barrels of oil equivalent.

The company has three producing oil and gas assets in India — the Rajasthan onshore block, Cambay off the west coast and the Ravva field off the east coast. Together, the trio are producing about 200,000 BOEPD with output expected to increase sharply to 300,000 BOEPD in another two years.

### CSR

Cairn Foundation, a registered not-for-profit society under the Haryana Registration & Regulation of Societies Act, 2012 serves as the governing body that executes the CSR initiatives. Our CSR programmes cover various thematic areas including Children Well-Being and Education, Sustainable Livelihood (farm and non-farm), Healthcare, Drinking Water & Sanitation, Environment, Community Infrastructure Development, Skill Development, Women Empowerment, Sports & Culture, Participation in programs of national importance including but not limited to disaster mitigation, rescue, and relief etc. In the last two years, 34 lac lives have been touched through our CSR interventions in 385 core villages across Rajasthan, Gujarat and Andhra Pradesh. The CSR projects and programs undertaken by the company include activities falling within the preview of schedule VII of the Company's Act, 2013.

Our CSR policy lays down the company's commitment to conduct its business in a socially responsible, ethical, sustainable and environmentally friendly manner and to continuously work towards improving quality of life of the communities in its operational areas. The policy follows the philosophy of positively impacting and contributing to the realization of integrated and inclusive development of the country, in partnership with Government agencies & bodies and our NGO/ Implementation Partners at local and national level.



The sustainable development of our businesses is dependent on sustainable, long lasting and mutually beneficial relationships with our stakeholders, especially the communities we work with. Partnerships with government, corporates and civil society/community institutions, offer a strong multiplier for complementing efforts, resources and to building sustainable solutions. In addition, our employees also contribute not just to our business, but also towards building strong communities by volunteering their skills and time in social activities.

The CSR policy provides the underlying core values for the CSR activities to be undertaken by the company.

The CSR activities of the company are guided by these core values:-

- **Protecting Stakeholder Interests:** We proactively engage with relevant stakeholders, understand their concerns and are responsive to their needs
- **Develop mutual trust in the local community:** We respect the dignity of individuals and foster positive relationship with the people around our operational areas developing mutual trust.
- **Inclusive Development:** Our CSR practices & programs complement and support the developmental priorities at local, state and national levels and promote diversity through affirmative action

**We conduct CSR programs keeping in mind two interlinked objectives:**

- i. To have a measurable positive impact on the socio-economic status of the local community in our area of operation.
- ii. To develop relationships of mutual trust with the community and achieve inclusive growth.

### **Our CSR Approach**

We believe in engaging with the community by building relationships of trust, respect and goodwill and fulfil our corporate responsibility. The CSR programmes may have a micro or macro perspective, depending on the local needs identified as well as scope of coverage vis-à-vis target groups and beneficiaries. Our focus is on the overall socio-economic development of the area

through interventions in health, education, skills and capacity building trainings and through identifying sustainable livelihood opportunities. Our programs are planned and implemented in partnership: With reputed implementation partners / service providers / NGOs and with district or state or central government bodies to ensure sustainability, execution support and leveraging appropriate government schemes for larger impact.



CSR is an integral part of Cairn's business philosophy and strategic planning and the annual CSR plan is approved by the Board of Directors of the company. This plan includes both short-term and long-term programmes which will outline the proposed activities for the year. This include specific details like activities planned during the year, baseline and end line status of each activity, execution strategy and timelines, budget against each activity/ programmes, potential number of beneficiaries that can access and benefit from the intervention, plan for monitoring and impact assessment, exit plan etc.

The common principles for any project are government partnership, community ownership, maximum reach, change in quality of life and sustainable impact. Each project is designed including:

- i. Local communities consultation and engagement
- ii. Local participation and capacity building
- iii. Implementation through partnerships with local organizations and Government
- iv. Alignment with existing development activities in the area





- v. Sustainability to deliver lasting benefits and avoid dependency
- vi. Replicable and Scalable project deliverables
- vii. Measurable and quantifiable outcomes
- viii. Transparency- openness to internal and external scrutiny
- ix. Periodic Review

Every year, an impact assessment is carried out via third party to assess the penetration and effectiveness of our programs and to identify and evaluate the need to further strengthen the efforts in specific areas. In addition, periodic audit (Internal as well as external) are conducted by third party agencies to validate the adherence of CSR policy, standards and processes.

An effective internal and external communication plan is in place to share the CSR updates and achievements with all relevant stakeholders. In addition, Information, Education & Communication (IEC) activities are carried out across our program areas to educate & engage the community members on our programs and its benefits including carrying out awareness campaigns on safety and health initiatives.

We also showcase our CSR programs and impact highlights by participating in credible award and knowledge sharing platforms which also helps us to learn about the best practices in CSR domain followed by other organizations. Our CSR efforts have been recognized and appreciated by both the - district and state government representatives and bodies which includes coverage of our CSR programs in their respective government journals.







“At Aditya Birla Capital we believe in “Bettering Lives, Together” that reflect our values and culture we imbibe to create an inclusive growth. Our every action energizes with the thought of creating value for shareholders and stakeholder, and society is an important stakeholder of our business. Through CSR intervention, we create social value for community in which we operate.”

**Ajay Srinivasan**  
Chief Executive  
Aditya Birla Capital Limited

## Aditya Birla Capital Limited

### Brief

Aditya Birla Capital Limited (ABCL) is one of the largest financial services players in India.

Formerly known as Aditya Birla Financial Services Limited, ABCL is the holding company of all the financial services businesses of the Aditya Birla Group. With a strong presence across the life insurance, asset management, private equity, corporate lending, structured finance, project finance, general insurance broking, wealth management, equity, currency and commodity broking, online personal finance management, housing finance, pension fund management, health insurance and asset reconstruction business, ABCL is committed to serving the end-to-end financial services needs of its retail and corporate customers under a unified brand — Aditya Birla Capital.

Anchored by more than 16,000 employees, ABCL has a nationwide reach and more than 2, 00,000 agents / channel partners. Aditya Birla Capital manages, through its subsidiaries and joint ventures, aggregate assets worth Rs. 3057 billion and has a lending book of Rs. 536 billion as of June 30th, 2018, placing it among the top 5 privates diversified NBFCs in India (Source: CRISIL), the 3rd largest assets management company in India by domestic AAUM as published by AMFI and as one of the Top 5 Fund Managers in India.

### CSR

The company has formulated its CSR policy in accordance with the directions specified in the Companies Act, 2013. We believe in the trusteeship concept. This entails transcending business interests and grappling with the “quality of life” challenges that underserved communities face, and working towards making a meaningful difference to them.



Our vision is - “to actively contribute to the social and economic development of the communities in which we operate. In doing so, build a better, sustainable way of life for the weaker and marginalized sections of society and raise the country's human development index” -Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiative and Rural Development

All of our projects are based on the needs of the communities. Our projects are very inclusive. We treat our social projects, just as we do our business projects. Our vision in nutshell epitomizes, inclusive growth, and dignifying the lives, of the underprivileged. Our work rest on four pillars:

Firstly, embedding our social vision in the business plan.

Secondly, having a razor-sharp strategy, for execution, factoring milestones, targets, performance management and accountability.

Thirdly, getting our work third party audited by reputed agencies in the CSR domain, to ascertain the reports of the field work.

And fourthly, working in tandem with Government agencies, and recouring to their various development schemes, which foster inclusive growth. This helps us extend our reach.

Above all, the invaluable contribution by our strong committed implementation team, partner NGOs and leadership team gives us the edge. Their energy, their passion and their commitment, to make a difference to the underprivileged, makes our work count.

### **Beyond Business:**

Aditya Birla Capital's footprint extends to 10 states. Our endeavor in Healthcare, Education, Women Empowerment and Sustainable Livelihood and Sports reach out to nearly 5 Lakh people PAN India.

### **Performance Highlights:**

#### **Healthcare:**

1. Over 1.45 Lac expectant mother and mothers of children under two years have been the recipients of our comprehensive mother and child health care programmes and benefited through our comprehensive mother and child health care program. This comprises of ante-natal, post-natal, immunization, anaemia control programmes etc.) in Tamil Nadu, Orissa, Madhya Pradesh, Maharashtra.
2. Over 6550 elderly with vision impairment, were screened in rural medical camps, of these 800 senior citizens underwent cataract surgery in Jharkhand and have regained much better sight.
3. Our project at our “Hospital on Wheels Project”, more than 10000+ patients received high quality of healthcare service in Gazipur (UP).



4. We have helped to revive 3 Govt Primary Health Centres (PHC) and 10 Sub Centres benefitting more than 90,000 patients in Rajasthan.
5. With our support, 1100 cancer afflicted children from economically constrained background received cancer care support and treatment. We held 57 cancer screening camps. At these camps 6556 patients in Maharashtra were screened.
6. We have partnered with Tata Memorial Hospital for Cancer Research.



### **Education:**

1. Our effort to setup 8 Inclusive Child Resource Centers focused on holistic support to CwD (Child with disability) at Bhubaneswar in Orissa, resulted in 365 children rejoining school and continue their education.
2. 15000 rural women in Karnataka and Maharashtra have been trained on Financial Literacy, focused on household budget planning, bank account opening, ADHAR card, savings, insurance, micro entrepreneurial activity.
3. Vocational training to 500 underprivileged youngsters in Madhya Pradesh in various domains of NSDC curriculum has helped 365 of them to get employment.
4. Our school based program at Mumbai to address Child Sexual Abuse issue through Personal Safety Program created awareness among 1500 adolescents.
5. We have setup two vocational training centres for the rural youth, women, and farmers in Cuddlore district in Tamil Nadu. The thrust is on Computer education, Tailoring, Beautician, Financial literacy program, mushroom cultivation.

### **Women Empowerment and Sustainable Livelihood:**

1. Our 120 Self Help Groups (SHG) empowered 1610 households economically and socially. Most of the SHGs have been linked with banks and other financial institutions for availing collateral free loan. These SHGs have made a group saving of Rs.38.50 Lacs and taken totaling Rs.94.52 Lacs loans for various income generation activity.
2. Honing skill sets and entrepreneurial training accorded to 307 SHGs members and have led to earning around Rs.2000 to Rs.5000 depending upon their activities.

### **Sports:**

1. Our partnership with GoSports Foundation to improve the performance of athletes have produced 20 national and international level athletes. Some of them rank among the best globally.

### Indian Army:

1. As a tribute to army jawans who have died in war times, we have given scholarships to 967 children of army jawans in partnership with Indian Army.

In Sum: Our management and colleagues are committed to the welfare of the underserved, because we care!





“Our success lies in building a strong sense of social responsibility along with sustained business growth”

**Amitabh Chaudhry**  
Managing Director & CEO  
HDFC Life Insurance Company Limited

## HDFC Life Insurance Company Limited

### Brief

Established in 2000, HDFC Standard Life Insurance Company Limited ('HDFC Life' / 'Company') is a leading long-term life insurance solutions provider, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. As on March 31, 2018, the Company had 34 individual and 11 group products in its portfolio and 8 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 414 branches and additional distribution touchpoints through several new tie-ups and partnerships comprising 149 bancassurance partners including NBFCs, MFIs, SFBs, etc. and 22 partnerships within the non-traditional ecosystems. The Company has a strong base of financial consultants. HDFC Life is a joint venture between Housing Development Finance Corporation Limited (HDFC Ltd.), India's leading housing finance institution and Standard Life Aberdeen, a global investment company. As on March 31, 2018, HDFC Ltd. holds 51.6% and Standard Life (Mauritius Holdings) 2006 Limited holds 29.3% of equity in HDFC Life, while the rest is held by others. During the year under review, HDFC Life completed its Initial Public Offer by way of an offer for sale of 14.92% of the fully diluted post-offer paid-up equity share capital of the Company. The shares of HDFC Life are listed on National Stock Exchange of India Limited and BSE Limited w.e.f. November 17, 2017.

**Vision:** The most successful and admired life insurance company, which means that we are the most trusted Company, the easiest to deal with, offer the best value for money and set the standards in the industry.

“The most obvious choice for all”

**Values:** Values are the most critical elements that reflect the conduct of an organisation during its day-to-day operations. Our Values are the pillars that guide everyone at HDFC Life.



**swabhimaan**

CSR initiatives by HDFC Life



## CSR

HDFC Life began its Corporate Social Responsibility (CSR) journey way back in the year 2010, with its education initiatives taking shape, even before the CSR mandate came into the picture in the year 2013.

At HDFC Life, social investment has always been considered an essential part of the Company's ecosystem and has been embedded in the Company's culture – The Culture of Giving!

We have always believed that sustainable business growth can only be achieved if it goes hand in hand with social responsibility and we strongly pursue the motto that “Giving gives back something bigger!”

With over fifteen CSR interventions, HDFC Life has positively impacted over 1 lakh lives and this is only the beginning.

### Our Focus

We have developed a CSR Framework in line with Schedule VII of the Companies Act, 2013, which focuses on Education, Health, Livelihood, Environmental Sustainability and Others.

Additionally, we actively strive to encourage our employees to collaborate with the eco- system by building a sense of social responsibility and contributing to the society.



### Our Assurance

We engage extensively with stakeholders and CSR experts throughout the year. We listen to their feedback to assess and enhance our CSR approach, implementation, performance, and reporting.

### How Our CSR Interventions Have Enriched Lives

#### CSR Interventions in Health Sector



Being in the business of insuring lives, HDFC Life understands and cherishes the importance of health. We consider it extremely important to make people value their own health and that of the people around them.

Some of the Health Projects undertaken in FY 2017-18:

**Healthy Baby Wealthy Nation- Our flagship initiative of HDFC Life**

Addressing the pressing need to improve the situation of child health and nutrition, since February 2015, we have undertaken a project in 6 districts of West Bengal to improve the nutritional status of 0-5 year olds through a three-pronged, comprehensive approach of generating community awareness on child health and nutrition in the target communities.

**Change for Childhood Cancer**

This initiative is focused on aiding children with cancer and their families to cope with and ensure completion of treatment and avoid abandonment of cancer treatment in children. Under this initiative, we set up 2 Cankids Hospital Support Units (CHSUs) in a hospital at Chennai and an accommodation facility for these patients in Adyar. This intervention has impacted around 300 children and parents.

### **CSR Interventions in Education**

HDFC Life believes that every individual is entitled to the Right to Education. We aim to accomplish this through various projects designed around educating the marginalised and backward sections of the society. Our projects in education have impacted 8,444 beneficiaries across the country. We believe that our journey has just begun.

Some of the Education projects are:

**Bala Janaagraha**

The programme aims to encourage the youth of India to become informed,



responsible and active citizens by making good citizenship values an integral part of their education. It enables critical thinking towards addressing local civic challenges. The programme has empowered 3,185 students across 30 schools in Bengaluru, enabling them to undertake projects pertaining to issues around their city and proposing solutions and alternatives to resolve these.

### Bright Future

This initiative has helped in providing a nurturing environment for children and youth from marginalised communities to transform their passion into gainful employment, through career guidance, life skills development, and mentorship. This initiative has helped 2,133 children across 4 schools in Mumbai and 1,197 parents, teachers and youth.

### Other Initiatives

#### Gulzar

This initiative has provided permanent shelters to 244 individuals across 50 underprivileged families, who were victims of the devastating floods in the state of Jammu & Kashmir in FY 2014. These families belonged to different districts in Jammu & Kashmir including Bandipora, Baramullah, Pulwama, Anantnag and Kulgam. The families were provided with comfortable, sustainable and dignified housing enabling them to be able to start afresh, leaving the scars of the devastating flood behind them.

#### New Zeal

HDFC Life's another flagship initiative 'New Zeal' – is a platform that provides assistance in daily activities (not restricted to medical care) of the senior citizens left behind by their children moving out for better career prospects to different cities and even countries. The assistance is not just provided in the comfort of their home, but by a mere click of a button. 'New Zeal' ensures quality, trustworthy and customised services to the elderly. The 'Care Specialists' help elders by doing all mundane and special activities like collecting their medical reports, accompanying them for hospital visits, help with shopping, bill payments, social visits, finding medical services, maintenance services at home etc., and thus providing them all the extra help that lonely senior citizens would require. The pilot project was launched last year and so far has catered to more than 800 senior citizens in Chennai and Bengaluru.





“Nestlé believes that for a company to be successful in the long term it must create value for society. We want to inspire people to live healthier lives and this is how we contribute to society while ensuring the long-term success of our company.”

**Suresh Narayanan**  
Chairman, Managing Director  
Nestlé India

## Nestlé India

### Brief

Nestlé has been a partner in India's growth for over 105 years and has a very special relationship of trust with the people of India. After more than a century-old association with the country, today, Nestlé has presence across India with 8 manufacturing facilities and 4 branch offices.

Nestlé's activities in India have facilitated direct and indirect employment, touching the lives of over a million people including farmers, suppliers of packaging materials, services and other goods. Nestlé India got listed in the stock exchange over 45 years ago and has today over 81,000 shareholders.

Nestlé India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA.

In compliance with its CSR Policy, Nestlé India has focused on activities on creating nutrition and breastfeeding awareness, providing access to drinking water and sanitation, supporting sustainable development of farmers while helping them reduce water use. These initiatives are built upon the strong base of performance in environmental sustainability, applicable laws, international standards and Nestlé Corporate Business Principles. Nestlé India continues to engage with stakeholders including farmers, experts, NGOs and the Government and would take up such other CSR activities in line with Government's intent and which are important for society. Nestlé is committed to long-term sustainable growth and stakeholder satisfaction.

### CSR

Driven by the purpose 'Enhancing quality of life and contributing to a healthier future', the Nestlé India focuses its efforts in society on the three overarching ambitions of enabling healthier and happier lives for individuals and families, on helping develop thriving and resilient communities, and on stewarding the planet's natural resources for future generations, with particular care for water. The company is firmly rooted in a robust set of principles and values based on respect.

Nestlé India continues to engage with stakeholders including communities, academia, civil society, expert organisations and the Government and would take up such other CSR activities in line with

the Government's intent and which are important for society. While the focus of CSR efforts will be in the areas around company operations, Nestlé also undertakes projects where societal needs are high or in special situations (such as in the case of natural disasters, etc.).

With its CSR Policy focus areas firmly embedded in its Purpose, in 2017, Nestlé focused its activities on creating nutrition, health and breastfeeding awareness, providing access to clean drinking water and sanitation, supporting development of agricultural communities

while helping them reduce water use, enhancing the livelihood of street food vendors and encouraging the cause of girl child education. These initiatives are built upon the strong base of performance in environmental sustainability, applicable laws, international standards and the Nestlé Corporate Business Principles. Few CSR programmes are detailed here under:



### **Nestlé Healthy Kids Programme**

Acquiring healthy eating habits and getting active can help children achieve and maintain a healthy body weight. For a healthier lifestyle and diet, it is important to raise nutrition and health knowledge and promote physical activity among school-age children.

The Nestlé Healthy Kids Programme has been developed with a focus to raise nutrition, health and wellness awareness of school age children. The unbranded programme has been conducted since 2009, in village schools around the Company's manufacturing facilities with the objective of raising awareness regarding good nutritional and cooking practices, good hygiene and promoting physical fitness.

Six leading regional Universities through the Department of Home Science and Food Science conduct this programme wherein information on the nutrition status of the region and local food habits is collected through their extension activities and the programme content is developed jointly with Nestlé India nutritionists. Each student receives over twelve hours of nutrition training and pre and post programme behavioural and knowledge tests are conducted to measure the effectiveness of learning and implementation.

The Company joined hands with the NGO Magic Bus India Foundation, one of India's largest behaviour change organisations, to extend its commitment to promote healthier lifestyles through the 'sports for development' model. Children are engaged in interactive sessions in which they receive nutrition and health knowledge and are encouraged to play regularly.

These efforts increase children's basic knowledge of the importance of nutrition and physical activity, and have reached over 200,000 adolescents across 21 states encouraging them to live healthier lives.



## Clean Drinking Water Projects and Water Awareness Programme

Faced with the challenge of access to drinking water, a key factor for diarrhoeal and water-borne diseases, Nestlé has undertaken programmes to provide access to clean drinking water. The Company constructs clean drinking water facilities in schools directly and through NGO partner Enable Health Society.

Till year 2017, the Company has constructed over 257 water tanks across 7 states benefitting more than 140,000 students. The water tanks source water from deep below ground level and the sourced water is stored in hygienic tanks enclosed in specially designed facilities to preserve the quality of the water. The Company also conducts periodic water quality checks to ensure safe drinking water, while involving the school and surrounding community through joint ownership of the water tanks, which helps to establish better upkeep and maintenance of the tanks. For locations where groundwater does not meet quality standards, the Company has partnered with the NGO Enable Health Society, to provide drinking water treatment plants. The Company conducts Water Awareness Programmes aimed at ensuring hygienic and sustainable water use, reaching out to over 104,000 students.

The Company partnered with the Department of Medical and Health, Government of Rajasthan to offer access to clean drinking water at 2 Public Health Centres where the Company provides clean drinking water through its NGO partner, Enable Health Society as a part of the Adarsh Public Health Center Yojna established by the Government.

## Sanitation Facilities

Availability of basic sanitation is a serious challenge, with open defecation being a health risk for everyone, more so for the female population. It affects the attendance of girl students in school and often leaves them vulnerable to sanitation-related diseases. The Company has been constructing sanitation facilities for girl students in village schools to reduce the dropout rate caused by lack of proper sanitation facilities. These facilities are provided for girl students in village schools across all its factory locations. This has had a direct impact on the attendance of girls in village schools.



Through this initiative, the Company endeavours to eliminate what is considered the major cause of dropouts among girl students in village schools. During 2017, the Company has set up sanitation facilities in government schools across 11 states and so far the Company has set up over 430 facilities benefitting more than 150,000 girl students.

## Project Serve Safe Food

Food safety is a serious public health concern in India. Based on the World

Health Organisation's report on estimates of the global burden of foodborne diseases, disabilities due to food borne diarrhoeal diseases are the highest contributor in the South East Asia region which includes India.

The Company joined hands with NIDAN and national and local food authorities, including the Ministry of Food Processing Industries (MoFPI) in Delhi, Food Safety and Standards Authority of India (FSSAI), Ministry of Medical and Health Services in Rajasthan, Directorate of Food and Drugs Administration in Goa and the Department of Health and Family Welfare, Kerala to launch Project 'Serve Safe Food' for training street food vendors.

While street food vending is an important source of informal employment for a large number of population, a variety of constraints including lack of knowledge and skills in business, limited training opportunities, and restricted mobility prevent street vendors from improving their capacities. The programme aims to help them improve their income, sustain their livelihoods and enter into strategic employment opportunities in new market conditions.

During 2017, programme was implemented across Goa, Rajasthan, U.P., Kerala and Delhi, reaching out to about 4,800 street food vendors who were also awarded a certificate and presented a hygiene kit at the end of the training.





Well-being of the society at large has always been at the heart of every endeavor at Panasonic. In the 100<sup>th</sup> year of its existence, the vision of Panasonic “a better life a better world” is reiterated with initiatives which are constantly working towards enabling access to better health facilities, education, skill based training and well-being thus helping create a better society.”

**Manish Sharma**  
President & CEO  
Panasonic India Pvt. Ltd.

## Panasonic India Pvt. Ltd.

### Brief

Headquartered in Osaka, Japan, Panasonic Corporation is one of the largest electronic product manufacturers in the world, comprising of over 496 consolidated companies (including parent company) from AV to home appliances, to industrial solutions and other consumer electronic products. The company was founded in the year 1918 by Mr. Konosuke Matsushita. Since its founding, the company has expanded globally and recording consolidated net sales of 7,626 Billion Yen for the year ended March 31, 2016. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers.

