

## 5. CHAPTER -FIVE: SOCIETAL IMPACT

“Societal Impact is a very vast terminology, which measures the impact of any programme or action on the group of beneficiaries.” The present study involves companies listed on Nifty 100 and includes big companies which have operations across the entire country. Hence the study takes resort to case study method of analysis to measure qualitatively the societal impact of various CSR projects of selected companies. Majority of the selected companies have published their third-party impact assessment reports. Hence the study is undertaken depending upon secondary sources of data like CSR annual reports, annual reports and impact assessment reports published by the companies. For the purpose of this study Societal Impact would mean the reach of the CSR spending in terms of people benefited from it i.e., the number of beneficiaries, increase in health infrastructure, increase in rural infrastructure etc. from 2014-15 till 2019-20.

The companies included in the study have many projects in different focus areas given in the schedule VII of the section 135 of The Act. As described in chapter three the number of companies included for the study of societal impact has been narrowed down to five companies depending on certain criteria of inclusion. The focus of the study would be on the impact of CSR spending on health, education and rural transformation on the beneficiaries. The spending on health also includes spending on skill development and education of especially abled individuals. Similarly spending on health also includes spending on sanitation and providing safe drinking water and food. The spending on rural transformation also includes the spending on providing sustainable livelihood

The present chapter describes various CSR projects of the selected companies in five sections from A to E.

### A. RELIANCE INDUSTRIES LIMITED

The CSR policy of Reliance Industries Ltd elaborately defines the scope of its CSR activities and the model of implementing it. The CSR policy is framed keeping in mind the philosophy of the founder of the company and the present chairman and managing director of the company:

***“Our mission is to continue growing as a responsible organisation that believes in enriching lives of those around us.”***

***Shri Dhirubhai H. Ambani (Founder Chairman)***

***“At Reliance, business priorities co-exist with social commitments and our activities support inclusive growth.”***

***Shri Mukesh D. Ambani (Chairman and Managing Director)***

### The CSR Policy:

The CSR policy of the company was approved on 19<sup>th</sup> July 2014. Reliance Industries Ltd has identified 6 focus areas in the CSR namely: Rural Transformation, Health, Education, Environment, Protection of Culture & Heritage, Promoting Art and Disaster Response. The CSR policy of the company has defined the following key areas in case of Rural Transformation, Health, and Education. The scope of their CSR activities as mentioned in their policy are as follows (Reliance Industries Ltd, 2014):-

#### 1. Rural Transformation:

The main target under this area would be to focus on minimising the gap between the development of rural and urban India. The policy mentions that this target would be achieved by enhancing livelihood, undertaking poverty eradication and hunger and malnutrition reduction programmes. Key initiatives in this area include:

- a. Supporting Farm and non-farm livelihoods for the people in the rural areas around the area of operation of the company.
- b. Improving water conservation and rainwater harvesting in the villages surrounding various plants of the company.
- c. Developing community-based initiatives like VFAs and producer companies towards building capacity of the community and ensuring sustainability.
- d. Using technology towards delivering need-based information for improving quality of life.
- e. Improving food security and enhancing nutrition
- f. Developing community infrastructure (Reliance Industries Ltd, 2014)

#### 2. Health

Another issue in India is availability of affordable and immediate healthcare facilities. The company aims at improving the awareness regarding health and promote health-conscious behaviour among people in various parts of the country. The initiatives as described in the policies include the following.

- a. Primary, secondary, and tertiary care facilities
- b. Conducting need-based health camps and providing consultation, medicines etc.
- c. Working on maternal and child health
- d. Behavioural change for improved mother and child health
- e. Improving healthcare delivery through innovative outreach programmes

- f. Working for the visually impaired
- g. Working in the areas of Communicable and non-communicable diseases
- h. Using technology for training, competency evaluation and clinical decision support for medical professionals with a view to improve quality of healthcare (Reliance Industries Ltd, 2014)

### 3. Education

The policy also mentions that the company is determined to improve quality of education, provide training, and work towards skill enhancement for improving the quality of living and livelihood. The following initiatives are mentioned in the policy:

- a. Promotion of primary and secondary education
- b. To make higher education easily available to all through merit scholarships, including education for especially abled children across the country.
- c. Encouraging and using sports as a tool for development of students from both rural and urban settings
- d. Promoting higher education including setting up and supporting universities
- e. Skill development and vocational training (Reliance Industries Ltd, 2014)

#### The CSR core model of Engagement(Reliance Industries Ltd, 2014)

The following summarizes the core model of engagement as described by the CSR report 2014 of the company.

- a. Working towards improving lives of India's most marginalized and vulnerable communities
- b. Direct engagement with the communities through a team of trained professionals
- c. Focus on local needs, community ownership and long-term sustainability
- d. Outcome and impact orientation
- e. Creating demonstrable models of development for replication
- f. Leveraging technology for development solutions

#### The Corporate Social Responsibility and Governance Committee:

The company has formed a CSR and Governance committee in accordance with the provision of Section 135 of the New Companies Act 2013. The committee has the following members:

- Raghunath A. Mahaskar (Chairman)
- Nikhil R. Meswani

- Shumeet Banerji.

Reliance Industry has a long history of CSR. Reliance foundation, the philanthropic arm of Reliance Industries Ltd. was established in the year 2010. The foundation through its community-oriented activities have tried to create a societal impact. The foundation is led by Mrs. Neeta M. Ambani and tries to expand its area of operation to touch the lives of many people across the country. To increase its reach, the foundation has entered many strategic partnerships with other organisations who have technical experts and experience in the various thematic areas of CSR.

Year	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21
States covered	10	12	12	14	14	14	14	14	21
UT covered	1	1	1	2	2	2	2	2	2
Total Beneficiaries In Crores	0.1	0.4	0.5	0.6	1.2	2	2.6	3.6	4.5
Villages	2500	5500	5500	10500	12500	13500	18000	37000	44700
Urban Localities	-	-	-	50	75	100	200	530	-

Table 6 Table showing the expansion of CSR activities of Reliance Industries Ltd.

Source: Compiled on the basis of CSR Reports (2012-13 to 2020-21) of Reliance Industries Ltd.

Table 6 indicates that the reach of the foundation has expanded from 2500 villages and a few Urban locations of 10 states and 1 union territories in 2012-13 to over 37000 villages and 530 urban localities across 21 states and 2 union territories by 2020-21.

The foundation majorly focuses on the thematic areas of Rural Development, Education, Health and Hygiene, Disaster Response, Arts Culture, Sports for Development, protection of National Heritage and Urban Renewal.

### 5.1.1 Rural Transformation:

Reliance Foundation aims to bridge the gap between the urban and rural life by offering location specific solution. The rural transformation programme of Reliance Foundation rests on seven major aspects as depicted by the below figure:



Reliance India Ltd operates its rural transformation initiatives through two major programmes- 1) Bharat India Jodo and 2) Reliance Information Services

### **1) Bharat India Jodo (BIJ):**

This flagship programme of Reliance Industries is focused on empowering poor rural communities in India by adopting a three-fold approach which included Institution Building & Expanding Market Linkages, Sustainable Agricultural Practices (Water and Nutrition Security and Ecological Security) and Community Empowerment (Enhancing Rural Livelihood). The programme has completed more than 10 years since initiation. This programme received ISO:9001 Certification in the year 2012-13.

**i) Institution Building:** Development can be best initiated when the beneficiaries are involved in decision making and there is collective ownership of assets. Based on this logic the major focus of this initiative has been on promoting various Village Farmers Associations and Farmer Producer Organisations. These institutions strengthen the marginalised communities and create a sense of collective ownership and responsibility among the farmers.

#### Village Farmers Association

The company through its foundation have assisted the creation of various Village Farmers Associations in which small and marginalised farmers, women and even landless farmers can have open voluntary membership by paying nominal fees. These VFAs work based on a common village developmental plan supported by a common village developmental fund. Though technical advice is provided by the reliance experts the VFAs take their own decisions and convert semi cultivated or uncultivated farms into productive assets which have improved productivity and yield. The Reliance Foundation reports claims that many of the initiatives are funded by Reliance Foundation, however a few initiatives are funded from the development funds created by the villagers making them economically self-dependent. The major advantage of the initiative as enumerated in the report are – encouragement to collective ownership of village assets, capacity building, promotion of local leadership and leveraging various government schemes

