FICCI

Corporate Social Responsibility Award

2012-2013



Acknowledging the best









FICCI

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FICCI instituted India's first Corporate Social Responsibility (CSR) Award in 1999 to encourage corporate participation in inclusive growth. The FICCI Corporate Social Responsibility Award, until last year was known as the Businessworld-FICCI Corporate Social Responsibility Award.

It is an annual award that aims at identifying and recognising the efforts of companies in integrating and internalising Corporate Social Responsibility (CSR) into their core business operations. The award recognises efforts of the companies which engage in CSR in a strategic and systematic manner and integrate it with their overall corporate strategy. Over the years, the Award has not just grown in size but in stature and is presently recognised as one of the most coveted awards in the area of CSR. The initiative has given various companies an opportunity to showcase exemplary initiatives taken up by them.

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

Category I - CSR Award for

a. Public Sector Companies (PSUs)

b. Private sector Companies with INR ₹ 3001 Crores per annum and above

c. Private sector Companies with turnover between ₹ 201 Crores - ₹ 3000 Crores per annum

Category II - CSR Award for Small and Medium Enterprises (SMEs) with turnover

Upto ₹ 200 Crores per annum

Category III - Award for Exemplary Innovation promoting CSR (irrespective of turnover of the company)

Assessment Process

The Award follows a unique, systematic and rigorous three-tier selection process, independent of the organizer - FICCI. The applications received were thoroughly scrutinized by reputed international accountants and business advisors, Grant Thornton, India. This was followed by an on-site assessment by Birla Institute of Management Technology; a leading management School visited and evaluated each of the shortlisted companies on their CSR initiatives. The final selection for the Award was made by a Special Jury comprised of eminent personalities like Mr. M Damodaran (Chairman), Mr. M. K. Venu, Dr. V. Mohini Giri, Mr. Sunit Tandon and Dr. Jürgen Wuttke.

Award Presentation

Over the years, the awards have been presented by luminaries like Dr. APJ Abdul Kalam, former President of India, Shri P. Chidambaram, then Union Minister for Finance, Shri Yashwant Sinha, former Union Minister for Finance, Shri Anand Sharma, Union Minister for Commerce and Industry and Shri M Veerappa Moily, then Minister for Corporate Affairs. Last year the award was presented by Shri Sachin Pilot, Hon'ble Minister of State (I/C) for Corporate Affairs.

Past Winners of the FICCI CSR Awards

YEAR	CATEGORY		NAME OF THE COMPANIES
Year 2011-12	Large Enterprises Companies with ₹ 3001 Crores per annum and above	Corporate Citizen	ITC Limited
	Large Enterprises - with turnover between ₹ 201- ₹ 3000 Crores per annum	Corporate Citizen	Deepak Nitrate Limited
	Small and Medium Enterprises upto ₹ 200 Crores per annum	Corporate Citizen	The Jury decided not to confer the award under this category
	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
Year 2006	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










Organiser

FICCI

Established in 1927, FICCI is one of the largest and oldest apex business organizations in India. FICCI's history is closely interwoven with India's struggle for independence, industrialization and emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A not-for-profit organization, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including MNCs; FICCI enjoys direct and indirect membership of over 2,50,000 companies from various regional chambers of commerce and through its 70 industry association.

FICCI provides a platform for sector specific consensus building and networking and is the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompasses health, education, livelihood, governance and skill development.

To enhance the efficiency and global competitiveness of the Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialized services and global linkages.

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.

As a resource centre, the Centre for Excellence shall provide 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.

Goals 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

Assessement Partner



Grant Thornton India LLP

Grant Thornton India LLP is a member firm within Grant Thornton International Ltd. The firm has today grown to be one of the largest accountancy and advisory firms in India with nearly 1,500 professional staff in New Delhi, Bengaluru, Chandigarh, Chennai, Gurgaon, Hyderabad, Kolkata, Mumbai, Noida and Pune, and affiliate arrangements in most of the major towns and cities across the country.

The firm's mission is to be the advisers of choice to dynamic Indian businesses who have global ambitions- raise global capital, expand into global markets, adopt global standards or acquire global businesses. The firm specialises in providing compliance and advisory services to growth oriented, entrepreneurial companies and adopts best in class international tools, methodologies and independence/ risk management standards for all its services.

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Grant Thornton is one of the world's leading organisations of independent assurance, tax and advisory firms. These firms help dynamic organisations unlock their potential for growth by providing meaningful, forward looking advice. Proactive teams, led by approachable partners in these firms, use insights, experience and instinct to understand complex issues for privately owned, publicly listed and public sector clients and help them to find solutions. More than 38,500 Grant Thornton people, across over 120 countries, are focused on making a difference to clients, colleagues and the communities in which we live and work.

Assessement 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 are professionals serving the industry at senior positions in manufacturing, trading, finance, operations' and other sectors. In addition, young research fellows, residents at the Institute carry out applied research in areas pertinent to the Industry.

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. The doctoral programme is offered in collaboration with the University of Mysore, Mohan Lal Sukhadia University, Rajasthan and the University of Assam, Silchar.

Birla Institute of Management Technology is also set to introduce "Fellow Programme in Management (FPM)" with an objective of grooming young researchers into innovative thinkers and real world solution providers. The FPM will effectively draw from the research strengths of faculty members at BIMTECH. The programme is designed to be academically rigorous and extremely relevant to the needs of business.BIMTECH has been able to establish strong industry linkages through its MDPs, short term projects with industry, colloquiums etc. organized with industry and research bodies.

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!



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Jury MEMBERS

Jury Chairperson



Shri M Damodaran

A member of the premier Indian Administrative Service (IAS), since 1971, Mr. M. Damodaran has held a number of important positions in both the Central and State Governments and in India's Financial Sector, before demitting office as Chairman, Securities and Exchange Board of India (SEBI) in 2008. As Chairman, Unit Trust of India (UTI) and Industrial Development Bank of India (IDBI), he was responsible for leading their successful turnaround efforts. Excellence Enablers Private Limited, of which he is the founder Chairman, seeks to bridge the gap between potential and performance in individuals and institutions. As a leading corporate governance specialist, he advises Boards on the journey from compliance through governance to performance.

Jury Member



Padma Bhushan
Dr. V. Mohini Giri

Dr. V. Mohini Giri is currently Chairperson of Guild of Service and War Widows Association, Founder/ Managing Trustee Guild for Service and Founder Trustee Women's Initiative for Peace in South Asia (WIPSA). Dr. Giri, a leader in the women's movement is the voice of women, specializing in human rights, gender justice and peace in India and South Asia. She is known both nationally and internationally for her four decades of committed work in empowering women politically, socially, legally and economically. She represents and takes initiative for India's widows, a unique constituency.

Dr. Giri has been the Chairperson of National Commission for Women (1994-98); Ford Foundation Professor of Women's Studies at Lucknow University; Global Director of The Hunger Project; Director of World Association of Non-Governmental Organizations (WANGO); Governing Body Member of South Asia Initiative for Human Rights (SAHR); Governing Body Member of Foundation for Academic Excellence & Access (FAEA); Trustee Sarvodaya; Board of Trustee at Human Rights Law Network; Trustee at Gandhi Smriti and Darshan Samiti. Ministry of Social Justice and Empowerment has appointed Dr. Giri as the Chair for reviewing the National Policy on Older Persons.

Dr. Giri has received several Awards including Padma Bhushan Award, Rajiv Gandhi Shiromani Award; Nominated for Alternate Nobel Peace Prize among 1000 peace women across the globe, Lifetime Achievement Award for building a society for all ages by NGO Committee on Ageing, United Nations; Mahila Shiromani Award, Family federation for Unification & World Peace Award, Rajiv Gandhi Excellence Award, and International Peace Award.

Dr. Giri is proficient in nine languages. A prolific writer, she has several books to her credit, which includes Kanya-Exploitation of Little Angels, Emancipation and Empowerment, Living Death, Deprived Devis - Women's Unequal Status in Society, and Several Articles in News Papers/ Magazines on gender based issues.

Jury Member



Dr. Jürgen Wuttke

Dr. Jürgen Wuttke is the Counsellor and Head of Social and Labour Affairs, Vocational Education and Training, at the German Embassy in India.

Before that he worked for ten years at the Federation of the German Employers Associations as Head of Dept. for Labour Market Policy.

Apart from that he was member of the Governmental Board in German Federal Employment Agency.

For several Years he served German Ministry for Economic Cooperation and Development and before worked for the representatives of Cristian Democratic Party in German Federal Parliament.

Jury Member



MK Venu

Mr. Venu is the former Managing Editor of The Financial Express & was in-charge of the overall editorial management and other administrative aspects of the newspaper.

Previously worked as Opinion Editor in The Economic Times. Prior to that worked as Chief Editor, News with The Economic Times in varying capacities over the past 12 years and prior to The Economic Times, Mr. Venu worked for other prestigious national newspapers such as Hindustan Times and Times of India Group, Business Standard, The Statesman, the Patriot and have completed 28 years in journalism.

Have written a lot on India's dynamic role at the WTO as also its quest to become part of regional trade blocs such as Asean and East Asian Summit and also attended specially designed workshop by the WTO headquarters at Geneva.

Mr. Venu does regular economic policy related discussions on national television channels. And have been invited by Parliamentary Standing Committee for his views on important economic reforms programme. Most recently his views were sought by the Parliamentary Committee looking at creating a regulatory authority to oversee the most ambitious programme of the government which seeks to give an unique identification card to the country's billion plus population.

He has also been invited by the Central Bank Governor to participate in formal closed-door interactive sessions with the RBI top brass to discuss monetary policy options before the Bank. Mr. Venu was also invited by the United States government on a special visitors program in 2000 to understand the reforms in the infrastructure utilities in that country. Have been on a special program to the European Commission to study how the European Union works and was a part of an Indian delegation to China in 2005 to discuss larger energy cooperation between the two most populous countries.

Jury Member



Sunit Tandon

Sunit Tandon is presently Director General of the Indian Institute of Mass Communication, the premier Mass Communication and Journalism Institute of the country, under the aegis of the Ministry of Information & Broadcasting, Government of India.

Prior to this, he was Chief Executive of the Lok Sabha Televsion Channel (LSTV), Lok Sabha Secretariat, Parliament of India. Earlier official positions held include: Executive Director (Marketing), LSTV; General Manager, National Film Development Corporation Ltd. (NFDC), Deputy General Manager, NFDC; and Deputy Director, Directorate of Film Festivals, Ministry of Information & Broadcasting, in charge of Film Selection and Programming for the International Film Festivals of India (IFFIs).

Sunit Tandon is also a senior news and current affairs anchor on Indian national television (Doordarshan and LSTV) and a radio broadcaster for over thirty years on All India Radio (AIR). He has presented prime time news bulletins and anchored election, budget and other live telecasts, apart from conducting one-on-one interviews with world leaders and other leading personalities and moderating discussion programmes on diverse topics for over twenty years.

He has also, at various stages in his career, been a banker, a theatre critic, a western music critic.

He has been associated with theatre as an actor and director and has acted in over 150 plays and has directed more than 25 plays.

Corporate Citizen
Category IA- Public Sector Companies



"Every business has a responsibility not only to shareholders but all stake holders and responsibility towards society is the most important of them because we truly believe island of prosperity cannot exist in ocean of poverty"

Ms. Nishi Vasudeva, Chairperson & MD
Hindustan Petroleum Corporation Limited

Hindustan Petroleum Corporation Limited

Keeping utmost focus on Community and Environment has been encoded in the genome of HPCL as emphatically expressed in the vision and mission statement. The conviction of shared value, that corporate success and community developmentaremutually inclusivefor a better and sustainable future has kept the zest for the development of the marginalized and less privileged sections of society.

HPCL is a Government of India Enterprise with a Navratna Status, and a Fortune 500 and Forbes 2000 company, with an annual turnover of Rs. 1,90,048 Crores and sales/income from operations of Rs 2,15,675 Crores (US$ 39.726 Billions) during FY 2012-13, with Pan India presence having a strong infrastructure.

Since its inception it has touched millions of lives through variousphilanthropic and altruistic activitiestowards social and community good. It is in last about eight years HPCL has evolved towards adopting CSR policy, focused CSR activity and scientific methods of need identification , well thought out input and intervention with predefined output and outcome. And this theme based focus area and scientific intervention approach has transformed more than 3 lakh lives who were not as fortunate. Projects at HPCL are designed on input-output-outcome methods with clear objectives and timelines to enable the measurement of impact created on society. HPCL CSR has always worked towards creating synergy among its stake holders. It CSR has transformed the lives of children with disabilities by making them independent in all walks of life, has taken out children out of risk and provided first time educational opportunities to girls in remotest parts of the country. It has also provided the basic health facilities in remotely located villages having no medical amenities and also countering the problem of HIV AIDS by providing attention to the vulnerable truckers' community.



CSR at HPCL is a strategic action wherein successful attempts have been taken to create a healthy supply chain, a developed community around business locations which ensure the growth of business and availability of skilled and educated workforce. The projects are in synergy with national and international developmental programmes. HPCL CSR has contributed to Millennium Development Goals (MDGs), PM National Skill Development Mission, NRHM and SarvaSikshaAbhiyan etc. Third party social audit of all projects has become the integral part of HPCL CSR practice and it has led to major changes in the HPCL CSR initiatives in terms of innovation and better services to beneficiaries.

Major Project	Synergy with Developmental Initiatives
Swavalamban	Prime Minister's National Skill Development Program
Rural Health Program (Wockhardt) DilWithout Bill Shushrut	National Rural Health Mission MDG - Combat HIV Aids, Malaria and Other Diseases
Akshaya Patra	Government's Midday Meal Program, MDG- Reduce Child Mortality
Nanhi Kali Unnati Adapt	MDG - Achieve Universal Primary Education Right to Education for Children
Suraksha	MDG - Combat HIV Aids, Malaria and Other Diseases

HPCL has identified five focus areas for the activities under CSR, namely- Child Care, Health Care, Education, Skill Development and Community Development. These areas are interconnected and interdependent pillars determining the prosperity of any society. Focus on these areas, we believe, would help us to achieve our larger objective of doing our responsible bit in improving the quality of life of society at large. Our CSR activities primarily focuses on identifying gaps in the existing system of the society and intervening meaningfully with them, so as to create a long-term, sustainable impact; rather than create parallel systems.

As part of Major Projects, in field of Child Care HPCL has taken two projects. First ADAPT supports education and therapy needs of the children with disabilities and make an attempt to bring them into the main stream schools and give them equal opportunities for education and growth with the larger aim of inclusive development. Being implemented through ADAPT (Abled Disabled All People Together) for support of educational service for Children with Special Needs (CwSN) in Mumbai. ADAPT supports 300 children every year. Secondly, Childline wherein the constant efforts are being taken to rescue, rehabilitate and repatriate children in risk situations. The Childline Van also acts as a tool for outreach programs. It works in three major cities of Delhi, Kolkata and Mumbai.

Project Suraksha aims at Prevention of HIV+ and creating awareness amongst the truckers who are always on the Highways, and are considered to be high risk population. HIV+ clinics are opened free of cost for the truck drivers to diagnosis STI and treatment through the network of Khushi clinics. An effort is made to avoid the life threat to the large population of truckers. The program created a committed cadre from among the staff at the outlets especially along the highways and through them a behavioral change in the target group was brought about, through acceptance of safe practices. The Rural Health Program is implemented with specific purpose of providing free rural health care services by operating Mobile Medical Units (Vans), through 'Reach - In' approach in the underprivileged areas of the rural community. The Mobile Medical vans are fully equipped in accordance with the prescribed Medical standards, to attend to the needs of the patients. RHP has catered to remotest villages of this country by providing basic health facilities and a new life to people. Project Dil Without Billis striving to Save Lives by providing free of cost Heart Surgeries to the less privileged and economically marginalized sections of society.

Considering the magnitude of problems in field of Education, HPCL CSR has intervened through nationwide projects to ensure greater reach with specific targets. Mid-Day Meal Programprovides unlimited nutritional and hygienic mid-meal to government school going children to prevent drop out, to increase the attendance and to tackle the malnutrition among the school going children. It also helps in eradicating extreme Poverty& hunger and achieving Universal

Education. This program provides direct access to food for under privileged children by providing mid-day meals in Visakhapatnam and Guwahati. Project Nanhi Kali provides quality education to girls (mostly first generation learners) from economically disadvantaged families through academic support that empowers them to make a success of their schooling experience, material support including uniforms, etc., to go to school with dignity and social support by sensitizing the community on gender equity. Providing time bound computer training programs and personal computers to students in semi-urban and rural schools is the aim of Project Unnati. The students are trained in computer basics, including MS Office free of charge and the training duration is four to six months. Train the Trainer model where the teachers in schools are also trained has been the most important aspect of the project and have ensured the sustainability of the project.

The 12th five year plan has focused in detail about requirement of Skill Development to ensure the development of the Nation. To contribute to realize this goal of national development, HPCL CSR had initiated Skill Development Project long back. Project Swavalamban aims for vocational training to unemployed youth including school dropouts in about 25 Centers. The skills imparted are Basic Electrical, Refrigeration, AC, Fabrication, Plumbing, Basic IT, Computer, Retail and Beauty Culture & Skin care. Even as most of our initiatives and projects follow the model of targeted intervention, we have at the same time realized the importance and inevitability of providing material support also in certain cases to ensure and enhance the quality of services and facilities already in place. Hence a good portion of our CSR activities under the Welfare Plan for Weaker Sections and the Special Component Plan take care of such needs of the community adjoining our business operation locations across the country. Such activities often include providing clean drinking water for the community, scholarships for underprivileged students, furniture and other assistance for special schools and regular schools, etc. based on assessments of the needs of beneficiaries.



A three tier strong monitoring mechanism headed by the board and top management of the corporation ensures the achievement of intended project objectives. With a dedicated CSR Department at the corporation, senior executives participate in implementation and monitoring of the projects voluntarily.

Finalist
Category IA - Public Sector Companies



"NTPC values the partnerships it builds with the communities around its units. For NTPC, Corporate Social Responsibility is Corporate Social Relationship. CSR in NTPC is a deeply ingrained belief of doing business by adding value to the community and society on a sustainable basis through dedicated policies, institutional set-up and engagement process to promote inclusive growth.
I am glad to state that NTPC has made a difference in the lives of people around its sites and also elsewhere through its CSR activities which are inspired by a holistic worldview and business outlook that has been wired into the DNA of NTPC right since its inception"

Mr. Arup Roy Choudhury, CMD
NTPC limited

NTPC Limited

A Maharatna public sector Company, the largest power generating company of India has been has been ranked No 1 Independent Power Producers in the world by Platts 250 ranking 2013 and 384th largest company in the world by FORBES ranking 2013. The principal business of NTPC is generation of electricity: engineering, construction and operation of power plants. As a leader in introducing new technologies in the power sector, NTPC has been investing in technology and innovation with focus on efficiency, environment and economical generation of power. NTPC has continuously been part of the Best Workplaces List for the last nine years and has been 6th amongst India's Best Companies to Work For-2013 by the Great Places to Work Institute, India Chapter in collaboration with The Economic Times.

Policy Framework:

In NTPC, CSR endeavor is to improve the quality of life in surrounding areas of NTPC plants. CSR is the Company's commitment to operate in an economically, socially and environmentally sustainable manner. Considering community, the most important stakeholder and a neighbor for lifetime, NTPC has built strong partnerships through a well-conceived basket of community development interventions. CSR has been synonymous with NTPC's core business of power generation. NTPC spirit of caring and sharing is embedded in its mission statement.

Committed socially since inception, NTPC has a comprehensive Resettlement & Rehabilitation (R&R) policy covering community development (CD) activities which has been revised and updated from time to time. CD activities in green field area are initiated as soon as project is conceived and thereafter extensive community / peripheral development activities are taken up along with the project development. A separate CSR- Community Development Policy, formulated in July 2004 and revised in August 2010 in line with DPE guidelines, covers a wide range of activities starting from unit level to regional and national level including implementation of key programmes through a trust 'NTPC Foundation'. NTPC Board has a separate Board level Committee "CSR and Sustainability Committee" for guidance and supervision of its CSR initiatives.

NTPC takes up various CSR activities in the focus areas of basic infrastructure development like sanitation, road, drinking water; primary education; community health; vocational training, women empowerment and other areas, based on Need Assessment Surveys (NAS) and consultation through various participative forums like Village Development Advisory Committee, Rehabilitation and Periphery Development Advisory Committee etc. Engagement of community in acceptance of specific CSR initiatives inculcates a sense of ownership among people and plays a vital role in smooth and successful implementation of schemes. Effectiveness of programme is assessed through a two-tier monitoring mechanism involving external as well as internal evaluation. Transparent Assessment / Evaluation are taken up through reputed agencies for gauging impact of our CSR-CD initiatives

CSR Initiatives:

All community development and sustainable Development activities with allocation of budget are approved by "Corporate Social Responsibility and Sustainability Committee". NTPC undertakes various activities under all major areas in the vicinity of the projects/ stations spread across the country. NTPC's CSR activities encompass more than 500 villages in surrounding areas of NTPC Stations covering more than 10 Lakh beneficiaries.

- Education : Supporting 23 schools primarily, 500 village schools, 2 Polytechnics, Engineering Colleges, Development of school infrastructure (classrooms, toilet, kitchen shed, boundary walls etc.), Adult Education, Coaching and personality development programs, providing Scholarships to deserving students including solar lantern, study materials, uniforms etc and assets like computer, furniture, water cooler, science lab equipment to schools benefitting more than 3 lakhs students so far.
- Health : Various Health and Hygiene activities such as extending Mobile Health facilities, providing infrastructural support to hospitals, CHC, PHC etc, conducting Medical Camps; Health Meals, Camps, Eye camps, Family welfare / Family Planning Camps, Surgical camps (more than 2000 surgeries every year), Veterinary camps, Health / AIDS / Mother- Baby Awareness camps, Yoga camps, Ayurvedic Medical camps, Medical Examination camps for school students etc benefitting more than 7 lakhs people so far.
- Skill Development : Training to J&K youths under program "Udaan" Support ITIs, Programs for village youth like Construction Trades (Masonry, Carpentry Bar- bending, etc), Welding, Fitting, Mechanic, Electrician Training, programs like Web page designing, Computer training, Motor rewinding, Motor Driving, General Electrical/ Mobile Repairing, Food Preservation/ Processing etc benefitting more than 12000 youths in last two years.
- Women Empowerment : Formation of SHGs for Income generation, Micro Finance, Health Awareness and skill up gradation programs on Tailoring & Embroidery with distribution of Sewing Machines to promote self-employment, Handicrafts, Food preservation, Beautician course, Computer, Papad making, soft toys, bag making etc benefitting more than 1400 women in last two years.
- Sanitation : Construction of individual and community toilets and drains & fogging and spraying with focus on toilets for girls in surrounding schools to reduce dropouts amongst girl child benefitting more than 2 Lakhs persons.
- Social Infrastructure : Construction of Community Halls/ Buildings/ Centre, Anganwadis, Local Markets, Panchayat Ghar, Cremation ground, bus shelters, drinking water elated activities like installation of pumps, Piped water system, Over Head Tanks, RO Plants, Drinking Water Tankers, Wells, Construction and Deepening of Ponds, Lakes & Bathing Ghats etc in more than 250 surrounding villages in last two years.

NTPC Foundation : NTPC Foundation, a registered trust by NTPC, has set up ICT Centre at University of Delhi: DAVV University, Indore: and Guahati University Gowhati for empowering Physically Challenged Persons (PCPs) by imparting IT Skills for mainstreaming in society and employment. Similar centres for visually challenged students started at Mysore, Trivandrum, Ajmer and Lucknow and it has benefitted more than 2000 PCPs. Direct Observation Treatment cum Designated Microscopy centre with mobile Vans, diagnostic equipments and paramedical services have been started at 12 NTPC stations for diagnosis and treatment of TB patients in the neighborhood villages which has benefitted more than 25000 people so far. Disability Rehabilitation Centres (DRC) set up at Tanda, Dadri, Korba, Rihand and Bongaigaon with National Institute of Orthopedically Handicapped is benefiting PCPs with Rehabilitation/ restorative surgery, medical interventions, surgical corrections, artificial limbs, aids & appliances and therapeutic services etc and it has benefitted more than 14000 cases so far.

A member of Global Compact; a UN initiative, NTPC confirms its commitments to Global Compact principles and share the experiences with the representatives of the world through "Communication on progress. NTPC has released

its Sustainability Report "Powering with care ..." for the year 2011-12 with NTPC's vision of 'Going Higher on Generation, lowering GHG intensity" in accordance with the Global Reporting Initiative (GRI) G3.0 guidelines and same for 2012-13 is under preparation.

For its commendable works, NTPC has been awarded with Business World - FICCI SEDF CSR Award, FICCI CSR Award, SCOPE Meritorious Award for CSR & Responsiveness, Assocham CSR Excellence Award 2013, Platts Global Energy Award for Community Development Programme, NCPDP Shell Hellen Keller Award, CII - ITC Sustainability Award, TERI's CoRE- BCSD CSR Award, Golden Peacock National / Global Award for CSR, Mother Teresa Award for Corporate Citizen and Greentech Corporate Social Responsibility Award etc.

Drinking Water Systems, Simhadri, Andhra Pradesh

- Acute shortage of water in 27 neighboring villages at Simhadri
- NTPC's interacted with villagers and Govt. representatives for scientific solution
- Piped drinking water scheme worked out jointly with Govt. of Andhra Pradesh
- Financial & non-financial contributions from concerned villagers too.
- Committees formed by communities for O&M and ensuring scheme's self-sustainability
- Handing over to respective village panchayats.

Benefitting more than 35,000 villagers



Building Skills for Better employment in rural India

- Adopted 17 existing Govt. ITIs 14 in PPP scheme & 03 under bilateral agreement
- Setting up 9 new ITIs
- Started 15 new trades adding 1400 new seats.
- Resource supplement for infrastructure, equipment & faculty training

Benefitted more than 11,000 students



Disability Rehabilitation Centre



- NF-NIOH Disability Rehabilitation Centre (NFNDRC) in collaboration with National Institute of Orthopedically Handicap (NIOH) - at Tanda
- New DRC started : Dadri, Korba, Rihand and Bongaigaon
- Services provided by DRCs
  - o Rehabilitation/ restorative surgery
  - o Medical interventions
  - o Surgical corrections,
  - o Fitting of artificial limbs
  - o Providing aids & appliances
  - o Therapeutic services etc

  So far benefitted nearly 14,000 cases

Directly Observed treatment CUM Designated Microscopy Centre (DOTs cum DMC)

- DOT cum DMC, an initiative of NTPC Foundation in association with "Revised National Tuberculosis Control Programme" of GoI around 12 NTPC stations
- DOT Centres equipped with Mobile Vans, diagnostic equipments & paramedical services for diagnosis & treatment of Tuberculosis patients.

  Benefited over 25,000 people so far



Empowering Local Community through Volunteerism



- 'CHETNA' one of the NTPC Employees Volunteering Organization Initiative for Community Empowerment (EVOICE) at Rihand, UP engaged in a number of activities for socio-economic upliftment of local population.
- Empowering them by imparting training for income generating schemes related to Bamboo Handicraft items, Dona Pattal making, Spice grinding, Motor winding, Book binding, Online reservation and Band baja and Palki.
- Running a school up to class 8th at village Nemna for more than 530 students.

Corporate Citizen
Category I B- Private Sector Companies with INR 3001 crores per annum and above



"Cairn India is committed to conduct its business in a socially responsible, ethical and environmentally friendly manner. Corporate Social Responsibility (CSR) is an integral part of our business. Through CSR initiatives, our aim is to continuously work towards improving the quality of life of the community in our operational areas."

Mr. P. Elango, CEO
Cairn India Limited

Cairn India Limited

Cairn India is one of the largest independent oil and gas exploration and production companies in India with amarket cap of ~ US$ 10 billion. Cairn India operates more than 25 per cent of India's domestic crude oil production. Through its affiliates,Cairn India has been operating for more than 15 years. To date, Cairn India has opened 4 frontier basins with over 40 discoveries, 28 in Rajasthan alone. The Mangala field in Rajasthan, discovered in January 2004, is one of the largest onshore oil discoveries in India.

Cairn India has a portfolio of 9 blocks - one block in Rajasthan, which contains multiple assets, two on the west coast and four on the east coast of India and one each in Sri Lanka and South Africa. Oil and gas is currently being produced from Rajasthan, Ravva and Cambay.

Cairn India's average daily gross operated production is 224,493 barrels of oil equivalent (boepd). For FY2013, Cairn India operations reduced India's dependence on oil imports by ~US$ 7 billion and contributed ~US$ 3.6 billion to the exchequer.

Corporate Social Responsibility (CSR) is an integral element of Cairn India business as sustainable and inclusive growth in our area of operation is essential for our long term success.

We conduct CSR programs with the following two interlinked objectives:

- Improvement in socio-economic status of the local community in our area of operation to create a measurable impact
- Develop relationship of mutual trust with the community



Cairn CSR Guiding Principles

The broad vision and aspiration of Cairn's CSR is 'Partnerships & Participation for Sustainable and Inclusive Growth'.

- The focus is on the holistic development of the community.
- All stakeholders participate in the process of value creation for sustainability
- Partnership is integral - especially with government.

Focus Areas

The Company focuses on inclusive growth by fostering social capital through health and education initiatives and creating access to opportunities and resources through economic development and infrastructure support initiatives. Cairn India has been able to benefit approximately 650,000 community members through various community development initiatives.

Health: Cairn is committed to the health and well-being of the communities across all areas of its operations. Cairn recognises the need to supplement government health delivery systems for effective primary healthcare. With this larger objective Cairn India has undertaken several initiatives focused on promoting integrated healthcare and developing health seeking behavior within the communities in their area of operation.

Education: Cairn is committed to creating an enabling environment for children and young people to develop and evolve as responsible citizens. Through our education initiatives we focus on access, equity and quality of education. The Company continuously strives to improve the quality of education and the learning environment in schools. Through its education initiatives Cairn has been able to enhance the interest in studies and improve the learning and teaching practices.

Economic Development: Through its Economic Development initiative Cairn India attempts to create an environment conducive to income generation and providing adequate opportunities to the community members. This is done through farm-based and skill based initiative of farmers and local youth.

The Cairn Enterprise Centre (CEC) was set up with the government of Rajasthan in Barmer as an advanced vocational trainingcentre to enhance the skill set of the local youth with market linkages to employment.Under the gamut of economic development Cairn India also works towards capacity building and local vendor development.

As part of Cairn's initiatives to develop and nurture skill, and provide economic capabilities and opportunities, the Company has decided to establish the Cairn Centre of Excellence (CCOE) at Jodhpur.



Infrastructure Development: Cairn India continuously strives to supplement government efforts in improving the infrastructure needs of the community, whilst supporting the government to provide better facilities.

Cairn is creating an important support to the government campaign to eradicate open defecation through the sanitation program.

The highlight of the infrastructure initiative was the commitment on renewable energy through the Solar Electrification project implemented in Gujarat.

Under the PPP model, Cairn has launched another ambitious project to provide quality potable water to local communities across villages in Barmer, Rajasthan.

During this fiscal, local hospitals were upgraded. Support was extended to government-owned institutions in various forms to improve local and community-based infrastructure; the Company participated in the greenbelt development with the support of local administration.

Finalist
Category I B-Private Sector Companies with INR 3001 crores per annum and above



"I am delighted at the recognition that is being conferred by FICCI CSR Award 2012-2013 for our commitment to sustained community work in India. The FICCI awards are an extremely credible platform, and we are encouraged by this appreciation. Sustainable economies rely on healthy and productive people, our Here for good brand promise is a crisp and compelling articulation of the Bank's social purpose that captures more than a decade of creating active communities through programmes like Seeing is Believing, WASHE, Goal, which continue to make a difference in the lives of millions of people around the world. We continue to remain fully committed to making a significant contribution to India's economic and social development in a sustainable manner."

Mr. Sunil Kaushal, Regional Chief Executive,
India & South Asia, Standard Chartered Bank

Standard Chartered Bank

Standard Chartered is a leading international banking group. It has operated for over 155 years in some of the world's most dynamic markets and has substantial presence and business interests across Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

Standard Chartered Bank is India's largest international bank with 99 branches in 42 cities, a combined customer base of around 2 million retail customers and more than 2,500 corporate and institutional relationships.

Standard Chartered PLC, the UK based parent, became the first foreign company to list in India through the issuance of Indian Depository Receipts in June 2010, underpinning the Bank's commitment of being Here for good.

With 88,000 staff across 70 markets, the Group offers exciting and challenging international career opportunities. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

We have a key role to play in stimulating economic and social development through the services we provide and by being a force of good. The success of our business depends on this. We are here for progress, here for good. Our approach focuses on getting the basics of banking right, making sure that we are financially stable with strong governance and good sources of capital and liquidity, so that we can create value for our stakeholders and society over the long run.

For Standard Chartered, Sustainability is integrated into how we do business. It is at the core of our business model, not on the periphery. As we see it, sustainability goes beyond philanthropy, beyond the notion of corporate social responsibility. We take a broader approach, acknowledging the transformative impact that we can have on people and economies, by providing finance effectively and responsibly. We have three key sustainability priorities: contributing to sustainable economic growth, being a responsible company, investing in communities. Our commitment is to build a sustainable business as a bank, delivering value to our customers and shareholders whilst facilitating a positive social and economic impact on the communities in which we live and work.

By providing finance efficiently and responsibly, we Contribute to Sustainable Economic Growth and job creation. We are committed to supporting our clients and customers - helping businesses to set up, expand and trade across borders, helping people to buy homes and grow their wealth for the future. Widening access to finance is a core tenet of our strategy, as is our commitment to providing finance that supports sustainable development in communities.