Panasonic in India: Panasonic commenced its operations in India in the year 1972 and the head office is located at Gurgaon. Panasonic India has been on a high growth market and is currently contributing INR 9,600 crores in FY 2016-17. India has been designated as the regional hub to drive growth and build deeper inroads into the fast emerging Asiatic, Middle Eastern and Western economies.

- Workforce of 13,000 people across India currently
- Market outreach: Panasonic currently has 1,184 unique service centres providing one-stop solutions, 250 brand shops and 31 branch offices

### CSR

#### Vision

Our vision at Panasonic is to contribute to the sustainable development of the society by working with employees, their families, the local community and society at large to provide “A Better Life A, Better World. We strive in working towards inclusive growth as part of our commitment towards society and strongly believe that unless and until the fruits of development are equally shared with all our stakeholders, the vision of inclusive and sustainable growth is hard to achieve. To follow international progress in the concept of Corporate Social Responsibility and its implementations in a way beneficial to our society and the corporations to which we render services. Causing corporate social responsibility to be adopted through principled implementations that contribute



to our country's social, cultural, and environmental development and help it in developing awareness on this issue.

### **Mission & Purpose**

To work on the popularity, adoption, and implementation of the concept of Corporate Social Responsibility while adding measurable values to the community and to our corporation, and to manage processes related to this work to the advantage of the parties concerned in a way that become model for other corporations for replication to widen the scope. To abide by the Corporate Social Responsibility norms as prescribed in the Act and take responsibility for the impact of our activities on environment, consumers, employees, communities, stakeholders and all other members of the public.

Panasonic India aims to grow from being a philanthropic contributor for social development to an organization that takes ownership of issues and helps create shared value.

Panasonic India's aim has been to create businesses and products that would contribute to economic development along with preserving the natural environment thereby ensuring our customers can achieve a better quality of life. Our sustainability initiatives are designed to reduce potentially adverse environmental impacts from our business through measures such as mitigation of global warming, proper management of chemical substances, reduction of waste and having a focused approach on the efficient use of limited resources throughout our business operations.

### **Panasonic Ratti Chhatr Scholarship Program**

The program aims to provide financial assistance to the aspiring engineers pursuing education from different IITs present in the country. The total scholarship amount is 42,500 INR given in quarterly basis for 30 Scholars selected by Panasonic India. The program runs in PAN India and is open to students in their first year of engineering studies.

Started in 2015, the Scholarship Program identifies and recognizes a group of talented young individuals with the potential to excel in their respective fields. The organization provides financial



assistance and support to the young individuals from low income families who are unable to justify their admission with the educational fees.

### **Panasonic Swabhimaan VTC**

Panasonic skill training center runs in Gharaunda in Haryana and provides vocational training to the rural youth to make them self- reliant and self- employed. The courses offered are: Hand embroidery, Self-Employed tailor, Banking, Financial Services and Insurance and Mobile Repair. The project was formerly run in Jhajjar and has been replicated in Gharaunda after completion of its tenure. For the convenience of training, all our trades have been classified into two segments basis the local industry requirement and demand in the areas where the centre operates.

### **Panasonic Health Aarogya**

Panasonic Aarogya involves mobile health care facilities in villages of Jhajjar and Gharaunda, Haryana. The mobile health van runs 5 days a week thrice in a month in Jhajjar and 5 days a week once in Gharaunda. The beneficiaries of the project are pregnant women, lactating women and children (0-6years).

The objective of the programme are as follows:

1. To ensure health seeking behavior of the communities.
2. To provide inputs and opportunities for accessible and affordable health services.
3. To provide referral services for primary and secondary level treatment.

### **Community Engagement Programs**

1. **Pratibha Puraskar-** Recognition of young talents in field of education and sports and felicitating them for motivation and other students to follow.
2. **Senior Citizen Felicitation-** Recognizing the contributions in social work by Senior citizens of Gharunda constituency. Contributions in field of girl education, IMR, sanitation, women empowerment etc.
3. **Solar Lantern Distribution-** Distributing solar lights to the villages deprived of electricity in Gharaunda constituency. The project aims to contribute 100,000 solar LED lanterns to people without access to electricity by 2018, the year of the corporation's 100th anniversary.







“As we continue to rise in our ventures, Finolex Industries remains a company based on simple philosophies that believes in giving back to the society through our CSR partner Mukul Madhav Foundation. MMF has been working towards the upliftment of rural communities in the areas of Education, Healthcare, Sanitation, Social Welfare, Skilling and Water Conservation”. Further quoted by Mr. Prakash Chhabria “We need to go out and look for opportunities”

**Prakash Pralhad Chhabria**  
Executive Chairman  
Finolex Industries Ltd.

## Finolex Industries Ltd.

### Brief

Finolex Industries Limited (FIL) is India's largest backward integrated PVC pipes and fittings' manufacturer. Our state-of-the-art manufacturing plants at Urse (Pune) and Ratnagiri in Maharashtra and Masar in Gujarat ensure that we provide products and resources to better serve our customers. We have our own resin manufacturing facility in Ratnagiri, set in technical collaboration with Uhde GmbH, Germany with Hoechst technology, and spread across an area of 650 acres of land. It gives a consistent supply of superior quality resin so that we can produce fine, premium quality products. Our open sea cryogenic jetty, the first of its kind in the Indian private sector, has been the hallmark of our PVC complex. We are the first Indian PVC pipe manufacturer to be awarded the ISO 9001-2008 certification. Our major strength lies in our skilled workforce. Our market presence throughout the country is extremely strong, with a wide network of over 18,000 Dealers and Sub-Dealers who work as our extended arm in bringing quality products to the customer.

### CSR

Mukul Madhav Foundation (MMF), established in 1999 as a Public Charitable Trust, is renowned today for its charitable activities in 5 verticals, healthcare, education, social/community welfare, sanitation and water conservation, healthcare, social welfare and education sectors. Our strong vision and determination to help our society has led us to touch thousands of lives over the years and spread infinite smiles.

Since 1999, we have been providing medical assistance to the needy along with educational assistance for the underprivileged. Financial assistance and equipment to hospitals and institutions such as orphanages and homes for the destitute and handicapped children. Infrastructure to rural schools by providing students with books, uniforms, shoes, and other materials. Scholarships and assistance to deserving students for them to pursue higher education.

MMF has been working in association with Finolex Industries from 2014 as the CSR partner. MMF is also supported by various donors, well-wishers friends and other like-minded corporates who work for the betterment of our society.



## MISSION

Enabling the under privileged to improve their quality of life by providing education and accessible healthcare facilities. Over the years MMF has spread its wings to Social Welfare, Sanitation and most recently Water Conservation.

## Healthcare

Through this programme, MMF is providing financial assistance to patients, organize healthcare camps, support medical institutions and promote better health and hygiene practices. For these

programmes, MMF associates with several hospitals like K.E.M (Pune), Ruby Hall Clinic (Pune), Sassoon General Hospital (Pune), Parkar Hospital (Ratnagiri), Bharati Dental and H V Desai Eye Hospital (Pune) and Sancheti Hospital among others.

MMF believes health is an important facet in socio-economic development and has focussed in upgrading uplifting infrastructures at hospitals and also initiated and conducted training programmes for nurses and doctors in the medical fraternity. Further training is also provided to primary Zilla Parishad teachers in the field of Mental Health.

Health camps are organised annually / bi annually in Zilla Parishad schools and Municipal schools in Pune and western Maharashtra where approximately 16000 children are screened.

Bi-annual mammography camps are conducted at Ratnagiri at subsidised rates. Post testing their reports are reviewed by Dr. Koppikar from Prashanti Cancer Care Hospital and provide further prognosis and treatment.

### Key projects in Healthcare are as follows:

1. Set up the first 6 bedded PICU (Pediatric Intensive Care Unit) in 2001
2. Set up 6 bedded special ward within NICU called SONALI – Little stars room
3. Quarterly and monthly support for pediatric and adult cataract surgeries to H V Desai Eye Hospital
4. Yearly support to Bharti hospital for cataract surgeries and type 1 diabetic children
5. Healing Little Hearts Project - Cardiac surgeries are performed on low birth weight babies and ensure post-operative care is given to them through Healing Little Hearts from London and Ruby Hall Clinic
6. Sassoon General Hospital
  - Created state of the art 59 bedded NICU with state-of-the-art equipment to cater to babies in Pune and around its periphery

- Donation of ROP (early intervention of visual impairment) and OAE (early intervention of hearing impairment)
- Glucometer and strips
- Endoscopy Unit – The Endoscopy Unit was inaugurated on 5th March 2018 by bring in state of the art equipment and the rates have been subsidized by Sassoon so that the common man can avail the services at minimal costing.
- Waiting areas – 3 waiting areas was inaugurated on In March which serves as a good hygienic place for patents relatives and guests with water and toilet facilities.

## 7. Cerebral Palsy Project - Key project in healthcare to MMF

- Began in 2015 as a donation cause approached by ZP of Satara
- Project initiated to train ASHA workers and ANM nurses to assess the abilities and identification and prevention of high risk pregnancies of the grass root level health workers in collaboration with Symbiosis College of Nursing. 582 ASHA and ANM trained from 12 PHCs of Satara. This has been taken further more into 8 new PHCs
- Collaboration with RCPC - Royal College of Pediatrics and Child Health (UK) approached MMF to be a part of their CP mission. MMF / FIL collaborated with The Royal College of Pediatrics who engaged with communities in Pune and Satara. Their aim was to study the incidence, causation, prevention and opportunities for therapeutic care in Satara. They also suggested techniques and methods for caring for young people with CP and their families. A focus panel discussion was organized on 5th March 2018 to discuss the current environment in India for CP prevalence, early screening and diagnosis, government / private healthcare policies regarding early screening, primary causes of CP specific to India and what is being done to reduce the incidence of CP.

## 8. Cochlea Implants

MMF over the last decade has made significant contribution in the field of hearing disability by providing diagnostic and healing devices like cochlear implant. It has supported 275 cochlea implants over these years.

## 9. NICU Units at PMC Hospitals

After the hugely successful implementation of the NICU at Sassoon General Hospital, we received an appeal from the PMC Commissioner in August 2017. On 4th December 2017 MMF along with FIL, signed an MOU with Pune Municipal Corporation to set up a 12 bedded NICU unit in 4 Corporation Hospitals- Rajiv Gandhi, Sonawane, Dalvi & Kamla Nehru Hospital.



## Education

MMF established its own school, Mukul Madhav Vidyalaya at Golap, Ratnagiri. In addition to this MMF provides the following support:

- Offers financial assistance to primary and secondary students who appeal for funding.
- Provides financial assistance to post graduates, professional students and medical and para-medical student,
- upgradation of school infrastructure,

### Mukul Madhav Vidyalaya

In 2010, Mukul Madhav Foundation & Finolex Industries Ltd. established a state board English medium school, in the village of Golap on the outskirts of Ratnagiri, Maharashtra. The aim was to provide quality education at an affordable cost to the local rural community, primarily the children of fishermen and farmers. The school began with a modest strength of 151 students. We are proud to announce that the number has now grown to 612 students. (As on June 2018)

Mukul Madhav Vidyalaya provides opportunities for the holistic development of children. With state of the art infrastructure and a generator backup facility, the school is equipped to offer facilities which include: a computer lab, science lab, 2 libraries, LCD room and Multimedia room.

The health and safety of the children being our priority, we have ensured there is ample clean drinking water, hygienic toilet facilities and bright/ airy classrooms. MMV lays emphasis on extracurricular activities. We currently conduct classes in the following - chess, tabla, piano, karate, carom, drums, dance and singing. In 2016 German was introduced to the curriculum. MMF recently acquired permission to expand to Junior College (11th and 12th standard). We made a new playground (100 m\*100 m) so the children have more area to spread themselves around. It was inaugurated on June 4th 2018.

### A Unique Project - Science on Wheels

MMF donated a motorbike to Mr. Ashok Dixit a retired professor, so that he could be independent whilst demonstrating science experiments in schools in and around Ratnagiri. He performs science experiments in 20 schools a month. Every month 6 practical examinations take place. With this project, we are assisting 953 students from remote areas around Ratnagiri.

### Scholarships

Set up fellowships for resident doctors at KEM hospital, Pune and Fellowship grant for PG students / Nurses at Sassoon General Hospital.

### Social Welfare

While healthcare and education are the 2 main pillars of MMF, the foundation which cares for many causes has also incorporated Care for the unprivileged as a part of its motto. The organization has struggled hard for women empowerment in rural areas, helping them become self-sufficient and earn their living.

## **1. Support to Institutions**

We support various institutions on a monthly basis. Some of the institutions we cater to are schools for the blind, senior citizen homes, leprosy homes and others who approach us for assistance. The following are some of our initiatives: Provide monthly groceries to 20 institutions in Pune and 1 in Ratnagiri, Providing milk and fruits to crèche children at Tadiwala Road slum, Pune, etc.

## **2. Skill Development**

Over the years, we have organized skill development classes in the villages of Ratnagiri in Maharashtra & Masar in Gujarat. We conduct computer, vocational & tailoring courses for the local women, thereby giving them a means to financial independence.

## **3. DBRT Course**

For the past two years MMF and FIL have been providing assistance to four students to pursue their Diploma in Rural Technology (DBRT) through Lokmanya Charitable Trust, Chikhalgoan, Dapoli, a rural village in Maharashtra. These students are selected based on their family background and their dedication.

## **4. Social Welfare Projects at Pune, Maharashtra**

- **Niwant, Pune**

Niwant is an NGO for the visually impaired. MMF and FIL support these students to pursue their dreams of higher education. They are provided with a special tutor to enhance their learning. In addition we provide groceries and sanitary towels on a monthly basis.

- **Save Our Souls**

This is a home for orphaned and abandoned children between the ages of 10 to 16 years. We along with Finolex Pipes adopted 50 children, to support their educational needs for a year. (2017-2018)

## **Sanitation**

This is the juncture MMF moved a step further from health, education and community welfare to improvising the standards of sanitation in schools from 2007 onwards. Creation of toilets also helped reduce female dropouts from schools.

Toilets constructed in schools from Pune to Ratnagiri belt. 50 toilets equipped with solar lights to individual households constructed in association with Kherwadi Social Welfare Association in a tribal village Sonale, Palghar. Toilets construction at Vadavli in collaboration with Kherwadi Social Welfare association and sponsored by ZF Gear

## **Water Conservation**

The problem of scarcity of water in our state coupled with increasingly degraded quality of existing sources of water and is threatening the health of people and ecosystems and increasing the costs of treatment. With this concern Finolex Industries Ltd. and Mukul Madhav Foundation came forward to work for this noble cause and address the water scarcity issues in our state.



## 1. Water Conservation Projects

We began our venture in water conservation to reduce water scarcity in the state. This initiative took place in the following villages: Rede, Solapur, Sordi, Sangli, dist Kalamwadi and Kondbavi in Solapur, Katgun, Satara district. Some of our activities include: Desilting the existing reservoirs and old Cement Nala Bands (CNB), cleaning the reservoir and doubling its storage capacity, etc.

## 2. Rainwater Harvesting

A rainwater harvesting facility was set up at the Punyadham Ashram, Pune. Water is collected and used for various domestic requirements. We also set up harvesting facilities at Shree Sagar Vidyalaya, Chitral Primary School and Muval Primary School in Masar, Gujarat.

## 3. Water Reservoir at Wadgoan Anand

Mukul Madhav Foundation & Finolex Pipes came together to inaugurate 'Amrutkumbha,' a water reservoir at Wadgaon Anand near Junnar District, Pune. In the past, these villages were dependent on water tankers.

## 4. RO Systems at Maharashtra and Gujarat

With the aim to provide clean drinking water MMF and FIL have donated 38 RO / Aquaguard systems to schools/institutes and communities in Maharashtra and Gujarat.





“Enriching lives is the foundation for all aspects of sustainability and business responsibility at Glenmark. As a responsible corporate citizen, we are cognizant of our ability, means and influence to drive a positive change in the society at large. Creating a healthier and happier world is our key mission, which we steadfastly strive to achieve through our Corporate Social Responsibility (CSR) interventions. These well-established CSR programs enable us to magnify our reach in the communities we are a part of globally.”

**Glenn Saldanha**  
Chairman and Managing Director  
Glenmark Pharmaceuticals Limited

## Glenmark Pharmaceuticals Limited

### Brief

Glenmark is a leading global innovative pharmaceutical company committed to the cause of enriching lives worldwide. Our vision is to discover possibilities and make lives of patients better across the globe by developing cures for unmet medical needs. We have a rich pipeline of innovative molecules in various phases of development which are targeted in areas of oncology, respiratory and dermatology. Our molecules, in development, include Novel Biologics Entities and Novel Chemical Entities - all of which are first in class globally. In addition to novel monoclonal antibodies, Glenmark has developed its proprietary technology platform 'BEAT' for the production on Bi-Specific Antibodies which will provide next-generation targeted biologics for cancer therapy.

Our Generics business spans across multiple geographies with the US being our largest market followed by India. Our effort is to make high quality affordable medication accessible to patients across the world. Through our generics medicines we impact over 100 million patients each year globally. We are also a global supplier of high quality API products and a preferred partner for pharmaceutical companies worldwide. Our 13,000 employees globally are dedicated towards our goal of enriching lives globally.

### CSR

Our approach towards responsibly conducting business complements our Corporate Social Responsibility (CSR) ethos and demonstrates an unwavering commitment towards encouraging inclusive growth. Our objective of giving back to society and our dedication to improve people's lives help extend our CSR activities far beyond our operational areas. Our sphere of influence and scale of reach allow us to widen the radius of our social initiatives and impact stakeholders directly.

We focus on improving health standards, supporting projects that help in creating sustainable livelihood, providing access to healthcare for the underprivileged and enriching lives for a healthier, happier world.

## Child Health:

Despite improvements in healthcare facilities, children below the age of five constitute the most vulnerable group in India. Infant mortality in the country is primarily owing to malnutrition, lack of medicines and vaccination, inadequate new-born care and childbirth related complications. Glenmark Foundation, our CSR arm, has several projects and initiatives in place, which focus on three key agendas: a) reducing malnutrition, b) increasing immunisation and c) promoting good hygiene practices among pregnant women and caregivers.

- 10,00,000+ lives touched through our child health interventions. And 31,000+ malnourished children were attended and cared for.
- 1,80,000+ children benefited through nutrition, immunization and sanitation interventions
- 90,600+ pregnant and lactating women provided with healthcare
- 30,000+ women benefitted through the mMitra project

Also we have helped Anganwadis (Day care centres) transform into model Anganwadis by making them child-centric through Glenmark Foundation initiatives. We have further ensured complete immunisation of infants and children through effective tracking across our several supported communities. We have also increased the outreach of our initiatives to new regions to expand the orbit of our child health programme. Our 'Health on Wheels for Children', a mobile health delivery service, is designed to provide quality healthcare services to the underprivileged in the identified areas of Sikkim and Himachal Pradesh. We also conducted an intervention programme aimed at behavior change for new mothers and children and will also be creating model anganwadis in Gujarat.

We used the mMitra project to reach out to the most underserved pregnant women by leveraging the mobile phone technology. mMitra involves mobile-based health advisory voice messaging service, which has resulted in safe and informed pregnancies, leading to healthier children. Building on the success from our Sion Hospital project in Mumbai, we have extended the initiative to Aurangabad in the Government Medical College and Hospital. We are the first to launch such an initiative in the Marathwada region of Maharashtra.



**Access to Healthcare and Education:**

Education is an important tool for anyone to succeed in life. With the objective of supporting the rural areas of Maharashtra with access to quality education, we have helped develop better infrastructure for educational institutions. In addition, we have conducted medicine donation programmes and health camps to enhance accessibility for basic medicines in communities located in remote areas.

**Sustainable Livelihoods:** Our 'Learn & Earn' initiative continues to enhance skill competency and employability of local

youth around our facilities. The youth acquire income generating skills by learning and working side by side with experienced practitioners. In a step towards promoting inclusive development and an opportunity to lead a productive life, we rehabilitated over 3,000 differently-abled individuals during FY18 by providing them artificial limbs in association with Jaipur Foot.

**Flagship Programme –Combating Household Air Pollution and Promoting Right Nutrition:**

There is ample scientific evidence to prove that household air pollution, primarily caused by smoke from cooking, has huge health implications on India's rural population. We have undertaken a new initiative during FY18 to spread awareness on the health hazards related to indoor air pollution and initiated action to combat this hazard.

Glenmark Foundation undertook a pilot project in collaboration with Spandan Samaj Seva Samiti and Smokeless Cookstove Foundation to organise training programmes on building and installing smokeless chulhas. The trainings were held in Khandwa district of Madhya Pradesh for our frontline workers and community leaders.

**Glenmark Aquatic Foundation**

The Glenmark Aquatic Foundation (GAF) was set up with the aim of creating more awareness about the sport and supporting swimming enthusiasts. GAF is focused on promotion of swimming as a sport in India and aims to improve the ecosystem around it by building a core team of highly motivated experts, developing meaningful partnerships with national and international organizations and emphasizing on maximizing the potential in every athlete. To achieve this objective, GAF operates in three key areas:

**1. Developing Centres of Excellence:**

GAF has set up a Centre of Excellence in Dharavi, Mumbai, and a state-of-the-art centre at the National Swimming Academy, Talkatora (New Delhi), in association with the Government of Maharashtra and the Sports Authority of India, respectively. Reputed international as well as Indian coaches train and mentor aspiring swimmers at these centres.



## 2. Sponsorship of the Junior, Sub-Junior and Senior National Aquatic Championships:

GAF has entered into a long-term understanding with the Swimming Federation of India to provide better facilities to swimmers in the country. Initiatives such as live streaming have allowed the sport to grow and encouraged promising athletes to make India proud.

## 3. Coach Education

GAF aims to create a Coach Education Programme to ensure that standards of coaching improve in India for the sport.

170 medals won at domestic, national and international meets & trained: 2,450+ swimmers







“The main objective of Indiabulls Foundation is to do meaningful work with measureable output and maximum impact on the society”

**Divya Gehlaut**  
Chairperson  
Indiabulls Foundation

## Indiabulls Group

### Brief

Indiabulls Group is a diversified Indian conglomerate with businesses spread over in Financial Services, Real Estate and Securities. The Group's vision of inclusive growth has been a driving force to set up Indiabulls Foundation in January, 2010.

As corporate citizens, we at Indiabulls are conscious of the opportunities and the responsibility that this confluence presents and are keen to support inclusive growth in India through focused initiatives in the identified areas of Health, Education, Sanitation, Nutrition, Skill Development, Rural Development, Disaster Relief, Renewable Energy, Women/Youth Empowerment, Sports and Sustainable Livelihoods.

Indiabulls Foundation is the CSR arm of Indiabulls Group as it provides an impetus to its various social engagement initiatives of the Group. Team Indiabulls Foundation follows a defined strategy to embark on its projects and ensure its smooth end-to-end implementation and execution. The Team identifies the pressing social problems of marginalized communities. In this regard it first pre-assesses the field situation. It then identifies the remote locations where underprivileged people need utmost attention. Subsequently it prepares a comprehensive plan and designs social engagement programmes that best suits and benefits its beneficiaries.