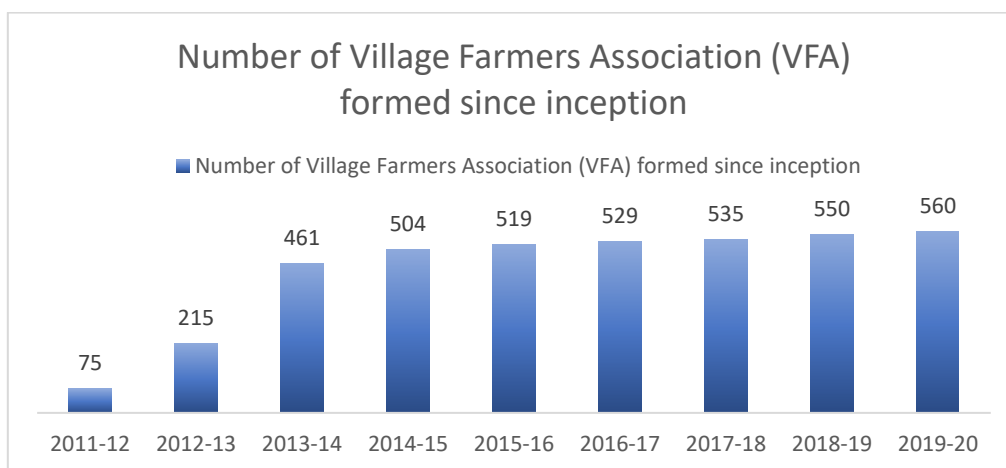


Figure A-1 Number of VFAs formed since inception

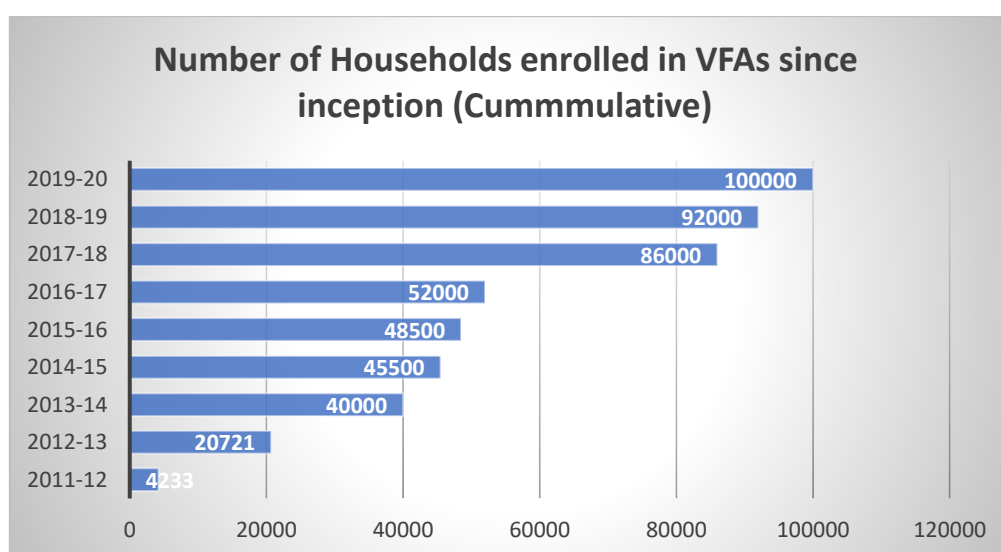


Figure A-2 Number of households enrolled in VFAs since inception

### Farmer Producer Organisations (FPO):

The company through Reliance Foundation has helped in setting up FPOs by acting as their advisor so that they are able to explore markets and adapt to digital marketing platforms to reduce their market risk (NCDEX) and to find interstate markets (through eNAM, Agri Bazaar, Safal Fasal and Kisaanyard etc). By the year 2019-20 the foundation has helped around 26 FPOs in capacity building to make them self-reliant and economically sustainable. The experts from the foundation guide the directors of the FPOs in matters like-diversification of portfolios, sharpen business acumen and improve the negotiation skills. Apart from capacity-building, the foundation also works with government bodies like the Small Farmers' Agribusiness Consortium (SFAC), National Bank for Agriculture and Rural Development (NABARD), Department of Agriculture, and the National Agricultural Cooperative Marketing Federation of India (NAFED), as well as other private-sector

companies, to provide the FPOs strong market linkages which would enable them to sell their produce at a fair price, with transparency.

Selling just raw produce restricts the income generating capacities of the FPOs. The foundation therefore encourages the farmers to make value addition in the form of grading, packing, sorting, and processing agricultural and horticulture produce. According to the reliance foundation report out of the 26 FPOs promoted by Reliance Foundation 5 FPOs have been upgraded to sell value added commodities. Two FPOs have purchased a processing equipment. A third FPO has received a subsidy from the “Council of Scientific & Industrial Research (CSIR)” to set up an aromatics plant extraction unit.

During the period of 10 years Reliance Foundation has promoted nearly 26 producer’s company. These companies had a turnover of 94 crores INR in 2020-21 which was 10 Crores INR in 2016-17 i.e., an increase of 840% over the period of 5 years.

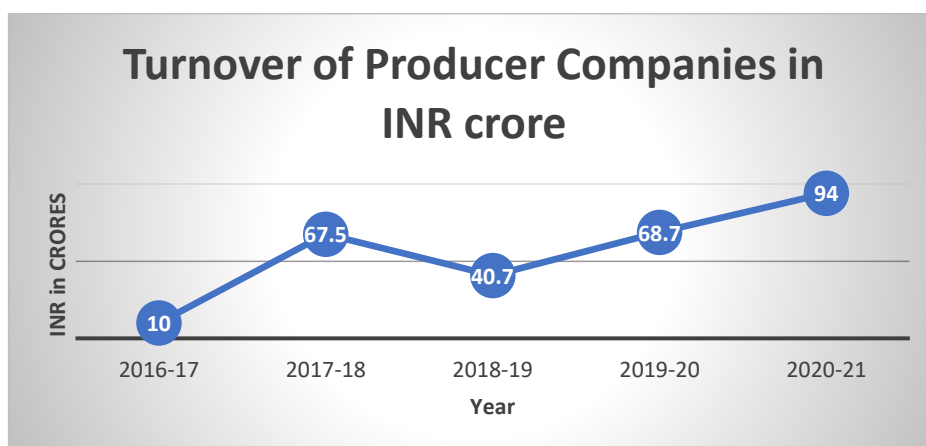


Figure A-3 Turnover (in INR crores) of FPOs mentored by Reliance

The number of FPOs promoted over the period of 7 years i.e., from 2014-15 to 2020-21 has increased from 9 to 30 i.e., an increase of around 255%.

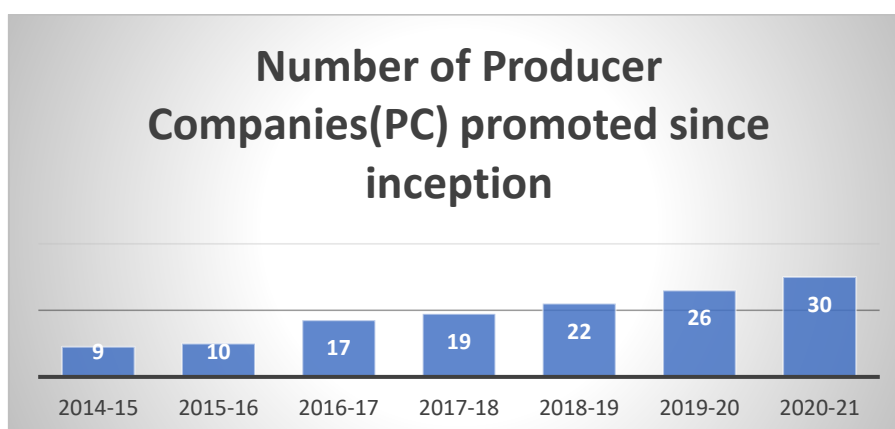


Figure A-4 Number of FPOs promoted (cumulative)

Source: Reliance foundation report and Reliance Industries CSR Reports.

According to a national paper published on NABARD website during 2020-21 there were around 6000 FPOs in India out of which 3200 are registered as producer companies and the remaining 2800 as cooperatives /societies. (NABARD, 2020-21). Reliance India Limited has promoted about 30 FPOs in India till 2020-21. Around 30 FPOs have been promoted by Reliance India Ltd. Five FPOs have expanded their activities and started processing and sale of value-added products like fodder, ground nut oil, and cumin of export quality.

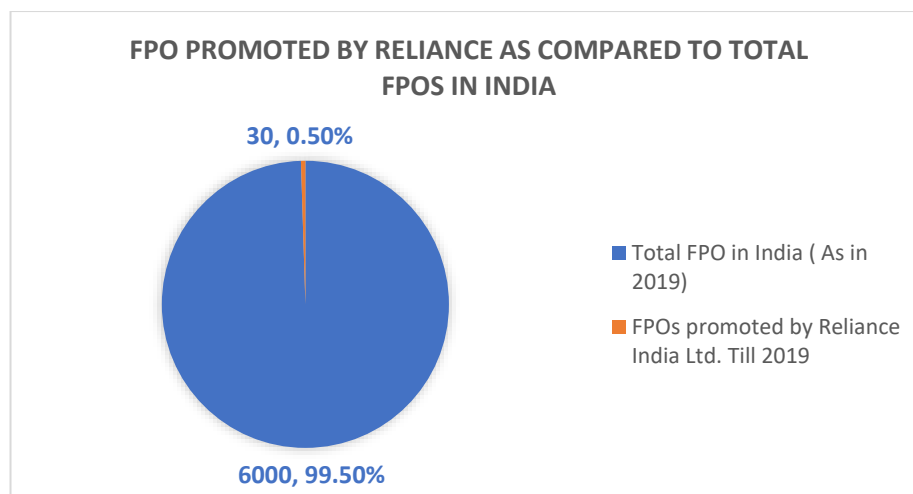


Figure A-5No. of FPOs promoted by reliance as compared to total FPOs in the country.

## ii) Water Security:

Majority of the rural population depend on rainfall for their agricultural and drinking water requirements. The BIJ programmes specifically address this problem by undertaking initiatives that aims at increasing the water storage capacity and providing potable drinking water. The initiatives include utilising latest technology to conserve water in two ways i.e., increasing water recharge and creating water storage. For water recharge the programme works on moisture conservation measures. Due to these measures the water absorbed by the soil raises the water table and can be acquired by the villagers with the help of hand pumps, wells, farm ponds and sub-surface dykes. For the purpose of increasing water storage capacity, the foundation supports the VFAs and the farmers in constructing various structures (with local materials) like ponds and check dams in order to impound and store rain water. This intervention has helped in increasing the water conservation capacity in the areas of intervention.



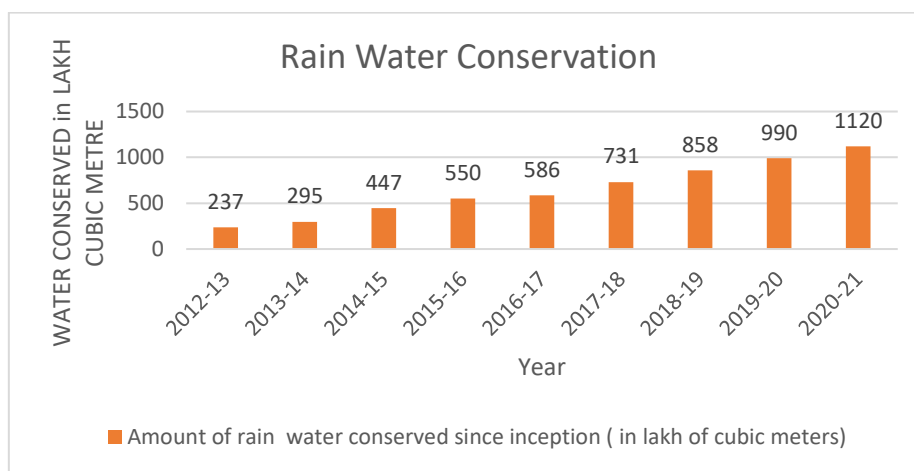


Figure A-6 Water conserved in lakh cubic meter (cumulative) over 9 years.

Source: Compiled by the Author on the basis of Reliance Industries CSR reports

The figure A-6 indicates that when cumulative increase is studied the amount of water conserved has increased from 57.88 lakh cubic metre in 2012-13 to 1120 lakh cubic metres in 2020-21 i.e., a cumulative increase of around 372% in nine years.

The data provided by the CSR annual reports and the reliance foundation report indicate that due to the increase in water conservation capacity there has been an increase in land brought under irrigation. This increase has assured irrigation facility for at least two cropping seasons. Moreover, the intervention of the foundation has helped villages in acquiring water security in the regions where the foundation has intervened in water security initiatives. The below table shows the same

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Land brought under water irrigation since inception in hectares	17771	20000	23500	32000	38500	45800	52000
No. of villages becoming water secure	-----	107	131	307	434	894	1411

Table 7 Land brought under water irrigation in Hectares(cumulative) and number of villages attaining water security.