Millions of people across our markets remain unbanked or have limited access to banking services. In 2012, we continued to demonstrate our support for SMEs, increasing our lending to the sector by more than 11 per cent to $2338mn, and enhancing our SME products and services. We remain committed to microfinance as a means of increasing financial inclusion in our markets. Since 2005, we have provided a total of $261 million to 20 MFI partners, impacting the lives of 1.7 million individuals.

Being a responsible company is deeply embedded in how we operate our daily business, and build relationships with our clients and customers; how we manage both our direct and indirect impact on the environment; and how we influence and empower our people and suppliers to be Here for good.

We strive to achieve business ambitions while minimizing our footprint and direct impact on the environment through the continuous strengthening of key environmental measurements and waste reduction programmes As of July 2013, eStatement penetration increased to 67% from 58% with approximately 1.11 million eStatements sent to customers, per month. Our Supplier Charter highlighting the environmental and social standards and values we expect of our suppliers has been shared with over and 73% of our 6,266 suppliers. In 2012, the water use intensity (WUI) reduced by 12 % from 1.65WUI in 2011 to 1.45WUI in 2012. Standard Chartered's LEED Gold certified office at Haddows Road in Chennai purchases 74% of its electricity from wind generated power. Recently, by switching to biomass energy the dependency on power supply from diesel generators was also reduced from 35% to 19%. Recently, we have launched a Solar Powered ATM in our Udaipur branch, thereby contributing to an annual save of 8000 units of electricity.

As part of our 'Here for good' brand promise, we are committed to conducting our dealings with suppliers to the highest standards of quality and integrity. In 2012, our Supplier Charter was introduced globally, highlighting the environmental and social standards and values we expect of our suppliers. This has been shared with over 4,500 of the 6,266 suppliers in India.



Creating an inclusive culture and celebrating diversity is important to us. In India, we employ 18,344 people and women comprise 29% of our workforce and we want to see that number grow, including in senior roles. We have a similar approach to people with disabilities and staff from financially challenged backgrounds. Currently, we have 27 people with disabilities employed in different parts of the Bank. Seven Goal girls from underprivileged background also intern with the Bank.

By Investing in communities we demonstrate our commitments to the local communities through both our employees' time contribution and the group's strategic investment efforts. Staff are empowered to share their time, skills and experiences with the local communities wherever we operate. Three days of paid voluntary leave is granted to each of our 18,000 staff. In 2012, globally we contributed to 86,300 employee volunteering days, an equivalent of USD 25million in employee time. In India, our staff invested nearly 13,300 employee volunteering days, an increase of 35% from 2011.

Our strategic community investment programmes focus on three themes: health, youth and education and address some of the most pressing challenges faced by our local communities. Seeing is Believing is our global programme for which we match fundraising dollar for dollar - has provided nearly 5.5 million people in India with access to essential eye care since 2003. Our latest project in the Sunder bans will contribute towards eradication of avoidable blindness by targeting the 4.78 million people living in 52 islands outside Sunder bans forest reserve. We continue to empower adolescent girls through our Goal and our India-led WASHE (Water, Sanitation, Hygiene & Education) recognises

India's rapidly increasing demand for water, an already a scarce resource, has provided over 25,000 girls across Mumbai and Delhi access to clean water and sanitation facilities.

External recognition is important. We are proud to be included in the Dow Jones Sustainability World and FTSE4Good indices, among others. Most recently, in 2013 our WASHE programme was recognised at Blue Dart Global CSR Awards in the Best in Healthcare Practices category, in the same year we were also awarded the Golden Peacock "Occupational Health and Safety Award". In 2012, our Seeing is Believing & WASHE programmes were recognised at the Aaj Tak Care Award for Best in Healthcare. Seeing is Believing programme also received international recognition when it was given the Bronze Award for Best Community Programme at the Global CSR Asia Awards held in Boracay Island, Philippines. The programme was also felicitated as the Best in Concern for Healthcare at the Blue Dart- Star News Global CSR Awards in India. These listings acknowledge our achievements related to stakeholder engagement, human capital development, risk management, financial inclusion and climate change governance - driving investment into our business.



Corporate Citizen
Category I B- Private Sector Companies with turnover between INR 201 Crores - INR 3000 Crores per annum



"This recognition is not just yet another accolade for us, but a special acknowledgement of something which is very close to the heart of every GHIAL employee. The commitment of GHIAL in adopting an inclusive approach for integrated growth of the Business and Communities along with the strong value system imbibed in our employees is the key factor that has made our CSR initiatives sustainable and participative to deliver tangible value to our stakeholders."

Mr. SGK Kishore, CEO
GMR Hyderabad International Airport Ltd

GMR Hyderabad International Airport Limited

Rajiv Gandhi International Airport located in Hyderabad is India's first airport to be operational under the public-private partnership (PPP) model. Built seamlessly as a stunning modern showpiece with world-class features and amenities the airport stands as a glowing tribute to the rejuvenation of the aviation industry in the country. Serving as the sole aviation gateway to the region, RGIA has also evolved into a strategic air cargo hub.The airport boasts of a 4,260 mrunway also has parallel runway of 3,703mlong. Located 30km away from downtown in Shamshabad, RGIA is managed and operated by GMR Hyderabad International Airport Ltd .

GHIAL is a joint venture company promoted by the GMR Group (63%) in partnership with Government of India (13%), Government of Andhra Pradesh (13%) and Malaysia Airports Holdings Berhad (11%). The Company was incorporated to design, finance, build, operate and maintain a World-Class Greenfield airport at Shamshabad, Hyderabad. The airport was commissioned in a record time of 31 months in March 2008, with an initial capacity of 12 million passengers per annum (MPPA) and 150,000 tons of cargo handling capacity per annum. The project has the flexibility to increase capacity to accommodate over 40 MPPA and shall be developed in a phased manner.

'Social responsibility' is one of the core values adopted by GMR Group and practiced in all businesses and all employees of the company. All employees are oriented towards living up the seven values and beliefs including social responsibility. These values and beliefs form the core essence and spirit of the organisational work culture and ethics. The Company's definition of CSR stems from the 'Vision' itself, which states "GMR Group will be institution in perpetuity that will build entrepreneurial organization, making a difference to society through creation of value." Thus making a difference to society has been made an integral part of the Group's vision implying that all businesses have to keep this societal goal as part of doing the business itself.

Furthermore, to actualise CSR professionally, the Group had set-up GMR Varalakshmi Foundation in 2003. The Vision statement for the Foundation (CSR arm of the Group) reads as "To make sustainable impact on the human development of under-served communities through initiatives in Education; Health and Livelihoods."

The CSR programmes for GHIAL/RGIA were planned and initiated in 2005 when the foundation stone for the airport was laid. As per Group philosophy, CSR is initiated once the decision is taken to commence business at a site. The idea was to provide the necessary support to the airport surrounding community right from the start and not wait for the airport to commence operations, make profits and then start CSR.

A few examples of integration of CSR in the overall business policy are as follows:

Before the opening of the airport in 2008, GHIAL facilitated meetings of CSR team with different concessionaries for airport operations for their manpower requirement. This helped in placing more than 700 people from surrounding villages in different entry-level jobs at the airport.

GHIAL as a policy encourages local micro-entrepreneurs for various small services needed at the airport. Over the years, the Business Development, Transport, Strategic Planning Group and other departments have indicated many opportunities for setting up of micro-entrepreneurs from the community for airport services. These include photography and photocopy shop, saloon (barber) services, tyre repair, housekeeping, etc. These micro-entrepreneurs are able to earn more than Rs40 lakhs collectively in a year through these enterprises. All gifts and mementoes for airport employees and visitors are sourced from the women group products.

The airport providessubsidized shop spaces for selling products made by the skilled women groups (trained under CSR and engaged in production of handicraft items for the last 6 years), both in the international departure and arrivals area. These shops had annual revenue of more than 75 lakhs in 2012-13 which leads to higher livelihood opportunities for the women engaged in the production.

Besides these business integrated initiatives, the CSR works intensively in the airport surrounding villages and runs a skill training centre in the airport campus. Under its education programmes, GHIAL CSR has adopted the govt anganwaadis and schools in the neighboring villages and extends needs-based support to improve the quality of education. This includes both infrastructure support like school toilets, benches, etc. to academic support like technology and activity based learning, additional teachers, after-school tuitions, etc. Under the health initiatives, a Mobile Medical Unit covers around 20 airport neighbouring villages to provide basic medical advice and medicines, especially for the elderly. Nutrition centre for pregnant and lactating women, school health check-ups, specialized camps are the other health initiatives.

The skill training center runs short-term courses for school and college drop out youth and has trained more than 2500 youth since its inception in more than 12 different trades. Industry-partnered courses with govt certification gives this centre an edge over similar programmes. It has a record of more than 85% placements, thus serving the national agenda of inclusive growth and utilizing the demographic dividend of the country effectively.

Like other line functions or operations of the airport, CSR is seen as a necessary operational area for the airport and not be carried out only when the airport makes profits. To facilitate this, the CSR budget is always included in the Annual Operating Plan (AOP) exercise every year. Based on the budgetary requirements needed, the whole year provision is made for the CSR activities also at the beginning of the year.

One of the most distinguishing features of CSR at GHIAL has been the close integration of all aspects of CSR with the core functions at GHIAL. The top management focus & commitment, employee awareness&participation, strong linkage to Group's values as well as recognition as part of internal performance appraisals have all led to a system that has sound foundation and is sustainable, and this is what is delivering tangible benefits to the communities and stakeholders being served.







Finalist
Category IC - Private sector Companies with turnover between INR 201 Crores- INR 3000 Crores per annum



"Every day Amway people are working to help others succeed, and that spirit of caring extends into our local communities. On any given day, across India and around the world, you may find Amway Business Owners or employees volunteering or advocating for the support of the less advantaged."

Mr. William S. Pinckney, MD & CEO
Amway India Enterprises Pvt. Limited

Amway India Enterprises Pvt. Limited

Amway India Enterprises is a wholly owned subsidiary of US based Amway Corporation, Ada, Michigan, USA. Established in 1995; Amway India commenced commercial operations in May 1998 and has emerged as the largest Direct Selling FMCG Company. The Company has its headquarters in the National Capital Region of Delhi. Amway has invested in excess of INR 200 crore in India and of this approx. Rs. 22 crore is in the form of direct foreign investment.

Amway India has more than 500 full time employees and has generated indirect employment for over 2,000 persons at all the third party contract manufacturing locations. The Company has provided income generating opportunities to over 1,500,000 active independent Amway Business Owners. The company provides free and unlimited training to all its distributors to help them grow their business, numbering in excess of 23000 sessions per annum.

Amway India recorded a sales turnover of over INR 2288 crore in FY 2012, up from INR 2130 crores in FY 2011.

At present, Company offers over 140 products in five categories. They are Personal care category, Home Care category, Nutrition & Wellness category, Cosmetics and Great Value Products. The products match Amway's global quality standards. All products are packaged with a tamper-proof seal and a '100 per cent Money Back Guarantee'. If not completely satisfied with the product, the consumer is able to return it and claim 100% refund of their money.

Euromonitor International certified 'Nutrilite' as the world's No.1 selling vitamins and dietary supplements brand. Reader's Digest Asia's Trusted Brands Survey 2012 voted Amway Nutrilite as the "Most Trusted Brand" in India in the category of "Vitamins/Health Supplements".



Amway India is a member of the 18-member company strong Indian Direct Selling Association (IDSA). The IDSA is an industry representative & self-regulatory body, and boasts of the most reputed international and Indian Direct Selling companies in its fold. Amway distributors follow a Code of Ethics and Rules of Conduct consistent with the World Federation of Direct Selling Associations (WFDSA), which defines the goals, principles and responsibilities in building and operating an Amway business.

Social responsibility and cause championship is an integral part of the Amway ethos since its inception in 1959, and was crafted to constructively and consistently give back to society for social well-being. This is a visionary element of its business brought alive by the two founders of Amway - Rich DeVos and Jay Van Andel. This philosophy is carried forward even to this day by the next generation leaders - Doug DeVos and Steve Van Andel.



Amway India started its commercial operations in India in 1998, but started working on its Corporate Social Responsibility (CSR) initiatives from 1996. The structured CSR Program came into place when Amway India's CSR arm, Amway Opportunity Foundation (AOF) got registered on 16th March, 2001 under the Societies Registration Act XXI of 1860. The objective behind the establishment of Amway Opportunity Foundation was to act as the community engagement arm of Amway India Enterprises to fulfil its mission and implement various projects for the betterment of Indian community, through an independent autonomous body distinct from the commercial operations of Amway. Since inception, we have been working for the less-privileged child to help them lead a better life, with special focus on the visually challenged child.
The CSR program has been more focused from 2003 when Amway One by One Campaign for Children launched across more than 80 Amway Affiliates. One by One pulls together all of its local and global resources - employees, affiliates, Business Owners and customers - to make a difference to children in need.

Through this campaign, Amway has an opportunity to:

i) Build edifices of social engineering and innovation that provide substantial support that makes a strong impact to the lives it touches upon - those who are differently abled or lesser privileged,

ii) Give Business Owners, employees, affiliates and customers a cause for pride of association that goes beyond the realms of business.

iii) Educate the larger community and peoples it lives and operates in on the need to empathetically engage for various causes that help take the society progressively forward.

National Project for the Visually Challenged

- AOF's National Project for the Visually Challenged had ensured that 85,000 school-going children, had access to Braille textbooks. 15 projects were undertaken in as many as 12 states in this project, between 1999 and 2005.
- As a logical extension, AOF channelized its energies in setting up AOF Computer Centre for Excellence with an objective to provide visually challenged students computer training & IT job related skills to enable them to become economically independent in future. These are in partnership with Social Organizations such as All India Confederation of the Blind and National Association for the Blind.
- Presently, there are sixteen fully functional computer vocational centres in India.
  - ✔ **Delhi -** AOF-AICB Centre for Excellence with All India Confederation of the Blind
  - ✔ **Jaipur -** AOF-RNKS Computer Centre with Rajasthan Netraheen Kalyan Sangh
  - ✔ **Trivandrum -** AOF-NAB Computer Centre with National Association for the Blind
  - ✔ Kolkata - AOF-RKMBBA Computer Centre with Ramakrishna Mission Blind Boy's Academy

- Kolkata - AOF-NAB Centre for Excellence with National Association for the Blind (NAB)
- Chandigarh - AOF-NAB Centre for Excellence with National Association for the Blind
- Ahmedabad - AOF- AKPG Centre for Excellence with Andh Kanya Prakash Gruh
- Mumbai - AOF-NAB Centre for Excellence with National Association for the Blind.
- Patna - AOF-Anterjyoti Computer Centre with Anterjyoti Netraheen Balika Vidyalaya
- Hyderabad - AOF-DFFB Centre for Excellence with Devnar Foundation for the Blind
- Pune - AOF-Pune Blind School Computer Centre with Poona School & Home For the Blind Trust.
- Madurai - AOF-IAB Centre for Excellence with Indian Association for the Blind
- Gurgaon - AOF-AICB Centre for Excellence with All India Confederation of the Blind.
- Raipur - AOF-NAB Computer Center for Excellence with National Association for the Blind
- Guwahati - AOF-GBS Computer Centre with Guwahati Blind School.
- Ludhiana - AOF-NAB Computer Centre, Institute for the Blind, Jamalpur, Ludhiana

- Set up Audio library for visually challenged at Sewa Mandir, an NGO working for visually challenged in Indore. Here, interested volunteers record textbooks for visually challenged students.
- Set up Travel & Tourism Centre for visually challenged at NAB - West Bengal, Kolkata, The 12 month course is a combination of theory & practical training which empowers students to get employment in travel agency as well as setting up their own travel agency.
- Set up Business Process Outsourcing unit for the visually challenged at Indian Association for the Blind, Madurai, to generate employment opportunities for the visually challenged.
- Every year AOF organize All India Dance Competition & All India Chess Competition for visually challenged to help showcase their talent and abilities.

Project Sunrise

- Project Sunrise, an initiative aimed at helping Indian orphanages and children's home by providing clean drinking water, education and nutrition intervention, greatly impacting their basic healthcare.
- AOF has joined hands with 64 orphanages and institutions working for children; over 9000 children are getting benefitted ever year. Some of the partners are: Deepalaya, Palli Unnayan Seva Samiti, Kshitiz Muk Badhir Vidyalaya, Jamshedpur Society for the welfare of Mentally Challenged (School of Hope), Smile Foundation, Anterjyoti Netraheen Balika Vidyalaya, AAKANKSHA - Institute for mentally challenged children, Manchikalalu Organization & Aadarana and Udhavum Ullangal
- AOF along with Amway distributors who are also qualified doctors organize over 125 free Health Camps every year, for thousands of children who do not have access to healthcare services.

Other significant Initiatives

- AOF and Amway distributors have held in excess of 450 blood donation camps over the past five years. Over 45,000 units of blood have been donated at these camps.
- AOF partnered with Balaji Charitable Trust and re-established Shri Radha Banke Bihari Hospital, Vrindavan, to provide quality healthcare services to the underprivileged section of the society.
- Constructed two blocks of an orphanage at Nagapattinam for Tsunami affected children at a cost of Rs 45 lacs.

Corporate Citizen
Category II - Small and Medium Enterprises (SMEs) with turnover Upto INR 200 Crores per annum



"To conduct core business in socially responsible way, complimented by investment in communities so as to produce an overall positive impact on the society"

Mr. Sanjeev Sethia, Director
Elin Appliances Private Limited

Elin Appliances Private Limited

Elin Appliances Private Limited, an ISO 9001:2008 and ISO 14001 certified company, was established in May 2004 in an industrial township in Baddi, and located in Himachal Pradesh. The Company is in the business of manufacturing domestic home appliances for reputed brands. By focussing on continuous improvement in its processes; it has been constantly delighting its customers with better products.

EAPL believes in honesty, transparency and ethics, and values human rights and labour laws. EAPL not only continuously exceeds the expectations of its customers, but provides opportunities for growth to all of its stakeholders. As a good corporate citizen, it values the community around and the environment, and cares for them.

EAPL is committed to Group's health and safety policy and provide every employee with a safe and healthy working environment. It regularly carries out risk assessments of all its premises, gives safety training to all employees and records and monitors all incidents and near misses.

Corporate Social Responsibility is an opportunity for us to help the community grow and thrive in an atmosphere which is green, clean and healthy. Company has a well-defined CSR Policy where it has pledged to spend minimum 2% of its Profit after Tax in various CSR activities. Our policy encompasses the adoption of an integrated approach to manage an organization's activities and its impacts.

It is aptly defined as follows:

We strive to achieve the above through following objectives:

- Undertaking meaningful social welfare activities for the welfare of the society.
- Protecting and maintaining the environmental balance in the precincts of our work place.
- Developing green areas around factory and remote areas
- Responding to the call of the Government of India and State Governments for rehabilitation works for the people affected by natural calamities.



Our CSR priorities include development and implementation of CSR management system based on ISO 26000 guidelines.

We have set targets and undertake a systematic approach to achieve them which includes long, short and mid-term projects to be achieved in the prescribed time periods.

Company has trained CSR leaders who can identify needs of the stakeholder's vis-a-vis Company's policy. Once they are trained their role hinges on aligning with government policies and complying with company's internal policies to ensure sustainability of various initiatives.

Under this policy various thematic area are - Environment, Health, Education and Livelihood

Environment - Long Term (10yrs)

Environment protection and creating awareness among children are our key areas of focus where environmental protection is not just a policy but compliance where targeted approach is adopted to achieve annual targets. We believe, "To secure our future we have to secure our progeny" therefore, disseminating knowledge of crucial environmental issues like global warming among children is a crucial part of our CSR endeavor.



Since last Eight years, Elin Appliances Pvt. Ltd. has been undertaking sapling plantations both in-house and outside the factory as our "Go Green" drive to fight against Global Warming and depleting forests. Each year Environment week is celebrated with community participation. Awareness sessions on global warming, Painting and Slogan contests are held among company employees and school children. Several activities like development of parks in the industrial area of Baddi and Nalagarh have also been undertaken. Apart from this a Nature park has been constructed at Jhiri in Mandi district on self -sustainable basis where proceeds collected from provisions like toilets, restaurant etc. has provided employment to the locals besides adding substantially to the green cover .The hitherto vacant land, on the Kullu -Manali National Highway adjoining a river rafting spot, is also providing a convenient place for the tourists to stop and freshen up for their onward journey.The nature park also includes preservation of valuable herbs with a specially built "Vatika" dedicated to the growth of 100 significant plant species. A society involving local stakeholders has been involved in its upkeep with Forest Department being our partners in the implementation of this Project.

This is an illustration of our commitment to protect the environment and we identify the areas where no such activity has been undertaken either by the public or by the private sector institutions.

Mission:

- To plant 25,000 saplings and maintain them by year 2016.
- Development of at least 10 parks in the state.
- Awareness to 4,000 School children on global warming every year

Our efforts have been appreciated by the former Chief Minister Mr PK Dhumal, former Forest Minister Mr Khimi Ram,State, Local panchayat Pradhans, school administrators, industry associations, etc. We are also keeping regular Check on Tree Mortality and dead trees are replaced.

We are carrying out various activities and Projects on Energy Saving, Water Saving, Rain Water Harvesting, and Minimizing Paper Usage in daily activities.

Livelihood - Mid Term Project (5years)

Employment to differently able persons is being encouraged and a target of 10% would be achieved by the year 2014. Currently we have employed 6% People with Disabilities (PWD). A structured mentorship program has been designed to provide career guidance to the PWDs ensure that their motivational levels never drop. In this program all the line managers and the top management participate and contribute their bit. The team has strived hard to create relevant roles for such individuals so that they can earn their livelihood with pride and honour. At the time of recruitment every individual is given a fair chance to prove his/her ability and is assigned a role accordingly. In case the PWDs are not fit to take up an existing role, a new one has is created for them by mixing tasks from two or three different roles.

Health (Employees & Local Community)

Annual Blood donation, awareness camps, eye check-ups, dental check-ups, naturopathy and yoga camps, are organized which witnesses large scale participation from the surrounding communities. Free ambulance facility for employees, local community and nearby Industry has also been made available.

We are coordinating with a local NGO which is taking care of shelter and treatment for injured stray cows. Their contact numbers are well circulated in the nearby areas to facilitate immediate help for the wounded animals. Currently hundreds of cows are being taken care in a cow barn.

We ensure strict compliance in handling hazardous waste in factory operations with expert handling team using necessary PPE's and ensure their regular disposal through government approved agency.

Education

Adoption of local Primary schools in remote areas to support institutional as well as educational development by providing School uniforms, Shoes, Books & Playing equipment's etc. have been provided. Apart from this free computer education to the local school children, Computer and Wireless Internet Aid to Rural Schools are also been provided.

Our CSR and Environment Conservation efforts have been recognized nationally through followings awards

- Special Jury Commendation - CSR Excellence Award on 3 May, 2010 by FICCI
- CSR Excellence Award - Winner SME Category on 15 February, 2012 by ASSOCAM
- Environment Management - Ist prize Excellence in Electronics on 27 September, 2012 by ELCINA EFY



The Company's CSR activity has also encouraged various employees to adopt orphans for lifetime with UNICEF, CRY and SOS Village India.

Other accolades includes, Rajiv Gandhi National Quality Award on 12 January, 2011, Asian Quality Leadership Award- for Best in Class Manufacturing on 26 September, 2012 by Asian Confederation of Business in Dubai, FICCI Quality System Excellence Award for Manufacturing on 16 May, 2013, D.L. Shah National Award on Economics of Quality on 27 April, 2012 by Quality Council of India and Certificate of Merit for Outstanding Performance in Quality on 27 September, 2012 by ELCINA.

Finalist
Category II - Small and Medium Enterprises (SMEs) with turnover Upto INR 200 Crores per annum



"CSR is an Integral Part of Our Business and we are committed to contribute for the socio-economical development of associated farmers, their families, local community & society at large".

Mr. Tapan Ray, CEO
Nature Bio Foods Limited

Nature Bio-Foods Limited

Nature Bio-Foods Ltd. (NBFL), the pioneer in organic Food business in India; is a part of LT Foods Ltd which Commenced its organic basmati rice business in 1997. Our success results from our continued involvement in the backward integration-Farm Production, Manufacturing, Packaging and Marketing. Having spent nearly 2 Decades of remarkable and glorious period in the Organic Food business; NBFL takes the pride to be a dedicated company of LTFL to carry on its organic food business is to cater excellent services to the valued customers.

Continued Passion for committed work enabled us to expand organic cultivation to thousands of hectares of land. Over 67000 farming families is working hands-in-hands for the Organic production in the diversified crop conditions from foothills of Himalayas to the Central and southern part of the Indian Subcontinent. Mother Earth is being nourished with all the good practices of the Organic Farming to produce the best quality products.

17 years of long journey in the organic world enriched it as one of the most experienced, reliable and quality committed companies to supply authentic organic products to its customers. Our organic range comprises - Cereal Grains, Gluten Free Flours, Pulses, Oilseeds, Spices, Nuts, Sugar, Fruits and vegetables etc. including development of any customised products. The whole range of authentic organic products is available for the domestic consumers under the brand "ECOLIFE". Our dedicated effort is on to deliver the best organic products from farm to plate to make the consumers' entire family healthy and in turn make them to contribute to the world by shunning the usage of harmful chemicals and pesticides in the whole process.



CSR- An Integral Part of Our Business Development

Besides saving and nurturing the environment and ecology with Organic production and serving the nation with healthy and pure foods, we are committed to contribute for the socio-economical development of associated farmers, their families, local community & society at large. For us, CSR is the continuous social business, integrating social & environmental concern in our business operations, behave ethically & contribute to society.

The Consistent work performance of NBFL helped in changing the lives of the tribal communities in an area of 6550 ha land spread across 09 villages in Harrai block of Chhindwara as Nature Bio-Foods Ltd is working with MP government through Public Private Partnership for the implementation of Integrated Watershed Management Program (IWMP). An

amount of Rupees 78 million will be spent on this project to develop the structures to store rain water & to improve the ground water table for the utilization in agriculture and domestic use of the villagers. This project not only solving irrigation issues but also farmers are getting market through NBFL.

Along with water harvesting structures, tribal families were organized in to the watershed committees for proper water use and further market linkages for their produce. 58 Self Help Groups have been formed for micro financing, Convergence through different government schemes is another major activity is being under taken to bring maximum benefits to the farmers. NBFL as a Project implementing agency (PIA) undertaking community based sustainable development activities in the project area by integrating various government schemes and own expertise. This project is continuously improving the socio-economic condition of the farming community.

Fair Trade Project

1346 farmers, 89 villages were organized into 29 groups in haridwar, Ramnagar & Bahraich district under the Fair Trade project. FT is a social trading practice where final producers and consumers interest is protected. Formation of the community groups (Elected Executive Body) is done to ensure the long term sustainability of the project even after the withdrawal of the company support. So far, farmer associations have received around 19 Lakhs as Fair Trade premium & the same is being utilized in various community development activities. Farmers are getting fairer price for their produce,becoming more and more aware about modern agriculture techniques and organic farming practices and the premium amount is helping them to solve their community welfare problems. It created the winning model for the farmers.



Apart from these, we are running various other programmes of Community Development in the remote villages across India.Our association with the farming community is much more than ensuring environment conservation, they are our partners in the organic value chain, where doing organic farming is the responsibility of the farming community and the supporting farmers in terms of technical guidance, training, monitoring, certifications along with market linkages is our responsibility. So we look forward to have never ending relationship with the farmers. But farmers are absolutely free to associate with others in case they feel.

We look forward to continuing our seamless work in the CSR field to benefit the human society, environment and ecology.

Finalist
Category II- Small and Medium Enterprises (SMEs) with turnover Upto INR 200 Crores per annum



"CSR is understood to be the way business entity integrates social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner, and thereby establish better practices within the firm, create wealth and improve society."

Mr. S Chandrasekhar, MD
Bhoruka Power Corporation Limited

Bhoruka Power Corporation Limited

Social responsibility has been ingrained in the Bhoruka Groups culture. Our founder late P. D. Agarwal set a legacy of social responsibility as a part of business process and advocates of corporate citizenship.

As one of the leading Mini Hydro Power Generation Company, Bhoruka Power Corporation and Bhoruka Group has a responsibility to help build a sustainable society. We take this responsibility seriously. Enriching People's Lives is not just our corporate vision, it's an important part of our culture and daily business activities. Whether we're taking steps to conserve resources, addressing heath issues, enhance Skill force and ensure livelihood of community around us. Our philanthropic investments, we are working to create economic value and making a positive, lasting impact in every stake holder we are associated with. To enhance these efforts, we are using Corporate Social Responsibility as a platform, which is allowing us to engage employees, and entire communities in our ongoing work to contribute to a better world and to deliver sustainable community for all.

The Bhoruka Group CSR policy is to guide strategic planning and provide a roadmap for Group CSR initiatives, which should be an integral part of overall business policy and aligned with its business goals. The policy will be framed with the participation of various level executives and should be approved by the Board. The CSR Policy should normally cover following core elements:



Care for all Stakeholders - The Bhoruka Group will respect and be responsive to the concerns interests & aspirations of all stakeholders, including shareholders, employees, customers, suppliers, project affected people, society at large etc. And create value for all of them. The Bhoruka Group will develop a dynamic mechanism to actively engaging & initiate the consultative process with all stakeholders, inform them of inherent risks and mitigate them where they occur.

Ethical functioning -The Bhoruka Group' governance systems will be underpinned by the Ethics, Transparency and Accountability. We will not engage in business practices that are abusive, discriminatory, unfair, corrupt or anti-competitive.

Respect for Workers' Rights and Welfare - We shall proactively facilitate to provide a workplace environment that is safe, hygienic and humane and which upholds the dignity of employees. We will provide all employees with access to training and development of necessary skills for career

advancement, on an equal and non-discriminatory basis. They will uphold the freedom of association and the effective recognition of the right to collective bargaining of labour have an effective grievance redressal system, not employ child or forced labour and provide and maintain equality of opportunities without any discrimination on any grounds in recruitment and during employment.

Respect for Human Rights - Bhoruka Group will respect human rights for all and avoid complicity with human rights abuses by them or by third party.



Respect for Environment -Bhoruka Group will take proactive measures to check and prevent pollution; recycle, manage and reduce waste, should manage natural resources in a sustainable manner and ensure optimal use of resources like land and water; will proactively respond to the challenges of climate change by adopting cleaner production methods, promoting efficient use of energy and environment friendly technologies.

Activities for Social and Inclusive Development - Depending upon our core competency and business interest, Bhoruka Group will undertake activities for economic and social development of communities and geographical areas, particularly in the Vicinity of their operations. These will include: Improving literacy, enhancing education, farm based, off farm or skill building for livelihood of people, Improving health Care , promotion of sports, local arts cultural , village asset development and social welfare etc., particularly targeting at disadvantaged sections of society.

Though our leadership on corporate social responsibility is a source of pride, we continue to reach for even higher levels of performance. Our goal is to be admired as much for the tangible business successes we achieve as for the intangible goodwill and community trust we continually foster. The "Foot Print" is one such small effort to imprint success and transformation towards living a decent life of those individuals and their families. I ensure Bhoruka Group will continue to render the services with compassion and professiolasim.

Our CSR initiative are having three fold, Community Development, employee participated short term activity, SD practices in work Place.

In the community development initiative we have Bhoruka Seed fund for sustainable livelihood out reached to 1296 individuals. The Community eye care reach out to 11000 individuals in restoring their vision. The formal education reached to 2.00 lac household at Shivpur and Shahpur. We support bright girls from financial challenged family for higher studies in technical field so far we have supported such scholarship for 35 students.

The health awareness camp is a regular activity to provide quality health services, or initiative covered more than one lac beneficiary during last decade.

Successful businesses will be those that recognize the magnitude of the societal and economic changes taking place and harness profit at the same time as supporting the needs of society. As an important part of its efforts to promote business solutions for a sustainable future of society around its business, Bhoruka Group has adopted business inclusive model in it approach and will continue to do so.

Corporate Citizen
Category III - Innovative Approach towards Corporate Social Responsibility



"Corporate Social Responsibility is a term open to variety of interpretations. Understanding of why, what and how of CSR is maturing within Government, Corporate and Citizens' space. It is time to converge our paradigms to channel CSR energy to empower people and their institutions. ACC believes that Corporate Engagement for orienting the village institutions to manage the development programs is critical to success of CSR. Using the institutional capital to enhancing the Human Development Index is more of an imperative than a choice....."

Mr. Kuldip Kaura, CEO & MD
ACC Limited

ACC Limited (Thondebhavi Cement Works)

ACC Limited, India's most recognized name in cement and concrete, completed 78 years of service to the nation and to all the stakeholders. The company operates 17 Cement factories, more than 50 Ready Mix Concrete plants, 21 sales offices, and several zonal offices. It has a workforce of about 9,000 persons and a countrywide footprint with the support of 9000 authorised dealers and more than 50,000 sales outlets.

Since its inception in 1936, the company has been a trendsetter in creating a synergy of good business values and practices, culture, skills, technology, and processes. It has set up important benchmarks for the cement industry. These include notable achievements like India's first indigenous cement plant, world's largest cement plant, commercial distribution of Bulk cement and Ready Mix Concrete and most significantly, the promotion of eco-friendly blended cements in India - Portland Slag Cement and Portland Pozzolana Cement - that utilises industrial wastes from steel plants and from thermal power stations. ACC has a unique track record of innovative research, product development and specialized consultancy services. The company's various manufacturing units are backed by a central technology support services centre - the only one of its kind in the Indian cement industry.

