

“ Our Vision

Towards inclusive growth, we truly practice compassionate capitalism. Service to society is at the very heart, of our value system. We do so with a sense of purpose. This is manifest in the various CSR projects that we run, providing the less fortunate strata of society with education, healthcare, sustainable livelihood and infrastructure support. We at the Aditya Birla Group collectively, work in 5,000 villages, reach out to 7.5 million people and our CSR spends at the Group level exceed the 2% norm ”

– Mrs. Rajashree Birla, Chairperson

Aditya Birla Centre for Community Initiatives and Rural Development

Aditya Birla Nuvo's community engagement spans 193 villages, inclusive of 14 model villages. Our CSR work is in proximity to our 6 manufacturing units across 4 states of the country. We reach out to a rural population of 6.85 lakhs at Bangalore in Karnataka, Jagdishpur in Uttar Pradesh, Veraval and Halol in Gujarat and Rishra, in West Bengal.

Health Care:

We organised over 49 medical camps and 23 speciality medical camps in remote villages at Anekal, Ramnagar in Karnataka, Jagdishpur, Rishra, Veraval and Halol. Over 27,550 persons availed of medical check-ups and diagnostic/referral facilities. Those who needed advanced treatment or were afflicted with serious ailments were taken to our hospitals and some of them referred to speciality hospitals.

At our 27 eye check-up camps, 5,254 persons were examined for their vision/sight issues. These camps were held at Bangalore, Jagdishpur, Veraval and Rishra. We performed 951 cataract operations in these camps and distributed 1,878 spectacles.

Dental and eye camps were organised for school children, at which 2,014 students were checked and wherever necessary were accorded treatment.

More than 800 rural women participated in the 10 cancer awareness camps organised at Anekal and Ramnagar. The focus at these camps was on the detection and prevention of cancer.

At 8 blood donation camps, 368 donors came forward in Bangalore, Rishra and in Mohali.

Our Skin Rehabilitation centre at Jagdishpur treated 6,438 villagers. Indo Gulf Jan Sewa Trust identifies and rehabilitates disabled and leprosy cured patients to enter mainstream society. They are given financial assistance, which has aided them in the setting up of small shops at the village level. So far 20 persons have resorted to funds to start Kirana stores, tailoring shop and handcarts.

Our hospitals and medical centres at plant locations in remote areas of the country attended to more than 1,10,060 patients for minor and major ailments.

Mother and Child Health Care:

In collaboration with the district health department, primary healthcare centres and Rotary International, we administered 6,19,813 polio doses through 1,379 booths across our locations. Over 2,11,374 children were immunised against other ailments, such as diphtheria, whooping cough, tetanus and hepatitis, besides giving BCG, across our units.

Safe drinking water and sanitation:

This year we installed 2 hand pumps at Veraval and Jagdishpur, repaired 38 hand pumps – to ensure safe drinking water for 8,721 villagers.

Under the Nirmal Gram Yojana, we have facilitated the construction of 1,642 individual toilets in villages around

Marsur (Anekal) Jagdishpur, Veraval, Rishra and Barasat.

Education:

Rural schools were extensively supported in the campaign for enrolment, and reduction of dropouts at Bangalore Rural and Urban Districts, Jagdishpur, Veraval, Rishra and Halol. We reached out to 119 schools and 20,053 children. Merit scholarships were awarded to more than 661 students at Anekal and Veraval.

In the recent past, we initiated special coaching classes and career counselling programmes for students – to begin with at Channapattana (Tamil Nadu). These are of great benefit to the students. 150 girls enrolled. Likewise we began specialised coaching centres for Grade 10th/12th and for CET competitive exams for Engineering /Medical and other professional courses. Simultaneously, we started career counselling programmes at Rishra, Barasat and Channapattana, in collaboration with Galaxy Institute, Rishra and S V Education Trust, Bangalore. We conduct these educative programmes under the Project Gyanarjan umbrella. Up until now 812 students have registered.

Uniforms, books, notebooks, writing pads, bags and stationery was distributed to 6,965 children near our plants at Bangalore Rural / Urban District and Veraval.

We continue to support Kasturba Gandhi Balika Vidyalaya (KGBV - Government residential schools for girls). We go into the rural interiors, identify the school dropouts, counsel them and eventually they are persuaded to enrol at the KGBVs by identifying girls and counselling them for enrolment. We also provide uniforms and safe drinking water. Currently, we are engaged with 13 KGBVs with a student population of 1,167 girls. These KGBVs are at Channapattana, Krishnagiri, Veraval, Jagdishpur and Halol. Our efforts have led to 142 girls joining the KGBVs and restarting their education. Furthermore, towards their holistic development, we teach them life skills such as first aid training, adolescent health care and enlist them in cultural events.