Source: Compiled by the author from the Annual CSR reports of Reliance Industries Ltd.

The cumulative land brought under irrigation facility has increased from 17771 hectares in 2014-15 to 52000 hectares in 2020-21 i.e., an increase of around 192% in 7 years.

### iii) Food & Nutrition Security:

One of the major problems in rural India is deficiency of nutrition. The main cause of this deficiency has been low calorie intake by the rural population as compared to their requirement.

The nature of work of villagers is basically labour oriented and hence they require more nutrition than normal working individuals. In this area the Reliance Foundation intervenes through a two-pronged approach i) Improving farm productivity through 'Dharti Farm Programme' and ii) Cultivation of domestic fruits and vegetables in backyard through 'Reliance Nutrition Garden' programme.

#### Dharti Farms

Under the aegis of 'Dharti farm programme' the CSR initiatives undertaken by the company include the following

- Encouraging mixed cropping in order to eliminate risk of crop failure.
  - Increasing soil fertility by using organic fertilisers like farm yard manure, pond silt, mulching and bund plantation in place of chemicals.
  - Increasing "soil moisture and reduction in soil erosion by contour bunding, trenching, creation of farm ponds, recharge wells, check dams, plantations on slopes, deep plough and water harvesting".
  - Restore water, energy cycles and minerals to maintain the micro-climate of the area.
- (Reliance Foundation, 2012-13)

These initiatives are mainly aimed at undertaking sustainable agriculture practices in order to improve the nutritional intake of village population and to protect the interest of the farmers by issuing protective advisories regarding the uncertainties of nature like uncertain rainfall, drought and flood and ensure food security i.e., Average daily dietary intake of 2400 KCal/day).

The programme has adopted practices to increase farm productivity through a variety of soil and water conservation measures and comprehensive crop management practices around various plant location. The crop management system includes mixed cropping, soil fertility management and integrated pest management (IPM). (Reliance Foundation, 2014-15)

Since inception this programme has enriched thousands of hectares of land. The cumulative hectares of land developed and enriched by this initiative is depicted in the chart A-7.

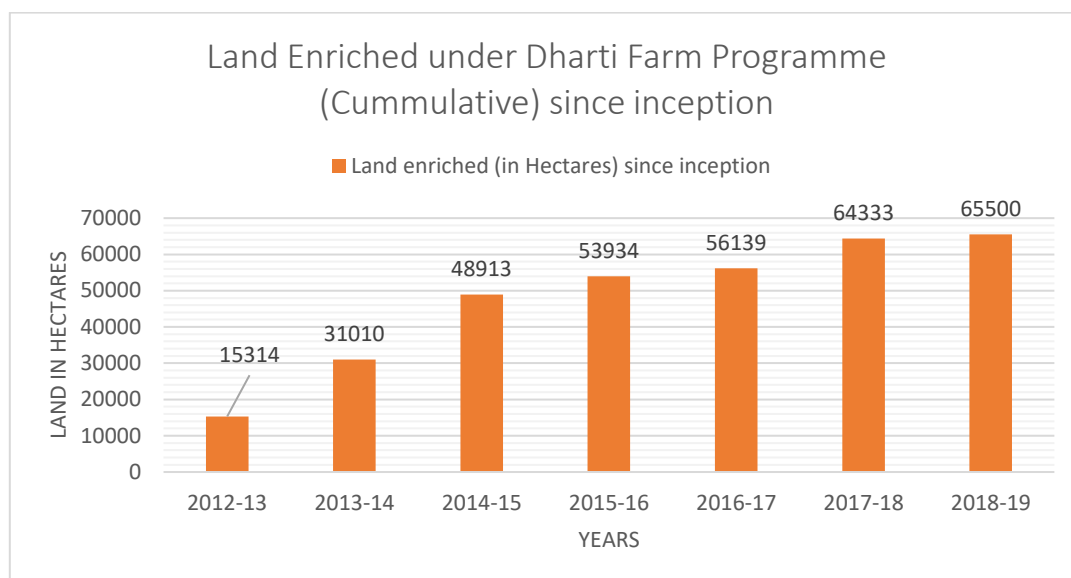


Figure A-7 Land enriched under the Dharti Farm programme (cumulative)

The figure A-7 indicates that the area brought under ‘Dharti Farm’ programme has increased from 15314 hectares in 2012-13 to 65500 hectares in 2018-19 and 2019-20 i.e., an increase of 327.7% in 8 years.

According to the national food security portal the National Food Security Act, 2013 covers up to 75% of the rural population and 50% of the urban population under Antyodaya Anna Yojana (AAY) and priority households (poorest of the poor). As per the programme the beneficiaries are entitled to 35 kg of food grains per family per month (which amounts to 3.5 quintal per family), priority households are entitled to 5 kg per person per month (Department of Food and Public Distribution (GOI))

According to the various annual reports of Reliance Foundation the intervention of the Foundation has been successful in enriching about 65500 hectares of agricultural land till 2019-20 and bringing 49800 household under food security by having access to at least 10 quintals of food grains annually.

### Reliance Nutrition Garden

Another initiative to increase the nutritional intake of rural population is the Reliance Nutrition Garden. The rural population is assisted and encouraged to develop nutrition gardens in which variety of fruits and vegetables are cultivated to meet the daily dietary requirements. These gardens are developed by the villagers under the guidance and support of Reliance Foundation through organic farming initiatives which are scientifically developed. These nutrition gardens are low-cost organic models which work on a multi-tier cropping system. (Reliance Foundation, 2019-20). Another advantage of these RNGs is that after consumption the extra fruits and vegetables can be sold in the market to earn income.

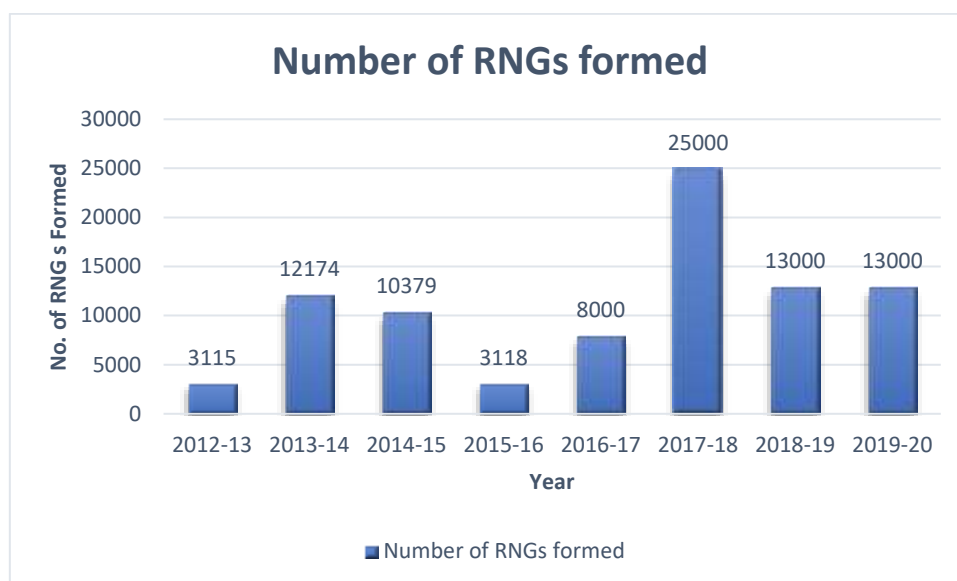


Figure A-8: Number of Reliance Nutrition Garden formed year wise

Source: Compiled by the author based on the information given in various CSR reports of the company.

The figure A-8 indicates that the highest number of RNGs were formed in the year 2017-18 whereas the lowest number were registered in the year 2012-13 i.e., 3115 RNGs. The average number of RNGs per year come to around 10000 RNGs

In the year 2018-19 modern technologies to increase agricultural production were tested by Reliance Foundation in various location. “These technological experiments included precision farming, crop cafeteria, introduction of stress tolerant crops, System of Rice Intensification (SRI) and plastic mulching.” (Reliance Foundation, 2018-19).

#### iv) Livelihood Promotion

Majority of the rural population in India is dependent on agriculture for their livelihood. The unpredictable nature of this occupation affects the income of the rural population adversely. Through its CSR initiatives the Reliance Foundation tries to improve the capacity of the people to plan, manage, and govern their own projects. The major strategy to achieve this aim is to provide training to the people on managing Pest and diseases in crops, seed treatment, livestock care and management, GPS handling, organic cultivation practices and ornamental fish farming. Similarly, providing need-based trainings to the community which would enable the people in adopting alternative livelihoods like nursery, vermi-compost preparation vegetable production, dairy, goat/ sheep rearing, mushroom cultivation, poultry, tailoring, etc. Several need-based initiatives have been carried in various plant sites every year. A summary of such initiatives can be seen from the following figure. This information has been collected

from the Annual CSR reports, Reliance Foundation annual reports and the website of the company:

Year	Initiatives
2012-13	<ul style="list-style-type: none"> <li>• Around 23634 farmers were trained in soil and water conservation, pest management, sustainable agricultural practices, feeding and fodder management for livestock, hygienic handling of fish, sea safety and use of organic fertilisers, etc.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Direct engagement in 461 villages engaging around 40,000 households and more to undertake sustainable agricultural practices.</li> <li>• Undertook capacity building initiatives for more than 98,000 beneficiaries in the form of women, and fisher-folk, small and marginal farmers.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• 1,87,415 small and marginal farmers were benefitted from need based training programmes for capacity building during the year.</li> <li>• Encouraged Bee Keeping in 11 villages of Seoni and Netrang benefitting 200 farmers and increasing the productivity. By-product in the form of honey increased the income of the farmers.</li> <li>• Introduced Lac cultivation on Palash trees in Seoni region. More than 500 households across 5 villages were benefitted from the initiative.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• Benefitted around 245000 individuals through skill development training in the crafts of scaffolding and masonry and plumbers and electricians.</li> <li>• Trained 100 youth as retail assistants. Out of these 69 were employed.</li> <li>• 1000 students were provided functional English supplementary classes.</li> <li>• 11 Stitching centres were setup wherein around 200 women were trained.</li> <li>• Eight computer centres were established and over 500 people digitally trained.</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• Conducted 230 livestock camps for providing free consultation, vaccination, castration, deworming, liver treatment, artificial insemination etc. for better livestock development</li> <li>• Over 53000 livestock animals were treated during the year and 1.3 lakhs since inception through such camps.</li> </ul>