### CSR

**Jan Swasthya Kalyan Vahika (JSKV) - Mobile Medical Vans:** Jan Swasthya Kalyan Vahika is a community centric project initiated by Indiabulls Foundation. The objective of these vans is to provide quality primary health care services to the underprivileged population, through a medically equipped mobile van. Each of these vans caters to approximately 15 to 16 locations per week and diagnoses



approximately 100 to 150 patients per day. These vans primarily operate in Mumbai, Raigad, Palghar and Thane districts. Free medicines and diagnosis by an MBBS doctor at their doorstep are the distinguishing features of these vans. IBF has a total of 30 mobile medical vans in its fleet, which operate in Mumbai, Thane, Raigad & Palghar districts of Maharashtra. This programme has successfully diagnosed and treated more than 18, 77,000 patients since its inception till 30th June 2018.

**Indiabulls Foundation Charitable Clinics:**

Indiabulls Foundation is operating 11 Charitable Clinics across India. These clinics cater to the primary and preventive healthcare needs of the weaker and underprivileged patients. These clinics are equipped with best primary healthcare services, well qualified healthcare team and superior quality medicines.



**Water Wheel:** Indiabulls Foundation distributed 2400 water wheels to the underprivileged tribal people of Raigad, Palghar and Thane districts of Maharashtra benefitting more than 12500 villagers. The water wheels provides 45-50 litres of water per filling. It consists of a handle attached to a rolling drum. The easy design makes it easier for the person to pull or push the water wheel with ease.

**Construction of Toilets:** Under the Government of India's Swachh Bharat Abhiyaan, Indiabulls Foundation constructed Toilets for girls at Government Schools in Jodhpur. This has provided a sense of security and pride to the girls who had to go to the field before this initiative. This has also increased their attendance in the school.

**Skill Development:**

Through this initiative, 600 women from 15 centers spread across 7 states of Bihar, Chhattisgarh, Jharkhand, Orissa, West Bengal, Uttar Pradesh and Madhya Pradesh, coming from lower economic background have been successfully trained to be professional General Duty Assistants (GDAs) who can provide efficient and quality work within the health sector anywhere in India. Candidates have been offered a competitive salary along with accommodation and food facility thus empowering these women in living an independent life and building a strong future for themselves.

Amplifying its Skill Development initiative, Indiabulls Foundation has adopted the skill development wing of Bosco Samajik Vikas Sanstha, Walwanda in Palghar district of Maharashtra to train students through various verticals.

Residential skill development trainings and job placement are provided to the underprivileged youth from rural and tribal parts of Maharashtra in various domains such as automobile mechanics, welding, electrical wiring and components & tailoring. These youth who are either

school drop outs/belong to economically poor/socially marginalized or from academically backward background and are mainly between the ages of 18 to 30 years. On accessing the caliber and interest of the students, the students are suggested their skill training. These trainings are spread over 4 to 6 months divided into different modules. Apart from providing technical knowledge, the students are also given training in soft skills, spoken English and computers.

Realizing the fact that the technical education is not accessible to all especially the rural women, this initiative aims at making rural and tribal women self-reliant by taking the skill development trainings at their door steps. Tailoring training centers are operated in various villages to train the women and encourage them to be entrepreneurs.

Cancer Programme: Indiabulls Foundation has invested in HDFC Charity fund for Cancer Care. This scheme aims to provide sustainable cash flows for charity. We have chosen to donate 100% of the dividends declared under the plan to the Indian cancer society. Indiabulls Foundation also helps in creating awareness about cancer in the communities.

Construction of Traffic Islands: Indiabulls Housing Finance Limited has designed and constructed 2 traffic island parks in Mumbai.

Paushtik Aahar: Indiabulls Foundation provides Paushtik Aahar- Nutrition Supplement to underprivileged malnourished individuals every month in Mumbai, Thane, Palghar and Raigarh districts. More than 519000 individuals which include malnourished children, pregnant ladies, lactating mother's etc. have benefitted by Paushtik Aahar since its inception till 30th June 2018. Paushtik Aahar is made of indigenous cereals, pulses and grains. It is a complete ready-to-use mix that does not require any cooking whatsoever.



Kumud- Sanitary Napkins: This initiative till 30th June 2018 has benefited more than 70000 rural women & adolescent girls from various ashram schools, orphanages, shelter homes and rehabilitation centers for a complete year in Thane, Raigad, Palghar and Mumbai districts. This initiative is not only safe and hygienic for these young women but also boosts their confidence, improves their attendance rate at work and academic performance in schools. Kumud as a project is not only about



distribution of sanitary kits but also is an awareness tool to let the women exhibit their freedom while in menses.

**Sports Excellence Programme:** The prime focus of Sports Excellence Program is the enhancement and development of athletes training. The objective of the program is to bring world class training facilities to deserving athletes who under normal circumstances would never get a chance to avail them. Indiabulls Foundation is supporting 2 such international players namely Ms. Bhakti Ambre- a powerlifter and Mr. Ravi Dixit- Squash player. Indiabulls Foundation not only provides them customized training and nutrition and but also helps them take part in various competition at different levels.

**Dialysis Programme:** Dialysis treatment is quite a repetitive and expensive process, which the poor and needy fail to receive. Absence of such service has often been fatal in many instances. To change this scenario, Indiabulls Foundation has started an initiative of providing 10,000 free dialysis treatments to patients at Nana Palkar Smruti Samiti in Parel, Mumbai. The aim is to make sure that even the poorest of people can have access to exclusive quality medical treatment & processes and can lead a healthy life. Indiabulls has sponsored more than 6000 dialysis till 30th June 2018.

**Cataract Surgeries:** Indiabulls Foundation partners with K. B. Haji Bachooali Charitable Ophthalmic & E.N.T. Hospital to provide comprehensive eye care services to the rural and tribal people of Alibaug taluka in Raigad district of Maharashtra. Promoting awareness is the major part of this programme wherein the trained paramedical staff conducts daily awareness camps in the villages. Subsequently, these patients are screened by a team of ophthalmologists, optometrists and opticians on a fortnightly basis at their door step in their village and provided with the primary eye care services. However, those in need of a cataract surgery are immediately brought to Mumbai and



operated at Bachooali Hospital. The to & fro of the patients to Mumbai is completely taken care by IBF. Till 30th June 2018, 78 people have been successfully operated for cataract surgeries.

**Green Sole:** Indiabulls Foundation spread cheer & joy by distributing free footwear that enhanced people's mobility. 6700 pairs of footwear have been distributed overall till 30th June 2018. With this initiative IBF has not only bought respite to these students and villagers but also contributed to an ecofriendly environment. The footwear distributed during the activity are specially designed footwear which are made from refurbished soles, thus contributing to save 12150 lbs. of Carbon Emission in the atmosphere.



**Scholarship Programme:** Indiabulls Foundation Scholarship Program aims to encourage and promote quality higher education among meritorious students from economically challenged families to nurture their careers. Indiabulls Foundation understands that a large number of deserving students who have an urge to pursue their higher education are unable to do so owing to mainly financial constraints.

Indiabulls Foundation has awarded more than 1000 scholarships to deserving students Pan India.

**Renewable Energy Programme:** With the intention of lighting up Tribal Ashram schools, Indiabulls Foundation has installed Solar Energy Plants in 10 different rural tribal schools in Maharashtra. The schools used to face a lot of blackouts, load shedding and heavy electricity crunch before the start of the project. They had to undergo their daily activities without adequate electricity supply, for many hours, days and even weeks. It largely hampered the living conditions and academics of the students.



These plants will keep providing 24 hours seamless electricity to these schools for approximately 25 years absolutely free of cost and will be benefiting approx. 5000 tribal students every year. This righteous initiative of IBF has not only helped light up the schools but also the students' future.







“Water is too precious to be used just once. As water managers, it is our responsibility to provide safe and clean drinking water at an affordable price.”

**Rajiv Mittal**  
MD & Group CEO  
VA Tech WABAG Limited (WABAG)

## VA Tech WABAG Limited (WABAG)

### Brief

VA Tech WABAG Limited (WABAG) is a pure play water technology company with over 9 decades of experience in water treatment including design, engineering, operations and maintenance of treatment projects for both the municipal and industrial sectors. A multi-national, with a strong presence in over 20 countries and over 100 patents to its credit, WABAG is today recognized as the market leader in water and wastewater treatment in India.

### WABAG's solutions include:

- Drinking water treatment
- Industrial and process water treatment
- Sea and brackish water desalination
- Municipal wastewater/used water treatment
- Industrial effluent treatment
- Sludge treatment and power generation
- Water reclamation systems (recycling and reuse)

As a pioneer in the field of power neutral treatment systems, water recycling and reuse, WABAG established its credentials as a trailblazer with the setting up of the power neutral plant at Kodungaiyur, Chennai; recycling plant at RIL Dahej and reuse plants at CPCL, Chennai and Windhoek, Namibia.

WABAG's extensive technology portfolio, proven process know-how



and experience, Bouquet of business solutions: EP, EPC, DBO, BOOT, experience spanning over 9 decades, global experience with in-depth understanding of localized requirements, In-house R&D centres in Austria, India and Switzerland with over 100 patents and Execution of over 1,200 plants since 1995 made it a preferred partner to some of the largest industrial houses and municipalities across the globe.

### **Some of the awards and accolades the company has won include**

- Water Management Excellence Awards 2018 for “Outstanding Contribution in Water Efficiency & Conservation”
- Inaugural ASEAN - India Achievement & Excellence Award for significant contribution to building sustainable water infrastructure and supporting economic development
- Ranked among the Top 10 Global Water Companies by GWI for serving over 20 million people globally

### **CSR**

CSR is an integral part of our business — that is, producing clean and safe drinking water, wastewater treatment, preventing pollution, and preserving the environment around us. It has been our corporate philosophy and continued focus to give back to society to improve the quality of life of the marginalised sections of the society within the framework of our expertise.

With this end in view, we implement CSR programmes in terms of water augmentation, water conservation, water use efficiency, water reuse, restoration of water bodies, watershed development and provision of potable water to the school children and hospitals in our neighbourhood, and actively contribute to achieving Sustainable Development Goals like economic prosperity, social inclusion and environmental sustainability.

### **Vision & Mission**

- To leverage 9 decades' expertise in building sustainable water treatment solutions and give back to the nation
- Build Capacity – knowledge and skills on drinking water treatment, waste water treatment and recycling
- Improve availability of clean drinking water for the community and under served
- Reduce impact of toxic waste if at all from any of WABAG projects
- To position as a thought leader on water management
- To build the brand of WABAG

### **Management**

WABAG constituted a CSR Committee of the Board consisting of 3 Directors with an independent Director. The CSR



Committee formulates CSR policy and monitors it from time to time. A formal process of projects approval is in place with each project being vetted by the Sub-Committee and reviewed by the Committee. The CSR program implementation is done either direct or through NGOs as the case may be.

### **Strategy**

In line with our vision, we have evolved a multi-pronged strategy for CSR implementation:

- **Focus on water**

Water augmentation, water conservation, water use efficiency and water reuse would be the key elements of our CSR programs.

This strategic plan paid rich dividends in improving the lives and livelihoods of marginal farmers in Mailam Block which is over-exploited groundwater resource area.

The strategic CSR investment had a catalytic effect of economic sustainability over and above water sustainability. We have also tweaked a model farm on micro irrigation to demonstrate WABAG's commitment to water conservation.

- **Water Sustainability**

With a view to ensure water sustainability and to make the communities' climate resilient, WABAG invests in watershed development to achieve additional objectives:

- Restoration of degraded land
- In-situ water harvesting
- Productivity enhancement
- Community asset creation
- Employment generation

- **Focus on Sanitation**

Our CSR strategy is also based on 'soft' approach, that is, to build capacity – knowledge and skills in water and sanitation.

This 'soft' intervention also brought about sea change in terms of health and hygiene practices like hand washing, women adopting good menstrual hygiene, not allowing stagnant water and demand generation leading to the larger objective of a model village with ODF focus.



## FICCI CSR Award for Health, Water and Sanitation - Special Jury Commendation

Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum



“Moody's, as a global organization, deeply recognizes its responsibility to strengthen social capital and to contribute towards achieving sustainable development goals. Our CSR initiatives in India are focused on improving the lives of marginalized and underserved communities in some of the most backward regions of India.”

**Avadhesh Dixit**

Head-Human Resource & CSR  
India Region, Moody's Corporation

## MA Knowledge Services Research (India) Private Limited

### Brief

Moody's Analytics Knowledge Services, a division of Moody's Analytics, is a leading provider of high-value research, analytics, and business intelligence to the financial services sector. The company supports over 200 global financial institutions and consulting companies through a team of over 2,700 subject matter experts, who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive higher revenues, innovate using our proprietary technology and automation solutions, and enable our clients to transform their operating model and cost base. Our investments in cybersecurity, regulatory needs, and compliance aim to provide the highest level of “brand and information security” to clients.

Our culture is driven by our core values – we are acutely customer-focused, pursue excellence in everything we do, invite new ideas and different perspectives with an open mind, and believe in teamwork to achieve best results.

Our core value of inclusion drives our diversity and inclusion program, which is aligned with our global business strategies. We consider corporate social responsibility (CSR) an investment in society and its future. We are one of the most loved companies globally. Our Costa Rica delivery centre has been ranked in Great Place to Work for six consecutive years in Costa Rica and the Caribbean.

### CSR

Moody's has donated more than USD \$ 54M to date and facilitated countless





volunteer hours. Dollars and time donated are just numbers; looking beyond the data, we are interested in the impact these dollars and time have made. While our impact may be hard to quantify, we believe the volunteering experiences of our employees are transformative and we hope that the students our employees mentor take much more away than their teachings. If we have to measure from the smiles on their faces, we believe we are doing a good job. With our non-profit partners, we are dedicated to making a positive difference in the lives of our employees and global communities.

### **Our CSR Strategies and Focus Areas**

Moody's is committed to supporting initiatives focused on achieving the United Nations' Sustainable Development Goals. We believe in a world where everyone is provided equal opportunities to grow and thrive. We aim to empower people with the knowledge and tools they need to create a better future – for themselves, their communities, and the environment. Our focus areas include promoting entrepreneurship, the environment, and education in economics, technology, and finance.

### **Disaster relief and recovery**

Although Moody's may want to help all those impacted by disasters (natural or humanitarian), it does not have the resources to do so, nor does it make strategic sense. The most impactful response Moody's can make is to enable its employees to support a disaster by providing a few pre-determined non-profits that employees can donate to and Moody's will match. In India, we have partnered with several organizations (including Oxfam India and ChildFund India) to provide a grant for disaster relief.

### **Sharing our gifts with the world – The joy of volunteering**

Volunteering at Moody's has come a long way – from transactional employee volunteering to transformational volunteering, where employees not only provide hands-on support but also help non-profit partners by sharing their skills and experience, providing pro bono professional services, serving on their boards, and helping with various other employee-giving initiatives. We create a number of avenues/opportunities to ensure that a large number of employees are able to



participate and contribute meaningfully to issues of concern to local communities. Every year, our employees contribute thousands of working hours to social causes of their interest through our global employee volunteering programs.

### CSR Grants

Moody's CSR initiatives in India are largely concentrated in Delhi and Bangalore, where its offices are located. However, we give priority to underserved, remote rural areas, where the need for support is high. Moody's has partnered with some of the best known non-profit organizations in India to implement its CSR mandate through the following CSR initiatives:

- **The Sustainable Nutrition Education and Health (SNEH) project:** Moody's, in association with ChildFund India, addresses acute child malnutrition in over 33 villages of Jhabua district in Madhya Pradesh by providing critical support to over 800 mothers and over 2,500 children (from the time they are conceived to the first three years of their life).
- **Moody's Adopted Village (Project Swanmblambi):** We support HESCO in developing a tribal village in the Jaunsar Bawar region of Uttarakhand into a self-reliant model village through integrated efforts focused on various aspects of village development – creation of sanitation infrastructure and improvement in income levels of families through support for on-farm and off-farm livelihood opportunities. The participation of villagers will be an important feature of the program, which is expected to benefit 1,000 individuals.
- **Project Samarth:** Self Reliant Initiative through Joint Action (SRIJAN), with financial assistance from Moody's, is implementing Project Samarth to support 200 women farmers and their families in Angul district of Odisha. The project is expected to generate livelihood opportunities for women farmers by introducing the “agro supply chain model” and “value chain model” concepts. It aims to increase the income of each woman farmer by INR 10,000-15,000 annually.
- **Project Pravasi Kalyanam on health and well-being of migrant construction workers:** Moody's, in partnership with Sampark (a Bengaluru-based non-profit), is working toward improving the lives of migrant construction workers, especially female workers and their children who reside at construction sites in Bengaluru. The project aims to benefit over 5,000 migrant workers and 100 children.
- **Project Nai Disha:** Moody's supports the Best Practices Foundation, a non-profit, to address livelihood issues of 30 Female Sex Workers (FSWs), enabling them to set up and run microenterprises based on market demand. The project aims to bring the FSWs to the mainstream and help them lead a life of dignity and self-respect.
- **Project Skill Ability:** Samarthanam Trust, with the support of Moody's, is



implementing a CSR initiative, Skill Ability, to identify 70 disabled youth from deprived communities in Mumbai. These youth would be trained in employment-oriented vocational skills. 65-70% of the trained youth are expected to receive support in job placements. The remaining trainees would be counselled and guided on pursuing their interests.

- **Project Swachh Vidyalaya Abhiyan:** Moody's supports the Swachh Bharat Abhiyan (Clean India Mission) and funds the CURE's initiatives to improve sanitation and water infrastructure in 10 primary schools in Delhi and create awareness on hygiene and sanitation in two other primary schools and neighboring communities. The project caters to over 1,000 children and their families.
- **Project Math enhancement program (Math-E-Magic):** Moody's, in partnership with Learning Links Foundation, plans to operate three mathematics labs in three schools in Delhi. The project is expected to benefit over 4,000 students and teachers and would empower teachers to motivate and engage students.
- **Rural technology promotion project in partnership with IIT Delhi:** Moody's has partnered with IIT Delhi to develop a low-cost sheep-hair-shearing device to help shepherds in Uttarakhand and Himachal Pradesh. This device can substitute the device typically imported by shepherds. The initiative is expected to generate employment opportunities and increase the income of people in rural areas, as fleece sheared using a mechanized device fetches a higher price.
- **Project Stree Shakti:** The project focuses on creating income-earning opportunities for 64 women of RiBhoi district in Meghalaya by setting up a jackfruit chips production unit. The group will be able to generate enough income to sustain the facility and may be expanded to include other processed products.





MRHFL provides home loans to the under-served of rural India. We strive to touch their lives in a holistic way ranging from transforming their homes to making customers financially literate to improving the overall quality of their lives through a myriad of sanitation, health and other community development initiatives. This to me is truly Transforming Communities.”

**Anuj Mehra**  
Managing Director  
Mahindra Rural Housing Finance Ltd.

## Mahindra Rural Housing Finance Limited

### Brief

Mahindra Rural Housing Finance Limited (MRHFL), a subsidiary of Mahindra and Mahindra Financial Services Limited (MMFSL), has been established to provide Home Loans primarily in rural areas. As per the Mahindra Group, MRHFL is the designated “RISE business” which means our raison d’être lies in generating value through uplifting the community at large.

MMFSL has been operating in Rural India for over 25 years by concentrating on financing farm equipment and vehicles for the under-banked customers. MRHFL identified a market for Home Loans designed specifically for the underserved, fulfilling its mission of “Transforming Lives”. Since inception in April 2007, MRHFL has opened operations in 13 states namely: Maharashtra, Gujarat, Rajasthan, Madhya Pradesh, Tamil Nadu, Andhra Pradesh, Telangana, Uttar Pradesh, Uttarakhand, Chattisgarh, Karnataka, Kerala and Bihar.

### Our Mission

Our mission involves Transforming Lives by establishing the credit worth of our customers and providing them with a sense of self-worth through providing service right at their doorsteps.

Our business model Shared Value not only helps us improve ourselves, but also develops the community simultaneously. Our customer base ranges from farmers, daily wage earners and shopkeepers for whom owning house is only a distant dream. It is our constant endeavour at MRHFL to fulfil this dream and help them Rise.

### CSR

#### Raising Hope and Fueling Livelihoods

Offering Home Loans primarily in rural and semi-urban areas of India is MRHFL's raison d’être. Our business exists to help transform thatched huts and mud-plastered walls into beautiful, safe structures which house the loved ones of our customers. Apart from our business, our mission, “Transforming Lives”, is also a big part of who we are as an organization. The efforts we take to realize this vision help us establish the credit worthiness of our customers & develop their self-worth.

MRHFL has adopted the business model of Shared Value developed by Michael E. Porter and Mark Kramer. This model focuses on implementing operating practices that enhance the business while simultaneously improving the social and economic conditions in the areas in which a company operates. Hence MRHFL, while focusing on developing itself, also works to give back to the community at the same time. Giving back, thus becomes an integral part of our business model.

Additionally, our CSR projects are also a big part of Giving Back. They are envisioned with a view to staying aligned with Mahindra's 3rd RISE pillar, Driving Positive Change, which entails bringing about positive change through all our endeavors. With the aim of taking this dream forward, our CSR projects maintain focus on key themes like hygiene, sanitation, literacy, health and the environment.



### Objectives of MRHFL's CSR Initiatives

Through our CSR endeavors, we consistently aim to:

- Initiate projects specific to the need of the hour
- Generate goodwill in communities
- Encourage increased commitment from employees towards volunteering for CSR activities

We believe that moving forward both in business and in life requires giving back to the community. Our employees are the ones who best embody our will to give back, as they are the driving force behind our CSR initiatives. Our widely dispersed workforce hails from the same backgrounds as that of our beneficiaries. The affinity towards their native land and its people, drives our employees to go above and beyond and help transform the communities they are from. It makes them extremely proud to be recognized by the people in their communities, while their association with MRHFL gives them an opportunity to help and develop the lives of those in need.

### Our Foremost CSR Projects

MRHFL also undertakes CSR calendar activities in collaboration with Mahindra & Mahindra Financial Services Ltd. Additionally, the following initiatives are some of the most important CSR activities of MRHFL that have been serving the purpose of helping the underprivileged and underserved rise in rural areas. These projects are unique to our organization as they have been carried out with a view to aiding the specific rural demographic spread across the country.

Following are some of our key initiatives undertaken in F18, that focused mainly on hygiene & sanitation, environment, education and digital literacy:

- 1) **Sanitation and Hygiene project:** In continuation of the sanitation and hygiene initiative conducted in Paithan in 2017, we partnered with M&M Ltd. for carrying out the 1000 villages project (VSTF – Village Social Transformation Foundation) to build 175 individual household latrines (IHHLs) in Deoli tehsil of Wardha district. Through this activity, we aim to further help the Group contribute to the cause of village development and align with the “Swachh Bharat



Abhiyan” of the Government of India. MRHFL has invested Rs.50.67L towards this cause and construction of 175 IHHLs sanitation units is underway.

- 2) **Digital/Financial Literacy Project:** We collaborated with Common Service Centre (CSC) - the SPV of Dept of IT & Telecom, Govt. of India, to educate and certify villagers on digital/financial literacy. The main aim of the project is to enhance the digital skills of individuals and make them employable. The activity is being conducted in villages of Maharashtra and Bihar entirely through mobile vans, to achieve greater dissemination and reach. These vans are designed to support all the necessary equipments like laptops, mobile phones and internet connection to effectively train the beneficiaries. 3 such vehicles have been donated to the respective villages.