ACC is among the first companies in India to include commitment to environmental protection as one of its corporate objectives. It installed sophisticated pollution control equipments as far back as 1966, long before pollution control laws came into existence. Today each of its cement plants has state-of-the art pollution control equipment and devices.

ACC has a firm commitment to create larger societal value. Its earliest initiatives in community development date back to the 1940's, long before the term corporate social responsibility was coined. Since then it has continued to engage with development initiatives with host communities around its operations. The company formally formulated its CSR policy in year 2006; today ACC's Board directly guides and monitors Company's CSR delivery.

During year 2013, ACC Limited has undertaken a wide range of social development initiatives in partnership with local communities, government and non government organizations. The initiatives reached out to people residing around ACC's operation areas as well as to various disasters hit areas around the country.

CSR Focus Themes	No. of Projects	Types of Projects	Making a Difference - 2013
Enhancing Literacy & Education for community	30	Access to Education, Quality of Education -Teachers Training, Teaching Aid, Smart Classes, Bridge Education, Education of Girl children, Promote merit through Scholarship, Increasing enrollment, decreasing dropouts.	
Livelihood, employability and income generation	40	Skill development for employability & strengthening of entrepreneurial initiatives	
Health and sanitation programs	26	Preventive Health Care, Nutrition for children, Innovative Sanitation solutions for household and community, Combating HIV/AIDS, malaria and TB.	
Gender equality & empowerment	17	Gender empowerment through SHGs, Training and product development, Market linkages and Marketing, institutional development and empowerment of marginalized sections of community	
Community environment projects	14	Soil and moisture conservation, Water bodies rejuvenation, Solid waste management, promotion of renewable energy and energy efficient technologies, plantations and environment awareness	
Building community Infrastructure	41	Construction of Road, school infrastructure, flood relief houses, community amenities	
Other CSR Initiatives	10	Promotion of sports in rural youth, promotion of local Arts and Culture, Promoting culture of safety in community.	
Total Projects	**178**		



CSR Delivery Process Initiative

The communities living around ACC's operations are the key stakeholders of the organization. ACC actively assists these communities in identifying, prioritizing and meeting their developmental aspirations. ACC has adopted participatory community self reliance initiatives across all its locations in India. During the past two years ACC's Thondebhavi plant's CSR Team experimented and has been successful in further strengthening this participatory engagement with the community by way of finely structuring and redefining it. A three tier structure for participatory engagement has been developed which is detailed as below.

Genesis of Three Tier Approach

Thondebhavi Cement Works started CSR with the community who are totally un-aware on such interventions and looked very impertinent to involve in the project. No cooperation has been received from the community. To add to the agony the local bodies and local authorities also having not known on the magnanimity of the CSR also looked very indifferent to extend their patronage to the CSR work. They are of a misconception that a cement manufacturing company how come coming to the development rescue of the community and trying to reach the villages from an organized set up. They are found to raise their eye brows on the CSR work thus the team faced the following challenges:-

- Pressure from the village elite, local bodies, local leaders for donations, support for temple, mosque, and community programs.
- Request for donations of cement for construction of temple, houses and community hall etc.
- Donation request for food arrangements, tent arrangements and Orchestra arrangements in the community program.
- Request for construction of school room, rally support etc.
- Challenges in the selection of beneficiaries for e.g. if a plan to select 10 youth for mobile repair training then there will be unwanted arguments with the team and undue pressure to select more and favorable candidates.
- Village community was totally un-aware on CSR.
- No Local bodies & authorities patronage.

Above situation has leaded to re-vamp the approaches and ACC plant instead of getting the good name was getting opposition from the people. The brain storming with the team revel that our CSR plan was very much need based but people participation in the execution was low and was the key. Hence Team decided to involve the people in CSR and we decided to change in the process rather than the product.

Team developed a system in which people themselves select the beneficiaries, plan and execute the program with NGO partner.

Objectives

- Increase community stake in project development and implementations to bring more transparency in CSR especially selection of the beneficiaries and in target settings.
- Transfer ownership to the community stake holders.
- Increase community interaction with the plant stake holders, NGO partners.
- Jotting down the success and challenges and develop a manual to replicate for the benefits of the large business community.

Tier I - A Village Volunteer (VV) has been identified at each village, having good rapport with the cross sections of the community who facilitates effective implementation of ACC's CSR initiatives in the village. VV is the Brand

Ambassadors of the company in the village. The village volunteer invariably possess following qualities - progressive in nature, well connected and having good relation with all sections in the community, having some degree of understanding of development needs and issues of the village. The village volunteer works closely with the NGO partner and reports weekly to the NGO partners'.



Roles and Responsibilities

- S/he helps in mobilizing community members.
- Data collection and keeping village data.
- Maintaining records.
- Beneficiary identification with tire II level approvals supports the implementation of the project.
- Hold monthly meeting with Tier II level.
- Help company to identify the critical issues of the community and report to the company.
- Prepare beneficiaries portfolio and submit to NGO.

Tier II - A Village Support Group (VSG) is a Village Level structure consisting of 5 representative members of the village community. This composition of this group is generally the opinion and unbiased type of leaders. VSGs members keep on changing every years.

Roles and responsibility



- Finalization of village development plan by prioritizing the needs.
- Approve the beneficiaries list.
- Do not approve the donation request.
- Attend monitoring meetings.
- Attend meetings and development related programs.
- Screen interim emerging needs request amicably.
- Promote better friendly atmosphere for project execution.
- Attend CSR programs and attend monthly meetings.
- Go for educational/ exposure visits to understand the development work.

Tier III - A Community Advisory Panel (CAP) acts as a platform for the community, local administration, NGOs and other opinion leaders to come together and shape the CSR interventions at the plant locations. The CAP consists of about 15 - 20 members with necessary representation from the VSGs. These panels have proven to be valuable in presenting stakeholder views, review the progress of community projects, obtain timely feedback from stakeholders, and ensuring appropriate delivery of plan initiatives in a participatory method. CAP members are keep on changing every years.

Roles and responsibility

- Facilitation in backward and forward linkages for micro entrepreneurs.
- Facilitation in Government Schemes convergence.
- Guidance in Implementation and in raising leverage.
- Endorse the CSR development annual plan.
- Attend reviews meetings and audits.



This form of community engagement approach has brought positive changes at Thondebhavi's CSR delivery.

- It has helped in creating an enabling atmosphere.
- No complaints have been received about selection of beneficiaries in past two years.
- Participation and accountability has increased from less to substantial.
- Better confidence of community gained, that has brought proactive support from community during business disruption activities.
- It has helped in better leverage and support of local administration and local leaders.
- No donations demand from the community for organizing temples or community activities.
- Linkages with the government department have been increased.

Way forward

- Approval of this Three Tier System model concept from ACC CSR Board committee.
- Replication of the concept across ACC CSR.
- Writing and publishing the concept in different journals / books/ seminars proceedings to benefits the large business community.
- Writing to educational intuitions imparting education on CSR to include this concept in the CSR curriculum.
- Development of a manual for executions.

Finalist
Category III - Innovative Approach towards Corporate Social Responsibility



"At RBS, Sustainability for us means thinking of our customers to give them the best of our services, making best use of our resources and being a positive part of the society. In our work with the wider society we strive to do our bit for the key issues that engage our society today viz. supporting inclusive growth, financial inclusion, women led enterprise and our environment"

Mr. Pankaj Phatarphod, MD
RBS Business Services Pvt. Ltd

The Royal Bank of Scotland

The Royal Bank of Scotland (RBS) is a large international banking and financial services company. Headquartered in Edinburgh, RBS serves 30 million customers in UK, Europe, Middle East, Americas and Asia through 141,000 employees. RBS provides a wide range of products and services to personal, commercial, large corporate and institutional customers. RBS has been in India since 1921. Through in-depth market knowledge coupled with our global network, we meet our client's needs by bringing together our capabilities that include debt capital markets, international transaction services, as well as providing balance sheet advisory and structuring. RBS India is a hub that provides services to RBS group globally. It provides services across multiple complexity levels ranging from M&A and sector advisory, equity research, credit trading, derivatives and securities processing, balance sheet preparation to voice based processes. As part of its sustainability agenda, RBS believes in building future on long term thinking that focuses on stakeholders, namely customers, employees, shareholders, vendors and communities in which it operates.

RBS as a provider of financial services that draws resources (human, financial) from the society to carry out its business believes in giving back to the society. From this philosophy, in India it recognizes that equitable economic development of communities and sustainable management of natural resources is a dominant and relevant need that has to be fulfilled. Furthermore, this complements the efforts in achieving the United Nations Millennium Development Goal of reducing poverty levels by half by 2015. An analysis of poverty revealed that of the several groups of poor communities, more than 100 million are partially or wholly dependent on forests for their livelihoods. This brings to the fore the intersection of poverty and critical eco systems. This has led to the creation of RBS Foundation India which through its "Supporting Enterprise" program provides alternative sources of livelihood to those communities that live in and around critical ecosystems. These sustainable sources of income reduce the community's dependency on forest, help facilitate financial deepening and promote financial inclusion and economic development. Over the years, RBS Foundation India has designed and managed projects that have multi stakeholders. Through a step by step approach and a full-proof business model it has worked to achieve desired outcomes and the impact is visible in the work that it undertakes across 11 states in India.



The model is built on parameters that provide fool -proof solutions and are used to determine and ensure positive impact on ground. They are: -

1. Bring in domain knowledge through an NGO partner and generate subject matter expertise. Partner with NGOs that have experience in establishing community based organizations (CBOs) that can motivate communities to work within the framework of existing law/policy of the land.

2. Enlist the involvement of Forest Departments/District administration as they are one of the main stakeholders in the geographical areas that we work with. Ensure transparency and consent of all stakeholders in a consultative manner by setting up steering committees.

3. Develop a set of income generating activities based on local supply chain and traditional skills - both farm and non-farm activities. We bring in market strategies, linkages, other enterprise skills and facilitate credit linkages.

4. Strive for convergence with Government/NABARD programs. Continuous on ground monitoring is undertaken to ensure achievement, and progress is measured based on the baseline set at the start of the project.



5. Document outcomes and encourage replication of successful outcomes.

The resultant access to improved livelihood alternatives, markets and finance has ensured the financial success of the activity. These then have acted as enablers / motivators for an important component of RBS Foundation India's strategy viz. to achieve community participation in habitat protection. The impact is evident in RBS Foundation India's work with 76, 000 households across 11 states in India to foster financial inclusion of these communities.

Furthermore, the RBS management sincerely believes in the importance of educating and sensitizing its employees on conducting their business in a socially responsible manner. Through its flagship volunteering program - Magic Hands At Work (MHAW), employees volunteer at RBS Foundation India's supporting enterprise projects, where they experience first hand the positive outcomes of including more people into the mainstream economy. As a result, this program has warranted its need within the bank and in the areas where it is carrying out its work.

Finalist
Category III - Innovative Approach towards Corporate Social Responsibility



"Our vision at KPIT is to build, along with our ecosystem, a sustainable and inclusive world by leveraging technology. Our CSR philosophy complements this vision by focusing on select areas (Environment, Education, Energy and Employee Involvement), ensuring our people involvement and being metrics driven.
We believe that corporations and the society have a symbiotic relationship and that they both draw on each other's' resources. Therefore the companies must run their CSR initiatives in a way that balances the economic, environmental and social imperatives."

Mr. Ravi Pandit
Chairman & Group CEO, KPIT

KPIT Technologies Limited

Corporate Social Responsibility (CSR) has been an intrinsic part of KPIT's philosophy, since its inception. Being a socially responsible business organization, we continue to push the bar higher through technology and innovation driven CSR activities. We believe it is our moral responsibility to give back to the community, which in so many ways has contributed to our success and helped our business grow.

Community Contribution is one of the seven core values at KPIT. It has a significant mention in our mission and vision to reflect our commitment towards it.

We have always been involved in community contribution initiatives in some way or the other and have developed the structure for our CSR initiatives over a period of time. Since our inception, we worked on several fronts and many societal initiatives. Considering our capabilities and the needs of the communities that we serve, we reassessed the focus of our CSR initiatives. Based on the results, we finalized the following focus areas in order to deliver maximum benefit to society:



- Environment: As a company, we run our business in a way to create and retaina sustainable world. We also enable our clients to run their operations efficiently and create products that are environment friendly. In line with this, our CSR initiatives are also focused towards making this planet a better place to live in.
- Education: We aim to transform lives of people in our community through science and technology education. We firmly believe that education can bring in long term transformation. The focus on science and technology is because of our belief that technology can change lives and science brings in rational thinking.
- Energy: We use our technology expertise to develop innovative solutions that enable efficient energy generation and consumption and create renewable supply.We serve our customers with an intent of delivering energy efficient products, services and processes that contribute towards making this world more sustainable and a better place to live in.

- Employee Involvement: While the earlier three categories have a specific focus and objective, there are several other initiatives beyond the earlier mentioned categories. Thus, came into existence our fourth category focused on engaging the mind and attention of the employees. The employee involvement category provides every employee with an opportunity to do their bit for the society.We regularly organize various events such as blood donation drive, Annadan (food donation drive) etc. in our office premises. All our events receive an enthusiastic response and participation from our employees.

Guiding Principles of our CSR initiatives:

The guiding principles for our CSR initiatives are as below:

- Community Initiativeshould not be restricted to only contribution of funds. It must necessarily involve the energies and efforts of the people.
- Community Initiatives should be rendered in areas where the company's core strengths are, so that we can contribute more than just our time and money. Therefore, we use our expertise and knowledge in the IT domain, to educate and enable communities.
- The efforts should be concentrated on a few initiatives to ensure significant results and maximum impact.
- Initiatives are not limited to any cultural, regional or physical boundaries. We ensure a wider reach of each initiative to benefit the society at large.

  We believe that community initiatives are essential not just in a developing country like India but also required in an affluent and developed country like US. So wherever we are, in all the centers that we are present, we will be engaged in contributing towards the community.

  For example we initiated the "Not for Profit (NP) Connect" Program in Bartholomew County in Indiana, US. The program envisioned to improve the quality of life and enhance economic development by increasing access to technology. To achieve this goal, the organization introduced programs and developed software and websites for Nonprofits in US. We also helped some of the schools in upgrading hardware infrastructure.



- All practices and initiatives should be Metrics-driven, for greater transparency and to ensure measurable results. We aim to achieve involvement from our employees equal to or greater than 1.5 times of total employee strength in a given year.We measure the number of beneficiaries and the number of employees involved in each initiative. For example, in the year 2013-14, we had 13724 beneficiaries as against 8809 employees participating in the community initiatives. This in the year 2012-13 was 6200 and 5750 respectively.
- We firmly believe in the principle of collaboration. We understand that in the arena of social service, there are other entities with greater depth of knowledge. In order to give the best to the society, we collaborate with such entities. For example Janwani for Zero Garbage project, Jnana Prabodhini &General Motors for Chhote Scientists Project, Seva Sahayog for School Kit Donation drive etc.

Our CSR initiatives are conducted:

To enable us contribute more in terms of time and efforts, we have identified clear areas for our CSR initiatives. We try and make a difference to every community around us, wherever we operate. Our CSR operations can be classified into four concentric circles as below:

- Within the campus: These are primarily driven by the employee engagement goal. At KPIT, across the regions where we are present, we organize all kinds of donation drives (Blood, Clothes, Book, Fund-raising etc). We conduct environment awareness sessions and arrange stalls by NGOs.
- Cities where we operate: We individually or in association with an NGO conduct activities like - Weekend teaching session in schools, Corporate induction at NGO sites and Zero Garbage project with Janwani.
- In villages near our plants: We contribute to these areas via our initiatives like Chhote Scientists (teaching science to school children with simple scientific toys), Farm Pond activity, etc.
- Emergency Aid: Cutting across geographies and regions is our emergency aid initiative. We provide financial aid & volunteer rescue operations during natural disasters, such as the recent floods in Uttarakhand.

Major CSR initiatives

Environment

Zero Garbage Drive: KPIT along with Janwani, (the CSR wing of MCCIA,Pune)partnered with Pune Municipal Corporation (PMC), Swatch (an NGO that works withwaste pickers) and other stakeholders to initiate the Zero Garbage Drive. The initiative focuses on separating the organic and inorganic waste. Organic material is used in the biogas plant, thus eliminating its transportation cost to the landfill. Inorganic material, such as plastics and glass, is sold as scrap. The ultimate goal of the Zero Garbage Project is to process all waste at the ward level, reducing transportation and labour costs for the city and eliminating the need for landfill sites. This drive was initiated successfully at the Katraj ward. PMC has requested Janwani to replicate the Zero Garbage Model at other wards in Pune. We also organized zero garbage awareness rallies on 13 Dec 2013 at Shastrinagar, Paud Road, Kothrud, Pune. The total 70 volunteers participated from KPIT.

Janwani has presented to the Planning Commission of India to replicate this model on a nationwide scale.

Farm Pond Initiative: KPIT in association with Jnana Prabodhini conducted a volunteer based drive to de-silt farm ponds across the villages. To perform this challenging task, 450 employees from KPIT contributed toward the de-silting of ponds for about six months starting January 2013. Through the de-silting activity, the volunteers have been able to ensure rain water conservation during the monsoon of 2013, providing farmers enough supply to water their land through the year, thereby benefitting over 2000 people from the Kusgaon & Katwadi villages.

Environmental Awareness Programs: As part of Environment Week celebration (on occasion of World Environment Day) we organized various programs such as:

- 'Treedom' - Tree plantation drives
- Seed collection & donation drive - Contribution towards Ecological Society
- "Awareness program" & drives - Lecture by environmentalists &eminent scholars.
- Plastic Free World at KPIT (less daily use of plastic and promoting the usage of jute bags.

Tree Census Program: As per the order by Mumbai high court to PMC, a committee needs to be formed to decide the rules and regulations for Tree Census program and should consist of an Urban planner and a software engineer. Shruti Vaishampayan from Janwani and Sanjeevani Mahajan, a KPIT volunteer was nominated for the same.

Education

Chhote Scientists: Continuing from the last year, KPIT enhanced, its flagship CSR program, "Chhote Scientists". The initiative benefitted over 1,600 students by cultivating in them the love for science and inspiring them through real-life applications of the subject. More than 800 employees participated in this initiative. To take this initiative to a wider audience, we also developed Chhote Scientists Android based application for Aakash tablet in collaboration with IIT, Mumbai.

School Kit Donation Drive: We have been working with Seva Sahayog, an umbrella organization of various NGOs, for the last five years. Seva Sahyog conducted a survey to identify the reasons behind student dropouts. One of the key reasons that came to light was the issue of affordability. The families were not able to afford the basic amenities required for their children's education, such as books, school bags etc. In collaboration with Seva Sahyog, KPIT spearheaded School Kit donation drive wherein employees contributed funds and manpower to support education for over 40,000 underprivileged children.

Teaching Classes at Thayimane, Bangalore: Thayimane is a humanitarian institute for underprivileged children. KPIT transformed the lives of children there with formal and non-formal education. As a part of this initiative, KPIT volunteers met Mr. Keshvamurthy - Director of Thayimane in January 2013 & chalked out a plan based on the number of students in various classes and medium of study.

Energy

Solar Water Heater Project: KPIT is working with Swami Vivekanada Vidyalaya, Asde village in Mulshi Tahsil near Pune since the last 3 years. Our volunteers visit the school and hostel regularly to support them in their academics and in other extracurricular activities. Volunteers observed that students residing in hostels get woods from the nearby jungle to heat water. KPIT decided to look for more environment friendly options and provided and installed three solar water heater systems in Male and Shileshwar villages. Presently the systems are working in good condition and are able to save around 1 ton of wood every year.

Revolo: We are working in the field of developing Green transportation with Revolo. It is a parallel plug-in Hybrid solution developed completely by KPIT. It improves fuel efficiency by over 35% as well as reduces tail pipe emissions. There are currently some prototypes running on road for field testing.

Energy Champion: In our campus at Hinjewadi, Pune, we have reduced energy consumption by 30% in the last 4 years. Various initiatives have been undertaken by the KPIT Facilities Group such as awareness campaign amongst employees, implementation of energy efficient desktops & servers, changing lights to CFL & LED, installation of solar panel systems for water heating and lighting and optimization in AC operation hours.Having observed our tremendous effort put in towards energy conservation, the Indian IT industry nodal body NASSCOM declared KPIT as the "Energy Champion".



Employee Involvement

Flood Relief at Uttarakhand: Another major effort undertaken by the company was the relief work at Uttarakhand. KPIT not just contributed monetarily but also joined hands with NGOs working in that region to facilitate distribution of provisions in the disaster hit areas.

Blood Donation Drive: One of the most successful and sustainable drives we have undertaken has been the "Blood Donation Drive". Once in a quarter we organize a Blood Donation Camp in our premises. We are happy to say that we

donate more than 800 blood bags per year. Over the past 6 years we have been running this campaign successfully.

Annadan (Food/Grain donation drive): Through the unique initiative of Annadaan, we appealed to our colleagues from Pune, Bangalore, Noida, Mumbai, and Chennai & Hyderabad to put aside just one handful of grain and grocery items every day for a month. Every handful contributed made a huge difference. We have donated 10,000 kilograms of food grains to 8 different NGOs.

GIS Based Accident Reporting System: We partnered with the NGO Janwani that focuses on urban development and developed for them an online "GIS Based Accident Reporting System". This system has been designed to enable the Traffic Police Department to enter all relevant details of an accident including exact location in the city. Relatives of the victims can also access information through this application. This application has been launched in Pune in July 2009.

Web-based application for Participatory budget: In collaboration with, Janwani, KPIT has developed a web-based application for Participatory budget of Pune Municipal Corporation (PMC). This application has helped citizens to register their suggestions without having to visit the ward office. This step has helped in increasing people participation as well as transparency of the Budgeting Process.

E-Autoriksha project: Currently we are working on E-Autoriksha project with Janwani, which when implemented will help commuters to avail of auto rickshaw facilities more conveniently.

As KPIT continues to grow and expand globally, weremain of the strong belief that every company should show gratitude to the environment and the society it operates in, and should strive for the greater benefit of the community at large.



Corporate Social Responsibility Award

2012-2013

CSR Profiles



"In the past thirty years, a great positive change has come in the lives of people of this tiny hill village, Barmana. Looking at its Corporate Social Responsibility, the dynamic role played by ACC Gagal Cement works in the growth of this region has been incredible"

Mr. Rakesh Sinha
Director Plant, ACC Gagal Cement Works

Gagal Cement Works, ACC Limited

ACC Gagal cement is not just a leading cement manufacturing company but has gone a long way in cementing the lives of people and communities around its projects, across the country. It stands committed for discharging its responsibility as a corporate giant and contributes to community welfare by taking up several social initiatives. The objective of the Company is to conduct business in ways that produce social, environmental and economic benefits to the communities in which it operates. ACC Limited stands by its commitment towards society at large, which it endeavours to fulfill through wide ranging and diversified initiatives and activities under Corporate Social Responsibility (CSR). Barmana is the most glowing example of ACC's CSR efforts. Once a nondescript village, it has over the last two decades transformed into a well recognized place in the state. The sleepy village has seen a sea change in terms of development in education, health, employment, women empowerment and infrastructure due to the setting up of the ACC plant.

Education

ACC believes that education is an investment for the future. With this vision in mind, it has been discharging its duty in the field of education since its inception in Barmana. It started with setting up of the DAV School. Here education is imparted not only to children of ACC employees but also to children from adjoining areas. Having strength of over 900 students, it is one of the leading schools in the district where smart classes have also been introduced.

Other initiatives in education are:

- Built a degree college in Ghumarwin sub-division, Bilaspur at a cost of Rs 6 crore.
- Renovation of a senior secondary school in Barmana at a cost of INR 1 crore.
- Supports six schools around Barmana by providing books, computers, sports material and lab equipments, construction of air-conditioned classrooms.
- Scholarships to meritorious students opting for higher studies.
- A computer institute in Barmana for imparting computer education to the needy.



- Computer kiosks set up in government schools, which are also accessible to students from nearby schools.

Health

ACC is committed to make good health accessible and affordable to the society and community at large by providing basic infrastructure for health, sanitation and hygiene. The company provides medical assistance to the families of its employees and also to all those living in surrounding villages. Regular mobile medical services and medical camps are held offering medical help, treatment and preventive care. The company also supports the state government in various national health programme and conducts awareness programmes to make people aware about leading a healthy life.

- An 18-bed hospital was set up in Barmana to cater the employees of the unit and also for the villagers of the surrounding panchayats. The hospital has a team of specialist doctors and a fully equipped laboratory. It provides free medicines to all patients. Four days medical camps are also organized annually on at least five specialised areas including eye, cardio, ENT, gynecology, dermatology, etc. in the hospital where specialist doctors examine the patients. Over 600 patients were examined and provided free medical aid and around 100 surgeries conducted free of cost. ACC spends around INR 10 lakh annually on the people of those villages who were displaced during the setting up of the cement plant in Barmana. Medical camps are also organised in these villages and provides free medicines to patients.
- A STI (Sexually Transmitted Infection) health centre was set up at BDTS (Bilaspur District Truck Transport Society), especially for truck drivers who are more prone to such diseases. Three counseling outreach workers guide them for further HIV test and treatment. A proper track record is kept of the HIV + persons and their treatment is followed regularly by the staff.
- ACC organises a free mobile health centre at Naina Devi temple every year for lakhs of devotees who visit the shrine.

Village Infrastructure

When it comes to village infrastructure, ACC has changed the landscape of several adjoining villages by building footpaths, culverts, small bridges, barbed-wire fences, drains, installing solar lights, parking lots, retaining walls, mahila mandal bhawans, panchyat buildings, dispensaries, school buildings, rain shelters and bus stops. ACC has fenced agriculture land of several villagers, who had earlier stopped working in the fields due to stray cattle menace. The Company has also provided potable water to over five thousand villagers.

Women Empowerment

ACC has been instrumental in empowering women and has introduced various schemes for their welfare. More than 150 women have been trained in self-employment trades like spice-making, embroidery, stitching and beautician courses. While various awareness campaigns relating to female feticide, legal rights, domestic violence, family planning and self protection are organised from time to time for local women, stress is also being laid to educate them regarding the declining gender ratio in the society. A complete health record is maintained for the women employees and proper guidance is given to them with regard to their health and nutrition. ACC has a noble way of showing people the value of a girl child. In its efforts to curb female feticide, 'Nanhi Chhaan' programme has been launched, wherein a tree sapling is given to a family



when a girl child is born. ACC believes that nurturing a sapling into a tree, signifies a commitment for respecting the rights of a girl child for a life with dignity and her right to nurture and develop to her fullest potential.

ACC and an organisation called Association for Health, Education and Development (AHEAD) supports destitute women. Identified women are provided basic literacy programs followed by vocational trainings. These trainings are designed based on the skills and apt for the local community. Tailoring and embroidery was one such skills identified. A training centre was set up by ACC by renovating an abandoned school building; training classes are conducted for six months on making hand napkins with locked and embroidered edges. At the end a completion certificate is given to the trainees that confirm their skill. The end products from the centre are sold during local fairs. The money generated from the sales is put into the bank account opened in the name of Swamini-the self help group and from there it is distributed among women as their income. Another part of this self-help group is a masala centre, this is managed by four local women. Here the spices are grinded, packed and sold in the local markets. Some of trained women have also joined the centre as permanent employees. Those women working independently, the centre helps them to find markets to sell their products. Apart from these, awareness programs are conducted for these women on food, nutrition and balanced diet.





"Caring for communities we operate in is the way of life for us at Adani Group. Adani Foundation believes in improving Quality of Education, Access to basic Health Care, Empowering marginalized groups and Sustainability of Natural Resources; as stepping stone to improve Quality of Life for generations..."

Ms. Sushama Oza
CEO, Adani Foundation

Adani Group

The Company's Vision 2020 ('Thinking Big, Doing Better') - "To be globally admired leader in integrated infrastructure businesses with a deep commitment to nation building. We shall be known for the scale of our ambition, speed of execution and quality of operation."

Transforming Lives:

7 states, 375 villages/towns/cities
&
more than 2, 15, 000
families

The Company is committed to the development of its local communities. This is reflected in the activities undertaken by the Adani Foundation, which is guided by an Adani Group level mandate. The Foundation was established with a vision to "accomplish passionate commitment to the social obligations towards communities, fostering sustainable and integrated development, thus improving quality of life". The Foundation receives guidance, expertise and oversight from the Promoters, Board and Senior Management of the Company. It works in the key areas of Education, Community Health, Sustainable Livelihood Development and Rural Infrastructure Development across a broad geographic footprint. As a relatively young business group, the Company is currently evaluating the outcomes of its CSR initiatives, aligning its thrust areas with local needs, and is in the process of developing a formal CSR Policy.

The Adani Foundation (AF) began in a small way by working with a few rural communities around Adani Port at Mundra. Headquarter in Ahmedabad, it is a part of the Adani Group and looks after Corporate Social Responsibility Projects for the group companies. It renders its services in four core areas; Education, Community Health, sustainable Livelihood Development and Rural Infrastructure Development.



The Foundation is presently operating in Gujarat, Himachal Pradesh, Madhya Pradesh, Maharashtra, Rajasthan, Chhattisgarh and Odisha.

Today, a team of committed professionals are dedicatedly working with an approach that embodies innovation, peoples' participation and collaboration with the key stakeholders. The process is empowering and the outcome, enabling. The Foundation is working on an integrated strategy with special focus of the girl child/Adolescent girl, women, youth and senior citizens.

Education: "Igniting over 1,50,000 young minds"

The 12th Five Year Plan (2012-17) focuses on expansion, inclusion and quality to achieve the national goals in education. The country is poised to become a leading supplier of workforce to the entire world with the world's largest population, about 450 million, in the age group of 5 to 24 years. Universal access to elementary education, improvement of the Quality of Educational services and a sound infrastructure for higher education is required so that the children are prepared to be globally competitive. The approach followed by the Foundation in addressing the sectorial issues with two prong approach. a) Establishing and running our own schools- Adani Vidyamandir, School with a difference for underprivileged kids and school with excellence for employees' kids and general public b) Improving quality of education in the Government schools to reach to larger mass. This is done in three ways:

- Increasing teacher's effectiveness,
- Enhancing community participation and
- Child-centric school environment.

To achieve these we provide Programme support, Material support and Infrastructural support. The Adani Foundation facilitates and believes in complementing and bridging the gaps in the existing Government education system.

AF also provides scholarships, grants and assistance to the deserving but needy students.

Community Health: "Facilitating a healthier life for over 2,00,000 people"

Community Health is another area of focus and an important parameter of human development. Inculcating a health seeking behavior and ensuring availability of quality health care services to the remote areas is the objective of the sector. Adani Foundation is primarily engaged in improving the quality of health services, through easy accessibility of the services to the community. In this effort, community is also mobilized to avail these services. Assessing the needs of the communities, strengthening the existing services and providing additional support has remained the key strategies of the programme.



Committed to "Health for ALL", the Foundation runs Mobile Health Care Units, Rural Clinics, Special Innovative need based Projects and variety of health related camps. It also extends need based support for government health care centres located in the vicinity areas. The Foundation adopts a holistic approach while addressing the key issues and ensures the coverage of marginalized sections under the ambit of the Community Health Initiatives.

Sustainable Livelihood Development: "Empowered over 35,000 lives to be self-reliant"

Providing a range of options for sustainable livelihoods through participatory actions, has led to transforming lives and ushering happiness. Reaching to the unreached, hearing the unheard voices and looking for the unseen forces within the communities has remained the essential cornerstones while helping people make informed choices. The strategy of this sector is to analyze the employability of the local youth, identify the gaps in capacities and available options of livelihood generation, profile the existing community institutions, develop the capacities of people and build the necessary links. This will not only link the lives with gainful engagement but also light up lives with a direction, purpose and intent.

Infrastructure Development: "Building India from its grassroots"

Last but not the least, developing the rural infrastructure has a direct effect on economic growth and wellness of an area. Access to resources, increase in the available choices in rural livelihoods, increased avenues for income generation, safe and clean sources of drinking water, access to quality health care systems, leads to better productivity, reduction in morbidity and stress, adequate employment and increased agricultural income and savings. With this vision to change the face of the rural communities, the Foundation has promoted development of rural infrastructures such as approach roads, school buildings, health care facilities, recreational zones like garden, sports ground and water storage tanks with optimum participation of the local people.

Cross cutting all the initiatives is the overarching concern for the Mother Earth, its biodiversity and the surrounding environment. The Foundation takes responsibility in making people aware of the indiscriminate nature of human action causing harm to the delicate balance in the nature around us. It embodies Gandhiji's thought ... "there is enough for our needs, but not enough for our greed"...

Developing the human resources of the organization through continuous capacity building, cross learning, and exposure to newer bodies of knowledge has made the Foundation a dynamic institution, igniting minds and changing lives from within.

The Company has adopted an Environmental Policy which states its commitment to minimization of waste, prevention of pollution, conservation of natural resources, awareness among stakeholders and compliance with regulations.



"Sustainability is at the heart of our work philosophy and in that endeavour we are committed to the community and environment around us. ACF's work has not only been heart warming but also helped the Company get a sharper focus on the triple bottom line – people, planet and profit,"

Mr. Ajay Kapur, Deputy Managing Director & CEO, Ambuja Cements Ltd.

Ambuja Cements Limited

Since its inception, social performance has been of prime importance for Ambuja Cements Ltd (ACL). The feeling of 'giving back to the society' has always been upheld and celebrated. ACL engages with numerous stakeholders such as suppliers, dealers, customers and communities in far flung rural areas.

ACL, a part of a global conglomerate Holcim, is one of India's leading cement manufacturers and has completed over 25 years of operations. The Company has five integrated cement manufacturing plants and eight cement grinding units across the country. Its current cement capacity is 27.25 million tons.