2017-18	<ul style="list-style-type: none"> <li>• Promoted alternative livelihood options and provided encouragement and support to small and marginal farmers to initiate vegetable production, livestock-rearing, nursery raising, poultry farming, vermi-composting, dairy farming, tailoring and mushroom cultivation. 7000 families were benefitted during the year.</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• In order to support the Skill India Mission, the Foundation established linkages with training institutes. About 9400 youth were provided training and placed in various sectors.</li> <li>• Over 210000 livestock animals were treated during the year through 1190 livestock camps during the year.</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• Promoted organic farming along with SEWA international in Chamoli and Rudraprayag districts. Over 3000 rural women from 300 SHGs across 100 villages took up organic farming due to the influence of the programme, creating direct access to organic products and foods for over 5000 families.</li> <li>• The family income of these women augmented by around 25% to 30%.</li> <li>• The sustainable livelihood initiatives benefitted total 1.09 crores rural population across 37000 villages in 10 years ending 2019-20.</li> <li>• Over 130000 livestock animals were treated during the year through 408 camps.</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• In FY 2020-21, skilling programme and employability training was also imparted to a women's network called 'Pashu Sakhi' which work in the area of livestock health management in Bihar after the floods in the state</li> <li>• More than 8800 youth which was unemployed received skill development training and about 79% of the candidate's found employment. The average salary earned by candidates was INR 11,000 per month.</li> <li>• Reliance foundation associated with 39 skill development associates in order to increase the efficiency and skill of the unemployed youth and make them retail ready. The programme covered around 20 states and more than 150 cites of India.</li> </ul>

## **v) Ecological Restoration**

The CSR initiatives of Reliance Foundation under this BIJ programme also aims at restoring and maintaining the regional ecosystems. The initiatives are targeted towards encouraging sustainable development with the help of conservation and management of natural resources. The focus is on the area of resource conservation, promoting biodiversity and using cleaner energy sources.

- For cleaner energy resources Biogas plant construction was aided.
- For promoting biodiversity variety of saplings were planted.
- For resource conservation, initiatives for soil health testing and soil conservation were undertaken.

### **Biogas Plants:**

In order to reduce pollution and the pains of the rural women who used wood and cow dung for cooking reliance foundation aided construction of Biogas plants in the rural areas around its plant location. From the data available from various CSR reports the Foundation has helped in construction of more than 2000 biogas plants since its inception. However, the reports do not provide any clear information regarding the number of Biogas post 2016-17.

### **Sapling Plantation:**

Planting saplings has been a very convenient strategy for promoting greener environment and biodiversity for many companies. The ideology being simple that more trees would help in maintaining cleaner environment, soil conservation and water conservation. Following the same ideology Reliance Foundation has initiated sapling plantation since its inception. The CSR reports of the foundation mentions that till the year 2020-21 the foundation has supported plantation of around 23 million saplings around its plant locations. However, this claim cannot be verified as it is not easy to trace down every sapling planted by the company under the aegis of its corporate social responsibility initiatives.

The figure A-9 indicates that the number of saplings planted increased from a total of 11 million in the year 2014-15 to around 23 million in 2020-21 i.e., increase of around 91.7% over 7 years. The average saplings planted comes to 1.7 million per year and the highest number being 7 million in the year 2017-18.

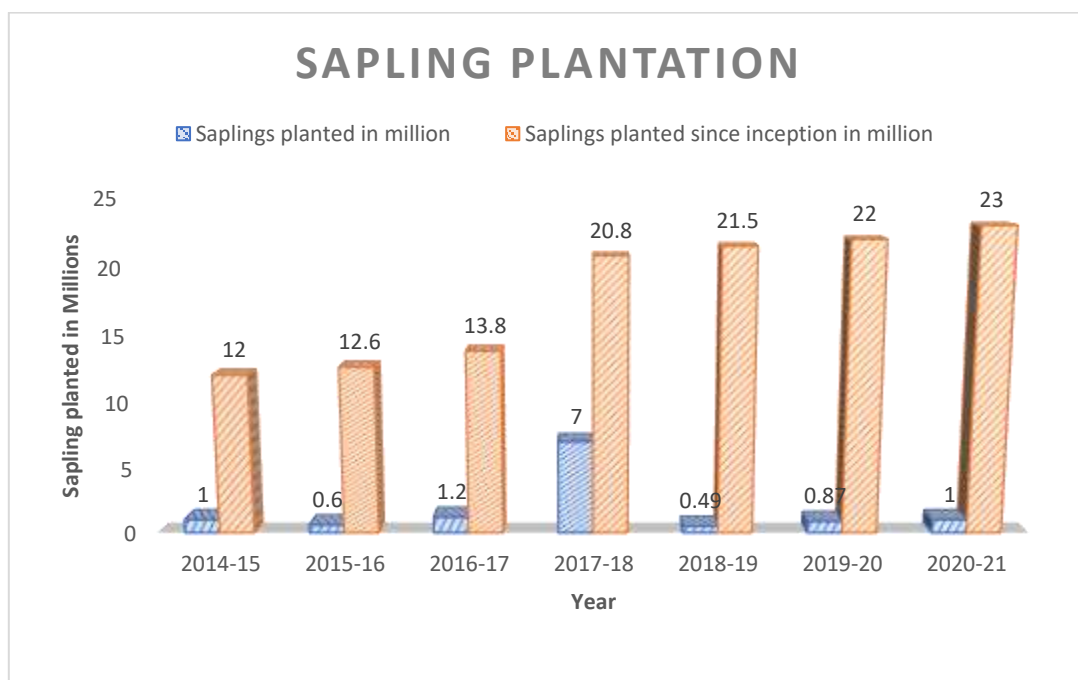


Figure A-9 Number of saplings planted annually and cumulative (in millions)

#### Soil Health Testing:

Using chemical fertilizers to improve productivity becomes very costly for Indian farmers. Through its CSR initiatives Reliance Foundation provides support and public advisories regarding vermicomposting and use of organic fertilisers. Another initiative is to conduct soil health camps in the vicinity of their plant location to raise awareness among the farmers and issue soil health cards to them. These affordable and sustainable interventions have helped the farmers in reducing their dependence on costly chemical fertilisers. The tangible benefits of these initiatives as mentioned by the company reports include improvements in soil texture, structure, aeration, and microbial activity across the board. Over 65500 hectares of land have been brought under improved cultivation since inception.’ (Reliance Foundation CSR Report, 2019-20)

According to the CSR data filed by the company and reflected on the CSR National Portal the company has spent crores of rupees on the BIJ programme of Reliance Foundation. However, the amount shows a decreasing trend since 2014-15. The amount contributed by the company since 2014-15 is given below

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
INR (in Crores)	101.69	69.69	37.96	37.5	23.07	10.2



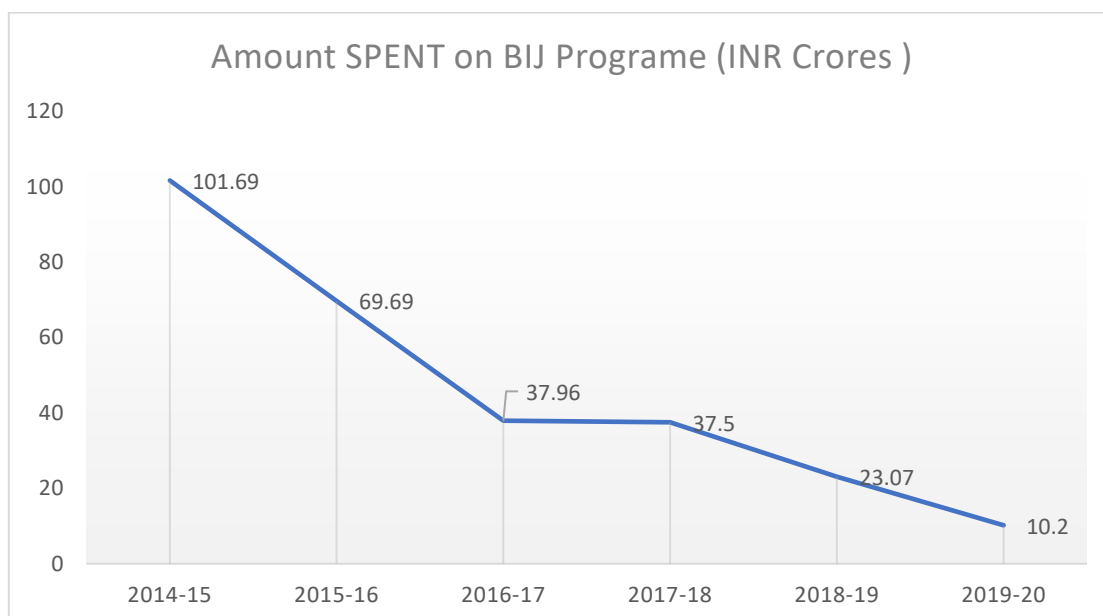


Figure A-10 Amount spent by Reliance Industries Limited on Bharat India Jodo Programme since 2014-15

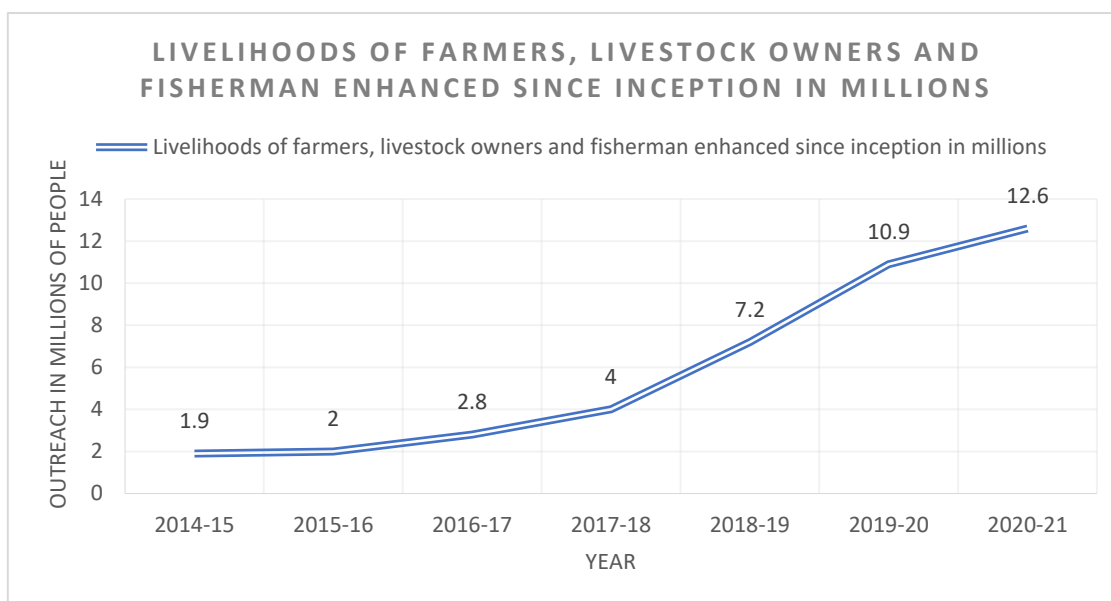
## 2) Reliance Foundation Information Services (RFIS)

Launched on 13<sup>th</sup> January 2013 the RFIS programme aims at providing timely and accurate data to help increase the production and productivity of fishermen, livestock owners, farmers, & youth living in rural areas across the country. It helps to reduce risk in agriculture and fishery. The programme provides relevant information through various modes like television, mobile phone services and radio, social media platforms and helplines. The RFIS services are available in 10 Indian languages and reaches more than 10.6 million individuals in more than 39,000 rural areas in **Nineteen** states and **2** Union Territories as on 31<sup>st</sup> March 2021.