- 3) **Shabaash Scholarship Program:** MRHFL introduced a scholarship program in 2017 for providing financial assistance to under-privileged students studying in class XII. As a part of the scholarship, 625 students in class 12 from 57 colleges and schools, with annual family incomes of equal to or less than Rs. 2 lakhs were presented DDs worth Rs. 8000. A special felicitation ceremony was also held in their colleges/schools in Maharashtra, Tamil Nadu, Gujarat and Andhra Pradesh, in the presence of MRHFL employees and college administration. Through this scholarship program MRHFL hopes to help create a more empowered, vigilant and enlightened group of young people and help them rise to their full potential without being constrained by monetary drawbacks. The program is being taken forward this year as well, where we will be awarding scholarships to 750 students.
- 4) **Veterinary camp:** The veterinary camp for rural livestock was an initiative piloted in Chengam Taluka of Tamil Nadu, in partnership with the Tamil Nadu Government Animal Husbandry Department, Tiruvannamalai. With a view to enriching the livelihoods of the rural citizens, their cattle and livestock were screened for diseases and treated free of cost by 25 veterinary doctors, including 3 specialists and their team of 25 medical assistants. Employee and community volunteers were also a large part of the implementation process. This particular activity covered 9 villages and benefitted 3389 animals and 1130 farmers. In light of the success of the activity, more camps will be conducted this year in Tamil Nadu and Madhya Pradesh.

Through its CSR initiatives, MRHFL marches towards a brighter, safer, healthier and cleaner tomorrow. We are determined to be the catalyst for change and for the transformation of lives.







“We recognize the importance of contributing towards development of the underprivileged sections of the society and are committed to execute it responsibly”

**Yogesh Agrawal**  
Managing Director  
Ajanta Pharma Ltd.

## Ajanta Pharma Ltd.

### Brief

Ajanta Pharma is a specialty pharmaceutical company engaged in development, manufacturing and marketing of quality finished dosages. We produce a comprehensive range of specialty products targeting different therapeutic segments for treatment of patients, customized to each market we are present in. We clearly understand our customer's needs and use cutting edge technology to present innovative solutions. Our business includes branded generics in emerging markets of Asia and Africa, generics in the developed markets of USA and institution sales.

### CSR

Corporate Social Responsibility at Ajanta Pharma stems from the ideology of providing sustainable value to the society in which the company operates. While meeting the interests of our stakeholders, we recognize the importance of contributing towards development of the underprivileged sections of the society and are committed to execute it responsibly. Through our small contribution, we aspire to improve the quality of life of the weaker sections in the society by making available some basic necessities which are not easily accessible and/or available to them.

### CSR Policy

The programs under Ajanta's CSR policy primarily rest on 4 broad categories: Healthcare, Education, Community Development and Ecology. These programs are aimed at long-term sustainability and inclusive development. With special emphasis on areas around Company's operational locations, the programs are designed and implemented taking into consideration specific needs of each area.

1. In Healthcare, our aim is to provide medical assistance to rural underprivileged living in remote village areas with initiatives like:
  - A. free medical camps for health, eye, cataract surgeries, family welfare and related areas
  - B. Developing basic infrastructure around government hospitals for people visiting from remote areas like shelter, subsidized food and similar facilities

2. In Education, our efforts concentrate on providing quality learning at affordable cost in rural areas by aiding schools, vocational skill centers and related institutions.
3. In community development we advocate and support sustainability in rural areas giving assistance for safe drinking water, community halls, parks, welfare of victims of natural calamities, amenities in government hospitals, and subsidized meals for needy patients' relatives, other such initiatives.



4. For maintaining a balance in the eco-system, we support and initiate programs for continual improvement in Environment, Health and Safety standards.
5. On selective basis, we contribute to Government, voluntary organizations and academic institutes working on any of the causes listed in Schedule VII of the Companies Act, 2013 & Rules framed thereunder.
6. The surplus arising out of the CSR projects or programs or activities shall not form part of the business profit of a company.

Company may undertake its CSR activities as described in Schedule VII of the Companies Act, 2013 (i) on its own or (ii) through a registered trust or a registered society or a company established under section 8 either singly or along with its holding/subsidiary or associate company or (iii) by any trust, society or company having an established track record of three years in undertaking similar programs or projects.

### **Budget**

Minimum of 2% of the Average Net Profit (before tax) of the preceding three years will be allocated every financial year for CSR activities. The expenditure incurred on capacity building programs such as training, workshops, seminars, conferences, etc. and on corporate communication strategies for engagement of all stakeholders, whether internal or external to implement CSR of the company will be accounted as CSR expenditure. Unspent CSR budget of the Company, if any, in any financial year will be allowed to lapse and will not be carried forward in next year.

### **Monitoring and Review**

The company Board has formed CSR Committee who will oversee the policy execution and prepare monitoring mechanism to ensure implementation of the projects, programmes and activities proposed to be undertaken by the Company as per the Policy. The CSR Policy shall be periodically reviewed and appropriately revised by the CSR Committee.



### Major Project/Program Brief:

As per the year 2017 estimates of World Health Organization (WHO), about 39 million people are blind worldwide with the highest 12 million coming from India. WHO also cites cataract as the leading cause of blindness.

In India millions of people develop cataracts in their eyes bringing visual impairment every year. This can be avoided or cured. Unfortunately a large

number of rural population does not have access to critical care and needs to travel more than 30 kms to seek this.

Ajanta Pharma Ltd is one of the top three players in ophthalmology in India and is conscious of its responsibility to provide treatment to the underprivileged. It organizes regular eye camps in rural areas, 1st for diagnostic and later for eye operation under its CSR programme.

The CSR team visits remote villages, publicizing these camps, counselling patients who need cataract surgeries, transporting them in hired ambulances and attending to their needs. In these camps, patients are screened for eye diseases and those who require cataract surgery are operated at the camp site or in a nearby hospital. Apart from cataract surgeries, preliminary vision tests are performed to check the exact eye problem faced by the patient like eye infections, vision loss caused by nutritional deficiency, etc.

In Financial year 2017-18, about 1200 such diagnostic eye camps were organized in rural and tribal parts of the country in which more than 1,50,000 patients benefited from free eye check-up and about 66,000 cataract surgeries were performed restoring eyesight of the underprivileged. Ajanta Pharma now aims to provide vision to more than 1,00,000 cataract patients annually.





“Our values of Safety, Integrity, Excellence, Cost Consciousness, Care, and Respect have stood the test of time, creating trusting relationships with the community which the Company proudly serves and out of this trust our Company's reputation as a force for good has grown whilst today BALASORE Alloys Limited is amongst India's leading manufacturers of high carbon ferro chrome.”

**Anil Sureka**  
MD  
Balasore Alloy's Limited

## Balasore Alloy's Limited

### Brief

Balasore Alloy's, formerly Ispat Alloys Limited is part of the renowned Ispat group of Companies, a major business house in the country, promoted by the Mittal's. The groups companies are spread across several countries besides India. Balasore Alloys was incorporated in the year 1984 at Balasore, Orissa and at present it has two plants per annum 170,000 MTPA. With multiple furnaces of different capacities, the company has the flexibility to produce different grades of Ferro Chrome as per market dynamics. This adds to the competitive advantage of the organization as a range product mix can be maintained at the same time even with lower quantity requirements. The company has captive mines in different locations in Sukinda Valley at Jajpur Road (Orissa). The mines take care of the Chrome ore requirement of the company. BAL is one of the few Ferro Alloys manufacturing companies in the country having captive mines and this is a major competitive advantage since availability of Chrome ore is very uncertain and the price is volatile. Other raw materials are sourced from both Domestic and International Markets. The products of the company enjoy international reputation. The company is IMS (Integrated Management System) certified for Plant site at Balasore and its Mines at Sukinda Jajpur, Orissa. Various management excellence initiatives like Six Sigma, TPM, Supply Chain Management and Performance Management Systems are in place to promote excellence in all areas and improve the overall efficiency of the company.

### CSR

Balasore Alloys Limited ('BAL') is a Ferro Chrome manufacturing company with experience exceeding three decades. The Company's long-term CSR vision is to continuously serve its community through value creation for all stakeholders. The Company's core values include:



- Safety: We strive to provide a safe working environment for the wellbeing of our people.
- Integrity: Our aim is to act ethically and take responsibility for our actions.
- Excellence: We endeavor to achieve key deliverables by focusing on quality, sustainability and innovation.
- Cost-consciousness: Our mission is to operate in the most cost effective way and continuously create value for all stakeholders.



- Caring: Our priority is to treat our people with dedication, respecting applicable laws and being conscious of social accountability.
- Respect: We value our relationships and our communication with all stakeholders, based on transparency, co-operation and mutual respect.

BAL's CSR is based on sustainable development and inclusive growth. BAL is working across its business operations to encourage sustainable communities. We believe that a Sustainable Community is one that:

- Enjoys trusting stakeholder relationships in an inclusive environment which treats all community members equally and this is achieved through continuous strategic engagement;
- Enjoys a sustainable local economy that offers productive employment opportunities and good economic returns to its members in synergy with the principles of environmental sustainability and workforce localisation;
- Enjoys widening access to social infrastructure, such as for example water, sanitation, and education.

BAL seeks to contribute to the development of sustainable communities by supporting a sustainable local economy, which is continuously enhanced through access to social infrastructure; that is inclusive and equitable; and that is built on the foundations of trusting relationships and partnerships in continuous strategic engagement with all stakeholders.

BAL provides its workforce with opportunities to support its CSR Activities through volunteerism to connect with the local community and create social and business impacts.

### **Approach**

The Company's CSR Activities revolve around six guiding principles:

1. Impact – All CSR activities have well-defined KPIs to measure their impacts. For high impact projects, there will be independent, third-party assessment and feedback.
2. TVM Methodology – BAL's delivery of TVM is based on strong business principles informed by



sensitization, conditioning and innovation in the following key areas: (1) natural resource development; (2) women empowerment; (3) rural infrastructure; (4) health promotion; (5) renewable energy; (6) education; (7) community engagement; (8) capabilities/skills and livelihood development.

3. Partnerships – BAL strives to forge strategic collaborations with the CSR stakeholders in order to enhance the outreach of the Company's CSR activities.
4. Short-term, Medium-term and Long-term Planning – The needs of the community are assessed through baseline surveys, and are ordered through short, medium and long-term planning categories. These are in turn addressed through appropriate activities to help plan for the future.
5. Communication – BAL maintains effective channels of communication with all stakeholders, so that their feedback is analysed, responded to and, where appropriate, acted upon.
6. Scalability – In order to achieve sustainable communities, priority is given to strategic projects that have the potential to scale up through incremental investments and volunteerism.

### **Governance**

The Company's Board of Directors is responsible for implementing the mandate of BAL's CSR Policy and ensures that CSR Activities are carried out in accordance with the Company's CSR Policy read together with the Companies' Act and CSR Rules. The CSR Committee of the Board governs and reviews the CSR Activities of the Company from time to time. The CSR Committee recommends the CSR Annual Strategic Plan to the Board for its approval.

### **Scope**

The Board ensures that the CSR Activities that are undertaken by the Company are within the scope of the following areas:

1. Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and making available safe drinking water;
2. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;
3. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;



4. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water;
5. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional and handicrafts;
6. Measures for the benefit of armed forces veterans, war widows and their dependents;
7. Training to promote rural sports, nationally recognised sports, Paralympic sports and Olympic sports;
8. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Caste, the Scheduled Tribes, other backward classes, minorities and women;
9. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;
10. Rural development projects;
11. Such other activities as may be specified under the Act or the CSR Rules from time to time.

BAL performs rigorous auditing, evaluation, monitoring and reporting processes of its CSR activities, including through validation by third parties.

### **Impact**

BAL's flagship projects include:

- One Village is taken as ODF
- Construction of Smart community toilet
- Tailoring training centre for woman empowerment
- Overhead tanks and water supply to the villagers
- Solar lights for village road
- Health camp, blood donation camp, Free medicine distribution as per doctor's prescription
- Water tanker facilities in every summer seasons
- Drain cleaning, pond cleaning in Swachh program





“If profits are oxygen to an organization, corporate social responsibility is its heart.”

**Nagaraju Srirama**  
CEO  
J.K Fenner (India) Limited

## **J.K Fenner (India) Limited**

### **Brief**

JK Fenner was established in 1956 and acquired by JK Organization in 1987. The company is a member of the JK Group Organization, since 2004.

Production - Oil seals and Hoses for Industrial & Automotive Applications and Aerators, Gear Boxes & Geared Motors for Industrial applications, besides Power Transmission Accessories-Pulleys, Couplings, Rubber Rolls, Belts Tensioner, Control Cables and Cotton Yarns.

Enhanced Product Portfolio by Introducing Green Cover Belts, and Elastic belts along with JK Pioneer Range of Components- Vibration Dampener, EDPM Hoses, Engine Valves, Belt Tensioner & Control Cables.

Undisputed Leadership in Industrial and Automotive belts for Over 60 Years in India, Offering Total Power Transmission, Sealing & Fluid Transfer Solutions.

Five State of art Plants- Madurai (Kochadai & Nilakotai) & Sriperumbudr in Tamil Nadu, Patancheru & Pashamailaram in Telengana. It also has Three R&D Centre in Chennai, Madurai & Hyderabad.

JK Fenner has 12 Branch Offices at multiple Locations in the Country with more than 900 Channel partners.

Certifications - ISO 9001 TS 16949 for Quality, OHSAS 18001 for Health and Safety & ISO 14001 for Environmental Protection.

Our Madurai and Patancheru units have won National Awards.

Customer Centric Approach- Engineering Seminars, Trade Fairs, Drive Check Campaigns, Energy Audits, Fenner Shoppe, Road Shows, Cluster Meets etc.

Exports Reaching Over 50 Countries in the World.

### **CSR**

Well before the Corporate Social Responsibility (CSR) became mandatory for companies, JK

Organization (J.K.Fenner India Ltd.) assigned the highest priority to the welfare of workers, families and communities living proximate to its manufacturing facilities. For years projects were implemented around with the people's need in mind.

By leveraging trust and community partnership, JK Fenner establishes a strong presence among villages near to its manufacturing facility covering 2 states of Tamil Nadu and Telengana.

The CSR initiatives of the organization focus on primarily on 4 pillars.

1. Self Help Group
2. Health Care
3. Water & Hygiene (Sanitation)
4. Education.

#### **SELF HELP GROUP**

Under Self Help group initiative enabling employment generation and sustainability with Women empowerment, we have provided occupational skill training for women in Tailoring and Embroidery enabling them to make a livelihood. So far 140 village women have been trained.

In another initiative we have supported a Group of women with Sanitary napkin manufacturing facility, sponsoring the entire production facility for Rs.2.62 Lakhs at the village level giving sustainable employment for 8-10 village women in Madhuramangalam, near Sriperumbudur. They will be producing the napkins at the village and marketing them to village women with twin benefits

- 1) Ensuring the awareness and usage of Sanitary napkin among village women.
- 2) Giving Employment opportunity to village women in their village itself without relocating.

We have setup a Skill Training Project for women in Sriperumbudur near Chennai wherein they will be trained in skill for Beautician course, Tailoring and Embroidery which will help them to make their livelihood through employment or setting up their own enterprises. We are training a total of 160 Women for the above Skills in the Current Year with a Project Cost of Rs.21.00 Lakhs under NSDC (National Skill Development Council) certification.

#### **HEALTH CARE**

As part of our Health initiative we have conducted Free General health and Eye screening camp in the villages. 20 Eye screening camps were conducted benefitting 2800 villagers & giving Free Spectacles to 980 beneficiaries and 4 General health camp were conducted benefitting nearly 1700 villagers.



Villagers identified with cataract are operated free of cost with intra ocular lens in the hospitals of Sankara Nethralaya, Chennai. Under our health initiative even high end problems of retinal disorder and glaucoma are being treated free.

Under the health care initiative we have been contributing for Food of 90 HIV infected children who are being rehabilitated in home. This programme is taking place round the year in Hyderabad.

## **WATER & HYGIENE**

As part of CSR Initiative, JK Fenner India Ltd. in the last 3 years has undertaken good no. of initiatives to provide clean Drinking water by providing 17 RO plants to schools, Orphanages and Old Age Homes.

In 3 villages we have set up ATM (Any time water machine) Water Project providing Clean & Pure drinking water to entire village population by building RO Plant in the state of Tamil Nadu and Telengana. As an organization we have spent nearly Rs.59.90 lakhs on this project.

In another initiative of Water, we have provided bore well as well storage tank for the inmates of Jail near Madurai who have taken up irrigation as part of their occupation in Open Jail where they are spending last leg of their sentence. Due to paucity of water, irrigation was getting affected and it is supplemented by our initiative with Bore-well & Storage Tank. Now they are able to produce yields like Green Chili, vegetables, Cashew etc.

Under Hygiene, we have taken up Swachh Bharat (Construction of Toilets/Bathrooms) for Girls Schools. We have built a total of 21 toilets for girls schools (Near Hyderabad- 7 Schools, Near Madurai- 6 Schools & near Sriperumbudur (Chennai- 8 Schools.) at cost of Rs.52.50 Lakhs.

Under Prime Minister of India Shri Narendra Modiji's Swachh Bharat Abhiyan we have constructed nearly 1110 Individual House Hold Toilet (IHHT) for villagers below poverty lines in the villages near our Madurai/Hyderabad & Sriperumbudur manufacturing units benefitting nearly 1110 families at a total cost of Rs.77.00 Lakhs from our organization part. 2 Villages have been made ODF.

## **EDUCATION**

Adult Literacy Program which is a flagship project of JK Organization as a group in Education. In this initiative, so far 4896 Adults have been educated. Women and natives near our manufacturing sites in Hyderabad & Madurai are imparted basic Primary education like writing their names, filling up of Bank challan, alphabets & words in English and local vernacular.

Beside 1 district Jail and 4 Sub district Jails were adopted and inmates were educated as part of their reform.

Creating Awareness and Motivating learning process among children through Single Teacher Schools, nearly 3600





children have been educated. This intervention prevents/minimizes the drop out from main stream education (Regular schools). This initiative is spread over 30 villages near Sriperumbudur (our manufacturing site). This project is being active with the support of JK Fenner India Ltd. for the last 5 years.

Besides 4 Pillars a Green Village Project, Pommampatti, near Madurai is adopted for development on a two year Project. The aim of the project is make village self-sufficient and villagers are provided with opportunity of self-employment.

- Enhancing Natural Resource Base (Water check dam/ renovation of village pond/roof water harvest/ bore-well /storage tank).
- Setting up community RO system/house hold toilets.
- Plantation of Trees (Drum Stick, Lemon, Guava, Mango and Jasmine)
- Sustainable agriculture (Stabilizing yield/reducing cost of production)
- Energy efficiency - Insulating home, LED lights, Smokeless stove.
- Green livelihood- Cattle rearing, Bee keeping, poultry, tailoring.
- Handicrafts & driving.

We have also involved ourselves in environmental sustainability by plantation of trees and de-silting of lakes and ponds. Revamping of water resources at Maduari Vavelkarai Kanmai where nearly 29.44 hectares were restored.

We have encouraged sporting talent of differently abled Girl badminton player by sponsoring her for training and sporting aids. Miss Jenika Arnika (Deaf & dumb) talented badminton player represented in Silent Olympics for India.





“The NSE CSR programs are designed to bring a transformational change in communities, through participatory programmes that engage and involve all stakeholders to create sustainable outcomes.”

**Vikram Limaye**  
MD & CEO  
NSE

## National Stock Exchange (NSE)

### Brief

National Stock Exchange (NSE) is a premier stock exchange of the country. NSE changed the market through technology, innovation and new products and service initiatives when it commenced operations in 1994. Today, it is a symbol of credibility, trust and commitment to the financial well-being of all.

NSE has a fully-integrated business model comprising our exchange listings, trading services, clearing and settlement services, indices, market data feeds, technology solutions and financial education offerings. NSE also oversees compliance by trading and clearing members and listed companies with the rules and regulations of the exchange.

NSE is a pioneer in technology and ensures the reliability and performance of its systems through a culture of innovation and investment in technology. NSE believes that the scale and breadth of its products and services, sustained leadership positions across multiple asset classes in India and globally enable it to be highly reactive to market demands and changes and deliver innovation in both trading and non-trading businesses to provide high-quality data and services to market participants and clients.

### CSR

#### Introduction

National Stock Exchange represents and believes in a greater good which reaches beyond the boundaries of its business and this philosophy is embedded in two concepts: Save and Seva that are applied in day to day functioning of the Exchange.

The “Save” philosophy includes financial literacy, which is a significant life skill and essential to today's digital age. The key to inculcate individual financial responsibility and prudence is to groom children and youth in schools, colleges and universities through various financial literacy programs



The “Seva” concept is established in the environmental consciousness and ethical practises along with CSR. To ensure a better tomorrow for future generations, NSE invests in renewable energy, water conservation and energy conservation with high standards of corporate governance.

### **Core Philosophy**

NSE is committed to providing long term support to CSR programs that are Focused, Innovative, Niche, Impactful, Tracked and Engages (FINITE) with a wide variety of relevant ecosystem enablers. The initiatives strive to create inclusive societies while meeting the social, economic and environmental responsibilities. This strategic approach has resulted in the implementation of impactful programs which are innovative in their approach and customised to the local context.

### **Focus Areas**

The key focus areas of intervention are Primary Education, Elder Care and Sanitation (Water, Sanitation and Hygiene) & Safe Drinking Water. The NSE CSR philosophy enshrined in the programmes undertaken in communities reach out to the underprivileged and marginalised sections of the population. The emphasis is on addressing the development gaps in the selected areas with a commitment towards all stakeholders and ensuring sustainable outcomes. NSE's partnerships with civil society organisations, having a strong grass root level presence and understanding of solutions for societal issues is a cornerstone of these programmes. NSE CSR has also included research and economy and policy etc. as part of the focus areas to undertake research studies with reputed educational institutions.

To support the Government of India's vision and strong commitment to the 2030 Agenda, a district transformation strategy for focused development and outcomes has been adopted. Four districts have been selected out of the 115 aspirational districts identified by NITI Aayog to commence the programmes.

### **Geographical Reach**

NSE Group is currently supporting projects in more than 102 backward districts of Maharashtra, Rajasthan, Bihar, Madhya Pradesh, West Bengal, Jharkhand, Telangana and Tamil Nadu through 46 projects and reaching more than 4 lac beneficiaries from the most marginalized and disadvantaged communities.

## Primary education

The NSE CSR initiatives in Primary Education attempt to bridge the literacy gaps of children aged between 5 -12 years from disadvantaged communities. Through Shikshan Mitra model, NSE education projects reach more than 1.2 lac children. NSE also undertakes interventions through capacity building, training of teachers, strengthening School Management Committees (SMCs), training of volunteers (Shikshan Mitras) and mobilizing community support to ensure delivery of quality education.

The Shikshan Mitras (Friends of Learning) are a cadre of specially trained 'Education Mentors' who undergo intensive training based on customized education pedagogy developed for the underprivileged children to facilitate their learning attainments as well as for their holistic personality development. Through the scaling up and replication of the Shikshan Mitra model. The rural education projects which have stemmed out of the Shikshan Mitra model are being implemented on a large scale and positively impact tribal communities such as the Tharu, Khatkare, VJNT, Malayali, Irular, Santhal, Chhau, Sahariya, Bhils and Paharias to name a few.

### FICCI Award winning Model Project – Chunauti

Project Chunauti was initiated as a TISS field action project in the Mankhurd MDC Home on the directives and under the supervision of the Mumbai High Court after around 110 children were rescued from Government Homes for mentally deficient children. The project is a reformatory, educative, rehabilitative and skilling programme for the rescued children many who were mentally disabled and had undergone traumatic experiences. The project then expanded its purpose to include setting up of models and systems within all the 19 State run MDC Homes in Maharashtra which includes training of department officials and the care giving staff of the Homes. The success of the programme can be seen with three of the children completing a hospitality course and now ready to be employed and many more being enrolled into either the NIOS or studying further under the SSA programme.