The formation of its social development arm, Ambuja Cement Foundation (ACF) in 1993 upholds these principles even as it works exclusively with rural communities on issues of water development, agriculture, skill based livelihoods, women empowerment, education and health. Today, ACF works in 12 states and 22 locations in line with its mission statement, "Energise, involve and enable communities to realize their potential".

ACF's main initiative, water resource management, has changed the landscape of many regions especially Gujarat which is impacted by salinity and Rajasthan which is water scarce. Ambuja has been certified as water positive by a reputed global agency because of its consistent work on water. Work on water resource development has also impacted livelihoods positively to a large extent in rural areas. Agriculture today thrives in our neighbouring communities as water is ensured. Technologies like drip irrigation and sprinklers ensure judicious use of water in fields. ACF also provides technical support to farmers through regular meetings. In Gujarat, ACF runs the Krishi Vigyan Kendras (KVK) successfully which is today the one-stop shop for the needs of the farmers. Work in agro-based livelihoods is also supported by introducing better and meaningful technologies in communities.



Livelihoods are also promoted through the Skill and Entrepreneurship Development Institutes (SEDI) that have tried to bridge the gap between a wide demand of skilled personnel by the industries on one hand and addressing unemployment in rural areas on the other. The 16 SEDIs across India run courses which are specific to the need and requirement of that region and have transformed the lives of more than 11,000 youth through wage employment by encouraging them to become entrepreneurs.

A number of ACF's programmes also focus on the millennium development goals of health, education and women empowerment. To ensure 24 X 7 health services in the far flung rural areas, village health functionaries, also called

sakhis are trained in providing basic health services. Ambuja also works extensively towards prevention of HIV and AIDS in and around its plants and locations and works towards reducing stigma towards those affected by it. Programmes are held with truckers around ACL plants raising awareness on HIV and AIDS. Counselling sessions are also organised in some locations. Education is promoted through Balmitras in school who are appointed as children's friend for joyous learning. In locations where children either drop out or do not go to schools at all, non formal education centres aid the student get into the mainstream education system. The Ambuja Manovikas Kendra (AMK) is a special school for mentally challenged children in Ropar, Punjab.

Programme Implementation: All the programmes implemented in the community are decided after a detailed deliberation with relevant stakeholders. Well-defined processes like the Participatory Rural Appraisal and Social Impact Assessments ensure that all the stakeholders are involved to identify key concerns by the community. Further to this, Community Engagement Plans are prepared detailing the programmes which are to be implemented in the subsequent year. The Community Advisory Panel established in the locations consists of members from within our Company as well as leaders from the community. It is a platform to discuss issues faced by the community and achieve a consensus to implement programmes in the community.

Monitoring: All the programmes are rigorously monitored through the Social Engagement Scorecard. This tool helps in deriving a score on the activities and programmes of the Foundation through detailed group discussions and interviews. To ensure social performance, we have developed a tool called the Site Specific Impact Assessment (SSIA). This tool includes processes like focus group discussions and interviews with stakeholders on sites like employees, workers, contract workers, truckers, community members etc. SSIA ensures concerns of all stakeholders are taken up in a proactive manner.



Employee Engagement: Employee volunteer programmes at ACL have made it possible for the employees to be a part of the development journey of the communities along with ACF. Employees are engaged in activities as diverse as cleaning beaches, painting anganwadis, sapling plantations, participation in community projects on health, safety, HIV and AIDS, skill training, being involved in school activities through sessions on self-development, communication skills, computers, spoken English, games and music, etc. Ambuja's volunteers have clocked in excess of 26,000 hours so far through their participation in such activities. Over 2,000 employees have willingly participated as volunteers so far.

Employee engagement is an essential part at ACL. One of the methods through which this is ensured is training and development. The learning culture in the Company is a direct consequence of ACL's philosophy of "I CAN" and our people enjoy the opportunity provided for different kinds of functional, technical and soft skills trainings. Apart from regular trainings, customized trainings are conducted to address specific development requirements of target groups. New initiatives, international exposure through specialized training and development programs, expansions and improved systems provide ample opportunities for employee development. Additionally, short-term overseas assignments and projects have provided tremendous learning and motivation to employees and proved to be excellent learning avenues.

Safety: Ambuja is today striving towards Zero Harm for its employees. Occupational Health and Safety (OH&S) is one of its core values. To achieve Zero Harm, appropriate technology, along with stringent operational control practices is being undertaken across all operations. Our employees feel privileged to work for a Company which does all it can to ensure a safe work environment and culture.

The Company also has a Whistle Blower policy that allows employees to flag issues related to unfair practices.

At Ambuja, the scope of CSR has been evolving over the years. The Company's work in this arena has also been recognised by reputed agencies. The awards won by the Company in this sphere testify the quality work done by the Company.



"Inclusive growth is a non-negotiable for a developed India. CSR is a small step in the right direction"

Mr. Vishal Gupta
MD, Ashiana Housing Limited

Ashiana Housing Limited

Ashiana Housing Limited is a growing real estate developer with its head office in New Delhi, India. Established by Om Gupta in 1979, Ashiana Housing has forayed into Group Housing, Active Senior Living, Retail, Hotels and Facilities Management. We are also the pioneers in bringing the concept of Retirement Resort in India and spreading it to Bhiwadi, Jaipur and Lavasa.

Ashiana Housing Ltd. has built over 13 million sq. ft of Residential & Commercial space with more than 9000 families residing in the homes built under its name. We are also the first housing developer in Patna, Bhiwadi (NCR), Jamshedpur and Neemrana, and the first to undertake the maintenance of its residential properties since 1992.

Ashiana was listed in the Forbes "Best under a Billion" list for two years in a row. We are the only company in the real estate segment in India to achieve this honor.

At Ashiana we believe, we are in business of redefining comfort homes for middle segment along with timely delivery, transparency and commitment to the welfare of residents even after the sale.

For us CSR means a responsibility of a corporate towards human spectrum within which it operates by rendering support for the upliftment of the society, in terms of living conditions, education, environment etc.

CSR Initiative:

Since 1996, Ashiana group was involved in various, but in an informal way. Later in 2006, the Company realized the need for strategic CSR and hence in 2009 formulated the CSR Policy with the formation of a separate CSR department to carry out the objectives of the policy.

Focus Areas

Education - For the wellbeing and all round development of migrant labors' children, Ashiana initiated education programs through "Phoolwaris" or nursery schools in all the projects sites. Today, 8 Phoolwari schools are operational and it serves as a crèche as well as classroom. The company provides colorful 'palnas' for the babies, smart uniforms for the older ones, mid day meal and are taught health & hygiene practices by dedicated staff on the line of Anganwadi. The main objective of this program is to keep the underprivileged children safe, engaged in learning basic life skills and away from the construction sites.



The company has also adopted various Government schools to facilitate better infrastructure facilities. The aim is to educate underprivileged children across religion, cast, and provide them basic facilities in order to render support for a better life and a sense of belonging to the Ashiana family.

Ashiana also facilitates continued education of poor and meritorious students through Manju Gupta Memorial scholarship. More than 80 students per year are awarded scholarships with an expense of 12-20 Lac every year to the company.

Skill Education - The lack of skilled labor is a cause of concern to the industry owners' and the government. The economic growth has been substantial in the last seven to eight years however, the non-availability of skilled labors across the country affecting various sectors that has growth potential. In order to sustain this growth, it is essential that India produces skilled labors continuously.



Ashiana has developed its own Structured Training and development center for unskilled man power in 2009. The centre trains unskilled labors to semi skilled/skilled by focusing on plumbing, electrical, masonry etc. The syllabus for these programs are well designed and all our courses are certified by CIDC (Construction Industry Development Council) Govt. of India and at Pune the training is certified by Kushal (Kushal is a partnership project between CREDAI Pune Metro and National Skill Development Corporation).

Women Empowerment: We can see a sizable number of women labors working at construction sites but they are employed only for side work or as a helper. We have started skill training for women labors as well, with an aim to give equal opportunity, better employability and better wage.

Environment - On the environmental front too, Ashiana believes strongly that the company must contribute to compensate nature. Since 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. Our office staff and local people also participate in plantation drives. Till date we have planted 4000 plants at all our locations. We also conducts awareness program on environment conservation amongst local school children.

Donation to the Needy - The company also encourages its employees in social work with an aim to bring in human aspect in daily life. We have placed collection facilities of various foundations in our complexes for dropping donations.

Awards & Recognition:

- Awarded as Best Affordable Housing in all India & also in NCR category Ashiana Aangan by CNBC Awaaz Real Estate Awards 2012.
- Awarded as India's Best Theme Based Township Utsav- Bhiwadi by CREDAI Real Estate Awards 2012(Non Metro Category)
- Awarded as India's Best Residential Project North- Ashiana Aangan East- Ashiana Woodlands by Zee Business RICS Awards 2011
- Received BMA Awards for Corporate Social Responsibility 2010 & 2012
- Received Bhamashah Award from Govt. of Rajasthan for educational works in 2013



"The ultimate aim of British Biologicals is to foster the creation of nutritional and beneficial products in order to prevent disease in mankind through nutritional science and to offer disease specific, palatable nutritional foods that contribute to the wellbeing of the people. Towards this end, we realize that the enduring health of the community we serve has a direct impact on the long term health of our business. Quality then, is never an accident but a continuous struggle with a will power. Therefore, in our business, the level playing field is when business and social interests merge"

Mr. V S Reddy
MD, British Biologicals

British Biologicals

At British Biologicals, we believe in preventive nutrition by being proactive in understanding the nutritional needs of our consumers. We get to the root of health problems with our in-depth research, and create solutions that prevent their spread and recurrence.

Our employees contribute to welfare programs orientated towards children, students, and patients. We also continuously support the activities of NGOs and other institutions involved with healthcare, education, sports, skill development and community welfare. At British Biologicals, we understand that our future is dependent on the welfare of the community, and make all efforts toward improving its quality of life. Some of our public welfare initiatives include working with the Parikrama Foundation and Akshaya Patra initiatives in Bangalore, Nanhi Kali at an all India level, diabetic awareness camps, and ante-natal camps for pregnant women, building schools and colleges, educating children, cultivating gardens, and more. We aim to organize more social welfare programs that will add value to society.

Say Yes to the girl child

India might be progressing globally, but when it comes to protecting its own daughters, the country shows no mercy towards them.

Mr. V.S. Reddy rightly says "While we are heading towards a generation where small/ nuclear families are preferred, it is at the cost of the girl child who is 'given up' to make way for a male child. At British Biologicals, we felt that we could go a longer way in bringing about the change."

Commenting on British Biologicals' efforts in this direction, Mr. Reddy says "Our field force interacts with over 2 lakh doctors in India every month. With such a strong base to rely on, we began a campaign called "We Pledge" which asks the Doctors to pledge their support in ensuring that the girl child is born. This, in fact, goes to the heart of the problem by ensuring that Doctors willingly join hands in refusing to determine the sex of the foetus. An effort such as this nips the menace in the bud"



What is encouraging is that the company has seen overwhelming response from Doctors. Communication against sex-determination tests has been formalized and

framed in the clinics of 9000 doctors across India. This is probably the only effort of its kind, which has been made by a company, backed by the willing support of doctors themselves. The team hopes to see a day when a natural balance is restored in the female: male ratio of this country.

British Biologicals is also making other efforts in this direction.

Observes Mr. Reddy, "We believe in the philosophy of if you want the world around you to change, be the change yourself".



British Biologicals has taken its Corporate Social Responsibility to another level. The company is associated with Mumbai based NGO "Nanhi Kali" which was initiated in 1996 by the K. C. Mahindra Education Trust (KCMET) with the aim of providing primary education to underprivileged girl children in India. This association has helped in giving a momentum to the efforts of the NGO. At the brand level, Kids Pro and PRO PL are engaged in this activity. With every prescription of Kids Pro and PRO PL, the company donates a part of the proceeds towards the Nanhi Kali initiative.

"Through this social initiative, we are taking over responsibility of educating the girl child for at least 10 years. Giving back to the society has never felt more enriching", concludes Mr. Reddy.

Healthy children for a healthy nation

Corporate Social Responsibility for British Biologicals does not end with the girl child. The company views this from a holistic approach. As a nutrition company, our primary commitment is towards a healthier future generation. Hence, tackling the issue at the grass root level meant offering a healthy product, specific to the health condition, which is not only affordable but also palatable. After years of research in medical nutrition, we arrived at the perfect blend of nutrition for pregnant and lactating mothers - ProPL, which stands for 'Proteins for Pregnancy and Lactation'. Doctors have appreciated the science behind the product and mothers are only too happy to take ProPL instead of a handful of tablets, to sustain a healthy pregnancy & motherhood.

Pregnant women who have poor access to healthcare are also the beneficiaries of Ante-Natal camps. Every month, under the guidance Medical Professionals, special ante-natal camps are held in-clinic, across India. The implementation of these camps is through trained dieticians and nutritionists. Regular weight check-ups and diet counseling is given free of cost, at the doctors' clinics. Recipe booklets have been distributed, which contain easy-to-prepare dishes rich in iron, calcium and essential proteins.

Says a proud Mr. V S Reddy, "on an average, 130 camps per month are held pan India covering 2500 women. Educating the mother on healthy nutrition is equivalent to equipping her to take care of generations to come". A problem again addressed at the grass root level!

Educating the rural women on a healthy motherhood in the backward districts of India has helped bring about a radical change in the way pregnancy nutrition is viewed in these parts of the country.

Business as a service

We have pioneered a ketogenic diet supplement, the first of its kind in India, to tackle the dreadful neurological disorder - Epilepsy. In India, the incidence of epilepsy is about 2.5-5.6 per population of 1,000; and the chronic or intractable cases are 6-7 in a lakh. Bangalore-headquartered British Biologicals is India's first and the world's third company to manufacture a ketogenic product that holds abundant hope for epileptic patients. As a CSR initiative, British Biologicals offers free services of nutritionists and dieticians to all doctors and hospitals treating intractable epilepsy through a

ketogenic diet.

Procuring and managing a proper ketogenic diet is a daunting task for both parents as well as nutritionists. Moreover, the unavailability of such a supplementary product in the Indian market, as well as the sheer cost of importing them from abroad has hindered patients from accessing this treatment in the past. We are proud to have successfully introduced this essential supplement in the country as a yeoman service with very little focus on the business side of it.

In its quest to make this treatment available at affordable prices, British Biologicals is selling the kit at a much lower cost. We are glad to state that with the help of our special supplements; more than 100 cases of intractable epilepsy have been cured successfully so far.

Having created this supplement with the sole aim of serving society, we have brought back smiles on the faces of many mothers across the country by helping children regain their vitality and lead healthy lives. Our efforts have helped change the lives of many afflicted children for better, and we continue to strive to positively impact many more.

Other social initiatives

- Corporate Social Responsibility for British Biologicals does not end with encouraging the birth of healthy children. We believe in an individual's right to education, and to this end, we have funded the primary and high school fees of children hailing from below the poverty line (BPL) in Bangalore. Besides this, every year, we sponsor twenty students in Bangalore towards getting their Bachelor's degrees in Pharmaceuticals.
- Yet another of our initiatives are the Diabetes Camps, wherein we hand out packs of D-Protein, the first of its kind dietary supplement for diabetics in India, to patients. Thanks to this supplement, diabetics can continue to feel normal and healthy, as it helps control their sugar levels while also satisfying their nutrition requirements. Our Diabetic Camps are especially valued in smaller villages where awareness of the disease and its symptoms are limited. We conduct mandatory blood tests in such places to detect the presence of diabetes, and give away free samples of the D-Protein supplement to those needing it.



"India provides us opportunities to live our commitment to corporate responsibility, and corporate responsibility is a part of everything we do"

Mr. Siraj Chaudhry
Chairman, Cargill India

Cargill India

Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, our privately held company employs 142,000 people in 67 countries. We help customers succeed through collaboration and innovation, and are committed to sharing our global knowledge and experience to help meet economic, environmental and social challenges.

Cargill's operations in India started in 1987. Our business comprises refined oils, food ingredients, wheat flour, grain and oilseeds, sugar, cotton, animal feed and trade and structured finance. Cargill owns three edible oil refineries; one food application center, six animal feed mills and one animal nutrition innovation center, has some leading consumer brands such as NatureFresh, Gemini, Sweekar; Rath & Sunflower Vanaspati and packaged whole wheat flour, NatureFresh-Chakki Atta. Cargill employs more than 2,000 employees working in more than 100 locations across the country.

We at Cargill take pride in the fact that Corporate Responsibility is part of everything we do! Our purpose of being in business is to nourish people; therefore it becomes naturally incumbent on us to address the complex issue of food security. In India, we developed a multi-pronged program 'Nourishing India' and deployed more than $ 11.5 million (INR 69 crores) through Cargill global and local funding. Nourishing India is the cornerstone of our corporate responsibility engagement in India that unites our various programs to improve nutrition and food security. We promote food security in many ways. For example -- working directly with farmers to help increase their productivity; supporting government investments in rural communities and local agriculture; advocating for open trade; partnering with global organizations, such as CARE and the Global Alliance for Improved Nutrition (GAIN), among others and local community-based organizations; and conforming to some of the most stringent food safety norms such as HACCP across Cargill's plants throughout its global operations.



The Nourishing India program (highlights listed below) is a unique combination of "doing" oneself and also "enabling" others to work towards contributing to the society which results in a larger and a deeper impact.

Improving nutrition and food security

Leveraging global knowledge and experience to lead pioneering initiatives to find long-term and sustainable solutions to hunger and malnutrition and to ensure that people have access to safe, nutritious and affordable food.

- Fortification: To fight malnutrition in India, Cargill pioneered the concept of fortifying all its edible oils with vitamins A, D and E in India. Edible oils are consumed by 99% of households nationwide, making it an ideal vehicle

for delivering needed micronutrients. All fortification cost are absorbed by Cargill. Cargill reaches out to about 30 million people with its fortified edible oils every month.

- Enabling Food Banks: Food banking is a system that moves food from donors to the people who need it and engages all sectors of society in the effort. The system which has been successfully running across the world feeds millions of people each year was launched in India in June 2012. Cargill provided seed money and its leadership and guidance to help set up the India Food Banking Network (IFBN) and the first food bank of India, the Delhi Food banking Network (DFBN). The recently launched Gurgaon food bank has been set up with funding support from Cargill.
- Building Capacity to fight malnutrition: In a first of its kind Public-Private-NGO partnership Cargill, CARE and the local government in Madhya Pradesh, a state with one of India's highest concentrations of hunger and malnutrition, are working on the 'Fast Track Nutrition" project that focus on building capacity by providing health and nutrition training, promotes safe drinking water and sanitation, and helps create kitchen gardens to improve nutritional intake and provide income.

Poverty Alleviation, Rural & Urban Education and Community Development

- Kutch Livelihood and Education Advancement Program: To break the vicious circle of poverty and hunger Cargill rolled out a unique "earning and learning program" called the Kutch Livelihood and Education Advancement Program (K-LEAP) which is implemented in partnership with CARE that enables marginalized communities in Kandla in Gujarat's Kutch district to come out of poverty. This program has impacted over 70,000 children and 9,000 households in over 200 villages.



We brought the farmers together to pool their milk supplies and negotiated with the National Dairy Development Board to reinstate agreements and purchase milk again resulting in ~ 200% increase in farmer incomes

The student enrollment at Kasturba Gandhi Balika Vidyalaya in Kodki village has increased from 17 to 85 students and we have expanded our outreach to include more than 130 schools, providing science demonstration kits, textbooks, teacher training, sports equipment and new curriculum. We are reaching to 3,000 + girls of 10 + age.

We helped organize self-help women groups and provided the seed money. Today, more than 5000 women in Kutch are members of self-help groups and are working to reduce poverty caused by limited access to credit.

We want to bring positive, measurable improvements to the communities where we live and work. To this end, our businesses and our people provide support by contributing time, talent and financial resources. We also partner with not-for-profit and community-based organizations:

- United Way Delhi: Building on Cargill's global relationship with United Way International, we lead the establishment of United Way Delhi working to alleviate urban poverty. We continue to provide financial and administrative support, and our employees volunteer in a number of programs.
- Rural Development Foundation: We support the Rural Development Foundation, a not-for-profit society set-up to make a difference in the lives of underprivileged children. The foundation establishes and runs schools, vocational training centers and junior colleges in rural areas of Andhra Pradesh, benefitting close to 2,000 students.
- Pragati Vatika School: We adopted the Pragati Vatika School in Gurgaon that provides education for children of daily wage laborers and others living in poverty. We fund all school expenses and improve infrastructure to help the school cope with rising demand. Our employees also volunteer as teachers and coaches.

- Mobile Crèches: We also teamed-up with Mobile Crèches, a non-profit organization working for the welfare of children of migrant workers in and around Delhi. We adopted a day care center and fund capacity expansion. Our employees volunteer at the centre to play with the children and help educate them about hygiene and nutrition.
- Rabbani School: We fund the infrastructure expansion of the Rabbani School in Madhya Pradesh's Susera Village including construction of additional classrooms and sanitary facilities as well as a school bus. The school is a center for education and practical training in agricultural practices and animal farming, and serves around 400 students. The school also supports community development through literacy programs and community health initiatives.
- Pardada Pardadi School: After the successful completion of the Rabbani School project, Cargill World Trading Unit launched yet another education project in partnership with Action for Support of Deprived Children. Beneficiary of this project is the Pardada Pardadi Educational Society which runs a girls' school located in Anoopshahar, Uttar Pradesh in India.
- Enactus: We work closely with Enactus to create social awareness amongst through thought leadership discussions for college students, encouraging them to get socially conscious and take the challenges of creating projects.
- Cargill Global Scholars Program: We, working with the Institute of International Education (IIE), have launched a new scholarship program in five countries including India to help build future potential leaders. The Cargill Global Scholars Program will provide financial support, leadership development and enrichment opportunities to nearly 200 talented and high-performing undergraduate students in these countries over three years, selecting at least 10 students in each country every year. The first class of Cargill Global Scholars from India consists of ten students from reputed institutes of IIT Mumbai, IIT Delhi, NIT Trichy, and BIT Mesra & Delhi Technical University. Each of these 10 scholars have been awarded scholarship funds of US$2,500 (INR 1,50,000) per year for three years and will be invited to take part in a series of leadership and enrichment activities designed to enhance their critical thinking skills and equip them with the tools necessary for becoming leaders and decision makers in their chosen fields.

Supporting in times of crisis as a member of the Corporate Disaster Resource Network, we provide leadership in bringing corporates into the fold of the National Disaster Management Authority for joint response to any disaster. We have distributed food and funds during the super-cyclone and floods in Odisha and floods in Bihar and Leh and currently taking up the cause of sustained rehabilitation of the local community of the Uttarakhand flood victims through partnership and by making significant contributions.

Environmental initiatives:

- We have partnered with Greenobin for a paper recycling project across our Gurgaon offices as a step towards reducing our environment impact and carbon footprint.
- `One Million Trees' campaign: We have planted trees and improve the greenery in the area where we live and work. We have partnered with IAM Gurgaon to contribute to `One Million Trees' campaign.
- We support the Cineart program of PVR Nest tocreate awareness amongst the school children about climate change and environment.
- We observe Earth Day - Environment Day every year from April through June, across all locations in India to create awareness about the earth and environment through demonstrable actions like cleaning of local beaches, railway stations, restoring community parks, holding workshops for water conservation, talks etc.

Cargill is not just a good corporate citizen of India, but also a good neighbor in the communities where its facilities are located. It engages in a wide variety of activities including helping local schools, organizing blood donation camps, or conducting road safety workshops and other community education workshops. Its employees volunteer in all activities. Cargill has clocked more than 12000 employee volunteering hours for community service in India since 2010 across its plant locations and regional and corporate offices.

"At Chambal, we are committed to build a sustainable enterprise that effectively balances financial strengths with social and environmental responsibilities. We have successfully embedded 'sustainable' practices into our business strategies, manufacturing value chain, product life cycle and community development programmes."

Mr. Anil Kapoor
MD, Chambal Fertilisers and Chemicals Limited

Chambal Fertilisers and Chemicals Limited

Chambal Fertilisers and Chemicals Limited is one of the largest private sector fertilizer producers in India. Its two hi-tech nitrogenous fertiliser plants are located at Gadepan in Kota district of Rajasthan. It caters to the need of the farmers in eleven states in northern, eastern, central and western regions of India. The Company has a vast marketing network comprising 14 regional offices, 1700 dealers and 20,000 village level outlets.

Chambal's Corporate Social Responsibility Initiatives

Chambal Fertilisers and Chemicals Limited is committed to build a sustainable enterprise that effectively balances financial strengths with social and environmental responsibilities. The company is playing a catalytic role in creating sustainable development in rural India through its multi-pronged programmes:

- Uttam Roshani - Improve the quality of life for the community residing in the vicinity of its fertilizer plants at Gadepan (Kota) Rajasthan, by enabling them to be self-reliant and by positive interventions in the infrastructure, healthcare and education domains.
- Uttam Bandhan - Promote sustainable farming practices and boost crop productivity, in its marketing territories through its soil testing facilities and farmer advisory services.

Uttam Roshani - Partnering with community

Chambal's full-spectrum CSR programme, Uttam Roshani has been designed to realize larger societal objectives such as sustainable economic, social and environmental development. Chambal has also formed an NGO -KK Birla Memorial Society (KKBMS) to initiate and sustain meaningful actions in this regard.



The Company considers people residing in its vicinity to be important members of its family; therefore its CSR activities are focused on the 22 villages abutting its Fertilizer plants in Rajasthan. To address the diverse needs of the community, six Uttam Roshani interventions were designed under after conducting a 'need assessment survey'. These interventions are implemented with active participation of the local community and in consultation with the local administration at village, block and district levels.

Education

Primary Education

Government Schools- To promote education among underprivileged children, Chambal adopted 24 primary and upper primary government schools of nearby 22 villages under the Public-Private Partnership scheme of the Government of Rajasthan in 2011-12. Currently the focus is on the overall development of these schools by improving infrastructure, constructing girls' toilets, providing electricity & water, uniforms, stationary and woolens.

Village Learning Center for 'Drop-out' students- Girl Child education is a major Challenge in Rural India. It is estimated, that over 450 girl children dropped out of school in 22 villages in Chambal's vicinity. The company has established 27 learning centers for capacity-building of these drop-outs and for potential drop-out girls and bring them back to mainstream government schools. Similarly, 17 remedial learning centers have also been established to facilitate weak and drop-out boys.

Technical Education

Chambal has adopted Industrial Training Institute (ITI) Sangod, in Rajasthan under the Public-Private Partnership scheme of the government. Recently, the building of this ITI was renovated and 4 new trades were introduced. In addition, new equipment and computers were installed for providing the training. A new block of building is currently under construction. The company has helped ITI (Sangod) in placing majority of its students in leading companies.

Entrepreneurial Skill Development

Since Gadepan is a rural area; most of its youth have limited opportunities for livelihood. To help unemployed youth, Chambal has established a 'Vocational Training Center' in collaboration with the Government of Rajasthan. This center facilitates training in various entrepreneurial skills like electrical wiring, tailoring, two wheeler repair, makeup and hair cutting. It is heartening to observe that most of people trained in these skills are now gainfully self-employed.



Healthcare

Villages near our plant do not have access to medical infrastructure. Chambal has a mobile healthcare unit with a doctor and a nursing assistant, which visits three villages every day. It conducts health checks and provides required medicines, free of cost. Medical cases requiring specialized treatment are referred to the Government hospital at Kota. People residing in 22 villages in the vicinity of our plants regularly benefit from this service.

The medical centre at Gadepan campus provides free healthcare services to sick people from surrounding areas. In addition to this, villagers regularly avail services of various visiting specialists in the fields of pediatrics, gynecology, skin, dental and ENT. The Company also provides emergency ambulance services to the community on 24X7 basis.

Women Empowerment

Self-help Groups (SHGs) are a unique method to implement developmental schemes at the grass-root level by combining self management with access to low cost finances. It also helps the marginalized community come together to solve their problems through the participatory approach. Chambal's SHG initiative is focused on

women in the villages in the vicinity of its plants at Gadepan. These SHGs have been formed with the objective of micro-financing and inter-loaning. In addition, selected women are regularly trained for bag / paper bag making, dona-pattal making, food processing, spice/ pickle making and tailoring.

Agriculture and Veterinary Services

Agriculture and livestock development forms the backbone of rural livelihood. The company has established two 'Uttam Krishi Clinics' in the vicinity of its plants in Kota to educate the farmers about the latest developments in the field of agriculture and animal husbandry.

Facilitation of Government Schemes

Central and State governments in India have many schemes for the benefit of underprivileged people. But at times some people are unable to avail these benefits due to lack of information or limited means. To fill this gap, Chambal initiated a programme to help people of nearby villages avail Government facilities like pension schemes, domestic Gas connections, etc.

Rural Infrastructure Development

Absence of quality infrastructure like roads, drinking water, irrigation system, sewage treatment and power supplies severely limits development and prosperity of an Indian village. Chambal has been contributing towards rural infrastructure development by constructing streets, school classrooms and boundary walls, toilets and crematoriums, kharanja roads (stone pavement) and gravel link roads, drains and culverts in the adjacent villages.

Drinking Water Scheme

Chambal has taken steps to provide potable water in surrounding villages in collaboration with Gram Panchayat / PHED. Construction and repair of water tanks, de-centralized drinking water systems, installation of pipeline and hand pumps is done regularly.

Total Sanitation Campaign

Chambal initiated a project to improve sanitary practices through awareness campaigns and construction of toilets under the Total Sanitation Campaign of Government of India. In the last two years, Chambal has constructed over 800 toilets for Below-the- Poverty Line (BPL) families in 22 villages near its plants at Gadepan.



"Our Corporate Social Responsibility stands on our Group's core values, which make us believe in inclusive growth and encourage us to create shared values for all stakeholders, including the communities around us"

Mr. Gautam Dalmia
MD, Dalmia Bhart Group

"Understanding and undertaking our social responsibility has been a strong element in our creating a strong business. The stronger we grow in our business, the greater gets the sense of this responsibility"

Mr. Puneet Dalmia
MD, Dalmia Bhart Group

Dalmia Bhart Group

Dalmia Bharat Group is the pioneer and leader in innovation for the last seven decades & has been committed to create exceptional value for the stakeholders, customers, vendors & communities.We are one of the leading cement suppliers in India. We are stepping towards success with experience & new think in other industries like Sugar, Refractories & Power too.We work in an environment which incorporates our core values of Learning, Excellence, Teamwork & Speed in different areas of its operations. Our value system is well spread across the length and breadth of variousboundaries & the Group as a whole.

Dalmia Bharat Group Foundation started its social development programmes in the year 2009, as the Corporate Social Responsibility (CSR) arm of the company.The focus on our various programs was driven along the lines with UN Millennium Development Goals (MDGs). We delivered and reachedour goals under various outreach programs, with significant contributions to the society & its people at large, making each program people inclusive and holistic, in all respects. We are currently working in 105 villages (including our associate companies OCL India Limited) and have reached to over 100,000 people& 27,014 households through our various development initiatives for a better tomorrow.

Livelihood & Income Generation



Poverty alleviation is the foremost priority in our project villages. Through our livelihood programmes, we continue to equip people from our target villages in both new and indigenous livelihood activities to strengthen their skills and enhance their income.Some of the activities are dairy development, small business micro credit, palm leaf products making,garment stitching, vegetable farming and vermin composting. Since livestock continues to be the primary source of income for the farmers in our country, one of our important livelihood initiatives is a comprehensive end-to-end programme around livestock, which includes identification of beneficiaries (poorest of the poor), getting their bank accounts opened, facilitating micro finance, livestock insurance,animal checkup and health camps, training in best animal husbandry practices, training the community Para-Vets and facilitating establishment of community managed fodder plots. In some places, we have also implemented vocational trainings and skill building programmes to enable the youth to enhance their skills. We have collaborated with various government agencies and financial institutions to ensure financial sustainability of these programmes to address the

employability gap. We had set up an IndustrialTraining Institute (ITI) in 1992 to increase the employability for the youth. This operates a fully equipped training setup with well trained & qualified instructors. Dalmia Institute of Construction (DIC) too was established in 2008 in Trichyfor training the eligible youth on supervisory skills for construction sector jobs.

Children &Education

We continue to make sincere efforts in ensuring quality primary education in all our project villages. Our approach to education is multipronged. Our intervention starts at the level of Anganwadi centers, where we focus to improve infrastructure, acquire utensils & teaching learning equipment. The next step is to provide remedial support to slow learners at primary and secondary levels so that they do not drop out of school. Absence of teachers is the reason why quality education still remains a challenge in the schools. We have even tried to bridge this gap by providing trained teachers from the community itself. Some of our other efforts include rewarding meritorious students, providing career counseling, bridging the Digital Divide, instilling reading habits,organizing sports and extracurricular activities and conducting personality development classes for the students and youth.Through the enrolment campaigns, we have tried to make parents aware of the Right to Education Act and its provisions.

Healthcare

Healthcare is important to empower every individual to live a healthy life style. We are diligently working towards reducing Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) in our project villages across all locations. Our collaboration with local health departments and hospitals has proved valuable in improving maternal and child health, achieve 100% immunization and reduce mortality rates through focused health services. With all these efforts being put in to achieve the goal, we did a quick survey in February 2013. The data that we gathered from the locations was extremely encouraging. The Child Mortality Rate (CMR) in the year2012-13in all of our 3 locations in Uttar Pradesh was close to 35, almost half of the national rate and half as compared to the rate in 2009.Dalmiapuram and Ariyalur in Tamil Nadu didn't register a single case of child death during the year 2012-13.