To increase the accuracy of the information disseminated and the coverage the foundation has entered into strategic partnership with 1171 thematic experts, knowledge and infrastructure partners, government departments, research institutions and NGOs. The strategy for implementation of this programme as described by the foundation report 2012-13 can be stated as below: -

- In-depth analysis of the secondary data on the livelihood patterns of the region
- Identification of Training needs and information requirement.
- Find out similar livelihood options and other grassroots networks/Individual
- Develop region specific season/need based content dissemination plan
- Build a network and partnership with content provider institution, based on needs
- Providing Helpline and conducting knowledge quiz and debates to increase knowledge of the people.
- Collecting feedback and continuously refine the programme.

The outreach of this programme has increased over a period of seven years as evident from the below given chart:



This service provides information and advisories by using technology and social media like – voice institutions and, WhatsApp, text messages, multi-location audio-video conferences, Knowledge on Wheels, Jio Chat based virtual livestock and plant disease diagnostic consultations, and Knowledge on “Ocean. Reliance Foundation has also set up a cloud telephone-based toll-free helpline – 1800 419 8800 – to connect individuals based on their geographical location to the corresponding expert in the region.” (Reliance Foundation, 2020-21)

The advisories provided to the farmers, include information regarding new technologies and skills on agricultural inputs, pest and weather information, crop protection, soil fertility and credit linkages. Additionally, for the welfare of livestock they provide information on disease, shelter, fodder, and water management, breeding and fertility and milk production. For the benefit of fishermen, the service provides information to fishermen about Ocean State Forecasts, Potential Fishing Zones and weather updates, to make their trips safer and more productive

Year wise impact of the RFIS programme is summarised in the table given below:

Year	Initiatives
2012-13	<ul style="list-style-type: none"> <li>Launched in January 2013, the services have reached 14 districts in 3 states and 1 Union Territory in the first year of operation.</li> <li>The service covered 139 villages through direct intervention and 1400 villages through broadcast mode.</li> </ul>

	<ul style="list-style-type: none"> <li>• The Foundation has entered into partnership with 53 institutions and 116 experts.</li> <li>• Total 184 bulletins were broadcast during the year and 118 advisories were disseminated through local TV scroll and 44 live cable programmes were conducted. About 1159700 calls made to deliver key messages to beneficiaries. (Reliance Foundation, 2012-13)</li> <li>• 159 Direct contact awareness programmes were conducted and about 2570 queries were received and sorted during the year.</li> <li>• 98 farmers of Sonda village of Washim district Maharashtra were able to harvest groundnut crop worth INR 38 Lakhs from their 100 acres of collective land (where there was no production earlier) with the intervention of the RF Information Services and Government Aid of INR 6500 to each farmer family.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Expanded the knowledge network to include INCOIS (Indian National Centre for Ocean Information Services), National Bank for Agriculture &amp; Rural Development (NABARD), Krishi Vigyan Kendra's, Convergence of Agricultural Interventions in Maharashtra (CAIM), Agriculture Technology Management Agency (ATMA)</li> <li>• Reach further expanded to 5000 villages of 7 states and 1 union territory.</li> </ul> <p>(Reliance Foundation, 2013-14)</p>
2014-15	<ul style="list-style-type: none"> <li>• Number of knowledge partners increased to 456 during the year.</li> <li>• The RF- Information services team broadcast 10400 audio advisories through 54 lakhs phone calls.</li> <li>• 16366 video advisories were broadcast on the regional cable network targeting farming communities and artisanal fishing community.</li> <li>• 2448 demonstration programmes, livestock camps and mobile plant clinics were organised at different project locations.</li> <li>• Foundation experts prepared a repository including queries and their solutions.</li> <li>• According to study report of an external agency regarding the reach</li> </ul>

	<p>of the broadcast program on a local cable TV channel reaching 18000 households, “the broadcast reached 53% of the intended recipients. 75% of audio advisory recipients found the information highly relevant and educative.” (Reliance Foundation, 2014-15)</p>
2015-16	<ul style="list-style-type: none"> <li>• RFIS expanded further and reached to nearly 19 lakh beneficiaries.</li> <li>• Launched E-plant clinics using Jio 4G platform in Preamble district of Tamil Nadu and conducted virtual programme focusing on pest and disease management of paddy, maize, sugarcane, citrus, groundnut, gingili, and black gram crops. A total of 119 farmers participated and 120 queries were solved.</li> </ul> <p>(Reliance Foundation , 2015-16)</p> <ul style="list-style-type: none"> <li>• Over 55000 queries from farmers, fisher folk, and livestock owners were addressed by technical experts during the year. (Reliance Foundation , 2015-16)</li> <li>• The recommendations circulated in assistance with the Ocean State Forecasts and Potential Fishing Zones have led to a reduction of 50 trips annually per fisherman, saving fuel, and as a result, reducing carbon emissions as per the claims of the Reliance Foundation reports.</li> <li>• Further the report claims that the advisories disseminated by Reliance Foundation would have averted 3444 quintals of carbon emission in 2015 16. (Reliance Foundation , 2015-16)</li> <li>•</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• Knowledge network of RFIS increased with addition of about 619 information providers and 284 grass root organisations.</li> <li>• During the year, the information services reach expanded to around 28 lakh beneficiaries from 12000 villages in 11 states and 2 union territories.</li> <li>• Around 120000 queries were resolved, and 140000 farmers were benefitted by need based training/interactive talks.</li> <li>• 3700 Demonstrative programmes/ interactive talks conducted during the year</li> </ul>

	(Reliance Foundation, 2016-17)
2017-18	<ul style="list-style-type: none"> <li>• The outreach expanded to around 48 lakh people in more than 13000 villages across 12 states and 2 union territories.</li> <li>• Knowledge network expanded to include around 1002 knowledge partners.</li> <li>• The mobile based advisories reached out to 12 lakh beneficiaries during the year.</li> <li>• Around 231913 advisories were disseminated, and 509142 queries were addressed.</li> <li>• “RFIS used the Jio Infocomms JioChat application by adding certain features and was used to provide services to rural users and served customised information and advice for improving their lives and livelihood. The app could be used to send and receive information in the form of text, images, voice, and video.” (Reliance Foundation, 2017-18)</li> <li>• Developed concrete roads connecting 32 villages in Uttar Pradesh thereby improving access to local markets, schools and healthcare facilities. (Reliance Industries Ltd., 2017-18)</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• The outreach expanded to around 72 lakh people in more than 16000 villages across 18 states and 2 union territories.</li> <li>• Knowledge network expanded to include around 1171 knowledge partners.</li> <li>• The mobile based advisories reached out to 23 lakh beneficiaries during the year.</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• The outreach expanded to around 99 lakh people in more than 300 districts across 19 states and 2 union territories</li> <li>• During the year established a YouTube channel to disseminate advisories, with 89 live programmes and 399 video modules, with a viewership of over 3.6 lakh people.</li> <li>• JioChat started offering virtual livestock and plant disease diagnostic consultations.</li> <li>• Trained around 16500 farmers in agriculture and allied activities through Agriculture Universities, Krishi Vigyan Kendra, the Department of Animal Husbandry and private agencies.</li> </ul>

	<ul style="list-style-type: none"> <li>• The Reliance Foundation report 2019-20 claims that around 82% of fishermen around the plant vicinity using the RFIS services reported using foundation's Ocean State Forecasts to plan their fishing trips, and 95% of users said these services helped them avoid futile trips, amounting to INR 2.54 lakh saved per fisherman per year. (Reliance Foundation, 2019-20)</li> <li>• The same reports have mentioned that the average income of the fishermen increased by INR 17,820 per trip. While using reliance foundation advisories on Potential Fishing Zones through Machali App developed during the year jointly by the Reliance Artificial Intelligence Centre of Excellence and INCOIS. The app provides localised, real-time updates on weather, oceanographic parameters (like wind speed, wave height and currents) and Potential Fishing Zones to fishermen in all of India's major fish-landing centres in Hindi, Telugu, Bengali, Marathi, Odia, Tamil, Malayalam, Kannada and Gujarati.</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• The outreach expanded to around 1 crore and 6 lakh people in more than 39000 villages across 19 states and 2 union territories.</li> <li>• A "Digital Farm School" was started on a pilot basis in association with "Perunthalaivar Kamaraj Krishi Vigyan Kendra (PKKVK)." (Reliance Foundation, 2020-21)</li> </ul>

The budget allocated by Reliance Industries Ltd in the thematic area of rural transformation can be understood from the chart A-11.

The below figure indicates that the percentage CSR spending on rural transformation as compared to the total CSR spending by Reliance Industries limited is 14% in 2010-11, 9% in 2011-12, 21% in 2012-13, 23% in 2013-14, 17% in 2014-15, 16% in 2015-16, 19% in 2016-17, 24% in 2017-18, 16% in 2018-19, 6% in 2019-20, and 12% in 2020-21. The average spending on rural transformation comes to 16% of the total CSR spending.