### Sanitation and Safe Drinking Water

NSE CSR's initiatives in WASH (Water, Sanitation and Hygiene) programmes are aligned to the goals of the Swachh Bharat Mission and Swachh Bharat Swachh Vidyalaya. The projects currently implement WiNS – Wash in Schools to support the literacy interventions.

NSE CSR supports retrofitting of existing sanitation infrastructure in schools, creation of operations and maintenance protocols for maintenance of facilities after handover and extensive behaviour change communication (BCC) to build awareness on sanitation, safe drinking water, solid waste management and hygiene practices.



NSE has initiated a WASH project in partnership with the Tribal Development Department, Govt. of Maharashtra and UNICEF (technical advisor to the project) which aims to retrofit and conduct Behaviour Change Communication (BCC) in 172 Ashramshalas which will reach 70,000 children. Ashramshalas are residential schools which were set up to ensure basic education and development of the tribal children. The project apart from ensuring access to basic WASH facilities and adaptation of critical hygiene practices including Menstrual Hygiene Management is also strengthening institutional support to ensure operations, maintenance and sustenance of the project impact.

The same model is replicated by NSE CSR in Rajasthan and Madhya Pradesh with 200 Kasturba Gandhi Balika Vidyalayas (KGBVs) in each State for 60,000 girl students

### **Elder care**

National Stock Exchange Foundation (NSE Foundation) recognises the fundamental challenges for the elderly from the underprivileged and vulnerable sections of the Indian population. NSE Foundation's elder care interventions aspire to create a supportive ecosystem for the elderly so that they live a dignified life free from loneliness. The emphasis is on recreation of social bonds through formation of community collectives engaging families and immediate communities involved to secure the well-being of older people.

NSE funded projects under the elder care segment concentrate on enhancing the holistic well-being of the underprivileged ageing population. The programmes focus on creating an enabling environment for senior citizens to access existing government welfare schemes such as pensions, awareness and access to health care as well as social and emotional well-being. NSE has adopted the empowerment model for elder care projects in which Elderly Self Help Groups (E-SHGs) are encouraged to be formed to create independence among its members. NSE is impacting more than 50,000 senior citizens through its programmes.

In accordance with its larger vision of facilitating financial well-being of people, NSE initiated the project Shraddha, to foster comprehensive and sustainable interventions for financial, emotional, social, health awareness and support to underprivileged senior citizens across four rural backward pockets of Bihar, Maharashtra, Telangana and West Bengal through the formation of Elder Self Help Groups (ESHGs) which when mature will turn into registered federations for livelihood generation.

### **Employee Engagement**

NSE had formed a CSR Society Focus Group (SFG) in 2012 to strengthen CSR initiatives and encourage employee volunteering activities. The members of the group organise various programmes and events to create awareness and sensitivity among employees on social issues. Events related to environmental awareness, child rights, social entrepreneurship, observing international and national days of importance and project site visits are organised by the group for employees. These activities and events create a link for all employees with the CSR activities of NSE and makes them feel part of a greater good.



## Conclusion

Central to the programs has been the participatory approach adopted across the projects. The projects involve various stakeholders that include state and non-state players. Through the projects, intensive and innovative methodologies have been developed to sustain the impact of the projects. Training and building the awareness levels of the community has brought in a more responsible citizenship and ownership of the projects by the community members.

The learnings accrued from all the projects are absorbed into the next tranche of projects and modified based on the context and complexity of the issues which makes it a fulfilling journey for all the stakeholders involved with the NSE CSR projects. The CSR projects of NSE are a proof of its commitment to the cause of marginalized communities and the social development of our nation.





“Transforming everyday living for communities is an integral part of our Corporate Responsibility at Sterlite Tech. This is reflected from our consistent commitment to create a positive impact particularly in the areas of Women Empowerment, Healthcare, Education and Environment.”

**Dr. Anand Agarwal**  
Group CEO  
Sterlite Technologies

## Sterlite Technologies Limited

### Brief

Sterlite Tech is a global technology leader in smarter digital infrastructure. It engages in six continents and more than 100 countries, with a digital networks business spanning optical communication products, network and system integration services and OSS/BSS software. The company has a unique silicon-to-software capability, which is unparalleled in the world, enabling it to design, build and manage smarter data networks for Global Service Providers, Smart Cities, Rural Broadband and Large Enterprises, such as defence.

Sterlite Tech is a global leader in optical communication products through manufacturing operations in India, China and Brazil. It enables eight among top 10 global telecom operators with its fibre for tower/data backhaul and last-mile connectivity. In India, over 40% of all data travels on Sterlite Tech's fibre.

Sterlite Tech is committed to innovation, and boasts India's only Centre of Excellence for broadband research, and a portfolio of 155 patents. Sterlite Tech Academy, another initiative, aims at creating a certified talent pool of smarter network professionals. A few of the recent accolades the company has received include position improvement from 'Niche' to 'Visionary' in Gartner's Magic Quadrant for Integrated Revenue and Customer Management and endorsement as the 'Broadband Infrastructure Leader' at the Telecom Leadership Forum.

### CSR

Sterlite Tech's vision – 'Transforming Everyday Living by Delivering Smarter Networks' ensures that the company; through a data-driven, disruptive approach becomes a transformative force in powering a New, Connected and Inclusive India. The company's CSR initiatives are seamlessly interwoven in its business operations. Connectivity, Innovation and Sustainability are thus not only the predominant criteria for all the company's businesses, but also the overarching themes to Create Shared Value.

The UN's Sustainable Development Goals and 10 principles of the UN Global Compact Network have a strong influence on how Sterlite plans and implements its CSR and Sustainability initiatives. This

approach has not only enabled Sterlite to be a responsible corporate entity in the geographies it operates in, but also enabled it to focus on sustaining its triple bottom line impact through "green-clean-lean" technologies.

Sterlite's Sustainability vision - "Be responsible leaders in ensuring India's connected future is inclusive for all" is positioned on four key pillars –

1. **Community:** Delivering life changing services and technologies to empower communities.
2. **Environment:** Developing system-wide approaches that will reduce Sterlite Tech's eco-footprint ensuring economic returns in the long run
3. **People:** Ensuring that people are healthy, safe, engaged and inspired to drive inclusive, equitable growth
4. **Conduct:** Creating ethical and sustainable practices, policies, and business models that will support and align to business growth and the economic development of communities.

Based on these four pillars, the company has selected specific thematic areas for conducting its CSR and Sustainability work. These include –

## 1) Education

Facilitating the provision of quality education for students from economically deprived communities, not only benefits them in the short-term, but also impacts their aspirations and mindsets towards higher learning, self-confidence and income-earning opportunities for the future.

Under the Public Private Partnership framework, a partnership was developed between the Municipal Corporation of Greater Mumbai (MCGM) and Sterlite Tech to teach reading skills in English in public schools. The company leveraged the use of Virtual Classroom infrastructure installed by MCGM to provide online learning and development to students and teachers, in order to enhance student-learning outcomes across 480 schools in the city. The programme connects classrooms to live studios from where teachers deliver lectures to interact with dozens of schools and their students simultaneously.

## 2) Health

Sterlite Tech's primary focus is on ensuring good health and well-being for the communities where the company operates in. It is thus integrated into every initiative's implementation plan irrespective of the main target area (eg. Jeewan Jyoti, Gram Samruddhi, etc.).

Sterlite Tech's health projects have been the longest running initiatives and have impacted



close to 2,00,000 people till date. The company's health interventions such as the Mobile Medical Unit are focused towards preventive and curative healthcare solutions to people in remote rural areas that do not have access to basic health facilities due to geographical or financial limitations.

### 3) Livelihoods and empowerment

In alignment with the Government of India's Skill India Mission, Sterlite believes that empowerment drives progress. Through vocational training, we endeavor to provide communities; especially women with skills that enable them to access livelihood opportunities. This in turn has enabled Sterlite to bring about gender equality, create decent work opportunities, economic growth, and thus, alleviation of poverty in several villages through its Jeewan Jyoti Women Empowerment Institute (WEI), Gram Samruddhi and Patient Assistant initiatives.

Jeewan Jyoti WEI has empowered over 900 women through vocational training and life skill projects. Since inception, students from over 93 villages have enrolled under the various courses at Jeewan Jyoti WEI impacting 4655 individuals indirectly through the students who have passed out from the institute.

### 4) Environment

Preemptive and innovative solutions to address environmental issues that plague the communities in regions where it has its operations are not just a CSR focus area, but also an integral part of the company's Sustainability agenda. Apart from various health and community related initiatives, Sterlite Tech has also identified climatic and environmental problems related to the regions it has its operations in.

The company has its Glass and Optic Fiber manufacturing plants in Aurangabad. In view of the drought conditions in this region, Sterlite adopted a 4R approach to counter the issue – Reduce, Reuse, Recycle, and Replenish. Firstly, it realigned its own processes to reuse waste water directly and ensured Zero Water Discharge as well replenish through rain water harvesting. This has enabled Sterlite to reduce its operating costs and water consumption as well as lower its water footprint in the region. Secondly, it undertook Project Jaldoot, through which community ownership and water literacy has prevented drought conditions in 11 villages the project was implemented in. The project replenished over 785,000 cubic meters of water, which is almost 2.65 times the amount of water Sterlite uses at its plant. Innovative techniques like hydrogeology studies and construction methods helped create water tables where it was not possible before and also ensure the longevity of the redeveloped structures.





In an endeavor to reduce the effect of industrialization in the area, Sterlite has planted over 8000 trees between 2014-2017 through Project Green Belt and Gram Samruddhi enhancing the green cover in the region.

Energy and power conservation initiatives, reuse of waste paper and travel reduction are undertaken across locations at Sterlite Tech.

The company utilizes its technical know-how in connectivity and last-mile access to provide innovative, sustainable and unique solutions; which enables it to proactively give back to the communities that it operates in. Thus, through long-term solutions which are developed, Sterlite Tech ensures holistic development, infrastructural support, economic growth and improvement in the standard of living; which can be sustained even post the company's social intervention.





**FICCI CSR Award for Any other (for domains other than the above four categories)**  
*Private sector Companies with turnover of INR 3001 Crores per annum and above*



Operating responsibly and ethically is an integral part of Vedanta's core values. Our many CSR initiatives across India and Africa contribute significantly to uplift surrounding communities and foster a more equitable world. We are proud of the work we do and the lives we touch. We give back to the society by empowering women and children, enabling the youth, providing quality healthcare and more. These clearly demonstrates our values, it tells the world that we are a natural resources major that genuinely cares

**Srinivasan Venkatakrishnan**

CEO  
Vedanta Limited

## Vedanta Limited

### Brief

Vedanta Limited is a globally diversified natural resources company with interests in zinc-lead-silver, Iron ore, Steel, Copper, Aluminium, Power, Oil and Gas.

We strive for a positive impact on the communities we operate in and leave a legacy of pride.

Operating responsibly and ethically is an integral part of Vedanta's core values. We deliver on our commitments to all internal and external stakeholders by demonstrating these values through our actions, processes, systems and interactions. We constantly learn and develop; and endeavor to improve our operations. We are fully committed to working with integrity and have upheld 'uncompromising business ethics'. While our business has expanded over the last 3 decades into many locations around the world, our operations have positively impacted the communities we operate in.

Some of the ways we contribute include:

- Employment and careers:
  - Directly and indirectly we employ over 65,000 people
- Contributions to governments:
  - We contributed US\$ 6.2 billion to our host governments through direct and indirect taxes and royalties
- Social investments:
  - We have invested US\$ 17.63 million in community development initiatives

### CSR

Business and society are interdependent. Strong economic growth advances community development, which, in turn, promotes economic growth. At Vedanta, inclusive development has always formed an integral part of our progress and we continue to invest in initiatives that lead to equitable growth in society.

Our social programmes are designed to empower the impoverished and mainstream the marginalised, thus, partnering in their progress. The social interventions are developed using a needs-based approach. They seek to bring about long-term impact and are often implemented to supplement or enhance existing government programmes. Vedanta's CSR policy lists the following ten focus areas of work:

## SIGNATURE PROGRAMMES

Although the focus of all our development programmes is to partner with the communities for their progress, there are certain initiatives, which we consider as our Signature Programmes. These programmes are: Nand Ghar, Football and Healthcare through Hospitals.

### NAND GHAR

This is a pioneering initiative for children's well-being and education, along with women's health and empowerment. Vedanta signed an MoU with the Ministry of Women & Child Development in FY 2015-16 to construct 4,000 new-age Nand Ghars (Anganwadis) across India. It aims to touch the lives of around 4 million community members, while directly impacting around 200,000 children and around 180,000 women on an annual basis.

Nand Ghars are designed as state-of-the-art child friendly spaces that facilitate quality preschool education, primary healthcare and entrepreneurship training, besides being a convergence point for several government programmes.



Till now, 154 Nand Ghars have been started in Rajasthan, Uttar Pradesh, Goa and Madhya Pradesh. In Rajasthan:

- Over 1,000 children are being provided pre-packed, hot-served wholesome nutrition every day
- Around 150 Anganwadi workers/sahayikas have been trained to utilize TV for e-learning sessions and smart kits for interactive teaching sessions in all Nand Ghars



- Nearly 1,000 OPDs are being conducted every week by the Nand Ghar Mobile Health Vans
- More than 750 pregnant and lactating women are provided with immunization and regular health check-ups at Nand Ghars
- 72% children at the Barmer Nand Ghars are fully immunized, which is higher than the state average for Rajasthan (53%)
- 100% Nand Ghars have pre-defined curriculum for imparting pre-school education
- More than 1,600 women have been trained and 165 women have started their own micro-enterprises with nearly US\$ 27,000 (M 17.50 lakh) of credit distributed.



We plan to construct 250 Nand Ghars in FY 2018-19 and another 1,000 are in the planning process.

The Nand Ghar project was awarded the prestigious 'CSR PROJECT OF THE YEAR AWARD' for the year 2017 by India CSR Group, which encourages practitioners and organisations in India to build responsible and sustainable businesses contributing towards sustainable development of society.

## **FOOTBALL**

### **SESA FOOTBALL ACADEMY**

Established in 1999 on a reclaimed mine at Sanquelim, this started as a CSR programme at our Iron Ore Business, with the vision to become a premier academy in India. Till date, the Sesa Football Academy (SFA) has graduated 123 boys, some of whom have represented India internationally and many are pursuing their football career with major Indian football clubs.

Taking forward the commitment and passion to nurture the girl child through sports, we launched the 'Vedanta Women's Football League' in November 2017 with the support of Goa Football Association (GFA). Vedanta created history through this first-of-its-kind league by providing women footballers, a prominent platform to showcase their talent and skills.

137 women footballers hailing from all over goa participated in this league through 6 teams and made it a grand success.

### **ZINC FOOTBALL ACADEMY**

Hindustan Zinc has been organising the 'All India Mohan Kumar Mangalam Hindustan Zinc Football Tournament' in Zawar for the last 42 years.

Given this long and rich footballing tradition, the Company has now set up a Football Academy, which will not only have a residential academy, but also 64 community academies across five

districts. The residential academy also has a technology centre which helps bring more objective metrics to player assessments.

During the year, scouting camps were held across Rajasthan, evaluating nearly 3,500 children and shortlisting 56 of them for the residential academy. Currently, 58 community football centres are operational, including four centres for girls who made their debut in Rajasthan state championship and reached the semi-finals.



## **HEALTHCARE THROUGH HOSPITALS**

### **BALCO MEDICAL CENTRE**

The Vedanta Medical Research Foundation (VMRF), a voluntary, non-profit organisation, has been set up by BALCO, to contribute to the prevention, control and eradication of cancer and related illnesses.

VMRF'S first flagship initiative was to establish 'BALCO Medical Centre' - a 170-bed, state-of-the-art tertiary care oncology facility in Naya Raipur. This facility was inaugurated on 25th March 2018, and brings modern, comprehensive and high quality medical care within the reach of the population of central India in general, and Chhattisgarh in particular.

The services rendered include: Medical Oncology, Surgical Oncology, Radiation, Nuclear Medicine, Critical Care, Pain and Palliative Care, Laboratory Services, Radiology and Transfusion Medicine.

## **CHILDREN'S WELL-BEING AND EDUCATION**

Vedanta firmly believes in the power of education to unlock the potential of a nation. We therefore, have a broad spectrum of community interventions around education - beginning from pre-school and all the way to higher education. Our education programmes are carried out in partnership with government and civil society, and at times, independently.

### **THE MAIN AREAS OF INTERVENTION ARE:**

- Access to quality pre-primary, primary, high school, college and university level education
- Basic infrastructure development at schools such as sanitation facilities, drinking water facilities and recreational facilities
- Counselling, career guidance workshops and financial assistance to talented students from low income families

Our education initiatives have impacted over 2, 30,000 children in FY 2017-18 through these

programmes. The company is also serving hot, fresh & nutritious meals to more than 56,000 students through 4 kitchen centres.

## **HEALTHCARE**

Our effort is to bring quality healthcare closer to the communities of our operational areas through our health initiatives. We partner with non-governmental organisations and government authorities in their efforts to deliver healthcare facilities to remote rural locations, and in urban areas.

Our healthcare services include clinical healthcare through hospitals using state-of-the-art methods and practices, mobile healthcare vans, and health camps. The focus is on both preventive and curative services.

During FY 2017-18, our health services benefitted 1.13 million patients, and more than 1,68,000 people were reached through health awareness campaigns.

## **DRINKING WATER AND SANITATION**

Clean water and sanitation are the very foundations of a healthy life, which is a prerequisite for progress. Ensuring clean and safe drinking water along with adequate sanitation infrastructure, is thus one of our key priorities. Across locations, various initiatives have been taken up to fulfil this objective. Initiatives like installation of borewells, overhead tanks, laying of drinking water pipelines and establishing community water filtration units are a few of them.

During FY 2017-18, close to 212,000 individuals benefitted through our safe drinking water initiatives.

Aligning with the government vision of 'Ghar Mein Shauchalaya', Vedanta has taken up the initiative of supporting the development of sanitation infrastructure. The initiative also includes hygiene awareness, maintenance of toilets and changing practices to enhance toilet usage.

More than 57,000 villagers are being benefitted through the construction of 8,746 individual household toilets and 61 community toilets.

## **WOMEN'S EMPOWERMENT**

We believe that empowering women to be economically independent and self-reliant is vital for any society. Financial inclusion, skill development and access to employment opportunities are important for their holistic progress. So, the Company has been working towards a variety of programmes aimed at women's socio-economic development.

Several of our businesses are promoting sustainable, women-run, grassroots institutions like Self Help Groups (SHGs)





to act as vehicles for empowerment. The primary objective is to enable women to come together and leverage the power of self-help. We provide them support in terms of linkage with financial institutions, enterprise training and market linkages, so that they begin to take small, but sure steps towards economic empowerment.

There are various women empowerment initiatives running across the group. The total reach at the end of this financial year was:

- 2614 SHG's
- Total Savings- **US\$ 1 million (6.7 crore)**
- Inter-Loaning amount- **US\$ 2.2 million (14.3 crore)**
- credit leveraged from banks- **US\$ 0.83 million (5.3 crore)**
- SHG members who started their microenterprises- **3,001**

### **SKILLING THE YOUTH FOR NEW OPPORTUNITIES**

India is poised to benefit from having a very young population at this juncture in its history. The resultant demographic dividend can be huge, but it will need our young people to be skilled and educated. Skill India is the government's initiative to bridge the skilled manpower gap by providing training to all sections of the workforce. We at Vedanta, are committed and collaborating for the same.



The skilling initiatives are especially important, if we want to include youth from rural areas into the national development process. We are also looking to skill them in such a way that they not only get employment, but also improve their entrepreneurship skills.

There are 11 working projects for skilling the youth across the group. In FY 2017-18, close to 3,400 youths were trained in different trades and 77% of them were placed in well-paying jobs.

### **SPORTS**

We believe that there are few things as powerful as sports. It has the ability to improve health and builds an individuals' character, which in turn can build communities and nations. However, often the lack of infrastructure and opportunity, lead to this potential remaining locked.

As a group, we are deeply invested in bringing sports opportunities closer to our children and youth. Football is one that we have chosen to focus on, with one academy already functional in Goa and another one now being set up in Rajasthan.

## **AGRICULTURE AND ANIMAL HUSBANDRY**

Agriculture is the backbone of the village economy. We believe that strengthening farmers' capabilities helps strengthen not just farm-linked livelihoods, but also makes for a stronger foundation for the rural economy. Our programmes in agriculture include a whole gamut of activities including agriculture, horticulture, animal husbandry and water conservation measures.

This year, we supported 8,735 farmers in adopting sustainable farming practices in nearly 5,900 acres of land. About 2,900 farmers have adopted horticulture as well as floriculture till date, as a source of livelihood and have been following it on 446 acres of land. 152 veterinary camps were held in our operational villages which benefitted 6,769 animals.

## **ENVIRONMENT**

For us, responsible environmental stewardship is of vital importance. Our efforts are towards creating a cleaner and greener environment with the help of technology, resources, intent and action. Our initiatives include the restoration of water bodies, promoting the use of solar-powered devices, tree plantation activities, and development of soak pits to manage household sewage.

74,410 plants were planted on 132 acres of land. 582 solar street lights were installed in villages near our operating locations.



“At Mahindra Logistics, we believe that drivers are key persons in the logistics ecosystem. They are the ones who ensure that material and people are always kept moving, no matter what the situation is. As an integrated logistics service provider, we take utmost care of our driver partners and make sure that they are safe, healthy and well trained.”

**Pirojshaw Sarkari**

CEO

Mahindra Logistics Limited (MLL)

## Mahindra Logistics Limited (MLL)

### Brief

Mahindra Logistics Limited (MLL) is a portfolio company of Mahindra Partners, the USD 1 billion private equity division of the USD 20.7 billion Mahindra Group. MLL is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and people transport solutions. Founded more than a decade ago, MLL serves over 350 corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customized and technology enabled solutions that span across the supply chain and people transport operations.

Mahindra Logistics Limited was incorporated under its present name as a public limited company under the Companies Act, 1956 pursuant to the certificate of incorporation dated August 24, 2007 granted by the RoC. Our Promoter, Mahindra and Mahindra Limited, through its logistics division, Mahindra Logistics – undertook the business of providing logistics solutions, warehousing, freight forwarding and supply chain services. Pursuant to a business transfer agreement dated September 11, 2008 between our Promoter and our Company, the entire Logistics Business was transferred to our Company. Subsequently, the Logistics Business has since then been undertaken by our Company and our Subsidiaries.

### CSR

Since its inception Mahindra & Mahindra Ltd. has been a socially responsible corporate going beyond the legal & statutory requirements to make responsible investments in the community and being one of its sectors Mahindra Logistics Ltd. (“MLL” or “the Company”) is also a part of these initiatives.

MLL's Corporate Social Responsibility (“CSR”) vision is to serve the communities where we operate and as a responsible corporate citizen MLL continues to do so through our various CSR activities and initiative and our Employee Social Option Programmes (ESOP) activities.