At Veraval and Channapattana 250 girls are given special coaching. At Madura Fashion & Lifestyle, Bangalore and Veraval, Computer coaching classes support 318 students. We have aided 3,090 children with educational materials at Veraval.

To help 85 visually impaired children, we shore up the

efforts of two residential schools at Jagdishpur and Bangalore.

More than 275 women in the 25-60 age groups actively participated in our functional literacy program conducted in 11 villages at Jagdishpur.

Sustainable Livelihood:

On the agricultural front, we have helped farmers earn better through farmer training programmes on advance cropping techniques and other processes to improve yield. NABARD has been a very valuable partner to us and has significantly contributed to the setting up of over 100 farmer clubs with bench strength of 1098 farmers. Together, we have been able to augment the income of the farmers.

Vocational Training

A year ago, we have launched Project Kaushalya – a Skills Training Centre in collaboration with CII. Our intent is to equip the rural youth with requisite skills that are in sync with the needs of industry and also spawn self-employment opportunities. So far we have trained and certified 1,036 youngsters in trades such as handling and repair of electrical equipment, auto service technicians, retailing, data entry operators, tailoring, and salon care. Towards this, we have set up 4 training centres at Rishra, Barasat, Jagdishpur and Anekal. Our endeavours have enriched the lives of 687 youngsters.

Our project on Integrated Livestock Development, run in collaboration with BAIF is running very successfully. We operate in 12 villages of Veraval and up until now BAIF has provided veterinary support, artificial insemination and vaccinated 5,664 cattle.

Project ANYA, the Women Economic Empowerment initiative

Through our 17 production centres at Jagdishpur, Veraval and Rishra we trained 717 rural women in Apparel and Jute products manufacturing. The Apparel manufacturing unit at Jagdishpur is now self-sustaining centre. It caters to the local community. The jute bag centre at Rishra services our MORE retail stores.

Infrastructure Development:

We support Infrastructure Development such as the construction and repair of school buildings, road / repairs in remote locations. Our work adds to the comfort to 15,446 people at Jagdishpur.

Espousing Social Causes

We try and change mindsets to bring social reform through advocacy against child labour, illiteracy, child marriages, the marginalisation and abuse of the girl child and women among others. For instance –

- To promote dowry less marriages, our unit at Veraval organised mass marriages for 50 couples from the underprivileged community.
- We distributed 40,478 garments to underprivileged people at various charitable organisations at Bangalore.
- Our unit at Veraval supported Prime Minister's Jan Dhan Yojana and organised a programme for opening of savings accounts for 185 people.

J & K Flood Relief Operation

Madura Fashion and Lifestyle, Bangalore in collaboration with GOONJ organised a relief camp to help the flood victims of J&K. We reached out to 3,000 families and we gave them 44,060 garments.

Accolades/Awards

In recognition of our work, the Global CSR Excellence Award was bestowed upon Indo Gulf Fertilizers, Jagdishpur.

Our Partners/Collaborators include:

- District Rural Development Authorities at various locations
- District Health departments
- District Panchayatiraj Institutions
- District Industries Centre
- Sarva Siksha Abhiyan

- Gram Panchayats
- NABARD
- Indira Gandhi Eye Hospital & Research Centre, Munshiganj, Amethi.
- Sri Bhagwan Mahaveer Viklang Sahayata Samiti, Malviya Nagar, Jaipur, Rajasthan
- The Leprosy Mission India
- WHO
- CEE – UNDP
- Narayan Netralaya, Bangalore
- GOONJ
- BAIF
- Aroni Charitable Trust
- Dr. M.C. Modi Hospital, Bangalore
- CII / Labour net

Our Investments:

For the year 2014 - 2015, our CSR spend was Rs.9.61 crore. In addition, we mobilised Rs.41.53 crore through various Government schemes, acting as catalysts for the community.

In sum:

Our CSR work is aimed at lifting the burden of poverty. To an extent we have helped lower the level of poverty in villages near our plants. We attained this by reaching out to 4,65,448 people through health care interventions, 30,270 people through education, 18,284 people through sustainable livelihood, 15,446 people through rural infrastructure and 31,817 people through social causes. Given the magnitude of the issue, much more needs to be done, avers Mrs Rajashree Birla.