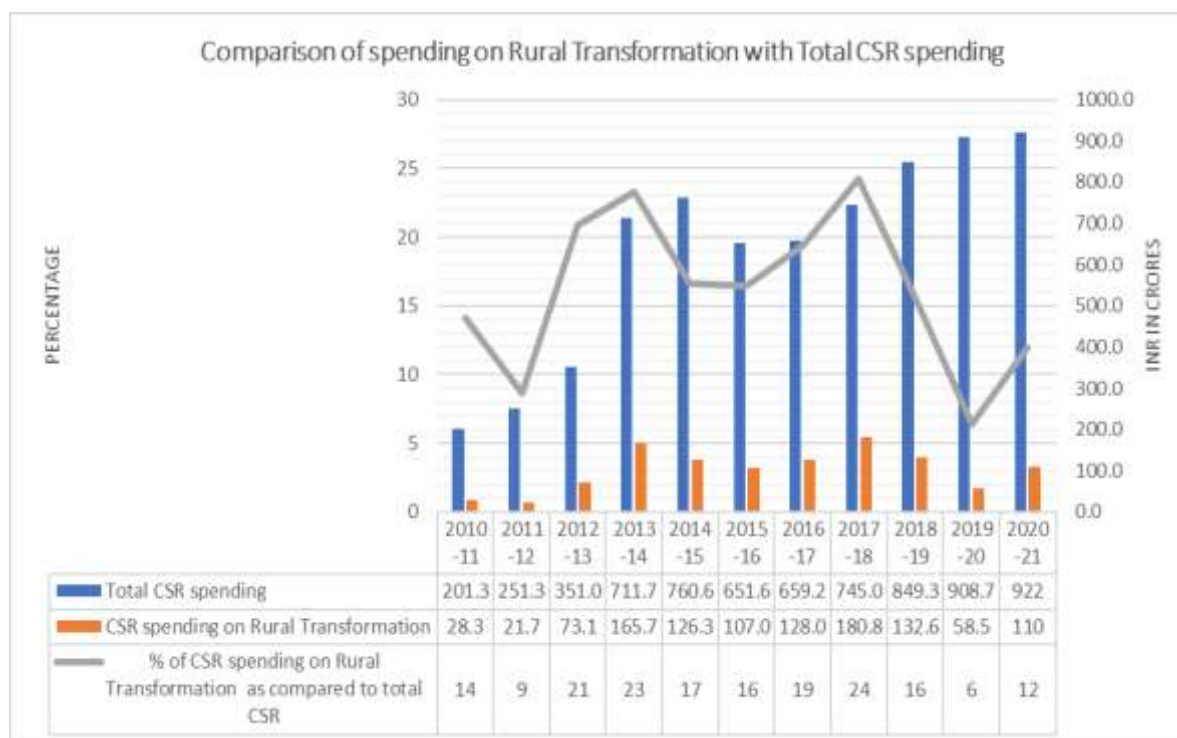


Figure A-11 The amount of CSR spending on rural transformation as compared to the total CSR spending

Source: Compiled by the author from the Annual CSR Reports of Reliance Industries Ltd.

### 5.1.2 Health:

Availability of affordable healthcare services and required time is also a major issue in developing countries like India. Reliance Industries Ltd has been spending its CSR funds on the thematic area of health care. The foundation carries its health initiatives with the help of several programme and hospitals.

#### Health outreach programme:

The foundation launched its health outreach programme in December 2012 to provide medical care to the underprivileged section of the society through Mobile Medical Units (MMU) and Static Medical Units (SMU). The foundation also conducts general and special medical camps at selected locations of Andhra Pradesh, Madhya Pradesh, Maharashtra, Gujarat, Haryana, and Uttar Pradesh.

The MMUs have an ultra-modern technology and have cloud-based software to store patient information and plans. These mobile units provide free of cost medical services to the beneficiaries through periodic visits.

The Static Medical Units (SMUs) provide consultation and diagnostic services especially for chronic diseases like diabetes and hypertension. The health outreach programme is specifically designed to:

- To provide preventive and primary healthcare to the poor and needy section of the society.
- Increase general health awareness among the people.
- Reduce the financial burden for healthcare of the underprivileged section of the society
- Reduce the workload of the outdoor department of government hospitals.

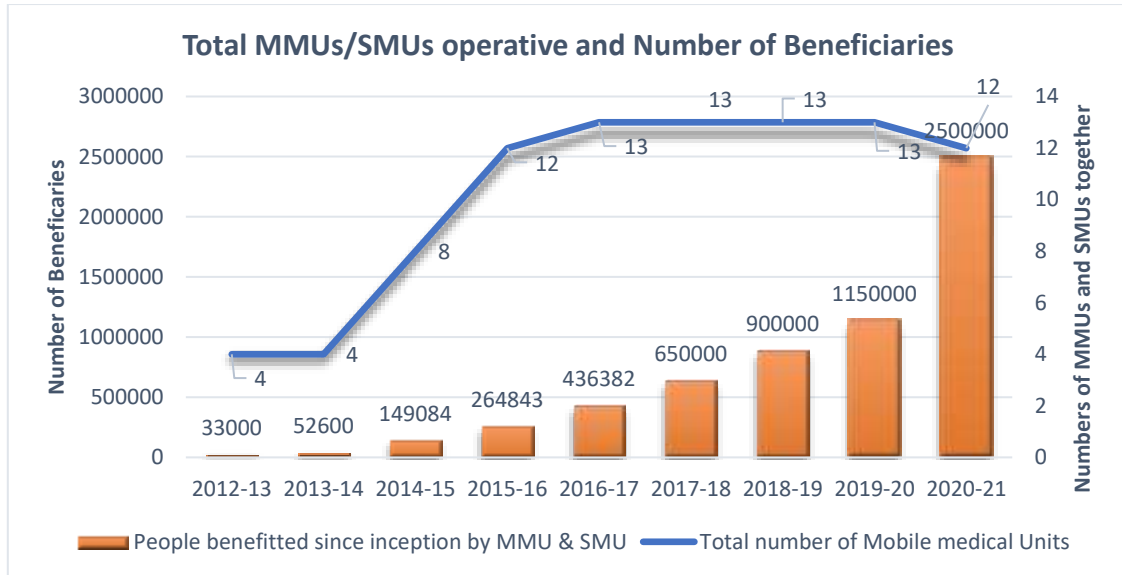


Figure A-12 Total number of mobile medical units/static medical units and number of beneficiaries (cumulative)

Source: Compiled by the author from the Annual CSR Reports of Reliance Industries Ltd.

Over these years the number of Mobile Medical Units (MMUs) have increased to 13 as on 2019-20 and provided medical care to millions of people.

Starting with a total of 4 MMUs/SMUs the foundation is now operating 12 MMUs/SMUs across various plant location and surrounding localities. The number of cumulative beneficiaries has increased to 2500000 from 33000 beneficiaries in 2012-13. The mobile medical units reach out to the underprivileged and provide access to healthcare facilities and consultation.

The static mobile unit provide diagnostic facilities along with the consultation facility. The foundation with the help of these MMUs and SMUs have conducted many health camps for the purpose of general and speciality check.

The total number of Mobile Medical Units and Static Medical Units have in fact reduced in the year 2020-21 however the cumulative number of beneficiaries have increased manifold.

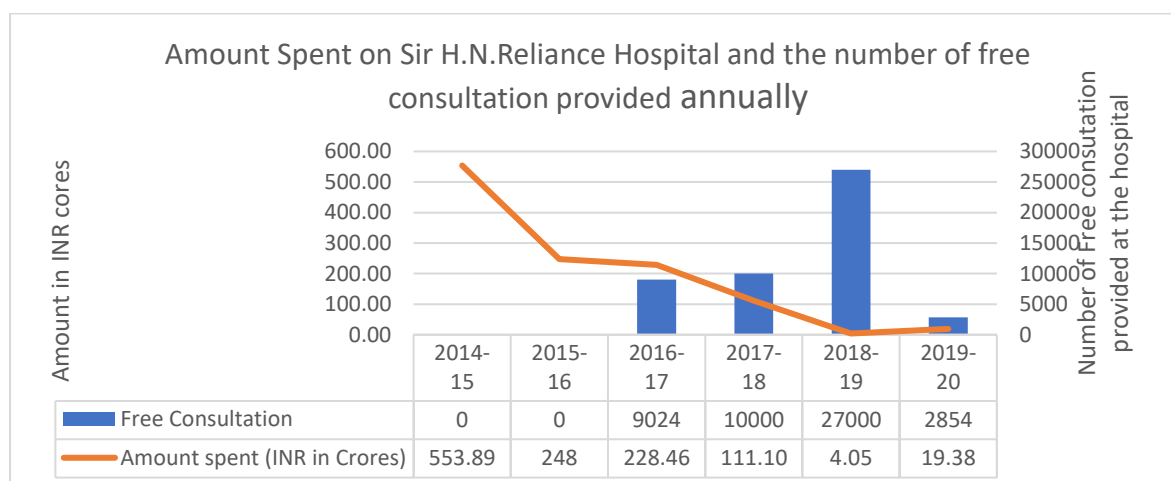


### Sir H. N. Reliance Foundation Hospital and Research Centre

Originally built in 1925 by Gordhandas Bhagwandas Narottamdas, a physician and social worker, the Harkisandas Hospital -Mumbai was taken over by Reliance foundation in 2006 and renovated and rededicated in the year 2014.

The hospital has the capacity of 345 beds of which 10% are reserved for the underprivileged who are provided free of cost treatment. “The hospital offers treatment in six major areas viz- Cardiac Sciences, Nephro-Urology, Neuro Sciences, Oncology, Orthopaedics & Spine, and Woman & Child Health.” (Reliance Foundation, n.d.).The hospital has been rebuilt according to global standards and is equipped with latest technology and equipment.

Since rededication, the Sir H.N. Reliance Foundation Hospital and Research Centre has also commenced a health outreach programme which provides free of cost consultation to the underprivileged people. The year wise free consultation and the total amount spent on the hospital becomes clear from the figure A-13.



*Figure A-13 Amount spent on hospital and free consultation provided annually.*

Source: Compiled by the author from the Annual CSR Reports of Reliance Industries Ltd.

Initially a huge outlay of INR 553.89 crores was dedicated towards the hospital as it was renovated and equipped with latest world class technology. It becomes clear from the graph that the amount dedicated to the hospital has a decreasing trend however the number of free consultation beneficiaries have also declined in 2019-20.

This may be due the fact that initially the hospital depended on the funds provided through Reliance Foundation by the Reliance Group. However, once it was fully operational it was able to charge from the patients who are from the privileged section of the society. The hospital claims of non-discrimination in treatment of patients.

If we refer the website of the hospital for room tariffs it becomes clear that there are differential rates for various categories of the patients. The website gives the details of the

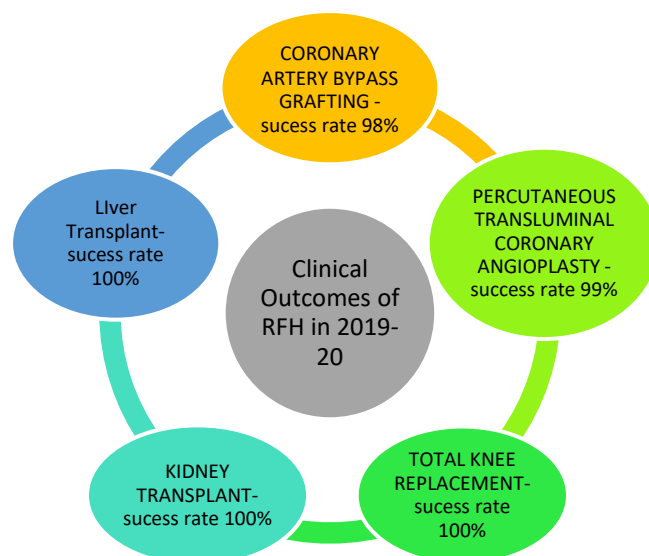
room tariff and other charges. These high rates might be the reason why the CSR funding to the hospital has reduced in the succeeding year.