More specifically the major CSR programmes that MLL has been investing in are as follows –

#### A. BUILDING COMMUNITIES

Communities are the backbone of Indian economy. Community development activities are conducted in pockets of villages and slums in backward areas. Our activities will comprise of:

- **Scholarships and Grants to children:** We provide scholarships to enable students in underprivileged families to overcome their financial challenges and fulfill their educational dreams.
- **Health and Road Safety:** Provide regular health, eye and dental check-ups in collaboration with partners or directly with the help of filed professionals. Conduct various safety awareness trainings and carry out activities to promote safe driving and general safety.
- **Restroom facilities for communities:** Provide & renovate portable or fixed rest rooms, toilets etc.

## B. VILLAGE ADOPTION

MLL supports rural development activities by adopting new villages. We undertake village development activities like infrastructure, education, health and vocational trainings, sports, distribution of food grains, clothes, stationary etc.

## C. EMPLOYEES SOCIAL OPTION PROGRAMMES (ESOPS)

MLL employees have been encouraged to volunteer for various CSR projects in the areas of education, health and environment through the Employee Social Options Program (ESOPS). Some of the projects to which the employees have extended their volunteering efforts are skill development of youth, HIV/AIDS awareness and basic treatment, health camps, donations to orphanages, destitute homes, senior citizens etc. Through ESOP activities MLL employees are expected to serve minimum 1 day in a financial year.

## D. DISASTER RELIEF AND REHABILITATION:

MLL provides consistent and timely support to relief and rehabilitation initiatives in those parts of India which are affected by natural calamities by either contributing to the Prime Minister's or Chief Minister's Relief Fund or by directly engaging in rebuilding communities.

In keeping with the RISE philosophy, the company will continue to drive positive change to enable people and communities to RISE above their limiting circumstances.

### 1. CSR Vision Statement and Objective

- 1.1 The CSR vision of MLL is to Serve and give back to the communities within which it works with integrity and responsibility.
- 1.2 From April 1st, 2014 in line with the Companies Act, 2013 and rules framed thereunder, MLL pledges 2% average net profits made during the three immediately preceding financial years specifically towards CSR initiatives.
- 1.3 The objective of MLL CSR is to –
  - Encourage employees to participate actively in the Company's CSR initiatives and give back to the society in an organised manner through the employee volunteering programme called ESOPS (Employee Social Option Programs). Every MLL employee will

# महिंद्र ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन

महिंद्र लॉजिस्टिक्स आणि मॅग्मो वेलफेअर संस्थेचा उपक्रम

समाचार पुणे

पुणे, २८ एप्रिल - महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले.



महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन. डावीकडून: महिंद्रा ट्रक टर्मिनसचे अधिकारी, महिंद्रा ट्रक टर्मिनसचे अधिकारी, महिंद्रा ट्रक टर्मिनसचे अधिकारी.

महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले.

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## रक्तसाठा

वर्ष	२०१३	२०१४	२०१५	२०१६	२०१७	२०१८	२०१९
रक्तसाठा	१०	२०	३०	४०	५०	६०	७०

महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले. महिंद्रा ट्रक टर्मिनसमध्ये दवाखान्याचे उद्घाटन करण्यात आले.

contribute time and effort towards community building.

- Contribute to the development of communities by providing support to education, health & infrastructure.
- Contribute to the employability of the communities which we work by providing support to education, vocational training and job opportunities.

Our commitment to CSR will be manifested by investing resources in the following areas:

1. Eradicating hunger, poverty and malnutrition, promoting healthcare including preventive health care and sanitation as well as making water available;
2. Promoting education, including special education and employment enhancing vocation skills especially among children, woman, elderly & the differently abled and livelihood enhancement projects;
3. Promoting gender equality, empowering women, setting up homes and hostels for women & orphans; setting up old age homes, day care centers, community centers, and such other facilities for senior citizens & measures for reducing inequalities faced by socially & economically backward groups;
4. Ensuring environmental sustainability, ecological balance, protection of flora & fauna, tree plantation, afforestation, gardening & maintenance, animal welfare, agroforestry, conservation of natural resources & maintaining quality of soil, air & water, executing rain water harvesting projects;
5. Protection of national heritage, art & culture including restoration of buildings & sites of historical importance & works of art; setting up of public libraries; promotion & development of traditional arts & handicrafts;
6. Measures for the benefit of armed forces veterans, war widows & their dependents;
7. Training to promote rural sports, nationally recognized sports, Paralympic sports & Olympic sports;





8. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development & relief & welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities & women;
9. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;
10. Rural development projects
11. Urban and Slum Area Development.

Currently the CSR thrust areas for MLL are community welfare, rural development, education, livelihood training and vocational skills, public health and environmental conservation.

### **Implementation and Monitoring**

MLL has a well-defined and multi-tiered governance mechanism to oversee implementation of and monitor the CSR Policy in compliance with the section 135 of the Act and rules framed thereunder.

The MLL CSR Committee has been constituted in line with provisions of Section 135 of the Companies Act, 2013 and rules made thereunder. MLL CSR Committee will monitor the implementation of this Policy through MLL CSR Executive Council, specified by CEO of the Company from time to time. While CSR programmes as approved by the CSR Committee at Board level may be identified by the CSR Council, it will also evaluate projects submitted directly by reputed NGOs in carrying on the specific activity. To ensure that there is focus and maximum impact the CSR Council will endeavor to work on fewer projects over a longer period of time so as to ensure that the outcomes of the projects can be measured.

The CSR Council will convene half yearly to review the progress of varied CSR projects in terms of both outcome assessment and financial monitoring. The council will review the strategy from time to time and may choose new focus areas and projects as and when required. In addition, the CSR Council will mandate the effective and timely monitoring and evaluation of varied CSR projects by directing its CSR committee or a third party independent agency to carry out situational analysis, need assessment surveys, project visits, or impact studies, social audits etc. if and as required especially for the strategic and high value CSR programmes.

In order to ensure transparency and communication with all stakeholders, the CSR Council will document the details of the Company's CSR initiatives and CSR expenditure and ensure that the same are available in the public domain i.e. the Directors' Report of the Company's Annual report and/or on the Company's website.

Further employee participation in CSR projects will be encouraged and supported through the Employee Social Options (ESOPs) platform.





“In the past 6 years, the Bank's CSR arm - Axis Bank Foundation has reached out to over a million participants helping them progress, both economically and socially. Axis Bank is now committed to work with two million households by the year 2025.”

**Amitabh Chaudhry**  
MD & CEO  
Axis Bank Limited

## Axis Bank Limited

### Brief

Axis Bank is India's third-largest private sector bank, with a vision to “be the preferred financial solutions provider excelling in customer delivery through insight, empowered employees and smart use of technology.” It offers a diverse range of banking and other financial services to corporate, retail and Government customers through a wide variety of delivery channels. Axis Bank commenced its operations with the opening of its first branch at Ahmedabad in April 1994, and over the last 25 years, has significantly scaled up in terms of its customer base, asset base, physical network of offices, branches and ATM network across India, and strong presence in the digital banking eco-system.

The Bank's total assets as at 31 March 2018 stood at INR 6,913.3 billion, total income at INR 567.47 billion and net profit at INR 2.76 billion. As on 31 March 2018, the Bank had a network of 3,703 branches, 2,263 Cash Deposit & Withdrawal Machines, 13,814 ATMs and 66 SME Centres across 29 states and 6 Union Territories of India. In addition, the Bank has an international presence at 11 locations, including Singapore, UAE, Hong Kong, Bangladesh, Sri Lanka, the UK and China.

The Bank has a strong team of over 59,600 employees and is present across 2,163 cities and towns across India.

### CSR

As a financial institution, Axis Bank believes that it can play a meaningful role in stimulating India's socio-economic development as well as its sustainable growth. Our approach has focused on creating sustainable livelihoods through the Axis Bank Foundation (ABF), expanding financial literacy and inclusion in our role as a financial institution, and leveraging our geographical spread across the country to undertake 'shared value' initiatives.

The primary purpose of Axis Bank's CSR philosophy is to make a meaningful and measurable impact on the lives of economically, physically and socially challenged communities across India, by actively supporting initiatives that aim at creating suitable conditions for their sustainable livelihoods. With over 3,703 branches across the country, the Bank actively tries to leverage its

geographical spread to expand the reach and impact of its initiatives. The Bank focuses on collaborating with reputed NGOs and Trusts to achieve a deeper penetration into rural India and designs its programs so that they are sustainable and replicable.

Bank and the Axis Bank Foundation follow the highest fiduciary responsibility to ensure thorough due diligence and monitoring of projects, partners and measurement of impact. As a corporate governance best practice, members of the CSR Committee or top management as well as Trustees of the Foundation visit project intervention sites to directly interact with implementation partners and participants.



Some of its key initiatives in 2017-18 are highlighted below.

In September 2017, Axis Bank launched on an ambitious endeavour to reach out to remote communities in the Ladakh region of Jammu & Kashmir and launched a three year program 'Axis DilSe – Connecting Remote Communities'. The initiative, which is in alignment with the Government of India's Border Area Development Program (BADP), aims to transform over 100 village schools in the Leh and Kargil districts by creating physical and educational infrastructure.

Axis Bank has taken a pioneering step to bridge the human resource gap faced by the development sector by supporting the 'Buddha Fellowship' initiative. Under the initiative, graduates from premier educational institutes such as the IIMs and IITs get an opportunity to work in the development sector. The 'Buddha Fellows' spend two years in rigorous grassroots engagement, doing field work with NGOs and government sector. The Fellows are also mentored by the Bank's senior leadership and key development sector leaders, towards grooming them into becoming a development entrepreneur.

As a financial institution, financial inclusion and literacy are key mandates for the Bank. Throughout the year, the Bank conducts Financial Literacy campaigns across the country. These include Mass Awareness Camps (MAC), called Pragatishala, conducted for the participants of its Joint Liability Group (JLG) program, as well as for other community members. Other large interventions in Financial Literacy include vocational training and financial awareness for low-income households. Many of its programs are driven by its Business Correspondents, who, in addition to being banking intermediaries, help in achieving a deeper percolation and adoption of financial products and services, as well as various government schemes. In FY 2017-18, the Bank enrolled 7.7 lac members for various social security schemes such as PMJDY, PMJJBY, PMSBY, and APY, through its various banking channels.

The SME sector is a critical part of the economy. Towards enhancing the capacity and financial strength of India's SMEs, the Bank launched Evolve, which are specialized knowledge sharing sessions wherein industry domain experts share knowledge and discuss case studies focusing on

SME sector growth and development. In the fourth edition in 2017-18, the various sessions covered more than 3,000 SMEs through 30 knowledge sharing sessions held in 30 cities. The Bank also conducts knowledge sessions on global trade through its Forex Club initiative, reaching 6,500 MSMEs in 2017-18, of which 60% were New To Bank (NTB).

Towards promoting greater environmental sustainability, the Bank has made significant strides in reducing its carbon emissions through installation of solar panels at its locations and having remotely managed smart energy systems. As on March 31, 2018, the Bank had an installed capacity of 5.05 MW of rooftop solar capacity across 245 locations.



The Bank is working with multiple entities towards enhancing India's green cover. The Bank is directly supporting an initiative wherein 3,80,000 trees will be planted in around five states viz. Andhra Pradesh, Rajasthan, Gujarat, Odisha and Maharashtra that will improve vegetation in common lands, arrest and reverse land degradation, besides helping in reducing pressure on the forests and common lands. In addition, the Axis Bank Foundation, through its partners, undertakes tree plantation drives at locations across India. During 2017-18, 14.35 lac saplings were planted across various regions.

The Axis Bank Foundation (ABF), set up as a Public Charitable Trust in 2006 has partnered with NGOs primarily working in the areas of Rural Livelihood and Vocational Training. Within Rural Livelihoods, the core focus areas are Watershed Management, Agriculture Productivity, Livestock Enhancement and Financial Inclusion. The initiatives undertaken in these areas have helped in enhancing agricultural output through improved farm practices, thereby making multiple cropping possible. The initiatives also support communities in better livestock rearing thereby creating an alternative stream of income, which can supplement and improve overall income. Through a strong network of 18 grass-root level Non-Governmental Organisations (NGOs), ABF programs were spread across 178 districts in 21 states across the country as on 31 March 2018.

In a significant achievement, ABF achieved its stated mission of creating 1 million livelihoods well before the stated target completion date of 31 December 2017, of which 63% of the participants were women. The Foundation has now committed itself to supporting 2 million households by 2025.

'Axis Cares' is an employee engagement platform that provides an opportunity to the Bank's over 60,000 employees to engage with and contribute to the various initiatives of the Foundation and support them through payroll donations.



Castrol India passionately believes in bringing enduring value to two key communities who are critical in keeping India moving - truck drivers and mechanics. These communities lead tough, demanding lives and their skills, livelihood opportunities as well as socio-economic conditions need more focus. Truckers spend days and nights on the road away from their families, often driving long hours on difficult terrains and in challenging driving conditions. They also have a responsibility to deliver cargo on time and safely. All this can be taxing on their physical health as well as their emotional well-being. In India, a large number of truck drivers lack formal training; with cleaners often transitioning to become drivers. Castrol India's flagship CSR programmes, Castrol Eklavya for mechanics and Castrol Sarathi Mitra for truck drivers, are aimed at holistic interventions to help them earn a sustainable livelihood and live a life with pride. We believe our holistic Castrol Sarathi Mitra programme helps bridge these gaps and enables skilled, knowledgeable and safer truck drivers. While the journey is ongoing, we are happy to see the positive impact of our efforts so far. The Castrol Sarathi Mitra programme has already reached over 30,000 truckers helping them stay safe and healthy on the roads. Through our concerted and continuous CSR efforts, we will continue to support these communities who are critical to the Indian economy and are the unsung heroes of our societies.”

**Omer Dorman**  
Managing Director  
Castrol India Limited

## Castrol India Limited

### Brief

Castrol India Limited is the leading automotive and industrial lubricant manufacturing company in India. The company has a proud heritage of innovation and success for over 100 years in India. Part of Castrol Limited UK (part of BP Group), Castrol India is the market leader in the retail automotive lubricants segment. The company's vast portfolio of high performance automotive lubricants include Castrol EDGE, Castrol MAGNATEC, Castrol GTX for passenger cars, Castrol POWER1 and Castrol Activ for motorcycles and Castrol CRB, Castrol RX and Castrol VECTON for trucks. The company also has a complete range of products for industrial applications and is market leader in corrosion preventives. Castrol India also manufactures and markets a wide range of marine and energy lubricants. These brands are available across the country through over 1,00,000 retail outlets which are serviced through a network of over 350 distributors. Castrol India has three manufacturing plants at Silvassa, Patalganga and Paharpur. The history of Castrol in India dates back to 1910 when CC Wakefield & Company made an entry in the Indian market with certain automotive lubricants. In 1919, CC Wakefield & Company set up its first overseas branch office in India and commenced operations as a trading unit. Castrol has demonstrated its commitment to Indian consumers for over a century by offering a range of superior quality high performance and pioneering technology products backed by high levels of customer service.

### CSR

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demanding lives and their skills, livelihood opportunities as well as socio-economic conditions need more focus. Truckers spend days and nights on the road away from their families, often driving long hours on difficult terrains and in challenging driving conditions. They also have a responsibility to deliver cargo on time and safely. All this can be taxing on their physical health as well as their emotional well-being. In India, a large number of truck drivers lack formal training; with cleaners often transitioning to become drivers. Castrol India's flagship CSR programmes, Castrol Eklavya for mechanics and Castrol Sarathi Mitra for truck drivers, are aimed at holistic interventions to help them earn a sustainable livelihood and live a life with pride. We believe our holistic Castrol Sarathi Mitra programme helps bridge these gaps and enables skilled, knowledgeable and safer truck drivers. While the journey is ongoing, we are happy to see the positive impact of our efforts so far.



The Castrol Sarathi Mitra programme has already reached over 30,000 truckers helping them stay safe and healthy on the roads. Through our concerted and continuous CSR efforts, we will continue to support these communities who are critical to the Indian economy and are the unsung heroes of our societies.

Truck drivers carry the majority of freight traffic in the country while mechanics service one of the largest automotive markets in the world. However their skills, livelihood opportunities and socio-economic conditions need more focus.

At Castrol India, we are committed to making a positive impact in the lives of truck drivers and mechanics by preparing them to face today's reality and leverage tomorrow's opportunity.

### **CSR Programmes**

**Castrol Sarathi Mitra** – Programme for holistic development of truck drivers



Truck drivers lead a tough and demanding life. They spend days and nights on the road away from their families, driving for long hours, on difficult terrains and challenging road and driving conditions. They also have a responsibility to deliver cargo on time; safely. All this can be taxing not only on their physical health but also on their emotional well-being. Most truck drivers lack appropriate formal training, and many times cleaners transition to truck driving. We believe that holistic interventions could help bridge the gap for skilled, knowledgeable and safe truck drivers.

With this motto, the Castrol Sarathi Mitra programme was launched in 2017. The programme aims at holistically improving lives of truck drivers through interventions that enable a sustainable livelihood and opportunities for socio-economic growth. The interventions that are provided under the programme include (1) road safety training (2) financial literacy training and (3) eye checks with distribution of corrective glasses. The pilot programme was launched in Bhiwandi in January 2017 and in the first year of implementation reached to more than 30000 truck drivers across 5 states of India.

**Castrol Eklavya** – A programme for upskilling and holistic development of mechanics

Independent mechanics from the unorganised sector also lead a challenging life to earn their living. Many are school drop-outs who start their career as apprentices with no formal technical training. With the rapidly changing automotive technologies, continued technical upskilling would go a long way in making them future-ready. Additionally skills such as entrepreneurship, business management, customer service and financial literacy will enable them to earn a sustainable livelihood and live a life with pride.

Castrol Eklavya programme was introduced in 2009 with an aim to up skill these independent roadside mechanics and in doing so, keep them relevant in an industry where technology is changing very rapidly. The project gained momentum in 2014 when it was re-launched as a more comprehensive and intensive program to include practical training, life skills, business skills and financial literacy.

Since 2009, Eklavya has touched the lives of close to two lakh beneficiaries.

**Community development in areas of operations and presence**

The key focus for community development programmes undertaken around our plants is in the area of education, livelihood and health. In the communities around our plants at Silvassa, Patalganga and Paharpur, we continue to have multiple interventions for the betterment of women, children and youth

**Humanitarian aid**

Through our humanitarian aid programme we reach out to areas affected by natural calamities to provide necessary relief and rehabilitation.



“GE T&D fulfils its responsibilities as a global corporate citizen by undertaking a diverse range of development initiatives for the local communities. The company has sustained focus on local community development through multifarious, locally relevant and need-based activities. These include building and supporting educational infrastructure, improving the facilities for children, village development, and working towards providing access to health services, water, sanitation and electricity.”

**Sunil**  
Managing Director  
GE T&D India Limited

## GE T&D India Limited

### Brief

GE T&D is the listed entity of GE Power's Grid Solutions business in India. With over 100 years of presence in India, GE T&D India is a leading player in the Power Transmission & Distribution business - A product portfolio ranging from Medium Voltage to Ultra High Voltage (1200 kV) for Power Generation, Transmission and Distribution, Industry and Infrastructure markets.

GE T&D India has a predominant presence in all stages of the power supply chain and offers a wide range of products that include Power Transformers, Circuit Breakers, Gas Insulated Switchgears, Instrument Transformers, and Substation Automation Equipment. Digital Software Solutions, Turnkey Solutions for Substation Engineering & Construction, Flexible AC Transmission Systems, High Voltage DC & Services suite of offerings. GE is focused towards on introducing Green and Digital Solutions aimed towards making the Indian Grid smarter and environmental friendly.

### CSR

GE T&D India Limited is part of General Electric, a global corporation that stands for sustainability, diversity and inclusiveness. With more than 300,000 employees and operations in over 140 countries, GE's employees reflect both the local communities we serve and the people with whom we do business.

Corporate social responsibility and Inclusiveness are part of GE's Sustainability strategy with products, processes and policies that promote the global agenda on sustainable development. Our efforts on responsible business extends beyond the company and includes partners and suppliers through the GE Integrity Guide for Suppliers and Contractors. GE is a signatory to key international guidelines that address human rights, labour and corporate social responsibility.

GE T&D's CSR activities aim to empower and enable local communities towards improved overall well-being. Working across five sites, our programmes cater to the needs of the local community. We have programmes on integrated village development, access to electricity through clean energy, access to basic healthcare, renovation of anganwadis and schools, sanitation, clean drinking water, livelihood and skill development.

## **Villages Development, Vadodara**

Since 2015, we are implementing a programme of comprehensive and need-based support to communities around our transformers factory in Vadodara.

Our project at Vadodara reaches out to five key villages of Kotambi, Alamgarh, Machlipura, Singhapura and Jambudiya. The programme focuses on livelihood, women empowerment and renovations of anganwadis, schools and health. We have also initiated a programme on skill development for 260 people, out of which 200 are expected to be women.

More than 600 people have benefitted from the regular health camps, which included coverage of chronic, eye, paediatric, skin diseases, women's health and orthopedic consultations. The health camps have provided access to basic health services and saved healthcare cost for the villagers.

With a special emphasis on women's empowerment, a concerted effort was made to improve the socio-economic quality of life for women through financial literacy, linkage with banks and self-help groups. More than 400 women have benefitted from these programmes, and 18 self-help groups are actively working towards self-reliance and empowerment. Women, trained in enterprise, have taken up jewellery making, resulting in increased incomes.

Our agricultural programmes have helped more than 170 farmers with sustainable farm practices.

## **Energy and Environment**

### Access to electricity through clean energy- Naini, Uttar Pradesh

A solar-power based micro-grid project has been implemented at village Rehi Kala and the neighboring villages at Naini, Uttar Pradesh. The project provides electricity to 100 homes directly and 25 solar street lights for benefit of the larger public. Besides homes, 10 shops, one village clinic and a school are beneficiaries of this project. An estimated population of more than 5,000 people benefit from the project. Improved access to electricity and light has resulted more productive hours and incomes, safety especially for women, children and the elderly, and reduction in drudgery at homes. The use of kerosene as a source of fuel for lighting has considerably reduced.



### Skill Development in Renewable Energy, Vadodara, Gujarat

The Company as part of its skill development initiative has provided skill development at Vadodara to 90 candidates, including 30 women, under the category of Green Jobs in partnership with National Skill Development Fund and National Skill Development Corporation. The course will train

the candidates for the Surya Mitra programme to support operation and maintenance of solar installations.

### **Schools and children**

#### Vadodara, Gujarat

In our village development programme at Vadodara we have provided better facilities in anganwadi centres and schools in the target villages near our factory.

#### Naini, Uttar Pradesh

Our programmes provides water and sanitation facilities in schools and institutions for children with disabilities. The sanitation complex in one of the schools is powered by solar power, while our bio-toilets solution not only has created access to sanitation, but this zero-waste solution also prevents spreading of diseases.

#### Pallavaram, Chennai, Tamil Nadu

The Company supports the primary and high schools which are operational under the Cantonment Board. These schools are situated next to the Pallavaram factory. We have provided for clean drinking water, renovated sanitation structures, a science laboratory and a smart class. Each of the support has had immense benefits for children and schools, including notable increase in enrolment.

#### Padappai, Kancheepuram, Tamil Nadu

The Company has rebuilt a school complex in Padappai, with improved and new classrooms, sanitation facilities, and desks for children benefitting children from the neighbourhood villages.

#### Hosur, Tamil Nadu

Our programmes in schools have benefitted school children through improved facilities for new classrooms, sanitation, water, classroom benches, laboratory, and boundary wall for safety. The efforts have also benefitted the local Industrial Training Institute through a borewell arrangement which eliminated the dependence on tanker services leading to major savings for the institute.