We believe that healthy children need healthy mothers and the foundation of good health is laid during the pregnancy itself. Therefore, we run intensive healthcare programmes such as ante-natal check-ups for safe deliveries, gynecological & obstetrics counseling and immunization camps for children under five years of age. Other health services provided by us include health awareness programmes, health camps, counseling and treatment,organize medical clinics and camps which focus on specific diseases like cardiac and ENT. Access to clean water is vital to a healthy life. We have installed RO plants to provide clean potable water in the villages (5 in Belgaum & 2 in Kadappa) so that villagers have access to clean and safe drinking water. Similarly, we have provisioned for adequate sanitation facilities, which are equally important, a part of our Healthcareprogramme.

The way forward.....

As we get closer to achieving the goals related to MDGs set earlier, we have started to calibrate the focus on issues that are more material to our parent corporation's business operations. One such issue is Water. Some of our project sites are already witnessing the criticality with water table dropping to as low as 500 feet below the ground level, mainly because of unchecked withdrawal for agricultural purposes. Therefore, we are working both on water harvesting and on water usage with the neighbouring communities beginning Fy14.

The other critical issue that is relevant to us and that's critically needed in our programme villages is energy conservation. Therefore, we are concentrating on this issue as well and as a spin-off, areoffsetingt communities' carbon foot-prints, though marginally. We will continue to work on MDGs till we achieve the goals in a year or so. We propose to build our focus then on skill development and grow that extensively as the 3rd vertical. The 3 sectors; Water, Energy Conservation and Skill Development, will then constitute the 3 pillars of our programme

Our Key Interventions: 2012-13









" Aligned with the social vision of Aditya Birla Group, EMIL is striving towards building a sustainable society and improving the quality of life of the weaker sections of society. In furtherance to our objective and commitment, we have undertaken various initiatives for the social and economic development of the communities in which we operate. Reaching out to communities is in tour DNA and we remain committed to their wellbeing and progress"

Mr. Ashok kumar Bal
CEO, EMIL

Essel Mining & Industries Limited

Established in 1950, Essel Mining & Industries Limited is one of India's largest iron ore mining companies in the non-captive private sector, and the largest producer of noble ferro alloys. Three divisions of Essel Mining are Mining, Ferro-Chem and Wind Power Division. All the divisions are accredited with ISO 9001 (Quality Management System), ISO 14001 (Environment Management System) and OHSAS 18001 (Occupational Health and Safety Management System).

The mining division has its iron ore operations in the mineral rich Barbil-Barajamda belt of Odisha. The mines have a substantial resource base of superior quality iron ore with high Fe (iron) content and bulk density. The Fe content varies between 63 to 66 per cent, which makes it one of the best quality materials available in the country. Essel operates three mining assets in Odisha - Jilling, Kasia and Koira.

Essel Mining (EMIL) holds a leading position in the Indian mining industry for its superior mining techniques, equipment, and scale and flexibility of operations and systems. The potential of the proven deposit, as well as the quality and quantity of reserves, are good enough to sustain the mining operations for the next 20 years at the current operating capacity. The main products are: Calibrated iron ore lump- inputs for steel making and Iron ore fines - inputs for sinters and pellets, used for making steel.



EMIL has not only marked its presence as a merchant mining business but is endeavoring to become a proactive neighbor that makes a difference in the lives of people in the local community. EMIL has extended its helping hands towards the underprivileged with a commitment, to bring back life in its completeness through its 05 pillers;

I. Health and Family Welfare.

II. Education and Capacity Building.

III. Infrastructure Development.

IV. Sustainable Livelihood

V. Social Cause and Women Empowerment

Under Health and Family Welfare

At EMIL, we are committed to improve the quality of life, by augmenting the existing Health Care System. Our main intervention area under Health and Family Welfare includes:



- Improve the quality of life by providing community health care through mobile health camps and specialized camps and dispensaries around the adopted villages.
- Reduce maternal and infant mortality rate by conducting RCH awareness camp.
- Strengthen blood service delivery in the district.
- Ensure timely immunization through Nutrition and Health Days (NHDs)
- Create awareness on Family Planning Services, Adolescent Health, Health &Hygiene, Environmental Sanitation, HIV/AIDS Awareness etc.

Education and Capacity Building

EMIL has been taking concrete steps towards the development of underprivileged sections of society. Reaching out to underserved communities is part of EMIL's DNA. It believes in three Es- Education, Empowerment and Equality.

EMIL realizes that universal education is the key to sustainable development and prosperity.

The main areas of interventions in the fields of formal education and non formal education include:

- Scholarship and sponsorship under Vidhyadhara Scholarship Policy
- Centralized Mid Day Meal Kitchen catering to 52000 children of Govt. Schools
- Engagement of local youths to overcome the shortage of teachers
- Infrastructure support including building, boundary wall, furnitures, bus service etc to Colleges and Schools.
- Adult literacy centers are run for educating the adults.

Sustainable Livelihood Program

Essel Mining supports for the development that builds on the strengths of poor people and provides them with opportunities to improve their living standards as a means of poverty eradication. It also creates awareness on various sources of income generation and better life in rural areas and disseminates information for creating new avenues of employment in rural areas.

- Financial assistance to Self Help Group members for Enterprise development thereby helping them realizes their economic potential and builds their own, small Micro Enterprise.
- Commercial farming through triple layer vegetable, maize and tuber crop cultivation in around 500 hec land.
- Farm implements distribution by forming farmers club.
- Exposure visit and training of SHG members at various NGOs and Corporate.
- Integrated Vanraja Poultry farming and formation of cooperative for marketing the products.

Infrastructure Development

In order to expand the individual opportunities, capabilities and freedom, social development needs to be augmented with the concurrent development of social infrastructure. Essel endeavours to positively contribute to the qualitative development of life through.

- Electrification and Drinking Water Projects catering.
- Linking villages through construction of roads, bridges and culverts
- Health and Sanitation Projects like community and Individual Toilets
- Water harvesting structures, cross bunds.
- Construction of Community and Anganwadi Centres

Social Cause

"In keeping with its pledge to respond to social issues, we aim at fostering gender awareness among its women, youths and students. We operate by organizing workshops and interactive sessions on reproductive health awareness, early child marriage, domestic violence, HIV/AIDS Awareness, Constitutional Rights, and Girl Child Trafficking etc in association with NGO's. We address Adolescents also through counseling sessions that has helped the adolescents to build their perspective around the issues of class, caste, gender, religion and sexuality. They are encouraged to talk about issues of their concern and are informed about their legal and human rights.



Essel in order to further this truth of rendering service 'where the people matters' caters for social causes which directly relates to the life of the local populace. Through this venture it tries to reach out to people through

- Awareness camps
- Distribution of play materials
- Organizing rural sport meet
- Distribution of musical instruments
- Providing social security through Group Social Insurance.
- Aforestation initiatives
- Distribution ration every month to elders
- Distribution of bleaching powder in the surrounding villages during rains.
- Promotion of tribal culture

Nurturing Nature

We measure our Success in terms of what we can give back to the environment and communities

Some of the Environmental initiatives taken are as follows.

- Water harvesting Ponds
- Construction and renovation of Dams
- Solar Electrification for household consumption, street lighting and irrigation.
- Promotion of Smokeless Chulah
- Demonstration plot to show case fast growing species including fruit bearing saplings planted over the dump slope.
- Orchards development (Cashew and Mango plantation) in peripheral villages.

Flagship Projects undertaken

- Centralized Mid Day Meal Kitchen catering to 52000 children from 377 Government Schools.
- Rural Piped Water Supply Projects covering 30000 populations, Champua Subdivision.
- Installation of Solar Street Lights (61 nos) in Kadodiha
- ITI Girls Hostel and Hostel of Tribal Students
- Nutrition and rehabilitation Centre for Malnourished Children, Barbil
- Commercial Farming-maize, vegetable and mustard in 500 hec. land benefitting around 1500 farming families.
- Integrated Vanraja Poultry farming among 388 families



As a responsible Corporate, Essel Mining is working as proactive neighbour striving towards improving quality of life. For all the programmes, EMIL partners with the village committee and strengthen them to become self sustainable. The resources from the Govt. and the local area are mobilized and streamlined for better implementation and maintaining continuity .The beneficiaries are the stakeholders and partner in the progress.



"Along with operational efficiency, GEECL consciously engages with the local community to improve the socio economic conditions in its operational area to benefit the local community."

Mr. Prashant Modi
President & CEO, GEECL

Great Eastern Energy Corporation Limited

Great Eastern Energy Corporation Ltd. (GEECL) is the pioneer in the field of Coal Bed Methane (CBM) in India.

GEECL's first CBM block is Raniganj (South), extending over 210 sq. km in the Damodar Valley, West Bengal. The block has 2.40 TCF of original-gas-in-place. GEECL commercialized CBM for the first time in India in 2007 from its Raniganj (South) block.

GEECL was awarded a second block at Mannargudi, Tamil Nadu, situated at the southern part of India under CBM IV in 2010. The block spreads over an area of 667 sq. km. The CBM resource of the block is estimated at 0.98 TCF as per the Directorate General of Hydrocarbons.

In 2013, GEECL has been awarded a 25% Participating Interest in Raniganj (North) block by Oil and Natural Gas Corporation Ltd. ('ONGC'), subject to Joint Operatorship Agreement (JOA) and Government approvals.

GEECL's pioneering effort is helping maintain the ecological balance in West Bengal's coal bearing areas where methane gas used to escape into the atmosphere, damaging the ozone layer. CBM extraction will result in the demethanisation of coal-beds and avoidance of methane emissions into the atmosphere.



GEECL has laid its own dedicated pipeline which runs through the heart of the Asansol-Durgapur Industrial belt, supplying CBM gas to various industrial consumers in the Asansol-Durgapur area. We also supply CNG via cascades to vehicles through a franchisee agreement with Indian Oil Corporation Limited (IOCL) and Bharat Petroleum Corporation Limited (BPCL).

GEECL became the first CBM Company in India to receive the Quality, Health & Safety and Environment certification (ISO 9001:2008, OHSAS 18001:2007, ISO 14001:2004) from TUV NORD CERT GmbH for its operations in the Raniganj (South) block and for its Corporate Office at Gurgaon.

GEECL is also involved in various CSR activities in Asansol-Durgapur area for the benefit of the local people and has undertaken number of initiatives, including sponsorship of medical camps, sporting events, health initiatives, etc. In the first ever Economic Times Bengal Corporate Awards, GEECL was awarded "The Best Entity in the Area of Corporate Social Responsibility"

CSR Initiatives

GEECL's operational area falls in the midst of an underdeveloped area, on one side, while there are highly developed industrial conglomerations on the other.

The company, has therefore, carefully planned out its CSR social outreach programmes keeping in mind the typical shortfalls in the locality. The idea is to bring maximum benefits to the community.

GEECL has analysed through a bottom up approach and developed the following CSR activities which were carried forward in 2013.

- GEECL has organized several "Free Medical Camps" at various villages in Burdwan and Bankura districts, spread over 210 sq.km of operational area for the better health of local people. This has directly and indirectly benefitted over 15000 people.



- GEECL had organized a "Women's Football Tournament"- introduced for the first time in this area--as a women's empowerment initiative.
- GEECL distributes blankets in winter to the poor and helpless people of the area and had been taking part in tribal festivals, namely-Hool Utsab and Chatammela.
- GEECL distributes uniforms to all the volunteers who have been doing traffic duty during the Durga puja days.
- GEECL had taken part in plantation of approximately 3,000 trees in this area through Mass Plantation with the West Bengal government under the company's "Social Forestry programme."
- GEECL distributed books etc. among the needy students.
- GEECL had taken active part to organize two "Voluntary Blood Donation Camps" in Asansol.



"At IndusInd Bank sustainability is the key to operating our business in a way that helps our customers succeed financially while creating long-term economic growth and a better quality of life for the communities we serve"

Mr. Romesh Sobti
CEO, IndusInd Bank

IndusInd Bank

IndusInd Bank was conceived of by Mr. Srichand P. Hinduja, a leading non-resident Indian businessman and head of the Hinduja Group. It first opened its door in 1994 and was formally launched by the then Finance Minister of India, Dr. Manmohan Singh. IndusInd Bank derives its name and inspiration from the Indus Valley Civilisation- a culture described as 'one of the greatest of the ancient world' combining a spirit of innovation with sound business and trade practices. The Bank was one of the first of a new generation of private banks in India and caters to the needs of both consumer and corporate customers. IndusInd Bank started its operations with a capital amount of INR 1,000 million, today we have a net worth of INR 7,418 Crores and cater to over 37.37 lakh customers across the country. We enjoy clearing bank status for both major stock exchanges - BSE and NSE - and three major commodity exchanges in the country - MCX, NCDEX, and NMCE. We also offer DP facilities for stock and commodity segments. Since our inception, the Bank has grown exponentially, driving our business through technology and innovation. From being a pioneer in the field of 'Internet Banking' in India in 1996, we have grown to develop a robust technology platform, supporting multi-channel delivery capabilities that not only increase customer satisfaction and operational efficiency but also plays an important role in the Bank's commitment to sustainability.

Organisational Profile

Business, Products & Services

IndusInd Bank operates a diverse range of businesses, which include Corporate Banking, Retail Banking, Treasury and Foreign Exchange, Investment Banking, Capital Markets, Non-Resident Indian (NRI)/ High Net-worth Individual (HNI) Banking and a Vehicle Financing Division. The bank has specialized in retail banking services and is continuously upgrading its support systems by introducing newer technologies. We also offer commercial, transactional and electronic banking products and services. In 2012-13 IndusInd Bank's net-worth grew by 64% from INR 4,522.37 Crores to INR 7,418 Crores. The bank deposits grew by 28% and advances by 26%, in spite of sluggish movement of the Indian economy.

Key Business Highlights 2012-13

Net worth moved to INR 7,418 Crores

Net Profit up by 32% to INR 1,061.18 Crores

Net Interest Income up by 31% to INR 2,232.86 Crores

Core Fee Income up by 36% to INR 1,239.34 Crores

Capital Adequacy Ratio (Basel II) at 15.36%; Capital Adequacy Ratio - Tier I at 13.78%

Return on Assets (RoA) at 1.63% as against 1.57%



Net NPA at 0.31% as on March 31, 2013 as compared with 0.27% the previous year

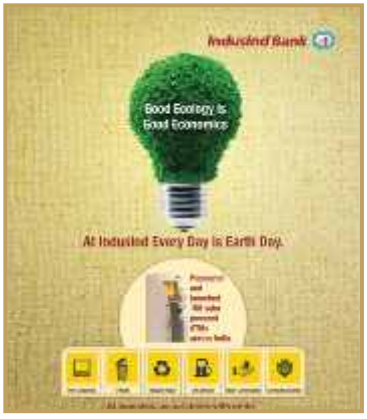
Provisioning Coverage Ratio against NPAs at 70.13% as against 72.72%

Earnings Per Share (Basic) increased to INR 21.83 from INR 17.20

Dividend Declared of 30% as against 22% the previous year

Offices, Branches & ATMs

IndusInd Bank is currently headquartered at One Indiabulls, Elphinstone Road, Mumbai and has several additional corporate and regional offices across India. The Bank also has a widespread network of 500 branches across the country located in metro, urban, semi-urban and rural areas. This is a significant increase of 25% over its branch network in 2011-2012. Additionally, the Bank has set up 882 of its own ATM centres and, through multilateral agreements, has also provided its customers with access to the ATMs of other banks. In addition to the above, the Bank also has representative offices in London and Dubai.



Green practices towards sustainability

Corporate Social Responsibility continues to be an integral part of the business objectives of IndusInd Bank. It is the foundation for economic, organisational, social and technological innovations, boosting the overall growth of IndusInd Bank. IndusInd Bank is strongly associated with its valuable partner, Centre for Environment and Research Education (CERE) - an NGO promoting green practices and guidance.

Sustainability Driven Growth

During the financial year 2012-13, IndusInd Bank witnessed several successes in terms of sustainable development and implementation of several green initiatives. IndusInd Bank's continual commitment to socially conscious and environment-friendly business practices have resulted in reduced costs, generation of additional revenue, creation of business opportunities and improved logistics.

Energy

ATMs with Solar Panels:

Successful installation of solar panels on 100 ATMs resulted in generation of energy equaling 94982 kWh with a saving of INR 5.86 lakh in commercial electricity and saving of INR 11.39 lakh in DG power. Totally 113025 kg carbon was mitigated.

Power Management:

Power Management policies were implemented on desktops and laptops across the organisation. The project commenced in the second half of 2012 and till March 2013 the policies were rolled out to 400+ machines as a pilot. The organisation-wide rollout of the power management policy is expected to reduce the power consumption by about 27.87 kWh per machine per annum. This, for about 10,000 machines, translates to savings of approximately INR 22.29 lakh per annum and CO2 emission reduction of approximately 241 tonnes per annum.

Server Virtualisation:

187 servers were virtualised on 13 physical servers resulting in a saving of INR 211 lakh in capex cost and electricity savings of INR 44.18 lakh per year.

Thin Computing:

More than 680 users have been provided with virtual desktops, resulting in power savings of 300 kWh per user per year, while power cost saved per unit per year is INR 2,380.

Power Saving in Signage:

Electric signs are switched off after 11 pm at branches across India, preventing wastage of electricity. Thus resulting in savings of approximately INR 31.22 lakh during 2012-13.

Power Saving Devices:

Select branches and offices have been installed with 44 power saving devices resulting in savings of approximately INR 42 lakh (on an average) in electricity costs during 2012-13. 100 Solar Powered ATMs generated 94982 kWh of energy and 113025 kg of carbon was mitigated. Power Management policies reduced the power consumption by about 27.87 kWh per machine per annum. Server Virtualisation saved INR 211 lakh capex cost and saved electricity cost of INR 44.18 lakh. Thin Computing saved 300 kWh power and power cost of INR 2,380 per unit per year

Signage boards switched off after 11 pm at all branches saved approximately INR 31.22 lakh

Power Saving Devices saved approximately INR 42 lakh.

Paper

Eco-friendly A4 paper: IndusInd Bank has started using eco-friendly spectra paper which is made out of wheat straw instead of wood pulp. The supply is centralised, improving the logistics and cost savings by nearly INR 9 lakh. Supply of eco-friendly paper translates into saving approximate 4858 trees. Fax Servers: Introduction of paperless fax in select branches and offices across India has resulted in saving approximately 53,000 pages. Paper Consumption Monitoring: IndusInd Bank has introduced multi-function devices (MFDs) at various branches/ offices where substantial savings are expected in paper usage. This will be tracked with the help of remote monitoring software. Duplex printing has been enforced to save paper and prevent wastage. IndusInd Bank aims to reduce paper usage by 10% in the ensuing financial year.

Staff Awareness

As part of the Hum Aur Hariyali campaign, Indusind Bank appointed 31 employees as Green Champions to initiate and implement various green practices and spread awareness in branches and offices across India. A new course on Green Banking was also introduced under the e-learning module to educate the employees about major environmental issues and discuss the green initiatives undertaken. Events/ Campaigns: A Diwali Handicraft Exhibition was organised for the underprivileged children of the NGO SUPPORT. IndusInd Bank helped these children sell handicraft items like artificial jewellery, handbags, key chains, books, etc., and even presented them with Diwali gifts. Under the Beti Ghar Ki Roshni initiative 10 solar lamps sponsored by IndusInd Bank were given to school girls from villages without electricity.

Your Bank's environment safety initiatives included:

A new campaign called WOW - Waste Paper Collection Drive initiated in the South Zone, to collect waste paper and recycle it as a small but significant step towards environment protection. IndusInd Bank continues to focus on its 'Adopt-a-Plant' and 'Tree Plantation' campaigns at various branches, which not only generated business but also helped in brand building.

Sustainability Celebration Week was celebrated with the CGMO Dept. across India. Various activities were conducted through the week on different topics that included e-learning, electricity saving measures, saving paper, Adopt-a-Plant, water saving, healthy cooking and diet food, and drawing competition for kids.

The 'Kill Bill' campaign at select branches to ensure monthly reduction of electricity consumption. Disposing e-waste through authorised recycle vendors who follow environment norms laid-down by the government. Participation as a signatory from India in the Carbon Disclosure Project (CDP) - a global initiative for sustainable development.

IndusInd Bank donated PCs to:

- Asha, schools for handicapped children run by the Army Garrison Engineers Unit.
- Canossa High School in Mumbai, for its Computer Lab Project. This school provides free education to girls and runs a night school for the poor and economically challenged.
- Shaala Vyavasthapan Samiti in Ahmednagar that educates the local tribal children.
- A donation of pillows and bed sheets was made by the Credit Administration Dept. of the Bank, to the orphanage Shishu Bhavan in Mumbai, which shelters abandoned infants and children aged below 10 years.



"JSPL Corporate Social responsibility initiative is to 'Add value to Life' to bring about sustainable development with inclusive growth. Each of us has a duty to leave the planet stronger for future generations. Our Commitment to Corporate Social Responsibility and being responsive to all our stakeholders makes us stronger."

Mr. Ravi Uppal
MD & CEO, Jindal Steel & Power Limited

Jindal Steel & Power Limited

JSPL is a US$3.5 billion conglomerate and is among the country's fastest and largest growing integrated steel manufacturers. We are also significantly present in mining, power and infrastructure segments, catering to a large part of India's domestic energy and infrastructure requirements. Our business operations span across Asia, Africa, Australia and Middle East. In just one and a half decades of operations, we have considerably expanded considerably our presence in the global landscape.

JSPL integrate to a social perspective into the core framework through understanding and guiding its business strategy. It believes on strategic CSR in order to more focus on the point of intersection between the business and community rather than tension. JSPL focus is on doing CSR activities from a value - chain and competitive context. At JSPL CSR encompasses both Internal and external stakeholders. JSPL CSR objective further gets reiterated through the company vision "to be globally admired organization that enhances the quality of life through sustainable industrial and business development." Improving quality oflife through sustainable development Corporate Social Responsibility (CSR) has been makingmeaningful contributions to the society in different areas, for decade now.



JSPL endorses the tenets of inclusive growth and equitable developments through its Corporate Social Responsibility (CSR) initiatives. JSPL firmly believe on improving the quality of life of communities surrounding its operations is a necessary component of its growth story. The same is enshrined in CSR policy. The company has a written uniform CSR policy for all its group companies, adopted in 2002 and updated in 2012 .The effectiveness and implementation of this policy is ensured by extending the governance responsibility to the Company's Board through the Health, Safety, CSR and Environment Committee. The onus of designing and delivering the CSR initiatives lies with the in-house CSR teams deployed at each of plant locations.JSPL has 65 employees on CSR roll and in Foundation rolls 130 employees.JSPL has done interventions in 220 villages, for the year 2012-13 more than 3, 84,000 people were benefited from its social endeavors. Total Number of Lives Touched: By 2013 9 Lacs +

JSPL educational initiative covers O.P. Jindal Global University at Sonepat, Haryana having a strength of over 1300 students .JGU is a research-intensive university, where knowledge creation and development of culture through scholarships and publications is a critical Component of university development. It has two colleges in Raigarh,

Chattisgarh which includes Jindal Institute of Power Technology recognized by Central Electricity Authority (CEA), Ministry of Power as Category-I Institute where Approx. 100 students pass out every year. O.P. Jindal Institute of Technology is recognized by AICTE, Ministry of Human Resource Development and Government of India and presently it has 1260 students and approx 300 pass out every year. O.P.Jindal Schools have over 10,000 students located at Raigarh, Tamnar, Barbil, Nalwa, Angul and Patratu. O.P. Jindal Community Colleges has more than 8,000 students located at five colleges in Angul, Barbil, Godda, Patratu and Punjipathra, as well as four adopted Industrial Training Institutes (ITIs) in Raigarh and Barbil. Besides it has Fortis OP Jindal Hospital and Research Centre with 100 beds at Raigarh. It is a multi-speciality hospital providing superior healthcare and several thousand patients have been treated so far.



JSPL believes in carrying out its CSR Initiatives in the Communities directly, it deploys resources through 24 mobile vans 7 health centers provided services to 2,64,000 patients with subsidized/free medicine, 120 free medical camps for 12,694 patients, rehabilitation centre for 2750 differently able people and 7694 adolescent girls for anemia treatment .It also provided 197 Community Teachers in Government Schools, books to 4600 jail inmates children. Scholarship to 748 students of Engineering College and Power Technology Institute and meritorious students of the state of Chattisgarh, Jharkhand and Orissa. In addition 158 students studying in JSPL own schools were given scholarship. The Company installed/ repaired bore wells, submersible pumps, hand pumps for providing clean drinking water, constructed boundary walls in schools, renovated classrooms, vocational training buildings, community halls, and electrification of villages, installation of high capacity transformers, upgraded civic amenities, constructed roads, community halls, veterinary hospital buildings, toilets etc. It formed 262 Self Help Groups with 3105 members. A total of 4, 27,530 women were covered under these initiative. A total of 21,357 youths were engaged in Sports, Art and Culture. Total Trees planted 2, 60,600, watershed development - 3700 Acres.



All programmes are developed in consultation with the communities using techniques like Participatory Rural Appraisal (PRA), Need-Profile Analysis and Need prioritisation. Communities are also involved in delivery as well as monitoring phases of the programmes. It conducts a Socio-Economic Impact Assessment study in all plants and coal mines periphery to analyse and document the social and economic changes in the area due to its CSR activities. In 2012-13 the SEIA conducted that due to our own CSR activities number of social changes has taken place and some of them were promotion of community based organisation, narrowing down of differences between SCs/STs, reduced extent of child marriage (15 to 2 per cent), reduced school dropout rate (from 10% to less than 5 per cent), improvements in institutional delivery (82%), antenatal care (75%), breast feeding (95%), immunization of children (90%) and reduced child mortality (less than 2 per cent).



"At ACC Kudithini, we believe that to succeed, partnership is the key. Our CSR focus is on building partnership, create synergy amongst all our stakeholders- consumers, employees, shareholders, society and the local community for creating sustainable development. Our special emphasis has been rural women empowerment and convergence with National goal for skill development of rural youth to match the industry demands. We are able to create impact in both these areas by linking employment opportunities from 2011 till date. Along with this we are also working at actualizing Gandhiji's vision of self- sufficient village".

Mr. M. Sai Ramesh
Director Plant, ACC Limited - Kudithini Cement Works

ACC Limited- Kudithini Cement Works

ACC Limited, Kudithini Cement works is committed to engage our stakeholders- consumers, employees, shareholders, society and the local community for creating sustainable development. With the commission of the plant in 2010, we initiated "Integrated Community Development Initiatives (ICDI)" in Kudithini, Veniveerapura, Siddamanahalli & Vaddatti.

Our aim is to develop self-reliant communities and our programs are based on the inputs and participation of our Community Advisory Panel (CAP) consisting of our stakeholders. Our focus is to create community assets with the ownership of local community- "By the community, for the community, of the community".

In 2010, we initiated projects with need assessment, discussion of common concerns and approaches to resolve the same with the stakeholders. A clear communication approach was worked out with regards to project areas and scope of work together with the stakeholders. The project villages identified were Kudithini Old & New, Siddamanahalli, Vaddatti and Veni Veerapura of the Bellary District. The key implementation strategy of our initiative was partnerships with local bodies, communities and NGOs.

Each year, based on stakeholder's feedback gathered during our annual social review, the projects are reviewed jointly with the stakeholders. In this journey we have been able to implement the following activities.

Health & Sanitation

The impacts of our health Initiative were: 28 Health camps and 17 Health awareness camps organized and painted health messages on 32 walls in four villages.



Outputs in 2013:

- Treated 3389 villagers.
- Sanitation awareness camps in four villages - resulting in a 300 meters drain being repaired in Kudithini village and convergence of villagers to clean up their respective areas.
- Constructed 110 Individual Sanitary Toilets along with member's contribution and Government support.

Employment Generation

Kudithini Old & New, Siddamanahalli, Vaddatti and Veni Veerapura villages of the Bellary District, are thickly populated and 50% of the population belongs to the Schedule Caste (SC) and Schedule Tribe (ST) communities. Most of these families are below the poverty line and their main source of income is from agricultural labour. Recently it has been

observed that in these villages, most of the farmers sell their lands to industries to establish their factories. Due to this, agricultural labours are rendered jobless.

Hence, ACC team came together to address this issue by designing and organizing multi-skill development training programs for the rural unskilled and unemployed youth to make them employable. The trainings were first identified by studying the local job markets i.e. industry requirement. Post this, suitable service providers were identified for imparting training and placement.

We also had to work with the communities to motivate and guide them to take up alternate jobs.

Activity	Members trained	Members Placed	Members to be placed	Average Earning
Mason Training	45	45	0	7000-10000
Security Guards training cum placements	15		15	
Computer and soft skill	03`	3	0	3500-4200
Office Assistants training cum placements	25		25	
Entrepreneurship development programme	35	35	0	3000-5000
Driving training on LMV	75	55	20	
Training on Preparation of Handmade paper	72	0	72	
Computer and soft skill	37	22	15	3500-4200
Tailoring	96	96	0	2500- 3500
Pickle making	45	12	33	3500-6000
Dairy development	68	55	13	3000-4500
Establishing Integrated farming practices	83	83	0	
Tractor Driving	11	11	0	5500-7000
Rural Electrician	20	20		3500-5000
Total	**567**	**389**	**178**	

Women Empowerment

We have formed and strengthened 98 Self Help Groups (SHG) comprising of 1391 women, and also mobilized an amount of Rs 63.67 Lakhs from financial institutions for 42 SHGs. Thus, 119 women were able to set up their own enterprises like setting up - Petty Business, Dairy, saree business, vegetable vending etc. 30 women have come together and set up a garment manufacturing unit in the village. These women have never travelled out of their villages, never spoke to the Panchayat and had no earnings. But today they are a force to reckon with, and leading social development and change in the community. We have also provided revolving fund an amount of INR 5 Lakh to SHGs & Village Organizations (federation of SHGs)

Village Development:

- Constructed 800 mtrs asphalt road in Kudithini village based on the requisition of the Local Community and Gram panchayat wth an amount of Rs 22.32 Lakh.
- Supported to construct Community Dyanakendra in Kudithini village which was built by Brahma kumaris as rain water harvesting model for Rs 2.10 Lakh.
- Constructed seven toilets in Government High and Primary Schools, Kudithini village, based on the requisition of the SDMC Members and School teachers. Thus, 450 students are able to enjoy the facility.
- Constructed SP Circle in Bellary town with the Help of Lions club based on the requisition of the District officials of Bellary

Flood Rehabilitation

In 2009, Karnataka had faced unprecedented floods and abnormal rains which severely ravaged the northern interiors of Karnataka. The flood fury in Karnataka claimed more than 226 human lives and loss of nearly 8000 cattle, flattened 5.41 lakh houses and destroyed standing crops in about 25 lakh hectares of land and enormous damage to infrastructure.

Responding to the call for rebuilding the flood ravaged districts, ACC limited, Kudithini Cement work constructed 50 flood rehabilitation (AASARE YOJANE) houses at Havinahal & Muddenur.

The innovation we bought to the project was that we took this opportunity to train 50 local youth in masonry as well. Post training - the income of most of them shot up from INR100/- per day to INR 250 - INR 350/- per day.

Farmers Support Programs

Formed & strengthened 10 Farmers associations with 155 members and trained 509 farmers on LEISA (Low External Inputs for Sustainable Agriculture) and 66 farmers were sent to exposure visit to study best practices of Bio farming. ACC also supported to construct 13 vermi composting yards and applied silt in 55 farmer's lands by covering 110 acres. Soil test carried out in 155 farmer's land with support of Krushi Vigyan Kendra.

Education

Provided teaching materials to eight government schools with the contribution of SDMC (School Development & Management committee), benefitting 3761 students.

To encourage students, we regularly organize Cultural programs in Government Schools like Singing, Dancing, Fashion shows, Social Awareness programs on Child Marriage, Literacy, Sanitation, Road Safety, Environment etc. ACC also supports academically poor students with remedial classes with the support of the SDMC, Parents & Teachers.



Education Material & Playing kits distributed to 29 Anganwadi centers to enhance skills among the children, and regularly organize mother's committee meetings with support of ICDS and AASHA Workers

- Distributed uniforms to the 934 students (264 Higher Primary School Children & 670 Anganwadi Students) in the Kudithini village to encourage the formal education system among the community.
- We have donated an amount of INR 4.35 lakhs to support nutrition programme through BATF

Environment

Conservation of Environment has always been a key focus area in the Kudithini Plant which has been making significant progress. We have been implementing many initiatives for the conservation of Environment and these are:

- Installed advanced dust controlling measures for each source of emission.
- We have established the emission monitoring systems
- Conducted water audit and saved 109m3/day.
- Planted 13000 saplings and 35000 shrubs in the plant premises & nearby areas.
- Installation AAQMS for online ambient air monitoring.
- Achieved Green and Clean environment by Implementing "PLANT in LAWN" concept.



"At L&T we strongly believe that the Company's stakeholder value will rise in direct proportion to our contribution and commitment to inclusive growth.

We have demonstrated that business growth can go hand in hand with an underlying commitment to the environment and society. This is not just a probable solution – it is indeed the only solution."

Mr. A.M. Naik
Group Executive Chairman, Larsen & Toubro

Larsen & Toubro

Larsen & Toubro Limited is a 14 Billion USD leading engineering, construction and technology Company with global presence. The Company has manufacturing facilities in India, China, Oman and Saudi Arabia. Customer base include global majors in over 30 countries.

L&T has matured to the level of adopting a 'Triple Bottom Line' approach encompassing economic, social and environmental aspects under one umbrella for creating 'stakeholder' value, as distinct from the unidimensional pursuit of 'shareholder' value.

L&T takes up social and community responsibilities in every sphere and sector that it operates. Our aim is to interweave business and social interests and thereby contribute to the development of local communities.