Room Type	Room Tariff	ICU Tariff	Patients in a room
Economy	INR 1700/-per day	INR 5000/- per day	4 to 5
Economy Plus	INR2700/- per day	INR 6700/-per day	3
Twin deluxe	INR 3200/- per day	INR 7750/- per day	2
Deluxe	INR 8000/- per day	INR 14,750/- per day	1
Junior Suite	INR 11000/- per day	INR 19500/- per day	1
Grand Suite	INR 15000/- per day	INR 25,250/- per day	1

Source: Compiled by the author from the information available on the RFH hospital

Website: <https://www.rfhospital.org/patients-visitor-services/tariff/room-tariff>

The Reliance Foundation CSR reports annually gives the details of various milestone achieved by the hospital.



Source: Compiled by the author from Reliance Foundation CSR report 2019-20

According to the Reliance Foundation CSR report 2019-20 the RFH hospital has gone one step further from being a tertiary care institution to becoming a quaternary care institution. The hospital has made new addition to its specialist programmes like liver transplant, advanced cardiac surgery, transcatheter, pulmonary valve replacement, heart transplant, and oncology.

However, amidst all these information the CSR reports do not clearly mention the number of underprivileged patients admitted during various years. Data of only three years is available according to which in 2016-17 about 180 underprivileged patients, in 2017-18 about 200 underprivileged patients and in 2018-19 about 145 underprivileged patients were admitted in

the hospital. Similarly in 2016-17 around 9024 free consultations; in 2017-18 around 10000 free consultation and in 2018-19 around 27000 free consultations were provided by the hospital.

#### Drishti Programme:

The Reliance Foundation also sponsors Project ‘Drishti’. Under this programme the foundation helps underprivileged blind people to get free corneal implants. The transplants are done in association with Aravind Eye Hospital, Sankara Eye Foundation and National Association for the Blind (NAB) and through a network of 59 hospitals. Frequent eye check-up camps and free cataract surgeries are also the part of this programme.

Another initiative to connect the globally visually impaired community is the Braille Newspaper launched by the foundation in association with NAB. The newspaper which has a circulation in 16 countries have a readership of 24000 people as of 2019-20.

The visually impaired people can be helped more quickly if timely availability of cornea is ensured. In order to create awareness regarding eye donation among the future generations the foundation arranges Drishti Art and Essay Competition every year. This competition is open for children and grandchildren of all Reliance employees. Similarly, a school for 150 blind girls is supported in Uttar Pradesh.

The number of free corneal transplant in the year 2014-15 was 1200 which decreased to 650 in 2015-16. The number was 1096 in 2016-17, 1207 in 2017-18, and 1153 in 2018-19. The number of transplants were only 500 in 2019-20 and 207 in 2020-21. The cumulative transplant shows an increasing trend. Total corneal implants done since inception rose from 14000 in 2014-15 to 18707 in 2020-21 i.e., an increase of 33.6% over 7 years. The sharp decline in the year 2020-21 may be due the fact that the medical units and efforts might be diverted towards providing relief to Covid-19 patients.

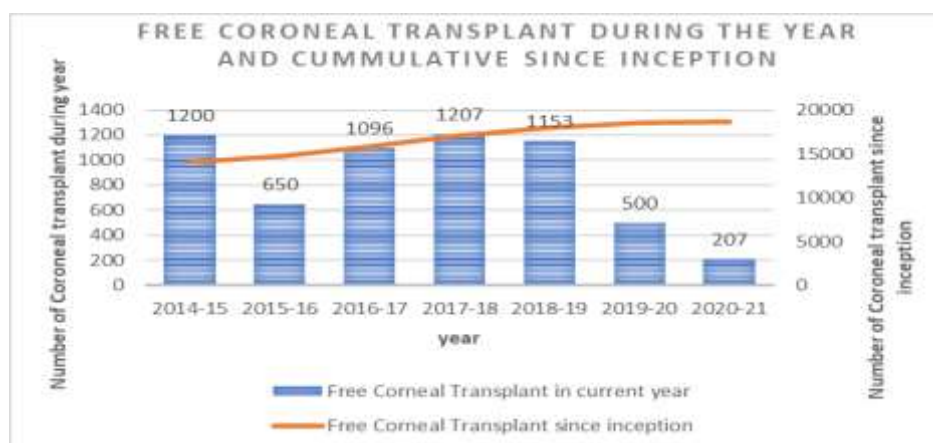


Figure A-14 Number of free Corneal implant (cumulative) from 2014-15 to 2020-21

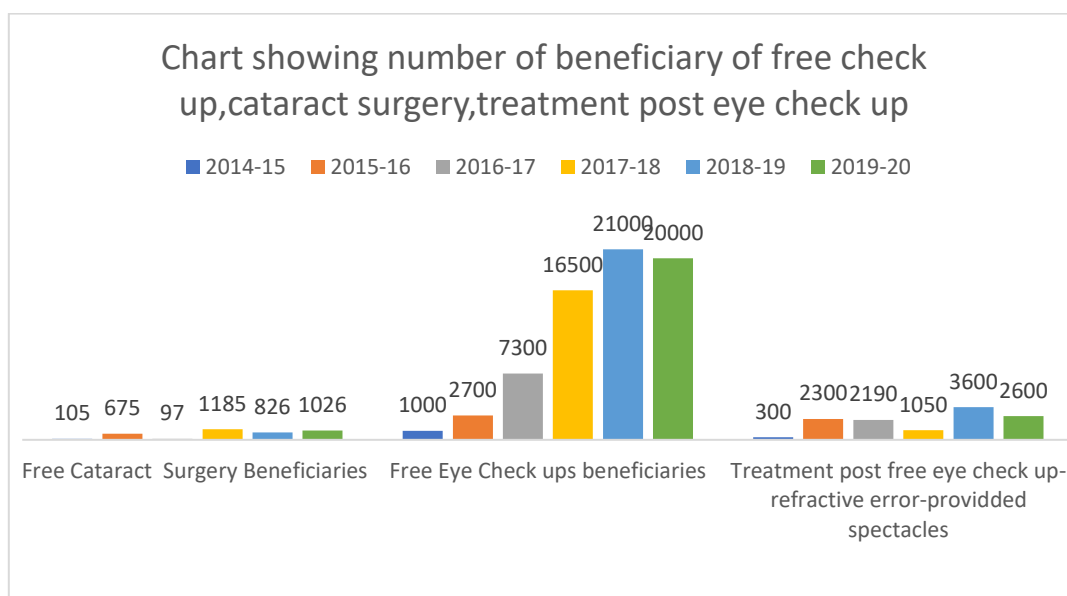


Figure A-15 Number of free cataract surgery, eye check-up and post check-up treatment provided

Similarly figure A-15 shows the number beneficiaries of free cataract surgery, eye check-up and post-free eye check-up treatment. The data is available for the period of 2014-15 to 2019-20 which is represented in the form of a chart. Around 3900 corneal implants have been aided by the foundation within 6 years from 2014-15 to 2019-20. A total 68500 beneficiaries were benefitted due to free eye check-up from which around 12040 received post check-up treatment and were provided with refractive spectacles.

The Drishti Programme has attracted CSR funds from Reliance Industries Ltd regularly. However, the CSR annual reports and the reliance foundation reports and the information on National CSR portal provide information only for the period from 2014-15 to 2018-19 which is presented in Table 8 below.

Year	2014-15	2015-16	2016-17	2017-18	2018-19
Amount spent on Drishti in INR crores	1.28	1.26	1.86	2.7	2.47

Table 8 Amount spent on programme Drishti

### Project ASMAAN:

A new technology-based project ASMAAN (Alliance for saving mothers and new born) has been launched by MSD for mothers, TATA Trusts, the United States Agency for International Development (USAID) and the Bill & Melinda Gates Foundation, and Reliance foundation. The project is operational in Rajasthan and Madhya Pradesh. The project is

operational in the form of a “tablet based Intrapartum Monitoring and decision support tool.” The main feature of the app is that it provides alerts and notifications to the healthcare providers so that they can take critical actions and provide remote e-consultation. The system was initially introduced in around **Eighty-One** government hospitals in around **Eight** districts of Madhya Pradesh and Rajasthan. The app is also helpful in providing training to upgrade the skills of healthcare service providers. In the inception year i.e., 2017-18 nearly 80 medical officers and 338 nurses were trained. In the year 2018-19 around 950 service providers got trained through the app whereas in 2019-20 1200 health care service provider got trained by the app. During the year 2018-19 around 80800 cases were registered, and the programme reached around 149250 mothers and new-borns. During the year around 31000 high risk pregnancies were detected, and 31000 notifications were sent out through the tablet-based app. In 2019-20 the tool registered around 180000 pregnant women and the programme reach increased to over 5 lakh women and new-born. About 71000 high risk pregnancies were detected and around 78000 notifications were sent through the app. During the year 2020-21 the reach of the programme increased to 7 lakh and about 51000 high risk pregnancies were detected and around 65000 notifications were sent using the app. The table gives the amount of contribution of the foundation to project ASMAAN annually.

Year	2017-18	2018-19	2019-20
Amount in crores (INR)	1	0.91	0.87

#### Other Initiatives:

The reliance foundation also provides healthcare services in the various plant locations through various interventions. The other centres which are engaged in providing affordable or free health care facilities are:

- Motikhavdi Medical Centre-Jamnagar (Gujarat)
- Community Care Centre & Reliance AIDS Care Hospital-Mora (Hazira-Gujarat)
- Dhirubhai Ambani Hospital -Lodhivali (Raigad-Maharashtra)

Other health initiatives and its impact are year wise tabulated below:

Year	Initiative
2012-13	•Launched a Menstrual Hygiene programme on international women day to create awareness of menstrual hygiene and distribute low-cost sanitary napkins.