## **Health Services and Facilities**

### Naini, Uttar Pradesh

We are supporting the Sarojini Naidu Children Hospital and BS Mehta Eye Hospital which cater to people from socio-economically vulnerable sections. Our support includes visual field analyser, dialysis machine, nebuliser, heat blowers, desert coolers, air-conditioners and improved wash rooms. Additionally, the Company has provided LED Radiant Warmers, critical to address neonatal hypothermia. We have also improved the infrastructure facilities in the children hospital leading to improved hygiene, lighting and exclusive utility space for patients. Thousands of patients have benefitted from these services and facilities.

### Chennai, Padappai and Hosur

More than 3,000 elderly people from vulnerable sections of society in Chennai, Padappai and Hosur are part of the programme to benefit from free and safe cataract surgeries conducted by recognized eye hospitals. In addition, in Chennai and Padappai, the Company supports access to medical services through a mobile medical programme which benefits about 1,500 patients a month with free treatments and consultation. At Padappai, the Company has supported the local Primary Health Care centre (PHC) with essential medical instruments, equipment and facilities, thus expanding the scope of services for patients.

In order to address the issue of water-borne diseases, we are implementing projects for clean drinking water at Padappai and Hosur.

### **Livelihood and Skills Development, Vadodara**

The company has initiated a programme for developing skills leading to employment and self-employment in the areas of retail, sewing machine operator and solar PV installer at Vadodara. A total of 270 candidates, majority of whom are expected to be women, will benefit from the project.

### **Support for people with disabilities at Chennai (Tamil Nadu) and Naini (Uttar Pradesh)**

The Company has supported Saint Louis Institute for the Deaf and Blind, Chennai, Tamil Nadu, which caters to more than 600 children. The Company has also supported the institute with a computer laboratory, a smart education centre, learning tools, safer electrical wiring and panels, musical instruments, tables and chairs.

At Naini, we have been providing facilities for improved hygiene, sanitation, learning, entertainment and safety at the government managed accelerated learning camps and charitable homes for people with disabilities. Our support has benefitted children with hearing and visual challenges, as well as adolescents suffering from physical and mental disabilities.



“At IndusInd Bank, we are committed to running our business in a way that generates sustainable value for our customers, clients, shareholders and employees. We also recognize that since our sphere of activity and influence extends beyond the boundaries of the financial system, we need to work through various CSR initiatives for social upliftment and environmental conservation.”

**Ramesh Sobti**  
MD  
IndusInd Bank Ltd.

## IndusInd Bank Ltd.

### Brief

Commencing its operations in the year 1994, IndusInd Bank derives its name and inspiration from the Indus Valley Civilization - a culture described as one of the greatest in the ancient world combining a spirit of innovation with sound business and trade practices. IndusInd Bank has grown ceaselessly and dynamically as an organization driven by a sincere zeal to give its customers banking services and products at par with the highest quality standards in the industry.

IndusInd Bank, currently, is one of India's fastest growing banks. As on December 31, 2018, IndusInd Bank has 1558 Branches/Banking outlet, and 2453 ATMs across India and representative offices in London, Dubai and Abu Dhabi. The Bank enjoys clearing bank status at the two major stock exchanges; Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) plus the three major commodity exchanges in the country: MCX, NCDEX and NMCE. The Bank offers DP facility for stock and commodity segments.

On April 1, 2013, IndusInd Bank was included in the NIFTY 50 benchmark index. The Bank ranked 13th amongst the Top 50 Most Valuable Indian Brands 2015, as per the BrandZ Top 50 rankings powered by WPP and Millward Brown.

### CSR

IndusInd Bank operates within an innovative sustainability strategy which leverages investment in natural, social & relationship capital, and human capital equally in response to rapidly changing social and environmental backdrops. Our CSR mission is to emerge as a 'Best-in-Class' bank committed to growth and development that benefits, not only the Bank and its customers but also, the natural environment and the community at large. To this end, we are guided by the principles outlined in the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGSEE) and the UN Global Compact.

In line with its CSR focus areas, the Bank has committed to various long term and need based projects for Environmental Conservation and Social Development. The Bank's CSR Policy and strategy direct and govern the Bank's activities in focus areas, namely, Environmental



Sustainability, Education, Livelihood Enhancement, Healthcare and Sports.

## ENVIRONMENT PROGRAMMES

IndusInd Bank's Environment Programmes are aimed at Environment Conservation and Restoration and encompass several important areas like Water Stewardship, Afforestation, Solid Waste Segregation & Management and Renewable Energy. Of these, the Bank recognizes Water Stewardship as a Priority Area considering the crisis that over 600 million people in India are staring at, as highlighted in the 2018 report by the Niti Aayog on India's Water Management by the States. Some of our Environment Programmes are listed as below:

### WATER STEWARDSHIP

- Watershed Development in 89 villages of Madhya Pradesh, Jharkhand, Odisha and Maharashtra, covering 16,937 hectares of land.
- Installation of Water ATM as Community Drinking Water Interventions in 33 villages of Uttar Pradesh and Rajasthan to give access to affordable RO purified water.
- Roof Rain Water Harvesting in Jaitaran, Rajasthan, where 250 Roof Rain Water Harvesting structures are being constructed across 18 villages.
- Restoration of Water Bodies in Chennai, Gurugram, Rajasthan and Maharashtra to help in ground water recharge and conservation of the local ecology respectively. This is to provide multiple benefits to local communities.



### AFFORESTATION

IndusInd Bank has focused on **Urban Afforestation** across cities in India where it operates and since 2015 has planted over 38,500 trees of over 50 different native species, with a total Carbon Sequestration Potential of 9,500 metric tonnes of CO<sub>2</sub>.

### SOLID WASTE SEGREGATION & MANAGEMENT

Jagmagaata Uttarakhand is the Solid Waste Management initiative of the Government of Uttarakhand. IndusInd Bank has supported this initiative by taking up the segregation and

management of waste in 8 villages of Doiwala Cluster of Dehradun, benefitting more than 19,000 people.

#### RENEWABLE ENERGY

- IndusInd Bank has lit up the streets of 30 villages in Rajasthan with 2,000 Solar Street Lights. This will benefit over 33,000 villagers.
- Schools on Solar is a programme that provides clean energy to 3 educational institutions in Mumbai through the installation of rooftop solar panels.



#### **SOCIAL PROGRAMMES**

IndusInd Bank's Social Programmes are based on the ethos of inclusive growth and are aimed at benefitting the Poorest of Poor and the those from Lower Income Groups. Programmes cover areas like Education, Livelihood Enhancement, Healthcare and Sports. Some of our Social Programmes are listed below:

##### EDUCATION

- Enhanced Education Programme is a group tuition programme for under-privileged children in Uttar Pradesh & Jharkhand that is supported by IndusInd Bank. These are areas where the school drop-out rates are very high and where children are unable to graduate secondary school without external help.
- In partnership with Akshaya Patra Foundation, IndusInd Bank provides high quality Mid-Day Meals to 27,000 children of Municipal Schools in Bhubaneswar. This is to incentivize children to attend school regularly.
- In Madhya Pradesh, IndusInd Bank has been conducting a Legal Literacy Programme that builds awareness among women in Rural areas by training and educating them on their legal rights, entitlements, and protective laws on the issues of domestic violence and gender discrimination.
- With IndusInd Bank's support, over 2,00,000 individuals have been trained across 11 states under the PMGDISHA (National Digital Literacy Programme).

##### LIVELIHOOD ENHANCEMENT

- IndusInd Bank supports the Rehabilitation through Vocational Training of Youngsters involved in Drug Abuse in Maharashtra.
- In another programme, the Bank supports the Skill Development of Rural Youth in Rajasthan with guaranteed placements. About 1,000 unemployed youth from 18 villages would benefit.

## HEALTHCARE

- In rural Uttar Pradesh, IndusInd Bank is supporting the setting up of 177 **Mini Health Clinics** to provide affordable primary healthcare to individuals from poor & Lower Income Group families.
- The Bank has partnered with Bhagwan Mahaveer Cancer Hospital and Research Centre (BMCHRC) in Jaipur to support the **Treatment of 50 children with Cancer** from Rural Rajasthan, whose parents can't afford the retreatment.

## SPORTS

As one of the key focus areas of its CSR Policy, IndusInd Bank believes in using Sport as a medium for social development and inclusiveness. To this end, the Bank collaborates with the organisations dedicated to enhancing social development and providing equal access and opportunity to all sections of society through sports

- Through the IndusInd Girl Power Programme, IndusInd Bank supports 60 girl athletes from lower income families from all across India. They get access to world-class coaching and training facilities at the Inspire Institute of Sports (IIS). They are being groomed to become champions who will represent and win medals for India at international sporting events.
- IndusInd Bank supports para-athletes and is making an effort to make a visible difference in their lives. Through the IndusInd Para Champions Programme, the bank not only supports them with their training and conditioning, but also promotes inspiring stories in public domain with the hope of inspiring many others, while building social acceptance.
- The Bank has also adopted the Indian Blind Cricket teams as principal sponsors with the Cricket Association for the Blind in India (CABI). Through the IndusInd Blind Cricket Programme, the bank not only supports their coaching, training, nutrition and fitness needs, but also promotes the team and its achievements in public domain. This is to garner support and inspire others, while attempting to break social prejudices about People with Disabilities (PWD).



## **FICCI CSR Award for Any other ( for domains other than the above four categories)**

*Private sector Companies with turnover between INR 201 Crores – INR 3000 Crores per annum*



“At Mytrah, we firmly believe that our social initiatives are an integral part of our corporate identity. That is why we commit significant time, effort and organizational resources to them and are focused on developing replicable, scalable initiatives that can have a lasting impact on society.”

**Vikram Kailas**

Vice Chairman & MD

Mytrah Energy (India) Private Limited

## **Mytrah Energy (India) Private Limited**

### **Brief**

Mytrah Energy (India) Private Limited is one of India's leading renewable Independent Power Producers and a pioneer in this space. The Company has over 40 operational and under-development utility-scale projects in the wind and solar power segments across 9 Indian states (Punjab, Rajasthan, Gujarat, Madhya Pradesh, Maharashtra, Andhra Pradesh, Telangana, Karnataka and Tamil Nadu) with an aggregate capacity of 2.2 GW. The Company also has a fast-growing portfolio of rooftop solar projects across the country.

Mytrah Energy has pioneered the adoption of technology across the entire renewable power development and generation value chain, be it by building the country's largest wind data bank using over 200 wind mast locations pan-India, or by driving efficient management of power assets through its state-of-the-art Generation Management Centre. As India's Smart Utility, Mytrah leverages its robust end-to-end capabilities ranging from site selection to financing, procurement, project execution and asset management, to efficiently generate clean power from its portfolio of renewable power assets.

Another critical element of the Mytrah story is its commitment to be a socially responsible corporate citizen. Mytrah Foundation is the CSR arm of Mytrah Energy that not only looks into the development initiatives on the ground, but also supports the Company in meeting statutory compliance requirements.

### **CSR**

#### **Mytrah Foundation**

Mytrah's corporate philosophy whole heartedly embraces company's social responsibility towards society. At Mytrah, we believe in investing in communities with as much passion as we invest in our business. In being environmentally, socially and economically conscious of our business practices, we aim to have a lasting and positive impact on society.

At Mytrah, we recognize that Corporate Social Responsibility is beyond modest community interventions and complying with statutory requirements. In the true spirit of Corporate Responsibility, we recognize the need to intervene in sectors like Education, Health, Livelihood etc. while we are also consciously making efforts to touch those areas that can positively impact society, particularly the youth.

Mytrah Foundation is the Corporate Social Responsibility arm of the Mytrah Group, which facilitates the development initiatives of the Group. Led by a professional team, the Foundation looks not only into the development initiatives on the ground, but also supports in meeting statutory compliance.

CSR projects implemented through Mytrah Foundation have impacted over 71,000 lives in four states.

### **Grameen Mytrah – A Project to enhance Rural Entrepreneurship and Skill Development.**

The project addresses issues related to rural livelihoods in a sustainable manner through integrated approach with forward and backward linkages. The project interventions include integrated livestock management; making available high yielding varieties of fodder throughout the year through creating access to fodder slips, entrepreneurship promotion and farmer training, artificial insemination and veterinary support; formation of Farmer Producer Companies; Shadenets through entrepreneurship mode to make available quality vegetable seeds and Skill Development for youth in employable fields. The project is being implemented by BAIF Development Research Foundation, an experienced NGO in the field of Agriculture and Animal Husbandry.



### **Kala Mytrah – Initiative to empower adolescent school drop-out girls**

The project aims at providing academic support to the school drop-out girls in the age group of 14 to 19 years to appear for Grade X examinations through open school society. Besides academic support the project also provides coaching in life skills, health education, education on rights of the girl child, promotion of community collectives for girl child protection and employability related soft skills. The project is implemented in partnerships with UNICEF which provides support as a technical partner, government supports it through curriculum and textbooks and



Mahita, an NGO extends its support in the implementation. The Education APP, which is being developed to make available the Grade X lessons through e-learning mode free of cost to all aspiring students, is expected to reach out to about 50,000 students every year, while the Community Resource Centres established in Hyderabad are serving about 500 girls through direct coaching.



### **Sports Initiative – Coach Led – Athlete Centric Project**

With the premise that promotion of sports has larger impact on the society and that medals are just one of the benefits, Mytrah partnered with Gopichand Foundation to develop sports ecosystem with a strategic project named Khel Udaan. The project supports athletes and coaches through Coach Education, World Class training, best sport science experts,

scholarships, best nutrition support, advanced equipment, tournament exposure and knowledge creation. Though the project aims at supporting athletes to reach international platforms while we foresee larger benefits to the society such as contributing to building quality human resource, which is expected to have trickledown effect on life expectancy, better genetics, building capabilities, success in other spheres, productivity leading to positive impact on GDP.



### **Social Entrepreneurship – Accelerator Programme**

With the purpose of supporting emerging social enterprises focused on solving social issues and to build a robust ecosystem for the development, Surge Impact Foundation (SIF) with support from Mytrah Energy, initiated an accelerator programme. The programme aims at training social enterprise founders to become effective leaders and help them

build sustainable business models that can scale their impact and develop a strong network of stakeholders including, but not limited to investors, mentors, government agencies and partners for business development support.

### **Safe Drinking Water – Reduce Water Borne Diseases and Child Mortality**

Mytrah has so far set up ten safe drinking water plants in four states in an effort to provide safe drinking water to rural population. The objective is to reduce water borne diseases and thereby the child mortality and reducing expenses incurred on health. The project also has indirect benefits of decreased wage absenteeism, leading to increased income.



### **School Sanitation Project**

The School Sanitation Project is implemented in Kurnool district, Andhra Pradesh to take on the sanitation project in 93 government schools. The project, initiated through a MoU with the Kurnool district administration, is being implemented by Sri Parameshwari Educational Society, a local NGO. The primary purpose of the project is to promote and maintain hygiene at

sanitation facilities in educational institutions. The larger aim of the project is to create awareness about the importance of sanitation in schools and to reduce the dropout rate of girls from schools.



### **Employee Volunteerism**

Employees of Mytrah Group participate in the Company's CSR activities on regular basis. CSR team provides a menu of opportunities for employees to participate in individual or group-led volunteering activities delivered through Mytrah Foundation. This has helped employees harness their skills as well as added value to the CSR activities of the Company.

Building a strong social impact ecosystem through these interventions, Mytrah also ensures that there is stringent monitoring and evaluation of CSR through a highly structured process. With Key CSR programmes evaluated by Tata Institute of Social Sciences, we have documented the lessons learnt and key recommendations for Mytrah's future programmes. Mid-term evaluations helped in drafting a well-thought out exit strategy for evaluated projects.

Mytrah's CSR interventions have been awarded for (i) Best Use of CSR Practice in Various Sectors by Global CSR Excellence & Leadership Awards and (ii) Best Community Development Award by National Awards for Excellence in CSR & Sustainability





“V-Mart's CSR programs are anchored on the continuing commitment to improve the quality of life and opportunities for the underprivileged sections of society without regard to their faith, origin or gender”

**Lalit Agarwal**  
CMD  
V-Mart Retail Ltd

## V-Mart Retail Ltd

### Brief

V-Mart is a complete family fashion store that provides its customers true value for their money. We offer our customers a great shopping experience each time they visit V-Mart store by offering a vast range of products under one roof. Maintaining high standards in quality and design, V-Mart offers fashion garments at down-to-earth prices and over a period of time has emerged as the destination of choice for bargain hunters and the fashionable alike. We primarily operate in tier II & tier III cities with the chain of “Value Retail” departmental stores. Our stores cater to the needs of the entire family altogether by offering apparels, general merchandise and kirana goods. “Price Less Fashion” is the main motto through which we believe in providing the latest trends to the upwardly mobile Indians at the best possible price. We have 186 stores across 153 cities in 15 states and union territories, with a total retail area of 1.5 Million sq. ft. Our stores are located in prime states/cities such as Bihar, Chandigarh, Gujarat, Haryana, Jammu and Kashmir, Madhya Pradesh, New Delhi, Punjab, Rajasthan, Uttarakhand and Uttar Pradesh. We are among the pioneers in setting up modern ambience stores across various small towns and cities like including Sultanpur, Ujjain, Motihari and more.

### CSR

#### Project Koshish

Give young ones the chance to indulge in a game of football, or ask them to sprint 100 metres, and they'd jump at it. Clammy heat or bone-numbing cold is hardly going to deter them.

Looking at the enthusiasm of this spirit, on 26th January, 2017 an underprivileged professional football programme has been initiated to develop the





underprivileged kids into professional footballers with aim to develop a livelihood and instill a positive effect in the community using football as a development tool. So far, this program has gone at the grass-root level to select **50 talented & aspiring footballers**, to nurture & train them as professional players in the next 5 years. Under this program, these children undergo rigorous training to play at various Local, National and International Football Tournaments. Their training and grooming includes all the infrastructure, football equipment, kit, shoes and nutrition. Regular monitoring on their skills, energy, strength and stamina is tested.

The Company's vision is to provide a 360 degree holistic platform for underprivileged talented footballers both boys and girls, who will get an opportunity to get trained and play for the Indian National as well as International Teams.

### **Project Readvantage**

Giftng a child the will and the skill to read is one of the most empowering contributions one can make towards nation building. While we worked with the schools, there is a vast segment of children who don't have access to quality basic education. It is no surprise that this is the segment where the need is the greatest. Knowing the importance of the same, V-Mart in association with Stones2Milestones started a program called **Project Readvantage** wherein the focus is on enabling the skill to make English reading easy & enjoyable.



The responsibility revolves around by identifying the cluster of schools & enabled them as '**raise a happy reader**' by gifting each one of them the '**skill & will to read**', which is the foundation for kids to learn English as a language. This happens by simply integrating a shift in English language teaching, empowering teachers and equipping children.

Through this program we are able to reach out to **4000 children** in different cluster of cities and choose to make a difference in their lives.

### **Project Ujjwal Bhavishya:**

We understand that the lack of education is a root cause of various social and economic problems and therefore, believes that the education should be the primary area of intervention for empowering the communities. This is where the notion of the **Ujjwal Bhavishya program** was born. V-Mart has teamed up with Friends Union for Energizing Lives (FUEL) an NGO with the main aim of encouraging students to pursue their higher education in semi urban and rural areas. The scholarship amount of **Rs 10,000/- per student** will support the study fees that would require finishing XI Std. The students from underprivileged families in UP, Bihar and other northern states of India will be selected on the basis of their high scores in Std.10.



There is no dearth of young talent in India, however due to lack of financial support and non-availability of proper mentoring support, lakhs of students are unable to pursue their interest and talent. Students drop-out from formal education system due to varied reasons, bringing the higher education GER (Gross Enrollment Ratio) in India down to 22.

The primary objective of this program is to recognize, promote and financially assist

the meritorious students belonging to economically weaker sections, so that they are able to pursue higher education. This much sought scholarship program was instituted in the year 2017-18 thorough which we would be able to bring change in **750 lives**.





“Creating Health and Happiness for all “Life is Priceless”

**Dr. Prathap C Reddy**  
Founder-Chairman of Apollo Hospitals

## Apollo Hospitals Enterprise Limited

### Brief

Total Health, a Corporate Social Responsibility (CSR) initiative of the Apollo Foundation and a vision of the Chairman, Dr. Prathap C. Reddy, strives for the Total Well-being of the community with services extending to 195 villages in Thavanampalle Mandal of Chittoor District, Andhra Pradesh (AP).

Total Health aims to provide “Holistic Health Care” for the entire community, from a person's birth, through their journey into childhood, adolescence, adulthood and into the latter years of life. Total Health also encompasses the physical, mental, social, ecological and spiritual health of an individual. More importantly, it transcends barriers and caters to the healthcare requirements and aspirations of the community, which did not exist hitherto. It was with the aim of covering this deficit that Dr. Prathap C. Reddy launched 'Total Health' in 2013.

Total Health caters to the community needs with two mobile healthcare units, two satellite clinics, six nutrition centers for expectant and lactating mothers, three geriatric centers, comprehensive screening for cervical, oral and breast cancer; AYUSH which integrates Allopathy with alternative systems of medicine, yoga and skill centres for provision of livelihoods to the local women - all combine to turn the Chairman's vision into reality.

### CSR

Dr. Prathap C Reddy, the visionary Founder & Chairman of Apollo Hospitals, is widely credited as being the architect of modern Indian healthcare system. Dr. Reddy had pledged to ensure health of international standards to each and every citizen of India. Today the 64 Apollo Hospitals, spread across the length and breadth of India have to a certain extent achieved this goal.

But, Dr. Reddy realizes that there remains a yawning chasm, between the different regions of nations, affordability of the different strata of society, and covering aspects of health, hitherto untouched, such as social and spiritual health. In order to bridge this gap, the Apollo Hospitals enterprise Ltd had launched a drive to move towards the smaller towns with the “Second tier” hospitals concept for provision of “Secondary Health Care”. However, even with these herculean measures there still remains a deficit which has to be necessarily addressed, especially such as

health which is such a dynamic field, where new vistas keep unfolding, such as the “Epidemic of Non Communicable Diseases”, problems associated with old age and the most importantly the changing aspirations of the population themselves.

### **Concept of “TOTAL HEALTH”**

It is with the aim of covering this deficit that Dr. Prathap C. Reddy launched the 'Total Health' Foundation, in the year 2013. The foundation aims to provide a “Holistic Health Care” for the entire community, starting from the birth, through their journey into childhood, adolescence, adulthood and in the latter years of their life. In other words, “Total Health” connotes “total well-being” of an individual inclusive of physical, mental, social, ecological and spiritual health and



more importantly it transcend barriers and it caters to the health care requirements and aspirations of the community through their journey from “womb to tomb”.

Initially this program is being piloted in Thavanampalle Mandal of Chittoor district, Andhra Pradesh which happens to be the birth Mandal of Dr. Prathap C Reddy, and would cover more than 60 thousand people of all age groups. The “Total Health” program aims to promote a healthy and happy living atmosphere through promotion and protection of health, prevention of diseases, and provision of hygienic and sanitary living environment. This program would pave the way for identifying the diseases at the early stage through screening and would facilitate in extending timely treatment to save lives.

It has covered 35000 people and classified them according to their ten year risk of getting a non-communicable disease (NCD), into three basic groups of low risk, moderate risk and high risk. The population is further being followed by investigations, counseling and medication through “Mobile Health Clinics of Total Health” and if necessary expert management is imparted by Apollo Hospitals, Aragonda.