The CSR policy of L&T reflects the commitment and vision of the organisation. It demonstrates that business growth can go hand in hand with underlying commitment to the environment and society. Corporate Social Initiatives (CSI) setup at L&T works closely with the community as well as with the internal stakeholders to articulate the organisation's vision for Social development.

Since inception, L&T has been making a significant impact on the lives of community surrounding its operations and offices.Our engagement with communities to help the underprivileged is multi-pronged through L&T Units, Ladies Clubs, Employee Volunteers (L&Teers) and L&T Public Charitable Trust.

Thrust Areas

L&T's efforts in nation building & contribution to industrial progress as well as efforts in building society & community are helping to co-create a more resilient environment for all concerned. By interweaving business and social interests, the Company contributes in a sustainable manner to the welfare of underprivileged. L&T takes up social and community development initiatives at its establishments and project sites. It engages with communities at multiple levels - through L&T Units, Spouses of employees (Ladies Clubs), Employee Volunteers (L&Teers) and Larsen & Toubro Public Charitable Trust.



We are leveraging our countrywide presence to reduce disparities through interventions in healthcare, education and skill building. Our close interactions with the local

community members have enabled us to identify and address their most pressing needs and we have specifically aligned our social interventions for community development.

Our core focus areas are health, education and skill building. We provide educational enrichment programmes in schools, increase income generating capabilities of individuals via skill development and nurture the mother and children through health programmes. Over the years, the efforts to strengthen our reach to the base of the pyramid have only intensified. All three areas yield returns with cascading benefits that impact the lives of concentric circles of dependents and associates.

Over 7,00,000 people were benefitted through our social interventions in 2012-13

Health

L&T participates in building a healthy community through continuing initiatives in several areas of healthcare with a focus on mother & child care.

Around its establishments, across India, L&T has been organizing health and welfare activities. Some of the initiatives in this thrust area include setting up of health centres with a focus on reproductive health, conducting diagnostic and clinical health camps that support Maternal and Child health care &immunization.

Health camps are conducted by a combination of teams and Mobile clinics that provides access to health care for the urban and rural poor. Health awareness workshops, malnutrition mitigation and anemia camps for women and children also constitute an important aspect of the health care programme.

Other Health initiatives include providing setting up artificial kidney dialysis units at L&T health centres in various locations,HIV/AIDS prevention initiatives, awareness camps in the community as well as ICTC (Integrated Counselling and Testing Centre) and Anti-Retroviral Therapy Centre (ART) at its Health Centre at Andheri, Mumbai.

Education

L&T's social interventions covering educational initiatives are focused on providing primary education, infrastructure development and enhancing the learning experience for children in several schools in the vicinity of its units across India. Under Project 'Ujjwal' the emphasis is on enhancing quality of education in primary schools by focusing on challenging subjects like Maths& English."Science on Wheels" vans demystify science bydeveloping"hands on approach"by bringing innovative science education to the doorsteps of schools in various states



L&T's initiatives include support to pre-schools; infrastructure development in schools, teaching aids, computer education, focused training programmes (maths, science, English, health, hygiene and safety), teacher's training prorgammes, summer camps, sports activities and toy libraries as recreation centres and school health checkup camps. We are currently supporting 147 schoolsthrough our educational initiatives.

Skill Building

India is a developing country and growing developmental & infrastructural growth has created a demand for quality workmanship and deployment of latest technologies in the materials and methods of construction. L&T took steps to provide construction vocational training to underprivileged in India and set up L&T Construction Skills Training Institutes (CSTI) in 1995. Currently there are 8 CSTIs spread across the country.

Computer education for community youth provides, young persons from disadvantaged backgrounds access to digital world, thereby equipping them with basic employable skills. We also have similar training initiatives in the areas of tailoring, beautician, food processing, home nursing and spoken English.

In addition to the CSI activities taken up by L&T units the key drivers of our Social initiatives are:

Employee Volunteering: By nurturing volunteers among our employees, we tap a larger pool of resources, essential for the ongoing growth of communities.

L&Teers teach in schools, visit old age homes, orphanages and terminally ill patients: mobilize funds, donate blood and assist in medical camps.

Ladies Club:Across locations, various ladies clubs have been formed by the spouses of our employees.

These clubs undertake various programmes in nearby communities to bridge fundamental gaps.

They are one of our three key pillars of CSI implementation and play a vital role in fostering employee bonding by organising various programmes and events at regular intervals.

L&T Public Charitable Trust: The trust is committed towards inclusive growth of society through well-thought interventions in education,vocational training, healthcare and water management.

At many locations the projects are executed in collaboration with reputed NGOs.



Mahindra Group

While the various Mahindra companies focus on building quality products and services for their global consumers, Mahindra's Corporate Social Responsibility is committed to 'building possibilities' for socially and economically disadvantaged communities in India to enable them to 'RISE' above their limiting circumstances. Towards this the Mahindra Group annually spends 1% PAT on various CSR initiatives in the areas of education, public health and environment. Some of the major initiatives the group has invested in are described below:

PROJECT NANHI KALI:

Nanhi Kali, which supports the education of the disadvantaged girl child, has been the flagship programme of the K. C. Mahindra Education Trust since inception in 1996. The Nanhi Kali sponsorship provides under privileged girls with not only academic support classes where concepts of Math, Science & Language are taught but also provides material support including uniforms, school bags, shoes, socks etc. which free her family from the hidden costs of education. Till end Oct 2013, 7838 individuals and corporates donated to the Nanhi Kali project, enabling the project to support the education of over 82,000 underprivileged girls across 9 states of India. The largest donor is the Mahindra Group, which supports the education of 29,702 Nanhi Kalis. Significant impact has included curtailing drop out of girls from school to less than 10% and a 10 % increase in learning outcomes across all project areas.

MAHINDRA PRIDE SCHOOLS:

The Mahindra Pride School (MPS) through its one-of-a-kind livelihood training program continues to take forward its vision to not only train but completely transform youth from socially disadvantaged communities by placing them in high growth service sector careers. Till date a total of 8052 youth from socially & economically disadvantaged communities received intensive training at the 5 MPSs in Pune, Chennai, Patna, Chandigarh and Srinagar, in one of the three areas of Hospitality Craft, Information Technology Enabled Services (ITES - for BPOs & KPOs) and Customer Relationship Management. Post training the MPS students have been recruited by food chains such as McDonald's, Pizza Hut, KFC and Café Coffee Day, 5 star Hotels such as Hotel Le Meridien, department stores such as Westside & Mom & me, and BPOs and KPOs such as Bajaj Allianz, Syntel, HCL, TCS, Dell, Cognizant, Tech Mahindra and Mphasis. The highlight of the placement process has been 100% placement of students in lucrative jobs and a consistent increase in average salary per batch to over INR 10,000 currently.



SCHOLARSHIPS & GRANTS:

MAHINDRA ALL INDIA TALENT SCHOLARSHIPS- Instituted in 1995, Mahindra All India Talent Scholarship (MAITS) are awarded to students from lower socio economic strata to enable them to pursue a job oriented diploma course at a recognized Government Polytechnic in India. Approximately 500 scholarships are given every year to students who undergo a three year course. Since inception MAITS has been awarded to 6904 students till date.

K. C. MAHINDRA SCHOLARSHIPS FOR POST- GRADUATE STUDIES ABROAD - The K C Mahindra Scholarship for Post Graduate Studies Abroad is an interest free loan scholarship which is awarded to deserving graduates interested in pursuing their post graduate studies overseas in reputed universities. This scholarship has been ongoing since 1956. The total number of scholarships given till date is 1123. Further the K C Mahindra Fellows Fund of Rs 24 lacs was awarded to the top 3 candidates (a maximum scholarship of Rs. 8 lacs each).

K. C. MAHINDRA UWC SCHOLARSHIPS -Till date 86 students have benefited from the K C Mahindra UWC Scholarship enabling them to study at the United World Colleges, and in particular, the Mahindra United World College.

MAHINDRA SEARCH FOR TALENT SCHOLARSHIP -This scholarship which rewards excellence in academics has been set up in 35 institutions in India. In addition, students who receive the Mahindra Search for Talent Scholarship in the consecutive year receive the Honours Scholarship award which includes a cash prize of Rs. 5000/- and a citation from the Trust.

DISASTER RELIEF & REHABILITATION:

Uttarakhand relief & rehabilitation - In response to the catastrophic calamity caused by the incessant rain and flash floods which struck Uttarakhand in June 2013, the Mahindra group immediately responded to the appeal put forth by the Chief Minister and contributed Rs. 1 crore to the Chief Minister's Relief Fund (Uttarakhand). Further, employees of the Mahindra group donated one day's salary to Mahindra Foundation with a specific intent to donate Mahindra vehicles (e.g. Bolero Pickups, Mahindra 25 Seater buses, Scorpio, MBTL Truck etc) to support rehabilitation efforts being undertaken by the State Government of Uttarakhand. The vehicles were donated to the State of Uttarakhand on the 30th December 2013.



THE LIFELINE EXPRESS:

Since 2007, Mahindra has sponsored Impact India's Lifeline Express, the world's first hospital on wheels which aims to eradicate avoidable disablement in rural India where medical facilities are scarce. Till date, over 30,000 people have received free consultation out of which approximately 14,000 people have received direct intervention either through surgery, OPD or aids and appliances at Nine Lifeline Express projects sponsored by the Mahindra Group.

MAHINDRA HARIYALI:

Another notable initiative is Mahindra Hariyali - a commitment to plant one million trees every year. It was officially launched on the Group's 62nd Founder's Day in 2007. 5.37 million Trees planted under Mahindra Hariyali till date. While 2.45 million trees have been planted in Araku Valley in collaboration with Naandi Foundation and Danone Group the balance 2.92 million trees are planted by Mahindra employees.

EMPLOYEE SOCIAL OPTIONS:

Esops stands for Employee Social Options, a platform offering employees a range of volunteering options. These options are created and implemented exclusively by employees themselves based on the needs of underprivileged communities in and around their areas of operation. Esops enables the workforce to collectively donate thousands of person hours for various social projects, in the three areas of Education, Health and Environment, making social work an integral part of everyone's lives. Till date 82,918 Mahihdra employees have volunteered 3,51,961 man hours for



"I swear by a quote by Mother Teresa that says, "A life not lived for others is not a life". I wanted to do my bit in improving the lives of those around us. It is this belief that propelled me towards the road of social welfare and I want to continue walking this path for as long as I live".

Mr. Sandeep Jajodia
CMD, Monnet Group

Monnet Ispat & Energy Limited

Steered by the visionary leadership of Mr. Sandeep Jajodia, Monnet has emerged as a leading corporate entity having business operations in manufacturing of sponge iron, pig iron, ferro alloys, steel and power generation for both captive use and as an Independent Power Producer.

In the early nineties, Monnet, under the flagship company Monnet Ispat & Energy Limited (MIEL), set up a sponge iron unit with a capacity of 1 lac Tonne Per Annum (MTPA) at Raipur. Leveraging strong captive capabilities, Monnet catapulted to the position of the second largest coal-based sponge iron producer in the country.

Reinforcing Monnet's business philosophy to grow by expanding opportunities while delivering high performance, under Mr. Jajodia's leadership, the Group has made investments worth US$ 2 Billion for setting up a 1.5 Million Tonne integrated steel manufacturing facility at Raigarh and a pit head thermal power plant of 1050 MW in Angul, Odisha. Access to one of the largest thermal coal mines in the world through the acquisition of an Indonesian Coal Company - PT Sarwa Sembada Karya Bumi and inclusion amongst the few Indian companies to acquire the prestigious Coal Contract of Work (CCoW) awarded by the Government of Indonesia are among the other significant accomplishments of the Group.

CSR....Tying the social fabric of the nation with passion

At Monnet, our CSR activities are a reflection of a desire for holistic and responsible growth as well as of the Group's pioneering spirit and leadership. Improving the lives of the societies in which the Group operates through integration of economic prosperity, social development and environmental protection is vital to overall success. The Monnet Foundation, a trust set up by MIEL, is continually engaged in taking forward the Group's CSR initiatives. Another area which has captured the interest of the Group is the development of sports, especially boxing in the country. It is through consistent CSR efforts that there has been a transformation in the lives of people living in an around the Group's facilities in Odisha and Chhattisgarh and fortify Monnet into a robust, resilient and sustainable company.



The Group has fully adopted 9 villages viz. Naharpali, Singhanpur, Bilaspur, Bhupdevpur, Pilaipali, Lodhajhar, Rakshapali, Shalihabhatha, Kurrubhathain Raigarh, Chhattisgarh and Sakari, Chatauna, Baradera, Dhansuli, Bahanakadi, Serikheri, Riko, Kurud, Sendh, Naktaand Mandir Hasaud in Raipur, Chhattisgarh, and endeavours to add more to this number.

The CSR initiatives are marked by unrelenting commitment to several projects identified under the focus areas of Education, Healthcare, Community Empowerment, Infrastructure Development, Environment Sustainability and Sports Development.

Education

In its endeavour to assist the country's efforts to build modern India through education, Monnet Foundation lays special emphasis on imparting quality education. The Foundation firmly believes that for a nation that aspires to have high standard of living, rank amongst the most entrepreneurial countries in the world and add value to everything it does, the highest level of literacy through insurance of each child's right to education is a must.

Guided by this strong belief, the Monnet Foundation has established Monnet DAV Public Schools in Raipur and Raigarh, Chhattisgarh with a combined strength of 1523students. Students from Monnet DAV Public Schools have been consistently performing well and securing ranks at National Examinations, underlining the high quality of teaching and academics. Non-formal education through 'anganwadis' under the pioneering Integrated Child Development Services (ICDS) Scheme of the Government of India is also promoted by the Foundation. Literacy campaigns to increase the GER in rural villages, financial assistance for education, rewarding meritorious students with scholarships are among the other initiatives pursued. A special foundation called 'Sahan' has been set up to look after the needs of the differently abled children.

Healthcare

Under the aegis of the Monnet Foundation, Maina Devi Health Centres have been set up to look after the healthcare facilities of the local community. Round-the-clock free ambulance services for meeting basic healthcare needs as well as for emergency facilities, regular free medical camps and financial support for surgical treatments at hospitals in Raipur and Raigarh are among the salient healthcare facilities provided.



To spread awareness about healthcare, the Foundation also organises events in partnership with leading health organisations such as Department of Health, ICDS and UNICEF. Villagers are counselled on the need for proper nutrition for children and the importance of maintaining proper hygiene.

To address the vital requirement of good healthcare during pregnancy, Maina Devi Healthcare Centres have taken the initiative of providing free healthcare facilities to local women during and post pregnancy.

Community Empowerment

Monnet's conscious and continued commitment towards the empowerment of local communities has inspired the adoption of nine villages in Raigarh and Raipur in Chhattisgarh. Regular training courses are conducted in diverse spheres of crafts and skills for youth and women empowerment. Women are provided with sewing machines in order to help them earn their livelihood. Also, the Foundation, under the affiliation of AISECT-IGNOU Computer Centre, conducts computer classes to enable gainful employment for the youth.

Infrastructure Development

As a responsible corporate entity, Monnet consistently strives towards meeting the expectations of the society by supporting initiatives for improving infrastructure relevant for the development of the society. The Foundation undertakes electrification projects in villages, building of schools and recreational facilities, construction of roads,

development of proper sanitation facilities etc., in line with its efforts to work towards building an effective and efficient infrastructure system in the cities and rural areas of the Group's presence.

Environment Sustainability

Cognizant of the criticality of environment protection for sustainable growth of the nation and its future generations, the Monnet Foundation regularly undertakes green initiatives. The Foundation has undertaken landscaping and beautification of the areas around the airports of Odisha, Kolkata and Raipur. Project `Our Dream. A Green City' in Raipur has transformed the city into a green and verdant landscape. Further, the green developments and maintenance of Chhattisgarh Haat and Anupam Garden in Raipur are successful steps towards the vision of environmental sustainability.

Monnet Sports Foundation (MSF)

Inspired by Mr. Jajodia's vision of India being recognized as a sporting nation as against just a cricketing nation, the Monnet Group has set up the Monnet Sports Foundation (MSF) under his headship. Strengthening focus on sports (other than cricket) and to work towards the development of sports is the main purpose of the Foundation.

MSF was inspired to adopt Boxing Sport, as the sport has the potential to earn laurels for the nation and represents Power, Strength, Agility and Endurance that syncs perfectly well with the Group's Business Operations i.e. Steel Manufacturing, Power Generation and Mining of minerals.

Official Sponsors of the Indian Boxing Team

Monnet Group is associated with the Indian Boxing Federation (IBF) by being the official sponsors of the Indian Boxing team for a period of sevenyears beginning from 2010 till 2017 to ensure a solid platform for the future of the sport in the country.

Support for the entire boxing fraternity

Going beyond this official association, Monnet's boxing support programme extends to individual boxers, coaches and support staff. As a regular practice, Monnet Group felicitates medal winning boxers by awarding the Gold Medalists with Rs 3 lac, Silver Medalists with Rs 2 lac and Bronze Medalists with Rs 1 lac each, while also conferring on them the titles of "Monnet Men of Steel" and "Monnet Women of Power".

Monnet Group felicitated Olympic Bronze Medalist MC Mary Kom with a cheque of Rs 11 lac and extended a token of appreciation to the rest of the Olympic Boxing contingent with a cheque of Rs. 10 lac for having put up one of India's best performances ever at the London Olympics 2012.

Providing a 360 degree approach for the development of boxing in India through initiatives including

- Measures to identify promising boxers
- Providing holistic support from grass root level
- Setting up of world class Monnet Boxing Academies
- Support to National and Zonal Level Championships
- Organising Monnet Boxing Fight Nights involving international players

At Monnet, Corporate Social Responsibility is entrenched as a business vision which enriches the life of every individual and enables the empowerment of the entire community. It is the driver of sustainable growth and the perfect means to ensure delivery of value to all the stakeholders.



"Krishi Jyoti fulfills the "three goods" of Corporate Responsibility Programs (Forbes, October 2013)…

Firstly, it's good for the beneficiaries- our five interventions make a meaningfulimpact on farming success for many thousand farmers. Secondly, it's good for Mosaic as it's a great way of living our mission "to help the world grow the food it needs". And finally, farming and agriculture is something that Mosaic is good at!"

Mr. Naveen Chahal
MD, Mosaic India

Mosaic India

Mosaic is the world's largest producer and marketer of concentrated Phosphate and Potash. In the global agriculture industry, Mosaic is viewed as a single source of Phosphate, Potash and Nitrogen fertilizers including feed ingredients. In India, Mosaic distributes Phosphate and specialty fertilizers both via its own distribution network and to large institutional customers. Mosaic's DAP (Di-Ammonium Phosphate) has become one of the most preferred brands of DAP amongst farmers. Mosaic also serves the animal feed industry by offering its leading feed phosphate ingredient "Biofos" to the poultry and aqua market. To facilitate logistics and handling, Mosaic operates a ship discharge terminal and fertilizer bagging facility at Rozy Port near Jamnagar in Gujarat.

Mosaic was formed in 2004 through a merger of Cargill's fertilizer business and IMC Global. Mosaic India is a subsidiary of The Mosaic Company, USA.

Mosaic launched Indian operations in 2002. Its brand of DAP sells in 9 states which account for over 60% of India's Phosphate use. Mosaic today sells about 450,000 MT of Phosphate and Potassium fertilizers and feed ingredients to nearly 350 wholesale customers who in turn serve 4,000 retailers in Punjab, Haryana, Rajasthan, UP, MP, Chhattisgarh, Gujarat, Maharashtra & AP.

Corporate Social Responsibility (CSR):

A part of Mosaic'sGlobal "Villages Project", Krishi Jyotiaims to improve the quality of life of farmers by helping them achieve enhanced farm economics. It brings to life Mosaic'smission "to help the world grow the food it needs".The project has madea remarkable difference in the lives over 3,000 farmerstilling 7,000 acres across 30 villages of Mewat insouth Haryana.Apart from low literacy and poverty, Mewat is a water challenged region with low agricultural productivity.

Launched in 2008-09, Krishi Jyoti focuses on 5 intervention areas viz. Soil health; Seed and fertilizer; Agronomy advice; Water resources; andSchool infrastructure to support improvement in farm productivity and livelihood.

Mosaic interventions and its impact in the community:

Soil health → **Seed & fertilizer** → **Ag advice** → **Water resources** → **School Infrastructure**

Soil health: Soil samples are collected from participating farmer's field and analyzed in the laboratory. Based on the fertility status, farmers are provided with, Agri-inputs (seed & fertilizer) packages P1 & P2 and Ag advice to help them to achieve better yields. We do this by farmer's field demonstration plot. Doing so, enable better adoption of modern Agri practices.

Seed & Fertilizer: The farmers are provided with seeds and fertilizers through full and partial package (P1 & P2). Full package (P1) contains fertilizer (primary, secondary and micro nutrients) for half acre of land and seed for one acre. Remaining half of the acre is fertilized by the farmer according to his traditional practice so that the difference in the crop from application to harvest is analyzed. Similarly, Partial package (P2) contains secondary and micro nutrients for an acre of land. In this, the farmer uses seed and remaining primary nutrients according to his traditional practice and understands the importance of balanced nutrient management.



Since the inception of Krishi-Jyoti, yields in vegetables, wheat, pearl millet and mustard have increased by as much as 45%, 40%, 30% & 20% respectively in the demonstration plots (over farmer practice) laid in 30 villages of Mewat.

Ag Advice: The farmers are provided with agronomic expertise throughout the duration of the three year project on best agricultural practices including guidance on nutrient, water and pest management.So far, Mosaic has conducted more than 1,000 field days & farmer meetings in its Krishi-Jyoti villages to show case the impact of balanced crop nutrition to the participating farmers. Apart from improving livelihoods of Krishi-Jyoti farmers, Mosaic works directly with farmers at grass root level imparting Ag advice via farmer meetings, product demonstrations and other specialized training programs on balanced crop nutrition throughout the year.

Water Resources: Mosaic is working in the community to improve groundwater table through construction of check dams and educating the farmers on the use of micro-irrigation through sprinklers and drip.Mosaic's checkdam project at Santhawadi and Pathkhori has bought about a radical change is the lives of more than 20,000 farmers spread across 20 villages by recharging 465 million liters of water back to aquifers annually. This implies a rise in the ground water table by 16 meters per year. The program has also endeavoredto educate the farmers on the use of micro-irrigation through sprinklers and drip.

Infrastructure: To improve the literacy rate, Mosaic has helped in renovation of 4 secondary schools which includes increasing the height of boundary wall, construction and repair of toilets, room and kitchen repair, installation of doors, windows, main gate, white wash, paint, drinking water arrangements with syntax storage tanks, force lift pumps, ground leveling, and eco-friendly environment with basic needs. This helped increase the enrolment of children by over 80% post theschoolrenovation.



After 3 years of consistent project participation, Mosaic has put in a year of observance where the project team engages with farmers and oversees the carrying forward of the learning of Krishi Jyoti. In the fifth year, the project continues to give agri advice on need basis to the farmers. The gradual shift is to make the farmers self-sufficient and confident enough to take forwards the best practices imparted to them through Krishi Jyoti.

As agriculture knowledge and best practices are engrained over three agricultural cycles, and school and check dam projects become managed by the community, these projects succeed on their own when the community is empowered and responsible for the upkeep.



"Narayana Health has today become an extraordinary, dynamic and robust establishment, where the quality and continuum of care and the scalability is recognized across the globe; we are known as the world's most economical health care service provider. We are also one of India's fastest growing multispecialty hospital chains. From a humble beginning of a 300 bed cardiac hospital established in 2001, we have grown to become a 6200 beds healthcare conglomerate with 23 hospitals in 14 cities across India."

Dr. Ashutosh Raghuvanshi
Vice Chirman, MD & Group CEO, Narayana Health

Narayana Health

NH's Vision is to provide high quality healthcare, with care and compassion, at an affordable cost, on a large scale.

What Makes Narayana Health Different?



- 11,500 Cardiac Surgeries in a year
- 100 free or discounted pediatric surgeries a month
- Amongst the largest free telemedicine networks in the world
- Touches the lives of over 1.6 million patients a year.
- Discount of 15% of revenues on an average per month
- One of the largest dialysis units in India with 217 dedicated beds & 1, 30, 000 procedures per year
- Package Cost- Is an initiative led by NH to quell the anxieties related to costs and quality of care. It leads to predictability for the patient.
- More than 50% of our patients are from economically weaker sections
- NH's Low cost hospital model that provides high quality health care at an affordable cost to the common man

A few of NH's CSR initiatives:

Yeshaswini

- The Idea of Yeshaswini was conceptualized by NH (Dr. Devi Shetty) and launched by government of Karnataka. The Yeshaswini healthcare scheme, implemented through network hospitals, provides cost effective quality healthcare to co-operative farmers.
- Started at a premium of Rs 5 per month, card holders had access to 150 hospitals in 29 districts. This scheme enabled even the poor to afford heart surgeries. The total membership of this scheme of rural cooperative farmers is 3.5 million, and 75, 000 surgeries have been performed under this scheme till June 2012.

Care Companion

No one can take care of the patient better than his/her family member- Dr. Devi Shetty.

- The Care Companion Program was born out of a collaborative partnership between NH and the Stanford University School of Design's course, "Entrepreneurial Design for Extreme Affordability."
- Care Companion is an in-hospital initiative that educates, empowers, and trains family caregivers with the skills and confidence to become care providers for patients who have undergone surgery or who are admitted as in-patients to the hospital.
- The training program is designed to rapidly teach the diverse patient population, using interactive video training sessions, practical skills testing, and visual testing. NH provides family members with the skills they need, regardless of their literacy. The benefits of this program are far reaching for the patient family.



Ray (Rajiv Gandhi Arogya Yojna)

- Started in the year 2005, in the Amethi district of Utter Pradesh, this scheme provides basic healthcare in 16 blocks of the Amethi constituency, where around 2.5 lac patients are treated every year free of cost.
- The concept is Basic Healthcare at no cost, and free OPD, free medications, dressing of wounds. Apart from 16 clinics, where each clinic is represented by a doctor and two attendants, there is a basic Laboratory set up at two blocks.

Udayer Pathe

This scheme provides financial Support to young children for their education. This scheme is being implemented in the West Bengal region of India. Through this initiative NH selects bright students from some of the poorest districts of West Bengal. The students are identified between class VI to class VII. Apart from a monthly maintenance, towards assisting them financially, the students are also mentored and encouraged to become future doctors through a committee of eminent doctors and academicians. Eventually these children join medical colleges by merit and NH also arranges for the bank loans for them.

Discounts to the needy/poor patients

- Every month these discounts amount to on an average 15% of the monthly revenues.
- NH has tied up various schemes that are run by the central and state governments. Thus NH provides quality health care and treatment to a large number of schemes patients across the country.
- Environmental Responsibility: NH adheres to all environmental and biohazard waste disposal mandates. Wherever possible, NH uses eco-friendly and green technologies.
    - Solar street lights have been installed across the Bangalore health city campus.
    - NH is planning to set up a system to make general waste as a source of renewable energy.

- All bulbs have changed to LED light for energy saving.
- Conservation of paper: NH is slowly shifting towards "paperless medical operation." By using technology, systems are set up for paperless internal communication.
- Water super heaters are installed utilizing the heat generated from the chillers
- STP waters are used for flush devices in the wash rooms.
- Campaigns to plant more than 200 additional trees, to convert the 20 acre NH Bangalore campus to a mini forest.
- Rain water Harvesting is complete for the entire NH Bangalore campus.

Outreach Camps and Community Programs

- At each facility of NH, we do on an average of 25 outreach programs per month. 10 camps and 5-6 awareness programs (includes awareness lectures etc.) NH representatives are sent out in mobile diagnostic vans from the hospital to rural India.
- Onco Grid/Cancer Net: It is an innovative outreach programme, radically changing the way cancer prevention and treatment is delivered to the masses. As a part of this programme, cancer detection and prevention centres are set up in the community, with health workers trained to detect common asymptomatic cancers. This helps down-stage cancer treatment and lower costs. The cancer-detection network is coordinated using a Smartphone mobile network developed at the Mazumdar-Shaw Cancer Center along with SANA (research group at Harvard and MIT).

Community Engagement Initiatives

- NH adopt's tribal girls from in and around Jharkhand and West Bengal, provides them free training along with food and accommodation and subsequently takes them on company rolls as Critical Care Assistants.
- NH hires nurses, and other staff from the local areas and trains them, creates employment opportunities in the surrounding areas.

Telemedicine Program

NH has a free telemedicine practice, where surgeons reach out to a 100 facility centres in India, making care accessible to rural centres and villages that are connected to the hospital.

- NH pioneered the concept of telemedicine in India
- 53,000 cardiac patients treated free
- 590 free tele ECG network
- 150 connected telemedicine centers
- Continuous Medical Education Program- Pan Africa 53 nations
- Railway Clinics

NH has tied up with Indian Railways to set up clinics in various railway stations in Karnataka, to address medical emergencies that occur to passengers at the station free of cost. NH run's and operates two clinics at railway stations in Bangalore, and is in the process of setting up third railway clinic.



"One of the biggest challenges in increasing investor penetration from 1.5 crore to 15 crore has been the lack of awareness about finance, savings and investments and financial products. We have taken many initiatives to educate professionals, market participants, youth and school children, to help them understand finance and the markets better, so that they can invest in a secure future.

We are running different types of programmes, to suit the requirements of school students in the age group between 13 and 18, on money management and courses for college and University students, like BBA and MBA degrees in financial markets. In most of these courses, college students are doing practical training on market simulated software, designed by NSE.

Students are trained in different skills like running a simulated business, coming up with the brightest business ideas, and sharpening finance skills through quiz contests. NSE has also focused intensively on Investor awareness seminars for members, dealers and investors, bonding exercises through quiz contests and special knowledge hour and knowledge builder sessions on the markets, for market participants. We hope that these initiatives will go a long way, in increasing financial education and as result financial empowerment.''

Ms. Chitra Ramkrishna
MD and CEO, National Stock Exchange

National Stock Exchange

The National Stock Exchange (NSE) is India's leading stock exchange covering various cities and towns across the country. NSE was set up by leading institutions to provide a modern, fully automated screen-based trading system with national reach. NSE has played a catalytic role in reforming the Indian securities market in terms of microstructure, market practices and trading volumes. It has set up facilities that serve as a model for the securities industry in terms of systems, practices and procedures.

NSE'S CSR COMMITMENT

For a nation to prosper, it is critical to achieve sustainable growth in the economic, social and environmental state of the country. NSE being India's leading stock exchange, we realize that we have a larger role to play and stand committed to integrating CSR in every aspect of our stock exchange's operations.

OUR CSR PURPOSE:

In alignment with the purpose of the company, NSE, through its CSR initiatives is committed to improve the well-being of the communities we serve. It is our endeavor to ensure an increased commitment at all levels in the organization, to operate its business in an economically, socially & environmentally sustainable manner, while recognizing the interests of all its stakeholders.

Our CSR initiatives have been categorized under the following themes:

Community

Leveraging our core strengths as a leading financial services entity, we identified our primary CSR endeavor as "increasing the ability of our citizens in understanding and taking the right financial decisions". We have undertaken a series of initiatives appropriately addressing education needs of different age-segments.

Environment

We consistently undertake to contribute towards the cause of environment protection through multiple initiatives:

- Power conservation by employing thermal storage system, implementation of HVAC& APFC system, etc.
- Captive power generation by installing solar power plant
- Water savings through sewage treatment and rain water harvesting
- Organic waste management through Vermiculture

Business Ethics

NSE has brought about unparalleled transparency, safety and market integrity in the stock market space. Over the years, we have developed robust governance structures & processes thathas ensured that corporate governance is our biggest differentiator.

Human rights and safety

We are equal opportunity employer. Encourage a healthy work-life balance. Ensure safe workplace.

For our nation to emerge as financially stronger and stable nation, we will need a large number of Indians to exhibit the right financial behaviors. NSE is India's leading stock exchange and has a primary role to play in improving financial well-being of people, and in turn contributing to the nation as a whole.

Financial education is a community initiative undertaken by NSE. Realizing early that finance plays a pivotal role in everybody's life, yet it is not taught in schools and colleges, NSE took upon itself the role of reaching out to our young population in their early formative years, when most of us crystallize our attitudes and beliefs and equipping them with basic financial skills.

Various initiatives:

- Student group visits to NSE
- Inclusion of finance as a subject across school boards
- India's first finance quiz on TV, in association with CNBC Tv18
- Conceptualizing an Innovative annual school program
- Making financial education available online
- Engaging on the social platform
- Specialized courses for developing finance professionals.



"Corporate Social Responsibility is on top of our agenda. We understand that there is a need to strike a balance between the overall objectives of achieving corporate excellence vis-à-vis the corporate responsibility towards the community. With this in mind, we have launched various welfare schemes which are in tune with the genuine needs of the people and implemented to create independent communities focusing on the needy and powerless. We are proud that we have been able to touch the lives of the stakeholders, especially the people of the operational areas in many ways."

Mr. Sunil Kumar Srivastava
CMD, Oil India Limited

Oil India Limited

CSR Vision Statement

"OIL is a Responsible Corporate Citizen deeply committed to socio-economic development in its areas of operations."

Since its inception OIL has always given top priority towards the all-round development of the people residing in and around the Company's area of operation. OIL management understands that there is a need to strike a balance between the overall objectives of achieving corporate excellence vis-à-vis the corporate responsibility towards the community. It is this twin objective of business and social commitment that has prompted OIL to embark upon massive programmes of educational, health, capacity building, livelihood generation and infrastructural development endeavours; an attempt to invest technology with a human face. Today, in the states of Assam and Arunachal Pradesh alone the company caters to the developmental needs of more than 1400 villages, connecting them to the mainland and providing realistic opportunities to strive for a fulfilling future.