The program also envisages on providing health related infrastructure development in terms of “Purified potable water of high standards”, Individual Sanitation latrines (ISLs), catering to the needs of pregnant and lactating mothers by supplementing their diet in terms of nutritious food supplements and periodical Medical checkups and health education at the “Nutrition Centres”, “Kitchen Gardens” to promote easily available, unadulterated nutritious food. Special care would also be given to “Tiny Tots” at the proposed Anganwadis by Total Health. School health and hygiene would also be given special care and “Value added livelihood creations” by establishing skill based vocational training centres. Total Health also provides “Yoga cum Meditation Centre's, Gymnasium,” for the community at the Total Health Premises.

### **Health**

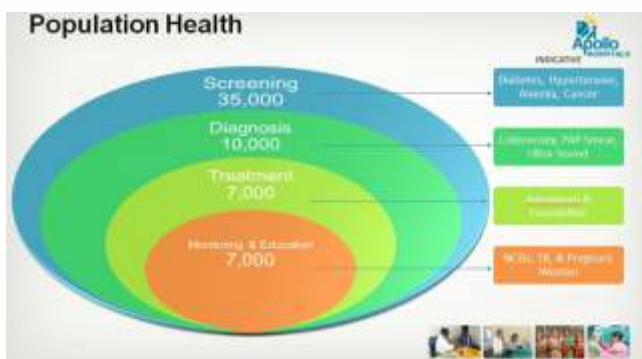
Total health project is committed to enhance the health and total wellbeing of the targeted communities. It attempts to improve the health seeking behavior of the communities regarding nutritious food, mother and child health, non-communicable diseases, preventive mechanisms

through community based health services and health educations.

Total Health under the benediction of Dr. Prathap C. Reddy, Hon'ble Chairman, Apollo hospitals enterprise limited and under the guidance of Apollo family members and Dr. Mandeep Singh, Director medical services, Apollo hospitals, Hyderabad had developed a base line household survey instrument. The base line survey instrument has been developed after having had deliberations, consultations with the medical fraternity and social scientist by duly keeping the WHO step method as baseline. For WHO questionnaire, a software application had been developed to capture the household data in the Tablet/mobile phone.

*Dr. Prathap C Reddy inaugurated Total Health in the year 2013 to provide integrated comprehensive health care services inclusive of Physical, Social, Mental, Ecological and Spiritual health to 54,000 populations in Thavanampalle Mandal of Chittoor district*

The survey would facilitate to know the health status of the communities, village wise gender wise, age wise, and its impact on socio economic levels of the community. It also facilitates to detect the diseases at the early stage, so that the individuals would take precautionary measures. The survey also facilitates to know the prevalence of non-communicable diseases and classify them as low risk, moderate risk and high risk for extending timely services through different intervention. It also provides the immunization status of the children, IMR and MMR, Institutional deliveries, disability etc. It also provides the socio economic status of the families, the hygiene level, sanitation facilities, drinking water facilities, livelihood pattern, educational background, segregation of garbage etc.







“Empower the weakest physically challenged youth to make best of the breed products of International standards in 3D, AR (Augmented Reality) & VR (Virtual Reality)”

**Capt. Kamaljeet Singh Brar**  
CEO-Designmate

## Designmate Pvt. Ltd.

### Brief

Designmate empowers the weaker sections of society to make them compete with the best able bodied professionals in all fields especially in new and emerging technologies like AR & VR. A prime example of their output is the app "Froggipedia", the link being <https://itunes.apple.com/us/app/froggipedia/id1348306157?mt=8>. They become profit making entities individually for the overall growth of the organization.

A young boy of 19, in late nineties who, displayed enormous talent and became one of Mumbai's top animators, made us realize the need of making and improving status of the physically challenged in our country motivating us to bring them into the mainstream by offering them meaningful employment. Physical handicaps can be overcome if they have necessary opportunities, training and motivation. The policy statement of the company clearly defines that the majority workforce will be from the physically challenged. "WE ARE A CORPORATE FOR PROFIT SOCIAL Company". The objective is of bridging the gap between work skills of the able-bodied and physically challenged. Employing the physically challenged work force is to provide them a chance to live a life of self-respect, as just finance and mercy of organizations will not make them independent and live a life of dignity.



### CSR

The USP of Designmate lies in its outlook with regard to the weaker sections of society which majorly forms the basis of its recruitment policy. The policy statement of the company had a clearly defined clause that the majority workforce will be from among the physically challenged.

Our commitment and the organization commitment is total Social for Profit Enterprise. The Management Cycle was put in place 20 years back when we first met a person with mental ability but

unfortunately was physically challenged. As said from the beginning as a part of the company policy it was decided that at least 70% of our employees should be physically challenged. Thus the cycle was set before we setup Designmate in 2002. We are policy wise, mentally and financially geared to take up this challenge.

The idea has worked out so effectively and efficiently that today we are one of the best in e-Content development company in Math and Science in the K-12 segment globally in 3D, VR & AR globally. As we are a totally Social for Profit Enterprise, our goal is to remain that way till the company is in operations. This initiative proved a game-changer for this less privileged section of society which includes victims of paralysis and muscular dystrophy with disability ranging between 60 and 90 percent and quite a substantial number of deaf and dumb employees. From an anonymous existence they have overcome the ignominy of being called disabled, thus setting an example for others to emulate. They are being paid decent remuneration in lieu of their work, they can look forward to social stability as well. Many of them have found their life partners in the company itself and are happily married and have kids whom they can provide decent education.

There is a perceptible change in their attitude towards life. Their confidence level is higher than it ever was and many of them actively participate in cultural and sports events organized by different NGOs for such people. The realization that they



too are effective members of society has boosted their morale and they display an unmistakable zeal to learn and master the ever emerging new technologies in computer animation.

When they joined the company, their computer knowledge was almost non-existent and now they are adept at making a world class product. The credit for bringing the company into the fore-front in the areas of 3D animation or AR and VR, largely goes to the incessant and untiring efforts of these employees. As a mark of gratitude they have pledged their loyalty to the company and this has helped the company in retention of the work force. With a work force of barely 70 handicapped employees in 2006, the company now has 250+ such employees on its roll which is 70% of the total workforce of the company. It has been a challenging and yet an interesting success story for us. Taking one step at a time and forging ahead with patience we ensured that our strategy worked. Right from finding enough number of physically challenged boys and girls, providing them suitable residence, paying them salaries on time so that they could meet their daily requirements to bringing about a positive change in their mind set, each step was a challenge for us but persistence has reaped the benefits for them and the company.

The entire organization is focused on CSR initiatives. The initiative has been unique in the sense that it goes beyond the government's mandate of recruiting at least 3% of the employees from the handicapped population or spending a certain percentage of the company's turn over on CSR. As many as 70% of the company's employees are from this less privileged section of society with their disability being in the range of 60 to 90%, this has set a milestone for the company. The onus to

fructify various schemes and plans of government lies on the corporate houses and business entrepreneurs which of late have come forward to lend a helping hand.

The management of Designmate too did not shy away from this crucial responsibility and has been involved in creating job opportunities for the physically challenged for the last 18 years. We realized that there were very few job opportunities for the physically challenged. We thought of tapping this talent. We tried to make their entry into our organization as easy as possible by not laying down stringent requirements of minimum educational qualification or work experience. We knew if we insisted on conventional requirement of minimum education and work experience, it would discourage them from applying as a majority of them hardly had a chance to pursue even secondary education. We took it upon ourselves to train them patiently once they were inducted. What they were required to display was an earnest passion to work and earn and a desire to learn. We professionally trained them and also took care of their daily needs by arranging free hostel facilities for them and providing them free breakfast, lunch and dinner so that could concentrate on their work.

The company's management is firmly of the view that when we accept people with special needs into the mainstream of life by alleviating their suffering and woes and allowing them to live a decent life we not only experience the inner joy of doing some good to the society but benefit ourselves too in terms of generating revenue for the company. The doors of the company are open to all those physically challenged people who are desirous of working with full dedication and commitment and of honing the skill in 3D animation, VR and AR.





“We are invested in improving the quality of life of communities we touch through our businesses”

**Raghav Raj Kanoria**  
Managing Director  
India Power Corporation Limited

## India Power Corporation Limited

### Brief

DPSC Limited was incorporated in 1919 and rechristened as India Power Corporation Limited (IPCL) in 2013. Over the years, it has proved itself to be one of the leaders among power-generation and utility companies in India. As an ISO 9001:2015 entity, it has been making active inroads towards creating a diverse portfolio. It is now generating both renewable and conventional forms of energy while actively partaking in distribution and power trading.

Currently, IPCL has a 1462MW thermal portfolio across West Bengal and Andhra Pradesh. It also supplies 83.2 MW of renewable energy in Gujarat, Karnataka, Maharashtra, West Bengal and Uttarakhand.

It has a Distribution License spanning 618 sq. km in Asansol & Raniganj area of Burdwan district, West Bengal & it acts as a co-developer for the SEZ in Tuticorin in the form of a Distribution Licensee.

India Power Corporation Limited is pervaded by a unique culture comprising of three 'd's – discipline, dedication and devotion. Over the decades, this culture has permeated to all levels of the organization.







## CSR

They say “Social Work is the art of Listening and the Science of Hope!”

Social work grew out of humanitarian and democratic ideals, and its values are based on respect for the equality, worth, and dignity of all people. Since its beginnings over a century ago, social work practice has focused on meeting basic human needs and developing human potential. Human rights and social justice serve as the motivation and justification for social work action.

India Power in solidarity with those who are disadvantaged has been making efforts to relieve and prevent hardship and suffering of the society and its people at large. The primary objective of all our activities and efforts is to focus on problem solving and bringing a fair change. With the motto to empower the marginalised and the less fortunate, to build a better nation and to add value to the society and its people, IPCL has plunged into Social Welfare activities coming out from the small radius of Corporate Social Responsibility.

This year IPCL focused primarily on certain sections which needs special attention from social workers such as Rural Development, Education, Health, Women Empowerment, Safe and Clean Drinking Water, Green Initiatives, Support to Senior Citizens, Recognition to Sports, Preserving the nation's Culture and Heritage, Stretching out help during Disasters and Crisis, Skill Development Programs and Vocational Trainings.

Covering the geographic area of Haldia, Asansol, Ranigunj, Gaya, Bodhgaya, Manpur and Nellore, India Power proactively indulged into honest efforts for the upliftment of the society and its people through activities like Vocational Tailoring Training for women, Training on Bangle making (Lahati), organizing Women Soccer Tournament, distributing Woollen Garments and blankets to the poor, donating water purifiers to communities and schools, organizing awareness programs on health, electricity theft, electricity conservation etc. offering scholarships, stationeries, computers to students and furniture to schools, donating auto rickshaw and buses for easy transportation of women and students. Besides the company always proactively comes ahead to help the society whenever there has been a situation of emergency such as natural calamities, demonetization etc. IPCL have been also organizing Cleft Surgeries in association with Mission Smile, stretching out financial support to the Acid Survivors Foundation India for the welfare of the Acid attack victims, donating basic necessary items to the distressed and old widows and elderly people of the old age homes and many more social welfare activities.



Our environment is part of our society, therefore, it is the duty of the citizens and responsible corporate to keep it clean and green. With this objective IPCL has built toilets in the rural areas and took initiatives to clean certain areas in Gaya which was done by the employees of Gaya with a noticeably enthusiastic spirit.

It is often said that employees are a company's best ambassador and with this ideology India Power always strives to support their employees in all reasonably possible aspects. From the employees' Health to Happiness the entire company has been moving forward as a Family. The responsibility towards society, homely atmosphere for the employees, a friendly work culture and approachable leaders makes India Power a unique organization and one of the favourite places to work in.

As we all know “Little drops of water makes the Mighty Ocean”, IPCL has been trying to collect the little drops through their social welfare activities and employee benefit programs so as to build the mighty ocean of happiness among the society and its people.



“CSR is gratifying both ways. It uplifts the lives of the beneficiary and also gives a soul lifting, humbling experience to the donor.”

**Vishal Gupta**  
MD  
Ashiana Housing Limited

## Ashiana Housing Limited

### Brief

Ashiana Housing Limited is in the housing development sector since 1986 and has established a reputation, as a real estate developer that provides affordable good quality homes to India's aspirational and burgeoning middle class segment. Ashiana is also acknowledged as the pioneer in the senior living space in the country. The Company was listed in the Forbes 'Best under a Billion' list for two years in a row (2010 & 2011) and is the only real estate company in India to have made it to this prestigious list.

Taking CSR activities of the Company forward “Ashiana Foundation Trust” has been formulated with effect from April 18. All the CSR Activities of the Company will initiate under Ashiana Foundation.

A passion for quality, a commitment to deliver on promises made, transparency and fairness in all dealings...this was the foundation on which Ashiana was set up. Central to this was the guiding principle that the business must have a positive impact on the community and on the lives of all those associated with the company in various ways.

CSR is an important responsibility of the company. Our thrust is in serving the society as a whole focusing on downtrodden for their upliftment in the society.

### CSR

1. Education – Educating laborers' children through Ashiana Phoolwari Schools and improving Infrastructure of Govt. Schools in the areas in which the company functions.
2. Employment Enhancing Skill Training – Converting unskilled and semi-skilled workers to skilled workers through training and development modules.
3. Empowering Women – Skill-based training workshops aimed specifically for women labourers.
4. Environment Sustainability – Use of environmentally sound practices during construction and promoting plantation, water-saving and cleanliness.

5. Area Development - Improvement of infrastructure and beautification of the area and facilities in areas where the company operates.

#### **I. Education:**

- Phoolwari: Ashiana sets up its own schools for the children of laborers working on their construction sites. To ensure all round development, extracurricular activities like art & craft, movies and storytelling sessions are also included in curriculum. The teaching at Phoolwari Schools is learner-friendly and the teachers are warm and compassionate.
- Govt. School upgradation: This initiative began in 2007 with the purpose of helping in the mammoth task of ensuring a good education to all children irrespective of financial or social standing. Ashiana is involved in infrastructure development, upkeep, maintenance and improvement of various facilities at Govt. Schools in the areas where the company operates.
- The commitment of the CSR department goes beyond infrastructural facilities. The team's efforts are also geared towards attracting more children to join as well as to regularly attend school. The team interacts with local villagers, teachers and students of the Govt. Schools in the area to encourage community participation and to understand requirements.
- Computer Based Learning: The programme for getting involved with imparting Computer Education to Govt. School children was taken up by Ashiana in FY 14-15. In partnership with Literacy India, Ashiana has set up seven Computer Labs in different Govt. Schools and is responsible for their upkeep and maintenance. Under the auspices of the Gyantantra Digital Learning Program of Literacy India children above the age of five get Information & Communication Technology-based learning. Besides giving these children exposure to computer use, this module also fast tracks learning as well as covers important chapters of their syllabus.

#### **ii. Employment Enhancing Skill Training**

The Ashiana Training Institute was set up with the twin intentions of improving the life of labourers working on Ashiana sites as well as to address the shortage of skilled workers in India. Vocational training is given to unskilled and semi-skilled workers in the construction sector to improve and enhance their employability and help them earn higher wages. Women have been especially encouraged to join Skill Training and many are now earning higher wages.



From FY 18-19 Ashiana Foundation has started its outreach skill development programme. We have already started with ATS Le-Grandiose, Noida and are in contact with other developers in the National Capital Region (NCR), to give this programme a shape.



Certification by: Through Confederation of Real Estate Developer's Association of India (CREDAI) by CSDCI- "Construction Skill Development Council of India" under Ministry of skill development & entrepreneurship (Skilling India Initiative)

### **iii. Empowering Women**

The family, society and the country, all prosper and reach their potential faster when they make use of the pool of talent and work ethic of the female sector of the population. Empowering

women and giving them equal opportunity is imperative and is hence one of the focus areas of Ashiana's CSR goals.

In the early years women were working at Ashiana construction sites only as helpers. Our CSR team spoke to them about a skill training programme specifically for women and explained that it would help them to earn better wages. Initially only a few responded positively. However, seeing their growth, and the respect they earned, drew more and more women to enrol for this training.

Today, our women trainees have advanced to become Masons and Tile Grouters. They are earning better wages and are more confident. This has translated into a greater appreciation of the importance of education and training for their children too. Empowering women indeed has multiple benefits.

### **iv. Environment Sustainability**

From its very inception, Ashiana has followed ecologically sound practices like extensive planting of trees and greening of areas, management of solid waste and optimum use of natural resources. Ashiana Housing is known for the number of trees and large garden areas in all its complexes, thus ensuring a healthier lifestyle for its residents. The company and its people have a strong understanding of the need to protect and preserve what nature has given us. While greening, cleaning and not wasting resources is inherent at every step of development at Ashiana Housing, the CSR team works specifically in tree plantation.

### **v. Area Development**

As responsible members of the community, we believe in contributing in various ways to improve the lives of the people living in areas where we operate. Our team members interact with the local people to understand their problems and take appropriate measures.

### **Beyond CSR**

The principles that define Corporate Social Responsibility are also the principles that Ashiana has nurtured since inception. Hence, it is but natural that a range of schemes, some initiated by employees, others by directors of the company, run alongside CSR initiatives.

## **The Charity Box**

It could be a special personal occasion or a random moment when an employee decides to put some money into the Charity Box placed in the office. The company contributes an equal amount to what the box contains and the amount is donated to a charitable cause.

## **Aid during disasters**

During national disasters, employees contribute a day's salary and the company adds an amount equal to what had been collected.

## **Daan Utsav: the 'Joy of Giving' Week**

Ashiana is a participant in this festival of giving which takes place in the first week of October every year.

## **Blood Donation**

Our network swiftly spreads the word when someone requires blood and Ashianaites are willing blood donors.

## **Health Camps**

Ashiana regularly conducts free medical checkups and camps for the underprivileged.

## **Visits to Special Schools and Old Age Homes**

Ashiana employees spend time with children and adults with special needs, taking gifts and entertaining them.

## **Going the extra mile**

Putting into practice one of our Core Values, employees take time out for tree plantation, educating the underprivileged, teaching basic health care and hygiene and giving skill training to laborers.







“Corporate Social Responsibility is looking beyond the basic responsibility towards shareholders, rather it is broader responsibility that include the people of the communities in which it operates”

**Rahul Bishnoi**  
Chairman  
Shivalik Rasayan Ltd. (SRL)

## Shivalik Rasayan Ltd. (SRL)

### Brief

Shivalik Rasayan Ltd. (SRL), established in 1979 in the scenic valley of Dehradun with a mission to produce effective and environmental friendly chemicals for protection of plants. Shivalik Rasayan is the largest producer of international quality Malathion Technical and Dimethoate Technical. SRL products are well established in India and various global markets.

Recently Shivalik Rasayan Limited has ventured in another chemistry segment of Pharmaceutical after acquisition of Medicamen Biotech Limited and with the state-of-art Research and Development Centre fully dedicated for the development of Oncology and Non-Oncology active pharmaceutical ingredients and their finished dosage forms.

SRL is currently engaged in innovatively transforming the healthcare spearheaded by its R&D Centre at Medicamen Biotech Campus (Bhiwadi) recognized by the Department of Scientific & Industrial Research (DSIR), Government of India since April 2018.

### CSR

Shivalik Rasayan Limited defines the “Corporate Social Responsibility” as deeply imbibed in the Company's approach towards sustainable development of society as well. The Sustainable Development Goals (SDGs), are universal call to action in order to enhance education level and aiming to end poverty, improvising education, protect the planet and ensure that all people to enjoy peace, prosperity and healthier lives.

Shivalik Rasayan Limited as a responsible corporate works in synergy to these function (SDGs) with a strong focus on social performance, achievements indicated in the CSR projects of the organization.

Our existing policy for CSR is a testimony to the fact that corporate philosophy embeds CSR initiative and activities as matter of great importance and value addition to the loves of people in the society.

Shivalik Rasayan Limited involve actively in CSR activities since 2009. Shivalik Rasayan Limited believes in business growth with a value-centric approach. Our business interest works in harmony with society's interest as well. In the earlier stage of CSR, Shivalik Rasayan Limited engaged to spread the flow of education to support "SAB PADHE SAB BADHE" initiative by adopting some of the primary school in nearby villages in Dehradun District. Shivalik Rasayan Limited employees actively give their voluntary time to inspect the progress and monitor the initiative on a routine basis.

Shivalik Rasayan Limited as a responsible corporate works in the line of these SDGs with a strong focus on social performance indicated in the CSR projects of the organization. The frame work of CSR is as follows:

## **I. Education:**

Education is the backbone of every society in this world. Shivalik Rasayan Limited focuses on strengthening our existing educational infrastructure than to create parallel institutional base values for education by supporting Government Primary Schools through:

- a. The Company sponsors for primary school teachers till date regularly since 2009-10 in the following schools:
  - Rajkiya Prathmik Vidayala Aamwala
  - Rajkiya Prathmik Vidayala Kolhupani Lower.
  - Rajkiya Prathmik Vidayala Kotra Santore
  - Rajkiya Purva Madhyamik Vidayala Kolhupani Lower
- b. Improving the learning environment in the school so that students feel interested to attend school, thereby bringing down the dropout rates.
- c. The Company provides winter school dresses including for small children for Lower Kolhupani and Kotra Santore 2015-16 and 2016-17.
- d. Books and copies for some economically- down children of Kotra Santore School 2017-18.
- e. School children were taking mid-day meals in open sun so a shed was constructed in Rajkiya Purva Madhyamik Vidayala Kolhupani Lower 2014-15.

## **2. Health**

The Company is dedicated towards providing basic healthcare facility to the community around its manufacturing locations. There are different health project running at all locations:

- a. General medical check-up camp is organized for neighboring villagers of the factory, once or twice a year 2015-16 and 2016-17.
- b. An eye check-up camp is likely to be organized during this 2018-19.

### **3. Social welfare and support**

Apart from all above Shivalik Rasayan Limited believes in customizing the implementation of CSR activity as per need of the society and a call from nearby community. Shivalik Rasayan Limited, as a company found some basic need of the society in nearby connecting villages and decided to fulfill those with the help of provide some customized solution as:

- a. Shed in Kolhupani village for assembly of villagers on religious occasions-2017-18.
- b. Construction of Community hall in neighboring village of Kolhupani 2014-15.
- c. Projected plan for some other sheds in 2018.
- d. Company sponsors one social organization in the name of "Kolhupani Kota Santore Jan Kalyan Samiti, Dehradun".
- e. The Company also keeps providing community help to neighboring villages on the advice of Gram Pradhans.

### **4. Sanitization & Hygiene for Improving life**

With the ideology of "Business has a responsibility to give back to community", Shivalik Rasayan Limited take the responsibility to make R.O. Drinking water available at the root level at primary schools in nearby communities. We also believe to stand for proper storage of water facility. Some CSR activities for maintaining the sanitization & hygiene is as follows:

- a. RO machine for drinking water was installed in Kolhupani primary school 2014-15.
- b. Water storage facility for drinking water was provided in Kolhupani primary school 2014-15.
- c. School children were taking mid-day meals in open sun, so a shed was constructed in Rajkiya Purva Madhyamik Vidyalaya Kolhupani Lower 2014-15 so that they may get a hygiene environment for food and water.

### **5. Cultural activity**

To nurture the rich tradition of cultural patronage Shivalik Rasayan Limited is engaging CSR activities to provide some sponsorship for annual sports and cultural function in nearby communities, to promote the talent along with education. The Company sponsored annual sports function in Kotra Santore village high school to encourage school children 2016-17.

**FICCI Aditya Birla CSR Centre for Excellence**

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