A glance at few major CSR initiatives under different thrust areas:

Health

OIL's Mobile healthcare services (SPARSHA): The mobile dispensary services of OIL have always been one of the most significant community welfare projects of the Company. Oil India Hospital began extending primary healthcare in villages in and around Duliajan, since the year 1980 by arranging mobile dispensary camps. Today the mobile health care project "SPARSHA", caters to the primary health care needs of the people covering the OIL operational areas of Tinsukia and Dibrugarh Districts. At present, OIL is conducting around 800 camps, screening and extending primary healthcare services to more than 1.50 Lakh patients in Dibrugarh, Tinsukia, South Bank & Manabhum (Arunachal Pradesh) every year.

General Nursing Midwifery (GNM) training in OIL Hospital, Duliajan : The nursing school in OIL Hospital Duliajan, established in 1991, conducts 3 years General Nursing Midwifery (GNM) training course recognized by the Directorate of Medical Education, Government of Assam, to create employment opportunities to young women of OIL operational areas . The annual intake is 20 (Twenty) candidates, out of which 10 seats are reserved for candidates of operational areas. Stipend is paid to the students in addition to limited hostel accommodation, uniform and protective clothing.

Education

Since inception, OIL has been providing financial assistance to all-round development of education from primary to higher education and has so far provided financial assistance towards construction of school buildings, libraries, auditoriums, teachers' common room etc. in over 400 institutions in the Company operational areas in Upper Assam.

The Company also awards Merit Scholarships to students who excel in their 10th and 12th Board exams from schools in and around OIL's operational areas in Assam as well as to students belonging from BPL families and differently abled students studying in two special schools. .

In 2009-10, OIL launched "OIL Super 30" with centres at Guwahati, Jorhat and Dibrugarh in Assam is a project to provide 10 month free IIT/Engineering residential coaching (inclusive of free food) to 30 meritorious students from economically challenged families (annual income less than Rs. 1,50,000) from Assam and Arunachal Pradesh. The project is implemented by an NGO, named CSRL under academic guidance of Shri Abhyanand, IPS, co-founder of Super 30 project in Patna. Over the last 3 academic sessions Oil India feels proud to state that it has radically changed the life of about 141 students who are now placed in different institutions (17 in IITs, 50 in NITs and 74 in State Engineering Colleges).

OIL has introduced project "Dikhya" to impart Computer education and promote adult Literacy in the three districts of Dibrugarh, Tinsukia and Sivasagar. Under the project, OIL is imparting computer education to students of class VI in six schools within OIL's operational areas in Tinsukia, Dibrugarh and Sivasagar Districts (two schools in each District). The project will reach out to more schools in coming years and shall also include Class VII and VIII within next two years.

As a title sponsor OIL has been presenting "Edufair" - an Educational and Career Fair organized by the Assam Tribune group in Guwahati, Dibrugarh, Shillong and Silchar to offer career counselling and providing an opportunity to students to collect information on educational institutions from different areas of the Country.

Started in 2013, OIL Sikshya Ratna Puraskar is an initiative to award the teachers of schools/colleges of OIL's operational areas in the districts of Tinsukia & Dibrugarh (in the 1st phase) for their exemplary contribution towards educating the students and benefitting the society at large. The names of 5 teachers were announced on 5th September 2013 and were then awarded on 16th November 2013 by Shri. M. Veerappa Moily at a public function attended by several dignitaries, Oil Indians, Media and the family members of the awardees.

Livelihood and Sustainable Self-employment

Oil India Rural Development Society (OIRDS)



- Agriculture Development Programme - The primary objective of Agriculture Project started in the year 1991 is to introduce modern methods of cultivation to generate large scale production and thus providing an opportunity to the unemployment youths of the society to adopt agriculture as a means of earning livelihood and attaining economic empowerment. While doing so, maximum emphasis is given in extending in-field training by experts from Agriculture Department, Government of Assam & Assam Agriculture University for proper and adequate use of technology introducing high yielding paddy seeds, organic manure, tools, etc. The patterns of crops are mostly Sali & Rabi along with the new addition of Cash crops. Till date, OIRDS has adopted more than 84 villages under various Pathar Paricholana Samity, Krishi Got and Co-operative Society covering nearly 8909 farm families.

- Handicraft Training & Production Centre (HTPC) - Established in 1984 as a Silver Jubilee Year Project of Oil India Limited, Handicraft Training and Production Centre, located at Duliajan, Assam has been imparting nine-month stipendiary training in Weaving, Cutting & Tailoring, Embroidery & Knitting for capacity building and sustainable self employment of young women of OIL operational areas. The students are selected through written test and viva-voce. The total number of craftswomen trained by this pioneering project is over 900, till date, in the 28 years of the project.

- Sustainable Self-employment "Project Rupantar" - In order to support the large number of unemployed youth of the society and strengthen rural economy, OIL and the State Institute of Rural Development (SIRD) Assam had jointly started an ambitious project - Rupantar, since September, 2003, with a central focus to assist Self Help Groups for development of agro based industries like bamboo cultivation, floriculture, fishery, sericulture, organic farming, etc. and other allied activities like duck farming, pig rearing, goat farming, dairy farming, handloom, small business, etc. The marketing outlet 'AASTHA' at Duliajan has been providing requisite support to the marketing needs of the SHGs under Project Rupantar.

  Till date more than 5900 SHGs have already been formed and 2900 of these SHGs have received financial assistance/ loans from banks. As on date, the total value of the projects including investment made by OIL (Rs. 8.31 crore), contributions from SHGs, Bank Loans and Government Subsidies is around Rs. 60.00 crore. Around 1479 trainings have been conducted till date where 1,32,488 participants have been trained. Under Project Rupantar during 2012-13 additional 300 SHG/JLGs have been developed consisting of 2350 families.

- Project Kamdhenu- In order to help the large number of unemployed youth of the society irrespective of gender perspective and to strengthen the rural economy, OIL wishes to take the ambitious initiative of developing a cooperative dairy development project in Tinsukia and Dibrugarh districts of Assam. The primary objective of the project is to create opportunities of sustainable livelihood and community development for the unemployed youths within OIL operational areas as an alternative source of employment.

  In order to implement the project, OIL has signed an MoU with IRMA, Anand to carry out a baseline survey to assess the ground realities and the feasibility of starting the project.

- Sports - OIL conducts rural sports in the OIL operational villages to promote games & sports mainly among the school students with prime focus on promotion of athletics. OIL also engages the best available sportspersons of the Country for participating in various games & sports of International, National & State level, Inter Oil PSU Petroleum Sports Promotion Board Tournaments & All India Public Sector Sports Promotion Board Tournaments regularly. The OIL Challenge Gold Cup organized by OIL at Duliajan has become a major soccer event in North east India. The Company had also sponsored the Assam Football Team in the 33rd National Games held at Guwahati in 2007. OIL extends financial assistance to various District Sports Associations of Assam for promotion and development of sports. Football & Cricket coaching camps are also conducted in OIL operational areas for development of young potential. Many of these players have started representing various district and state level teams.

- Infrastructure - Over the years the company has built over 1500 kilometres of roads and over a hundred odd bridges to facilitate and improve basic communication. OIL has provided financial assistance for Rural Electrification and Anti Erosion & Flood Control Measures in Tinsukia District, Dibrugarh District and towards construction of a

several Stadiums, rural auditoriums and development of playgrounds in its operational areas.

The Company has also extended financial assistance several medical institutions towards improvement and creation of infrastructural facilities.

- Skill Building

  Project Swavalamban- Considering the demand for skilled workforce in various sectors and the emphasis on skill development by the government agencies, Oil India Limited has drawn out for itself an ambitious skill building project which has been launched to equip the youth of OIL's operational areas with certain set of necessary skills in selected sectors as well as depending on their areas of interest. Given the large numbers of unemployed youth in OIL's operational areas, an urgent need has been felt to raise the present capacities to enable all inclusive agenda to provide job oriented training especially to the rural hinterland. A step in this direction is signing of Memorandum of Understanding with 3 (three) specialized agencies namely, CIDC, IIE & IL&FS.

- Natural Calamity - The Company has always come forward during times of natural calamity. OIL had made noble contribution towards Chief Minister's and Prime Minister's Relief Fund for the flood affected people of states like Assam, Arunachal Pradesh, Bihar, Uttarakhand. The company has also taken the initiative of distributing medicated mosquito nets in the flood affected districts of OIL's operational areas in Upper Assam, to prevent the outbreak of deadly diseases like Malaria and Dengue Under this scheme, the company is distributing 5000 medicated mosquito nets each, in both Dibrugarh and Tinsukia districts.



"Life is not however only about your business and making money; you have larger responsibilities towards the planet. For me, my hobby of wildlife and tiger conservation from the early years of my life has kept me exposed to nature. Even today, I spare a few days every month and a few hours every week working towards my goals for wildlife conservation. This makes my work more satisfying and brings me contentment. I can say with confidence that I have achieved significant goals in my mission.

I have also endeavored to fulfill my mother's last wish. I have carried her mission forward in the form of a Krishna Mahesh Gayatri Sansthan, through which I am trying to give the underprivileged and poor a meaningful existence. Four per cent of the profit of Raheja Developers goes into this mission"

Mr. Navin M. Raheja
CEO, Raheja Developers Limited

Raheja Developers Limited

Raheja Developers Limited was incorporated in the year 1990 by Mr. Navin M. Raheja, the first generation entrepreneur. Today, the company enjoys a strong presence in NCR and has made its position as one of the largest companies in the Real Estate Industry with projects all over India. It is also one of the biggest companies in India with executable and sanction projects over 60 million sq. ft. in hand with projects spanning over 900 acres of land at various stages of deliberations. The company so far has executed and delivered 29.5 million sq.ft. of mainly residential and commercial projects including farmhouses, plotted development and hotel properties and with over 15.50 million under construction.

Today Raheja is a trusted household name in India, known for quality construction, timely delivery & above all, a niche design sensibility because of its in house design strength. They have, in the past, collaborated with various international architectural & MEP Practices to execute some of the most challenging projects in India today. They are currently working with some of the best contractors in the world to ensure clients receive a high quality product, well in time. The company has seen tremendous changes in last two years due to change of business strategy from mid level housing to luxury housing thereby positioning the brand to the next level. They have been instrumental and front runner in getting the world's largest construction companies i.e. Arabtec and ECC to India under Joint Venture as part of back-ward integration of the company. Company has also appointed Thornton Tomasetti U.S.A. the structural engineers of Kingdom Tower- 1km high, tallest building in the world under construction, the Petronas Towers, Malaysia & Taipei 101, Taiwan. In the Future, they want their company to be a major infrastructure and growth driver for the development of India so that the whole nation gets empowered. Mr. Raheja's stewardship and dedication of his team has led to Raheja Developers, India's top real estate company bagging 75 prestigious national and international awards.



Towards CSR, Raheja Developers is running two trusts, namely Krishna Mahesh Gayatri Sansthan (KMGS) and Aryan Samaj Sainik farms Dharmarth samiti. The company had started the KMGS initiative with a will and wish to spread the message of education and improving the life's of their workers working on various project sites. Their vision is to improve the Daasha of their people ultimately providing them a Disha to become better individuals.

KMGS is a duly registered charitable trust, created with an objective towards promotion and establishment of educational institutions for underprivileged children, helping in setting up or maintaining schools and other institutions such as orphanages, widow home, lunatic asylums etc. This is a structured CSR programme /policy since 2007.

The main activities covered by this trust are namely:

- Providing education to the children of laborers or who are not able to join school due to financial crunch.
- Providing education support to the unprivileged children by providing scholarships etc.
- Organizing the workshops for drawing, sports etc to motivate the unprivileged children.
- Providing free of cost books, stationery & uniform to unprivileged children.
- Providing mid-day meals to unprivileged children studying in Sansthan run study centers.
- Arranging picnics and other outdoor activities for the unprivileged children.
- Providing financial help to needy people to arrange their livelihood.

As KMGS focuses on creating a healthy community for both migrant workers as well as the local labourer on various building construction sites, reaching the children of workers working at the sites.

Believing that care and attention during the early years of a child's life are crucial for mental, physical, emotional and social growth. It will provide comprehensive early childhood care and development program in the form of traditional Indian balwadis-nurseries that provide education, day care and nutrition for children. His company's CSR spent is over 4% of its net profits.

Raheja Developers Ltd. has also set up its CSR activity in the field Wildlife and Environment through one of its subsidiary Raheja Productions. This new unit is covering all the aspects of conservation and wildlife from professional hi definition format filming to spreading awareness of the importance of wildlife and forest conservation to every Indian through News Channels, Magazines, Print Media etc. as well as assisting the forest authorities in Rajasthan, Madhya Pradesh and Uttarakhand for the conservation of tigers, leopards, elephants and other endangered species. Their wildlife films are weekly telecast on Indian national channel Doordarshan continuously for past two years. (Wilderness days at 11 am every Saturday and 12:30 pm on DD international every Sunday), as well as on National Geographic Channel (Wild India Diaries, 8:30 pm IST).

Raheja Productions is creating films on wildlife with major focus areas such as:

- Creating awareness on Indian Flora and Fauna
- Man Animal Conflict
- Shrinking of Forests
- Endangered Wildlife Species
- A very unique experiment done by Mr. Navin M Raheja is bringing up an orphan leopard cub and teaching her to hunt and releasing it in the wild.

First Slum Rehabilitation Project in North India

Empowerment is a significant aspect for people who are deprived of basic amenities like housing, education and food. Hence, as responsible entrepreneur of the society we have joined hands with the government (DDA) to provide shelter to the poorest in the chain. One of the projects in this direction is UPGRADATION OF KATHPUTLI COLONY near Shadipur depot, West Delhi. It is the first slum rehabilitation project of northern India in a public private participation with Delhi Development Authority (DDA). It sets out to realign the lives of the over 16000 slum dwelling families presently residing on the 12.89 acre plot.

Right now, this colony shelters to more than 2800 families, living in unhygienic and inhabitable conditions. We have built transit camp in Anand Parvat on 17 acres site.



Mr. R. G. Rajan
Chairman and MD
Rashtriya Chemicals & Fertilizers Limited

Rashtriya Chemicals & Fertilizers Limited

Rashtriya Chemicals & Fertilizers Limited (RCF), a Government of India U/T, is a leading fertilizer and chemical manufacturing company with about 80% of its equity held by the Government of India. RCF manufacturers and markets Urea and Complex fertilizers (NPK) along with a wide range of Industrial Chemicals. The Government of India has accorded "Mini Ratna" Status to RCF.

The "Ujjwala" urea and complex fertilizer "Suphala" brands of fertilizers manufactured by RCF carry high brand equity and are recognized brands all over the country. RCF has countrywide marketing network in all major states. Besides Urea and complex fertilizers, RCF also produces bio-fertilizers, micronutrients and 100% water soluble fertilizers. Apart from these products RCF produces almost twenty industrial chemicals that are important for the manufacture of dyes, solvents, leather, pharmaceuticals and a host of other industries.

Social responsibility a way of life with RCF

- Dedicated to clean environment

Since inception, RCF has successfully and safely operated two dozen chemical and fertilizer plants for the past four and a half decades at Trombay. Company has operated plants at Thal for last twenty five year and maintained the quality of environment. This itself has been a huge challenge and demonstrates company's commitment towards environment and concern about the neighboring areas. RCF has spent more than INR 400 crore over the years in various pollution abatement and environment improvement schemes. This includes massive drive for tree plantation under "Chembur Green" Project. Through four dedicated continuous Ambient Air Monitoring Systems located around the boundary of the factory, real time emission levels is displayed through an illuminated board placed at the entrance of the factory for public viewing



- Unique sewage treatment plant

The company has set up Sewage Treatment Plant which is one of its kinds in the country. The plant treats some part of the huge sewage generated by Mumbai city, which otherwise would be drained in to the sea. The plant generates 5 million gallons (MGD) of pure water each day and saves the equivalent amount of potable water for the city.

- Rapid wall project

Company has set up 'Rapid-wall' Plant for value addition and recycle of industrial by-product Gypsum. Rapid-wall panels are made from the by-product gypsum duly strengthened by fiber glass roving and other chemicals to make the

wall panels load bearing. 'Rapid-wall" is the best answer to the emerging concern of affordable housing. The houses made from these panels are environment friendly and earthquake resistant. They facilitate fast construction with minimum use of cement, sand and water. This product is set to bring in a mini revolution in the construction industry.

- Mid day meal scheme

RCF has also started Mid Day Meal Scheme in needy schools of Chembur area which would go a long way in giving proper nutrition to the children in their area. In all 5000 students are the availing the benefit of this nutritious meal through the scheme.RCF spends Rs. 99 lakh per annum on continuous basis on this this scheme thru ISKCON. a renowned Food Relief Foundation

- Running of school

RCF constructed a school in Kurul colony which has a primary and secondary wing. The medium of instruction is Marathi and English; a Junior college of science faculty is also attached to it. It has benefitted more than 655 students from the surrounding villages. The school was constructed in 1980 and is run by Deccen education society of Pune which itself runs more than seven prestigious institutions in Pune. Monitoring of school is being done by the "District education officer, Raigad". Since the school is attached to Maharshtra Board all the checks are in place and time to time audit is being done by Board officials. Total number of students in the year 2010-11 was 1871.

- Drinking water supply

RCF is providing drinking water to seven nearby villages in Thal. The respective village panchayats monitor the water supply of water on daily basis. RCF is also maintains water supply pipelines for these villages. Total number of beneficiaries of this scheme is approx 15000 villagers.

- Construction of roads and its maintenance

RCF has constructed asphalted roads in Thal and navgaon villages and the maintenance of it is undertaken regularly by the RCF internal team. These roads are repaired regularly for better transportation. Total beneficiaries will be around 20000.

- Committed to betterment of farming community

As part of its social efforts, the company has adopted 63 villages in Maharashtra, Karnataka and Andhra Pradesh for over all development; program that has brought about qualitative changes in the economic status of the farmers and people of various professions in the village.



To address better farming techniques and improving farm productivity, RCF has established six static soil testing laboratories in the country in strategic locations. This service is rendered free of cost to farmers. Since last 40 years, RCF has analyzed more than 50 lakhs soil samples till date.

RCF has also established two training centres equipped with the latest audio-visual aids and classrooms, well furnished farmer's hostel with all amenities, exhibition hall, a well stacked library and group discussion hall, a modern auditorium and has trained more than 40000 farmers free of cost.

RCF does what it commits. The commitment is translated in a written document - the Memorandum of Understanding (MOU) with Government of India. The performance is evaluated independently by the Department of Public Enterprise. RCF has been able to consistently achieve best rating of "Excellent" for the past several years and has been one of the "Top Ten" PSU companies for two consecutive years, with respect to MOU performance. Having credited with "Mini-Ratna" status by the Government of India it is now poised to get "Navaratna" status. RCF has maintained a good financial position and in the last fiscal year (2012-13), the Company achieved record high profit of INR 280.90 crore with a turnover of INR 7019.78 crore.



"One Dream, One Goal ..... Creating sustainable 'well-being' of our stakeholders thru all our business endeavours"

Mr. SS Saini
CEO, Reliance Refinery, Jamnagar

The Reliance Group

The Reliance Group, founded by Shri Dhirubhai H. Ambani (1932-2002), is India's largest enterprise, with businesses in the energy and materials value chain. The flagship company, Reliance Industries Limited (RIL), is the largest private sector company on all major financial parameters with a turnover of US$ 68.4 billion, cash profit of US$ 5.6 billion and net profit of US$ 3.9 billion as of March 31, 2013. RIL features in the Fortune Global 500 list of the World's Largest Corporation since 2002 with current ranking of 107 by revenue. RIL is also ranked amongst the '50 Most Innovative Companies- 2010' in the World by the US financial publication - Business Week in collaboration with the Boston Consulting Group (BCG). Further, BCG also ranked RIL as the second highest 'Sustainable Value Creators' for creating the most shareholder value over the decade in the world.

Reliance Refinery, Jamnagar manufacturing division consists of two mega grass root Refineries - Domestic Tariff Area and Special Economic Zonewith combined crude processing capacity of over 1.34 MMBPSD, which is the world's largest. The super site is ISO 9001, 14001, 18001 certified with IMS implementation. As part of continual improvement, the site has imbibed six-sigma culture since 2004.

"Creating business value along with positive social change" has been RIL's DNA.Commissioning of Jamnagar refinery in 1999 converted our country from net importer to net exporter of petroleum products.Tele communication affordability brought in by Reliance a decade ago has been a platform for productivity as people of this country could network cost effectively. Launching of retails in hundreds of Indian cities and towns in the recent years marked improved life style change to our population. The forthcoming new digital revolution under "One Dream, One Goal" is poised to empower the young and positive Indiawith freedom of knowledge accessibilityand in turnmake best use oftheir potential.



As a Corporate citizen, RIL integrated its Corporate Social Responsibility (CSR) around business philosophy to promote inclusive growth. The CSR initiatives of Reliancefocus on creating and enhancing value of different assets- Human, Physical, Environment and Social. RIL CSR policy as articulated by our Chairman is as follows:

1. Create Economic opportunities for millions of people, through its business initiatives.
2. Utilize energy resources in a responsible and efficient manner.

3. Address environmental management aspects in a holistic manner.
4. Create and Sustain diversity at the work place.
5. Encourage employees to volunteer and spend time for community activities.
6. Encourage suppliers and contractors to conduct their operations in a socially and environmentally responsible manner.
7. Deal with all stake holders in an ethical manner.
8. Support the development of professional resource, through educational initiatives
9. Bring the benefit of modern medical care to the needy, through educational initiatives
10. Rescue and rehabilitation work during and after Natural and Man-made disasters

Responsive carewas started even before construction of Jamnagar refinery. The perfect harmony with immediate community established since then with highest standards onneighbourhood safety, health and environment is the testimony of RIL's endeavours towards sustainability.Several initiatives such as infrastructure development & livelihood support, health & hygiene program, promotion of education especially for girl child, sponsoring cultural & social welfare activities, entrepreneur development scheme, etc.helped to improve overall wellbeing of communities around the refinery.

Stakeholders' expectations do change with time and organizations need to capture these and set proactive measures to meet their changing newer aspirations. In 2009, RIL revisited the matrix on material issues that had higher priorities for the neighborhood along with varying impact on refining business. The strategies & goals were realigned and accordingly CSR project priorities were set. Hygiene assurance and Vendor development and engagement were on the top of the agenda in addition to the routine measure of ensuring Environmental upkeep, protecting Bio diversity & Marine Park and enhancing Safety awareness culture with total commitment to mutual aid& rendering 24 x 7 emergency assistance for fire and highway incidents. Some of the salient facets of the very purpose of RIL, Jamnagar and its total commitment to the society are given below.

Physical	Over 12 billion dollars has been invested in making this grand edifice 'World largest Grass root refinery' which stands today as refining hub of the world.
Economy	Nearly 100,000 direct & Indirect employment opportunities have been created as a result of Jamnagar super site thus enabling all round excellence in quality of life, proliferation of industrial best practices, innovationsin arid zone agro initiatives, water management, etc.
Human	Assuring people safety and development of human capital are accorded utmost priority. Courses viz. Vendor development, Reliance Certified Engineers, Refresher training, Imparting management skills, etc. are routinely conducted thru discipline wise Learning & Development Academies. Also, access to higher education for employees and wards is also facilitated to promote innovative abilities.
Social	Jamnagar township is akin to Mini India wherein you will meet employees from all parts of the country and one could experience variety of cuisines, customs and traditions, festivals being celebrated with great enthusiasm.
Environment	RIL, Jamnagar is the only refinery in India capable of producing ULSD and ULSG with Sulphur content of < 10 ppm. The super site has many accolades of being most modern design with zero effluent, zero flare refinery and highly energy efficient. The site fosters Asia's largest mango orchard with over 138,000 trees turning once desert into fruitful use.

RIL encourages its employees to carry out voluntary CSR programmes as well. Over 600 employees with their familieshave embraced CSR as a way of life.They pursue passionatelyvarious activities and exhibit the transferable skills on Drama & Acting, ReligiousTeachings, etc. to those in need. These multifaceted social initiatives are carried out under the guidance ofRSCC (Reliance Sports and Cultural Club) Social and Charity Activity Club. The main thrust of such voluntary service is to engage the local community and promote inclusive growth and progress / wellbeing which, is in tandem with CSR objectives of the Organization.

Reliance foundation the social & charitable arm of the group under the chairperson of Smt. Nita M Ambani is spearheading the CSR initiatives on pan India basis mainly focusing on Rural transformation, improving quality of education, affordable quality health care, urban renewal, promotion of social & culture welfare & preservation of its rich heritage. Under the rural transformation ,Reliance is actively working with different agencies / professional teams under the concept of "BIJ - Bharat India Jodo" wherein the urban and rural masses will be brought together to leverage technology, knowledge / skill and resources and in turn raise the living standards of all. In short, the Reliance motto of "Growth is Life" truly redefines the way the businesses get performed with inclusivity of gains to society built-in.



As a mark of sustained excellence, Jamnagar site won several awards which include the prestigious International Golden Peacock award for Sustainability in 2010; two times winner of 'International Refiner of the year' award from HART ENERGY, USA including 'Best BPE Program implementation award' from IPQC; Winner of Globe of Honor & Sword of Honor from BSC, CII Energy award, ASTD Awards; recognized by Discovery channel, etc. As part of continual improvement, TPM was launched in year 2011.

In summary, Reliance believes that best of India is yet to come. Reliance group companies will shoulder responsibility of transforming India, the land of billion opportunities.



"Our projects respond to needs identified by our communities, and they are designed to promote long-term community ownership of change, wherever possible. Our business operations are founded on creating benefits for the long-term, with our focus on safe and healthy workplaces and environmental management practices that minimise our impacts on local landscapes and the established livelihoods of local communities.

The respectful nature of our approach is demonstrated in all our activities throughout our operations and we hope to set a benchmark in mine development in India."

Mr. Tarun Malkani
COO, Rio Tinto Diamonds-India

Rio Tinto Exploration India Private Limited

Wherever it operates, Rio Tinto aims to build enduring relationships with its community neighbours characterised by mutual respect, active partnership and long-term commitment.These relationships - designed toensure that the presence of these mines makes a positive difference to local communities - aim to build social capacity in a sustainable way, without creating dependency.

The management of its community relationships is seen as being as necessary to Rio Tinto's business success as is the management of its operations; hence, community engagement activities are detailed in rolling, multi-year plans that are integrated with operational plans and reviewed annually. Budgets are set according to the identified needs and priorities of the communities, following annual consultations to develop a community development plan.

In developing countries such as India, support to build social capacity is often required on a range of fronts, with a particular focus on health, education and agricultural programs. This is very much the case for the historically disadvantaged communities around Bunder, which have limited access to health information and resources, high rates of illiteracy and are subject to frequent periods of drought.



The Bunder communications, consultation and engagement strategy builds strong community and local workforce relations by informing stakeholders about the different aspects and stages of the project and engaging them in social and environmental research and a range of community development programs.

Employment and community development initiatives have demonstrably improved the quality of life of many villagers since programs started in 2007 and these initiatives have provided a solid foundation for ongoing community relations. The programs benefit 10 villages that are within close proximity to the mining lease (Dardonia, Hardua, Hinota, Hirdepura, Jara, Majhora, Sagoria, Sehpura, Tapariya, and Teriyamar) and another five that are situated along the Buxwaha to Bunder camp road (Jagara, Kasera, Nimani, Tilai and Birampura). As the project advances andimpacts are better understood, the number of villages that receive assistance programs will no doubt increase.

Community Water Program



Rio Tinto has partnered with local non-government organization, Haritika, to provide the core villages around Bunder with water supply to individual homes. Using results from a study of available water sources near each village, bore wells were installed at suitable locations, equipped with solar powered pumps to transport the water to a collection tank inside each village. Pipelines were then installed from the collection tank to individual households, with a functioning tap replacing the need for villagers to travel up to two to three kilometres several times per day to collect water for domestic usage. While Rio Tinto has provided the capital expenditure needed to set up the system, Village Water and Sanitation Committees have been established to manage the recurring expenses during the operation and maintenance phase. The system has been installed in all the 14 core villages (around 860 households containing close to 4,700 people); complete handing over of the system to the Village Water and Sanitation Committee has occurred in three villages to date.

Community Health & Nutrition

Since July 2007, Rio Tinto has been running free community health clinics from its Bunder camp and from a government health department in Bajna, as well as occasional medical camps set up in local villages and on special event days (such as Children's Day) to provide free medical and dental consultations and medicine.

Bunder has also been involved in mother and child nutrition programs in local villages, to address high rates of child malnutrition and to improve nutritional practices in the long-term. Recently, the Community Relations team began a program to survey children between the ages of one and five years in its 15 core villages, going house to house to determine the children's weight, height and nutritional level. Children assessed as suffering from malnutrition have been admitted to the Nutrition Rehabilitation Centre, a department of the local hospital, where regular intervention helps to build their strength. A healthy breakfast program for children under five is also being run for up to six months in two tribal villages where there is a high incidence of malnutrition. Consisting of wheat, rice, lentils and a daily egg, the breakfast is prepared by the local village women to help increase their understanding of how a balanced diet can be prepared from ingredients in the home. Around 60 children are served breakfast six days per week, and the progress of the children is being checked monthly.

Community Education & Empowerment

In recent years, Bunder has invested significant energy in supporting children to stay at school, running coaching centres in five local villages for children at risk of dropping out because of lack of interest or resources or because they have to travel long distances to get to the high school. Students who have been drop-outs for some time are a particular focus of the project, as are females who traditionally have not been encouraged to complete high school.

In other efforts to support students in their high school years, Rio Tinto ran a 'talent search competition' to encourage students to apply for the national government scholarships that are made available to bright students wishing to pursue higher studies; a National Talent Search Examination is held every year for Class 10 students, and those who pass receive the scholarship in Class 11 and 12.

The Women's Empowerment Workshop - now in its fourth year - is currently focusing on health and nutrition, with Rio Tinto assisting government health bodies to promote a blood test campaign targeting anaemia and various other illnesses that women frequently suffer from, especially during pregnancy. The workshop is also screening information videos about health and safe practices, with the women encouraged to discuss their health issues in a safe and supportive environment.

A literacy program for women that began last year in eight villages is also supporting efforts to empower local women. An average of 10 to 12 women attend the village classes - once they have received counselling to encourage them to pursue this path - restricted only by seasonal changes that require them to attend to livelihood activities. The women serve as role models and motivators for other women in their villages.

Livelihood Promotion

Rio Tinto has instigated a number of programs to help improve the traditional livelihoods of villagers, including running camps to help improve their livestock practices (through improved breeding and vaccination programs) and initiatives to improve water supplies (as described earlier in this section). Farmers are also supported by organised visits to research institutions and to see model community initiatives in action.

New skills are also being encouraged to make the most of economic opportunities within the region. In 2011, Rio Tinto helped the government to open a Skill Development Centre in Buxwaha with training for domestic electricians the first program to be offered. This has been followed by training for commercial electricians and computer operators. More than 40 students have completed training at the centre.



"We focus our CSR initiatives to Touch Hearts and reform Lives"

Mr. P. Ramnath
CEO, Sterlite Copper

Sterlite Copper

Sterlite is India's largest non-ferrous metals and mining Company and is one of the fastest growing private sector companies. Sterlite develops and manages a diverse portfolio of mining and metals businesses to provide attractive returns to its shareholders whilst carrying out its activities in a socially and environmentally responsible manner and creating value for the communities where it operates. As one of the largest metals and mining groups in India, Sterlite remains continually committed to managing its business in a socially responsible manner.

Sterlite has now merged with SESA GOA Ltd with effect from 17.08.2013 pursuant to the order dated 03.04.2013 and order dated 25.07.2013 passed by the Bombay High Court, Goa Bench and Madras High Court respectively.

Sterlite Industries (India) Limited has woven social responsibility into its business fabric right from its inception in 1996-97. Sterlite believes that business objectives should include overall development of communities around its surrounding areas. The aim has always been to go beyond mere CSR to understand the real needs and genuine concerns of the people and provide the necessary stimulus to not only address these issues but ensure social involvement, acceptability and sustainability. Sterlite has identified five areas in which to focus its CSR activities - Women empowerment, Education, Health, Agriculture and Infrastructure.

Sterlite's Social Outreach Programmes have been designed to empower people so that they enjoy a better quality of life, and are able to sustain it and pass it on to the next generation. At Sterlite, we believe that the company and the society are partners in progress. Sterlite's vision and mission resonates this, and forms the guiding beacon in all our endeavors. Sterlite has been associated with the communities around its company and with the general public in Tuticorin right from its inception.



The social outreach programmes of Sterlite have benefitted people in and around Tuticorin, and there are signs of progress, some tangible and some intangible. The most visible of those signs are the smiles we have put on thousands of faces and the pride we have given to people in knowing that they are now empowered to make their future brighter and better.

As part of its vision to be a growing world class company, Sterlite wants to be a respected corporate citizen, ensuring clean and green environment and developing vibrant communities around it.

Sterlite supports in the sphere of Education, the wide spread initiative, Ilam Mottulkal, Project, objective is to ensure that every girl child is provided with quality school education in an enabling environment so that she can realize her fullest potential. The intervention is providing additional academic support, material support, social and moral support are the key components. Academic special classes will be conducted for 1.5 hours beyond school time which will help to bridge the learning gaps and enable children to reach their grade specific competency level in school ,reaching 77 Government Primary Schools ,Impacting 6135 Girl Children, Covering Two Blocks in the district and the Implementing Partner Naandi Foundation and providing scholarships for students.

As part of the women empowerment initiatives, Sterlite Women Empowerment Project (SWEP) has been initiated to strengthen and have focused intervention. More than 1,000 women self-help groups have been formed influencing 15,000 women and their families. Income generation projects were initiated in rural areas like mushroom cultivation, bed making, candles making etc. One of the women from the Sterlite initiated SHG has been awarded the best women entrepreneur award by the Confederation of Indian Industries (CII)

Sterlite has been instrumental in supporting the Government Health initiatives to reach the families in the coastal areas. Apart from providing need based intervention support through organizing health camps, Sterlite provides greater funding for enhancing the health infrastructure of the Government Hospitals and Primary Healthcare Units.

As part of the livelihood enhancement initiative, Sterlite has started 'Coastal Livelihood Project'. Through the project, vocational education and skill development programs are conducted for youth and women.

In the sphere of Agriculture, Sterlite has also initiated several schemes for the benefit of the farming community in and around Tuticorin. It has roped in expert agriculturists to inculcate adoption of modern agricultural practices which has benefitted over 120 farmers. The company distributes seeds with the objective of improving the nutritional security of the household Each family has harvested 300 to 400 grams of vegetables per day continuously for 55 days in a year. This activity has improved the household food security and thereby improving the nutritional status of the children.



Sterlite has also distributed hybrid vegetable seeds and tissue culture banana saplings to farmers covering 110 acres of farm land. The company has also conducted several veterinary camps to treat cattle. Sterlite has encouraged over 2000 households to start kitchen gardens.

In the focus area Infrastructure, Sterlite has also been actively involved in the infrastructure development of Tuticorin town and surrounding villages. It has initiated a drinking water project constructing a underground water sump at Milavittan to mitigate the water scarcity in the village. It has also renovated the shelters of midday meal centres. The company has also constructed over a hundred toilets in under privileged rural houses. Sterlite has also extended support the construction of additional building and classrooms and community Hall. Sterlite has laid a road for 2.7 kms in the local village. It has also initiated a individual tap water connection for all the families in the village.

Model village

The company has introduced the Model Village concept in three villages. The villages covered under this initiative are Milavittan, TherkuVeerapandiapuram and Vadakkusilkkanpatty.

The Sterlite Model Village project is being executed under the heads of Health, Education, Livelihood, Agriculture and Infrastructure.

Its objectives are:-

- Health : To provide better health services and to create polio free zone
- Education : To create zero % school drop out
- Livelihood : To create supplementary income for families
- Agriculture : To transfer latest production technologies to increase productivity and to
- provide health care for livestock.
- Infrastructure : Access potable drinking water and to create model Sanitation Block

Child Friendly Village

One of the major interventions in the model village is the launch of Child Friendly Village concept. The child friendly village has been launched in Vadakusilukanpatty with the objective to ensure that:-

All school age children are in school

- No child labour in the village
- All children are immunized
- All children possess a valid birth certificate
- Nutritional security of the households



"Extending one hand to help somebody has more value than joining both hands in prayer"

Padma Shri Vikramjit Singh Sahney
CMD, Sun Group

Sun Group

Sun Foundation is a CSR initiative of Sun Group, a leading international trading and consultancy organization in India. The Sun Group was established in 1992 by Padma Shri Vikramjit Singh Sahney and is run professionally on modern management systems and ethics. Sun International Pvt Ltd is the primary group company specializing in international trade in fertilizers and agri commodities, handling around four million tonnes of products per annum. The Group is also a pioneer in India in the field of countertrade /offset deals on behalf of multinational companies worldwide.

Sun Group's goal is to be a business partner of choice for its associates and to deliver consistently enhanced value to all stake holders through better product, better price and unmatched service.

The Company believes that CSR is an integral part of its corporate agenda and has implemented a wide range of initiatives to improve the quality of life of underprivileged women, girls and children in the society. To incorporate CSR in its business, Sun Foundation was set up in 1998 at the initiative of Mr. Vikramjit Singh Sahney. An entrepreneur, educationist, reformist, philanthropist and a committed social activist, he advocates the ideology that extending a helping hand to the underprivileged is basic humanity.

A true visionary and a multifaceted personality who dons many leadership roles as the President of SAARC Chamber of Commerce and Industry; Honorary Consul of Republic of South Africa in India; Member of the Board of Trade of India, President-Sun Foundation,; International President-World Punjabi Organization; Member of Prime Minister's Indo-South Africa CEO Forum and Indo-Africa Business Council; Strategic Adviser to Foskor, IDC, Govt. of South Africa, Chairman and CEO of Sun Group and many others.



For more than fifteen years Sun Foundation has contributed to the social sector of our society through its deep commitment to social responsibility and its direct engagement with issues focusing on the promotion of the economic and social empowerment affecting children, women ,differently abled children and orphans. The foundation is dedicated towards improving the lives and livelihood of the underprivileged population of India through vocational training and skill development centres to create a better future for themselves and their communities.

The Foundation regularly supports several vocational training initiatives in addition to Disaster Relief and Rehabilitation programs as and when required. It contributed 4000 dresses made by its beneficiaries in various centres as part of the Uttarakhand Relief. It has empowered 5000 beneficiaries till date and empowers 3000 women and girls every year through 50 skill development centres across India and continuously strives to do so.

At present Sun Foundation Welfare Projects are being conducted in the States of Delhi, Haryana, Punjab and Rajasthan. Sun Foundation imparts free vocational training in various disciplines viz Art and Craft, Drafting and Stitching, Life Style

Products, Pattern making and Embroidery, Textile Designing, Hair and Skin Care, Graphic designing, Knitting with machine, Computer courses (Basic and Advance), Communication and Soft Skills, Personality Grooming.

The Quality of training is ensured by regular monitoring by a team of trained Field Supervisors/Project Director. With a view to make the beneficiaries self reliant, efforts are on to identity and provide them with suitable sale outlets so that they can learn and earn by sale of their finished products.

Sun Foundation's Head Office is located in New Delhi and has three Regional Offices located in New Delhi, Gurgaon (Haryana) and Mohali (Punjab).All the Regional Centres are headed by a Project Director/Project Officer. These Regional Centres have adequate field staff and vocational Training Teachers to implement and conduct various Welfare Projects and Programmes.

Projects

- Surya Kiran Centres: Vocational training and skill development are imparted free of cost to underprivileged women and girls to enable their participation in economic development of their family, society and nation.
- Taare Zameen Par: The project empowers the differently abled youth and young adults by providing a platform for their economic self-reliance. Sun Foundation has been running vocational training centres integrated with skill development for young adults with disabilities who can and want to work. The foundation through its project transmutes disability into ability.
- Save the Girl Child Campaign: The campaign raises strong concern about exacerbating sex discrimination and female foeticide. Padma Shri Vikramjit Singh Sahney has voiced the campaign by producing a song and a public interest message for the masses for social awareness which has been televised on national television channels and multiplexes in India. The Foundation also distributes cycles to girls in Government Schools in different states who score well in studies.
- Angels of Sun- This project aims at providing financial support to needy children for their Care and Development. While this programme is meant for needy children of their gender, priority is given to children who have lost their parent/parents.

The scale of the project that its initiative seeks to address has been crucial in determining the replicability and relevance of the project. The objective of its projects is highlighted by studying its coverage/outreach potential. The number of project beneficiaries of our project is a critical indicator for ascertaining the reach of the project and, therefore, it's potential to create positive impact.

Participation in social activities is an integral part of Sun Foundation. To achieve better and far reaching results, Sun Foundation invariably Co-opts the local population in planning and implementation of all its welfare programmes. People participation mainly involves the Sarpanch/local area Counselor, elderly and Senior citizens, parents of the children, Principals of local schools, Block Development Officers, President/Chairman of local Municipal Bodies etc.

Apart from this, in house participation/involvement of members of the parent company of Sun Group is also very significant. It is worth mentioning that starting from the Chairman Mr Vikramjit Singh Sahney down to the junior most employees; everybody is considered to be a volunteer of Sun Foundation. The Chairman, his wife and almost all senior managerial staff periodically visit the vocational centres and interact with the students/trainees. They attend and celebrate important functions and festivals with them such as Independence Day, Children's Day Diwali etc. This team participation gives further boost and impetus to the Sun Foundation activities.



The Foundation encourages people to work together to create healthy communities where underprivileged women and children are equally respected, empowered to generate their own income and have opportunities to improve the quality of their lives. Sun Foundation Projects are based on long term goals. These projects are based on the social needs of our society and development plans of our country. While the immediate aim of our projects is welfare of the needy people; however, the long term goal is to achieve growth and prosperity for the nation.



"Our focus will be towards creating avenues for education & skill generation programs and converting them into self-sustainable models. New partnerships & associations will be made with various public & private agencies so that an integrated and specialized pattern of developmental projects will be taken up. I look forward for an enhanced and valuable contribution to be made in the lives of communities by the company and wish a progressive year ahead for reaching the milestone of Sustainable Development."

Mr. Praveer Sinha
CEO & ED, TPDDL

TATA Power Delhi Distribution Limited

Tata Power Delhi Distribution Ltd. (formerly known as North Delhi Power Limited) was incorporated on July 1, 2002 as a Joint Venture of Tata Power Company Limited (Tata Power) with 51% share and the Government of Delhi with 49% on the Public Private Partnership (PPP) model. TPDDL took over the license to distribute electricity to North & North West part of Delhi through a competitive bidding process initiated to reform the distribution sector in Delhi. The Company changed its name from North Delhi Power Limited to Tata Power Delhi Distribution Ltd. in November 2011. The new name, while signifying TPDDL's direct relationship with the Tata Power Company Limited, allows the company to significantly leverage its TATA lineage for enhancing sustainability and growth of business.

Focus on CSR Programs started since, 2002. From 2005, a separate CSR Department was created to look after all the CSR activities of the company. Community welfare is central to the core values of TPDDL and serves as one of the major purposes of its existence. The concern for bringing about a positive change in people's lives drives TPDDL as a company. TPDDL's motto 'Power to the people' not only translates to offering business services, but attempts to empower the society at large as well. TPDDL's Mission Statement 'Reach out to communities we operate in' exemplifies our commitment to the community welfare and is the foundation of company's operations which covers entire workforce.

TPDDL has a three pronged CSR strategy in which the community initiatives are segregated into (a) Compensatory in nature e.g. support to JJ clusters (slum clusters) who were earlier evading from TPDDL billing net and now after getting legal connection have to pay for electricity (b) Business-Oriented, which besides serving societal needs also helps TPDDL business, e.g, Energy Conservation, Life insurance scheme for JJ segment customers, and (c) Philanthropic, which are neither compensatory nor business oriented but TPDDL believes that even such initiatives have a long term business case. TPDDL implements the triple bottom line (economic, environmental & social) reporting approach which reflects the Company's focus on its responsibility towards the society. The direct linkage of the corporate strategy with CSR goals is visible in the cascade of the Corporate Balance Scorecard.

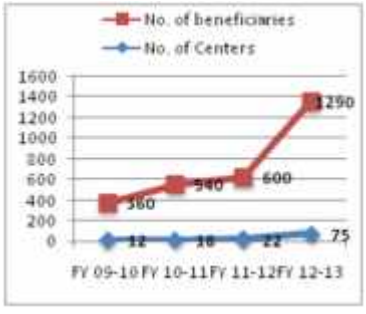


Keeping in view that the larger social objectives and sustained community development enhances the developmental activities manifold. TPDDL has initiated various programs for the inhabitants of slum clusters with an aim to engage, mainstream and to improve their living standards and they are:

- Adult Literacy Centers
- Tutorial Classes
- Vocational Training Centers
- Mobile Dispensary
- Drug De-addiction Camps
- Energy Club
- Suraksha Jagriti Abhiyan

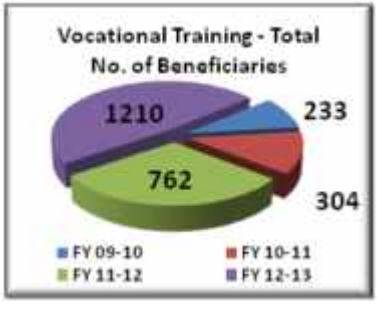
Education

Adult Literacy Center (ALC) - TPDDL started Adult Literacy project in the year 2006 with two centers for imparting literacy to JJ cluster women's through Computer Based Functional Literacy Program (CBFL) developed by Tata Consultancy Services (TCS). CBFL is animated software which provides basic knowledge of Hindi alphabets and numerals and language for mathematical activities. For this program an educated lady from the related community itself is identified as the person in charge for the cluster and her home serves as the classroom for women beneficiaries attending that class. The ALC center instructors also motivate and encourage women learners to educate their children, particularly girls by enrolling them in formal schools. In year 2012-13 we doubled the number of ALC centers by approaching maximum number of JJ clusters. In a year we were able to touch the lives of more than 3000 women directly.



Due to the popularity of this programme in the community, until July 2013; 64 more centers have started and as of now 139 centers are operational benefitting 8000 women every year. Each centre runs a batch consisting of 15 women but to maximize the outreach an additional batch was added after July 2012. Thus each centre runs two adult literacy batches.

Tutorial Classes - For many thousands of children growing up in India's slums, just getting a foothold on the bottom rung of the educational ladder is difficult. Hutments of cluster are very small in size, where students do not get requisite environment, lack proper guidance and support thereby dropout of schools. In north and north-west Delhi, the TPDDL educational centers for slum children are helping hundreds of children onto the learning ladder. Our aim is to create a protective environment for children, it works to create an enabling environment, where children can learn and flourish with dignity. TPDDL have its own tutorial center at four locations namely Sultanpuri, Kirti Nagar, Wazirpur and Narela which currently caters the need of 1000 underprivileged and needy kids. Students from classes I to X are imparted tutorial classes. The tutorial center also takes care of co-curricular involvement & development of these kids.



Employability

Vocational Training Center - TPDDL have started various vocational training cum educational center for the inhabitants residing in slum clusters. After a need assessment survey skill training programs were started to enhance the employability of these communities and to uplift the economic status of families as well. These vocational training centers provide a platform to the less privileged youth to acquire skill sets which makes them employable and allows them to earn a living. Basic objective behind this was to enhanced family income and for bridging the gap of needs & resources to fulfill them. Vocations taught in these centers are

Computers, Tally, Beautician, Electrician, Stitching & Tailoring, Retail chain, Hospitality and Mobile Repairing. Passed out beneficiaries are employed in various offices, shops, beauty parlors and many of them operate from their homes and earning a respective amount to support their families. To strengthen this initiative TPDDL recently entered in a partnership with Nielsen India where a arrangement of back to back placement guarantee is provided for the students.

Health

Rapid urbanization has brought about migration of rural population to urban settings in search of food and job. Prevailing high disparity between rich and poor has forced this migrant population to settle in the small groups in unauthorized colonies called J.J. Clusters. Poverty, sub-human conditions, poor quality of life and lack of medical facilities has resulted in "higher incidence of diseases". Lack of affordable healthcare for the slum poor, makes the presence of unqualified medical practitioners a necessary evil.

Mobile Dispensary - To take up these issues, TPDDL started mobile dispensary 'Sanjeevani' to address medical needs of such communities at their door-step. Currently two mobile vans are operational in TPDDL areas. Sanjeevani tends to cater to the day to day health issues of the cluster inhabitants. Since February 2011, the van has been able to reach approximately 25000 beneficiaries. The van has also started serving the health needs of Business Associate workers & their family members at TPDDL offices during lunch hours. Every Day van visited 5 to 6 JJ clusters and caters to the health need of the residents of these JJ clusters.





Drug De-addiction Camps - Drug abuse is a social evil. It destroys not only vitals of the society but also adversely affects the economic growth of the country. Drug addiction destroys physical, mental & financial vitalities of an individual and its families. Free drug De-addiction Camps are organized by CSR department on regular basis in the evening. We distribute free medicines and provide counseling services. For the year 2012 -2013, 48 such camps were organized in JJ clusters. Effectiveness survey conducted, suggests that nearly 20% beneficiaries are completely de-addicted.









"We don't believe in CSR really. We believe that it is our moral duty, as an organization, to give back to society. And to give back not just in terms of monetary support but with our time, effort and resources. Compassion and care is in the DNA of our culture; to not care for the disadvantaged would be going against the grain of our culture"

Mr. Sameer Walia
Co Founder & MD
The Smart Cube Limited

The Smart Cube Limited

The Smart Cube is a global professional services firm that specializes in delivering custom research and analytics services to corporations, financial services, and management consulting firms.

The firm is headquartered in the United Kingdom with additional offices in the United States, China, Germany, Hong Kong, India, Romania, Switzerland and Uruguay.

The Smart Cube Foundation (TSC Foundation)

From its humble beginnings in 2007, The Smart Cube Foundation (TSC Foundation) today has become an integral part of the company. We believe that as responsible citizens of the country, it is our duty to give back to the society. The genesis of the Foundation is totally attributed to this single thought.

In the past 5 years, since the Foundation officially took shape, we have been concentrating on two key issues

- Child welfare
- Environment conservation



We work with several organizations that help provide a basic level of education to children on the street. Our association with two organizations namely Navjagriti and All India Prakash Society is notable in this regard

- Navjagriti is a small NGO in Nizamuddin. It serves as a day care centre for children who work as rag pickers at the Nizamuddin railway station. The NGO offers food to these children and also imparts a basic level of education to them. Six children, who did not have a place to stay, now reside in the Navjagriti's one room centre. The Foundation sends monthly groceries to these children. Navjagriti also serves as a preschool/training centre for several kids that live in the adjoining area. About 21 of these kids have now enrolled into a school and TSC Foundation takes full responsibility of their school expenses.

- All India Prakash Society is another NGO in Sangam Vihar, New Delhi. This NGO is managed single handedly by the Bose family. The family's house doubles up as a day care centre for about a 100 children living in Sangam Vihar. Children between the ages of 3 to 16 come to the centre every day and are trained in basic English, Hindi and Mathematics. They are also provided lessons in music, dance and theatre. While some of these children are enrolled in government schools a number of them are not. About 80-100 students study at the centre every day, however, the place lacks infrastructure. We have constructed a new floor at the Society's existing centre, which now serves as a classroom and activity centre for students at the NGO. The work on this facility was completed in November 2013. In addition, we also support the education for children in the nearby Kabari Basti, who visit the centre on a regular basis. We are working closely with this NGO and are providing the requisite guidance to the extent possible.

We established healthy relations with a number of other NGOs. We now work with some NGOs on a regular basis and support formal and non-formal education through various institutes including the following

- Palna, New Delhi
- Vimukti Sanstha, Jaipur
- Jyoti Sarup Kanya Asra Society, Chandigarh
- Human Care International (Premdham), New Delhi

Apart from the NGOs mentioned above, we also organize events with certain other organizations from time to time. For instance, we organize a cultural program to be held each year in our office during Diwali and invite NGOs to participate. Last year (2012), we invited Vidya and Child (an NGO working towards the cause of education for the underprivileged in Noida) to present a cultural program as a part of our Diwali celebrations. This year (2013) we invited the band from Manzil, New Delhi (an NGO in Khan Market providing education and vocational training to the children in adjoining areas) for a musical performance. We also celebrate certain festivals at the centers of these NGOs. Each year, we celebrate Diwali with kids at Navjagriti, whereby volunteers from TSC buy crackers and gifts for the kids and spend the day with them. The same exercise is repeated during Christmas with Premdham, another NGO located in Najafgarh Delhi.

The Foundation also organizes various other events such as blood donation drives, tree plantation drives, clothes collection drives etc. The last blood donation drive was held in June 2013 where we were able to collect 105 units of blood. We also conducted a material collection drive to help the flood victims in Uttrakhand. A total of 16 boxes of clothing items were collected and sent to Goonj as a part of the clothes collection drive held in December 2013.



We plant about 80-100 trees during the tree plantation drives that we conduct each year. In addition, we are strong supporters of the green movement and have made a number of changes to our daily practices in office. We discourage employees to waste paper and electricity. We observe a Green week once every year, where we emphasize on the need to conserve natural resources. We also organize events to promote the idea of environment conservation. In this regard, we are organized a walk along the Yamuna on 29th July 2013.

We work with a select group of NGOs that are small in size and work at the ground level. We engage with these NGOs on a regular basis and keep a track of their activities and the money spent. We do not have the luxury of huge resources and hence make sure that we are able to achieve the best out of the given budget. For this purpose, we have established a basic level of monitoring for the NGOs that we work with. While this includes regular visits to the premises and interaction with the children, we also keep a tab on the progress of the students at school.

For NGOs where we sponsor the education of a set group of children, we receive quarterly/six monthly progress reports from the school. We also often interact with the parents and teachers of these children to understand their strengths and areas of development.

The NGOs that we work with are carefully chosen after a thorough due diligence and we work with them as partners to achieve a common goal. The idea is not to interfere in their working but to make sure that our contribution is tangible.

Since the activities of the Foundation are an essential part of the value system at TSC, it does not function as an autonomous body. We encourage participation by all employees and also involve their family/friends whenever such opportunity arises. Any TSC employee is free to be a part of the Foundation activities and raise issues or make suggestions. We have also introduced a sabbatical program whereby a TSC employee can opt to work with one of our partner NGOs for a limited salary.

We have always tried to work on an inclusive system and hoped that we can touch lives in the right sense. To help our own helping/cleaning staff, we have introduced a policy to facilitate the education of their children.

In all, the activities of the Foundation are a genuine effort towards making a positive contribution towards the society. It is an essential part of TSC and something that our value system rests upon.



"CSR is a crucial bridge & mode of communications between organizations and society. Corporate Social Responsibility (CSR) is the soul of every business these days. 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.

Longevity and success for a company largely depends on our CSR approach towards the community and society. It is our responsibility as business leaders to contribute to India's growth and enable our community to grow"

Mr. M.V. Ramana Rao
Joint Executive President / Unit Head
UltraTech Cement Ltd. (Unit: Kotputli Cement Works)

Kotputli Cement Works: UltraTech Cement Limited

Kotputli Cement Works is a Greenfield Project Started in June 2006 and commissioned in January 2010. Kotputli Cement Works of UltraTech Cement Limited has a capacity of 4.4 MTPA Cement productions. The Cement plant is also equipped with Captive Power Plant of 23 * 2 MW capacity. Kotputli Cement Works is spreaded over an area of 403.08 acre, plus the Mines area comprises of 888 acre of land. Kotputli is located near Jaipur - Delhi National Highway No.-8. (about 110 KM from Jaipur).

Production Brief:

Clinker Capacity	:	10000 Tonnes per day (TPD)
Total Clinker Production	:	3.40 MTPA
Total Cement	:	4.41 MTPA

Our Vision

To be preferred cement manufacturer by creating value to all stakeholders.

Our Mission

- Increase productivity by creating environment of innovation and continual improvement.
- Customer delight by delivering quality cement at value for their money.
- Conservation of natural resources.
- Building SHE culture.
- Stakeholder delight.



Brief of CSR of our Group

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 which 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 CSR teams.

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 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". (Padma Bhushan Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development).

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 30000 populations.

Planning & Implementation

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

- 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 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.



All projects are identified in a participatory manner, in consultation with the community, literally sitting with them and gauging their basic needs. We recourse to the Participatory Rural Appraisal (PRA) mapping process. Subsequently, based on a consensus and in discussion with the village panchayats, and other influential's, projects are prioritised. These plans are presented at the Annual Planning and Budgeting meet.

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:

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

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

- Primary health care centre's
- 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 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
- 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

- 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



"WNS is committed to creating a sustainability footprint that transcends generations. Through the WNS Cares Foundation (WCF), WNS is working relentlessly towards taking education to the underprivileged communities of those countries where it is present as a business entity. We believe that our mission to "Educate, Empower and Enrich" will empower not one but many generations of the future. In just two years, WCF has managed to impact the lives of 38,213 beneficiaries through WCF Learning Centers across 57 schools, 37 libraries and computer centers, across 9 countries which include India, USA, UK, Costa Rica, Romania, Poland, South Africa, Sri Lanka and The Philippines."

Mr. Keshav Murugesh
CEO, WNS Group

WNS Group

WNS (Holdings) Limited (NYSE: WNS), is a leading global business process management company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals including Travel, Insurance, Banking and Financial Services, Manufacturing, Retail and Consumer Packaged Goods, Shipping and Logistics, Healthcare and Utilities. WNS delivers an entire spectrum of business process management services such as finance and accounting, customer care, technology solutions, research and analytics and industry specific back office and front office processes. As of December 31, 2013, WNS had 26,578 professionals across 33 delivery centers worldwide including China, Costa Rica, India, Philippines, Poland, Romania, South Africa, Sri Lanka, United Kingdom and the United States.

WNS believes the future of a nation must be built on the strong foundation of education. Corporate Social Responsibility (CSR) at WNS is a well thought out and planned program that revolves around a subject close to our heart - children's education. Being a knowledge driven company, WNS has taken up the cause of empowering economically disadvantaged sections of society through meaningful education.

Our CSR program, driven through WNS Cares Foundation (WCF), takes forward our mission to Educate, Empower, Enrich lesser privileged communities with the intent of making a difference around the world. WCF reaches out to the less fortunate in 15 cities internationally, across Costa Rica, India, North America, the Philippines, Romania, Sri Lanka and the UK. Our program reflects the WNS core values of learning and sharing knowledge, and our drive towards excellence in everything we do. It also is a reflection of our work environment that encourages passion and innovation.

WCF implements its strategic programs through Learning Centers, a unique innovation designed to administer strategic programs to underprivileged children living in challenging situations. These programs include computer center, library, remedial education, personality development workshops etc. The programs are determined keeping in mind the specific requirements of the children as they progress through their school years.



WCF Learning Centers are now established across 56 schools. 35 libraries and computer centers have been created which cover 36,951 children across 8 countries which include India, USA, UK, Costa Rica, Romania, South Africa, Sri Lanka and The Philippines.

All the programs initiated and implemented as part of WCF Learning Centers are done in consultation with the school, students and their parents. Once the need is identified, WNS make efforts to find appropriate programs and NGO partners to address it. Attendance and enrolment in schools with WCF Learning Centers is much higher than other schools in the vicinity. This establishes the importance of Learning Centers in the local community.

Once the school is identified, WCF/WNS staff works closely with the Principal, the staff and the children. Location specific requirements of the school and children are identified after consultation with school authorities, WCF functionaries (including the top management) and local NGOs. Programs are crafted to address needs at various stages of a child development.

Programs are primarily implemented by WNS employees. Local NGOs are appointed to ensure continuity of the programs and effective implementation and monitoring.

Here is a list of programs implemented based on the need at each stage of development of the school going child:

School Section	Age group	Program	Objective
Primary (1st - 4th Std)	6-9yrs	Computer Aided Learning, Library, Art and Craft	Love of learning, basic computer literacy, identification of talents
Secondary (5th - 10th Std)	10-15yrs	Computer Literacy, Reading Program, Career Guidance, Library, E-Mentoring, Dictionary, Sports, Educational Trips	Consolidating computer knowledge and making child ready for future. Improve reading and comprehension skills. Personality development. Broadening horizons
Adolescent (11th - 12th Std and Undergraduates)	16-18yrs	Vocational Training	Making youth employment ready

The practices that we follow to make our CSR program a big success:

- Getting the top management involved: WCF receives guidance from Mr. Keshav R. Murugesh, Group Chief Executive Officer, and Mr. Sanjay Puria, Corporate Senior Vice President - Finance, WNS Global Services in their capacity as WCF board members. Ms. Shamini Murugesh, Chief Mentor of WCF, has a wide experience in the area of social and community development, and has helped set up the WCF sustainability program.
- Formation of a core CSR team: The core CSR team from different business units and locations is responsible for driving the various initiatives. They apply business and project management skills to ensure the project receives the resources it requires, achieves the milestones and fulfil the commitments made.



- Form working groups in each location: The working groups at different locations are responsible for executing the various programs that WCF runs at that location, mobilizing volunteer support and reporting to the core team on challenges faced and progress made.
- Employee Involvement: At the heart of our CSR initiative is volunteering by WNS employees. The core team, with the help of the WNS management team, has been successfully mobilizing volunteer support for WCF activities. Since its launch in January 2011, WCF has received 15,886 volunteering hours for a total of 12 programs and 120 activities across 17 locations. On any given day, there is a WNS volunteer implementing a strategic program at the school in India.
- Sustainability: WCF has been building school infrastructure by setting up libraries and computer centers, and providing them with dictionaries and sports equipment. Volunteers have devoted time and effort to beautify schools so as to make learning more fun and exciting, conducted a variety of classroom sessions and taken children on outdoor educational trips.
- Decentralization: WCF activities are conducted not only at a national level but also internationally. We use a simple concept of decentralization to make it a success.Right from the budgets, activitiesand programs that are customized to suit the needs of different locations and communities, the entire process is decentralized.

WCF has designed internal audit and evaluation tools to evaluate and monitor the progress of the program.The evaluation is done by an internal team on a monthly basis.



"For YES BANK, CSR and sustainable development are not only ethical imperatives but also sound business decisions. Driven by our Responsible Banking ethos, we remain committed to adopting inclusive and equitable business practices that maximize positive outcomes for India's economic and social development agenda"

Mr. Rana Kapoor
Founder, MD & CEO, YES BANK

YES BANK

Banks are crucial intermediaries and play the role of catalysts for economic change. As one of India's youngest and fastest growing banks, YES BANK strives to be a part of India's growth story and has adopted a strategic approach to sustainability and corporate social responsibility (CSR). By including wider economic, social and environmental objectives in its core business strategy, the Bank has achieved significant traction in mainstreaming sustainability. YES BANK's Responsible Banking philosophy is one of its five strategic pillars and has been driving its sustainability strategy since inception. With a vision of making YES BANK the "Benchmark Financial Institution for Sustainability in India", the Responsible Banking practice leads the Bank's sustainability and CSR objectives through focused business units targeting specific sectors.

YES BANK uses product and service innovations to create new market opportunities in the Bottom of the Pyramid and has adopted the triple bottom line approach as a measure of its performance.

To further mainstream sustainable development in the Indian context, YES BANK has created several contemporary properties, such as the Natural Capital Awards, India's first platform to recognize and discuss natural capital, and the Sustainability Series, a first of a kind training programme for India's risk and finance professionals on environmental and social risks.

The BANK views CSR neither from a special interest perspective nor as pure philanthropy but as an integral aspect of our triple bottom line ethos, to create enduring value for the Bank and its stakeholders. Its emphasis has always been on establishing innovative approaches moving away from philanthropy based CSR, and focus on the triple bottom line ethos of People, Planet and Prosperity to create enduring value, comparative advantage and CSR and sustainability leadership.

YES BANK is the first signatory to the UN Global Compact in the Indian banking sector. As a signatory, the Bank is committed to implementing the ten principles of the UN Global Compact and supporting broad UN development goals. The Bank plays an active role in promoting sustainability within stakeholders through its flagship stakeholder engagement program, YES COMMUNITY, research and thought leadership and knowledge banking.

YES COMMUNITY is YES BANK's unique community engagement initiative that aims to connect the Bank with the local communities residing within 5 km of its branches on pertinent social and environmental issues. The Bank believes that its bank branches can be effectively utilized as knowledge sharing centers to build strong community relations and help shape meaningful conversations on real life issues, thus moving the relationship beyond transactional value.

YES COMMUNITY incorporates community development initiatives such as clean and green drives, energy efficiency practices, workplace health and safety, disaster management plans, waste management and recycling and rain water harvesting, among others. The YES COMMUNITY program has grown over the last one year through its calendar of social events based on national and international days of importance for the Bank and the community. It has developed a feedback mechanism for community which enables the Bank to enhance the YES COMMUNITY platform.

In the recent past, YES COMMUNITY has hosted events to mark several days of social significance, including the International Literacy Day, the World Health Day, World Food Day and the World Population Day.

'YES i CARE' is YES BANK's Employee Volunteering Program which enables employees to contribute their time towards social causes such as education, youth empowerment and affordable housing.

YES BANK has a long established employee payroll giving program through which its employees contribute the social development of India. Through its payroll giving partner, the Bank connects with over 150 NGOs working in the social development sector.

YES BANK created its social development arm, YES FOUNDATION to further expand the bank's sustainability footprint by supporting and empowering various stakeholders around a framework of innovation. The Foundation focuses on stimulating entrepreneurship, and innovatively use media initiatives for social transformation, to enable India's inclusive growth and development. The vision of the Foundation is to build "an Empowered and Equitable India."

YES FOUNDATION's first initiative - YES! I Am the CHANGE is a nationwide contest that aims to provide the youth of India a platform to contribute to the country's social development through filmmaking. The initiative has successfully mobilised over 2100 citizen filmmakers, who have made short-films of upto 5 minutes duration in just 101 hours on NGOs, everyday heroes and social causes based on the United Nation's Millennium Development Goals.

The first YES I am the Change was successfully concluded on 1st October, 2013 in Mumbai with over 2000 film makers from across India submitting over 500 films. The winners were felicitated by Mr. Amitabh Bachchan and the top films were screened in a two day film festival. . YES! i am the CHANGE through the medium of stories is engaging with schools, colleges across India to strike a chord with the youth and encourage them to focus on social issues and nation building at large.

Given the proposed Companies Act in India which would result in INR 28500 crores annually to be channelled to the development sector, there is a strong need for effective and efficient Not-for-Profits to serve as intermediaries in India. Not-for-Profits have the expertise in social programs; however there is a lack of management skills and systems, especially in the area of financial management. YES FOUNDATION recognizes the important role that Not-for-Profits in the development of the country and for the voice of the people to be heard. Hence it would like to develop and build capacity of Not-for-Profits. Hence Project YES SCALE UP, to focus on fostering effective management systems with a special focus on facilitating access to finance through expertise/capacity building in financial management to aid Not-for-Profits achieve scale and impact.

FICCI

Corporate Social Responsibility Award

2012-2013

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