	<ul style="list-style-type: none"> <li>•The sanitary napkins provided by the foundation reached out to more than 5 lakh women across 850 village. (Reliance Foundation, 2012-13)</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• The foundation had organised health Camps in the field of mother and childcare, geriatric care, and non-communicable diseases. About 11500 women and children were benefitted during the year by such screening and 3500 women were provided with general, pre- and post-natal health care</li> <li>• About 2200 children were provided with general healthcare and anaemia treatment and 150 pregnant women were benefitted by the health awareness camp for pregnant women. (Reliance Foundation, 2013-14)</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• By assisting various Aganwadis reached out to more than 3500 women and 2200 children during the year.</li> <li>• 11,500 women and children were screened and consulted across 124 villages under the BIJ programme.</li> <li>• 100 HIV infected children were provided nutritional support during the year. (Reliance Foundation, 2014-15)</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• According to the Reliance Foundation report for the year around 4 lakh health consultation across all plant locations were provided during 2015-16.</li> <li>• Under the Maternal and Child Health care interventions a total 3165 women and adolescent girls were checked and provided treatment for anaemia.</li> <li>• Antenatal care was provided to 1000 women and postnatal care was provided to 300 women.</li> <li>• More than 10500 children below the age of 5 years were checked for malnutrition and around 1050 were treated.</li> <li>• 60 events like general health check-up camp, health awareness camps, lectures for schoolteachers and blood donation camps were organised during the year which benefitted around 5,400 people.</li> <li>• Dhirubhai Ambani Hospital, Lodhivali provided 2064 patients with free/subsidised healthcare on in-patient and out-patient basis and total 69 patients were provided with emergency trauma care.</li> <li>• Dhirubhai Ambani Hospital, Lodhivali provided treatment and</li> </ul>

	<p>consultation to more than 15000 patients at the anti-retroviral therapy centre (ARTc).</p> <ul style="list-style-type: none"> <li>• 220 HIV patients registered were provided free consultation, counselling, investigation and treatment</li> <li>• Introduced the “Art for Autism festival” to Mumbai in which 17 participants were trained by experts from India, USA, and Australia in technology and traditional art like acting, painting, photography and modelling (Reliance Foundation , 2015-16)</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• Under the Maternal and Child Health care interventions, a total of 33958 women and adolescent girls were checked for anaemia and those diagnosed were provided treatment.</li> <li>• Over 1440 women enrolled to avail maternal care services.</li> <li>• More than 29706 children under the age of 5 years were screened for malnutrition and about 3500 were treated.</li> <li>• In a capacity building initiative in collaboration with the local government of Warangal, Telangana, 103 staff member of 8 primary and secondary care centres were trained.</li> <li>• The Sir H.N Reliance Foundation Hospital and research centre conducted 7210 medical screening in various health awareness camps.</li> <li>• 30 community awareness programmes were conducted benefitting over 2700 people.</li> <li>• 50 events like general health check-up camp, health awareness camps, lectures for schoolteachers and blood donation camps were organised which benefitted around 4800 people.</li> <li>• The RFH hospital arranged around 23 symposiums, workshops and seminars, attended by almost 2400 doctors.</li> <li>• The RFH performed 3415 surgeries and 608 Cath lab procedures</li> <li>• Dhirubhai Ambani Hospital, Lodhivali provided subsidised inpatient treatment to 2211 patients.</li> <li>• 237 HIV patients were provided free consultation, counselling, investigation and treatment and a total of 14621 consultations were offered and 410 HIV infected children were provided nutritional support. (Reliance Foundation, 2016-17)</li> </ul>

2017-18	<ul style="list-style-type: none"> <li>• The RFH Hospital performed around 6500 successful procedures like difficult surgeries of different specialties such as paediatric, cancer, spine surgeries, cardiac surgeries, vascular interventions and joint replacement surgeries.</li> <li>• Performed the first Robotic Kidney transplant in Maharashtra and India's first ultra-modern "Child Haplo-identical Transplant by TCR Alphabeta and CD45RA Depletion Method."</li> <li>• Around 100 health awareness programmes were organised which benefited over 9000 people.</li> <li>• 5000 people were benefitted from health screening at schools.</li> <li>• Dhirubhai Ambani Hospital, Lodhivali provided subsidised in-patient treatment to 1923 patients.</li> <li>• 210 HIV patients were provided free consultation, counselling, investigation and treatment and a total of 17500 consultation were offered. Nutritional support to 112 HIV infected children was offered during the year.</li> <li>• During the year 190 patients were tested for Tuberculosis at Dhirubhai Ambani Hospital</li> <li>• Opened a medical centre in Chorwad -Gujarat catering to the health needs of around 75000 people in the region. (Reliance Foundation, 2017-18)</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• Out of 36000 females who were in the "reproductive age group" were checked for anaemia, over 23500 anaemic patients were initiated on diet modifications and medical management.</li> <li>• Out of the 18500 under 5 years of age who were screened, 729 were identified as lacking nutrition and were given further care to cure them from malnutrition.</li> <li>• Screening of 15500 individuals for oral, cervical and breast cancers was done.</li> <li>• 5000 patients were detected with diabetes out of total 21000 individuals screened. Those diagnosed as diabetic were provided with treatment.</li> <li>• Around 81 cataract operations and 64 knee replacements operations were conducted free of cost for poor and needy patients by Reliance</li> </ul>



	<p>Foundation Hospitals.</p> <ul style="list-style-type: none"> <li>• 242 HIV patients were provided free consultation, counselling, investigation and treatment and a more than 19000 consultation were offered.</li> <li>• About 353 individuals were screened for tuberculosis and from those who were screened positive around 93 % were cured with proper treatment.</li> <li>• 1457 children affected with HIV were provided nutritional support (Reliance Foundation, 2018-19)</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• A new short stay and home support programme was designed by “Sir H.N Reliance Hospital and Research Centre (RFH)” during the year wherein the patient recovery is accelerated and he/she is required to stay in the hospital for a period less than 24 hours.172 such short stay surgeries were done during the year.</li> <li>• Around 24500 girls and women were screened for anaemia from which 14700 were identified as anaemic. From these about 2600 patients having moderate or severe anaemia were treated and around 42.3% i.e., 1100 got cured</li> <li>• More than 16600 children below 5 years of age were checked for lack of nutrition and out of the 747 detected cases about 502 were treated successfully.</li> <li>• About 13550 patients were treated for Hypertension out of which 7550 patients (i.e., 55%) have reached a control stage in hypertension.</li> <li>• From the 10500 patients treated for diabetes about 41% (4305 patients) came in controlled diabetes stage.</li> <li>• Screening of 20500 patients was done for detection of oral, breast and cervical cancer. Those who were detected positive were referred to specialist hospitals.</li> <li>• The foundation reached around 26000 women of the slum areas of Mumbai to increase awareness about menstrual hygiene and various menstrual products. This was done with the help of British Asian Trust and Myna Mahila Foundation.</li> <li>• The various blood donation drives by the foundation helped in collecting 4.6 lakh units of blood.</li> </ul>

	<ul style="list-style-type: none"> <li>The Parel, Mumbai dialysis centre performed over 2.4 lakh procedures during the year. (Reliance Foundation, 2019-20)</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>Launched a one stop breast cancer centre at Sir H.N. Reliance Hospital and Research Centre.</li> <li>The RFH conducted individual and group sessions on mental health which benefited around 10000 persons.</li> <li>4373 people were provided with HIV/AIDS support and free consultation during the year.</li> <li>10000 people were benefited due to counselling by the ART centre.</li> <li>357 women SHG member and 119 security personnel of Nagothane were sensitized on preventive measures of HIV.</li> <li>3615 adolescent girls and women were benefited due to menstrual awareness programme of the foundation at various location of Gujarat and Maharashtra.</li> <li>Total 95 blood donation camps were conducted in which 45260 units of blood was collected which benefited 73,700 people. (Reliance Foundation, 2020-21)</li> </ul>

The amount spent by Reliance Industries limited in the thematic area of health is represented by the figure 5.16

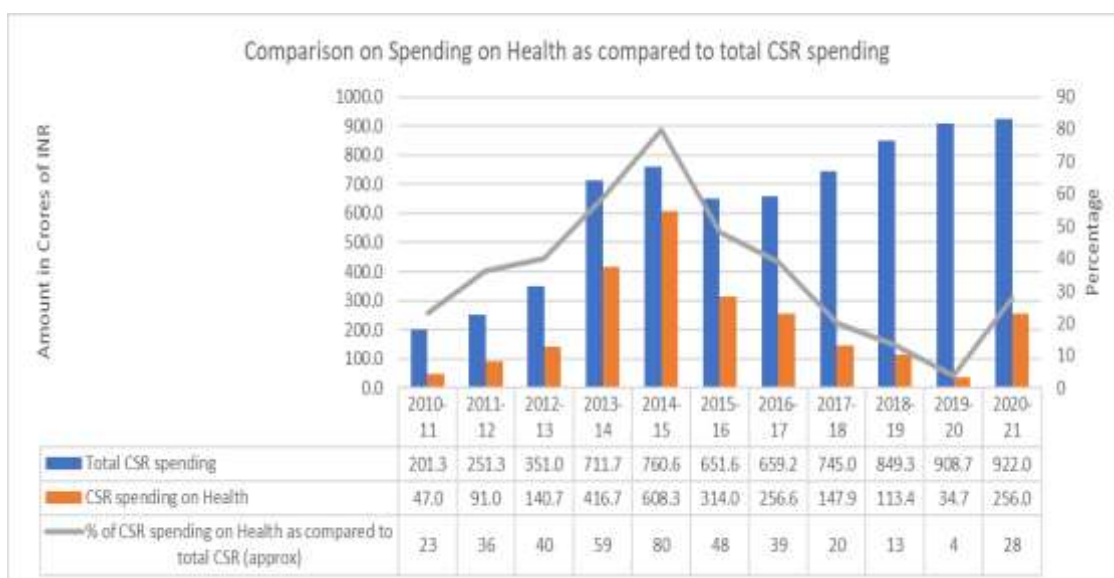


Figure A-16 Comparison of CSR spending on health as compared to the total CSR spending by Reliance Industries Ltd.

The figure A-16 shows that the company has spent substantial amount of their CSR funds on health initiatives. The percentage of total CSR funds spent on health comes to 23% in 2010-11, 36% in 2011-12, 40% in 2012-13, 59% in 2013-14 ,80% in 2014-15, 48% in 2015-16, 39% in 2016-17, 20% in 2017-18, 13% in 2018-19, 4% in 2019-20 and 28% in 2020-21. The average percentage of spending is 35% per year.

### 5.1.3 Education:

Reliance Foundation's intervention in education takes a multifaceted approach in the form of:

- Reliance Schools and Dhirubhai Ambani International School.
- Scholarships
- Education for all initiative and support to Government/Private Schools
- Reliance (Jio) University

#### Reliance Schools

To impart education at affordable cost Reliance Foundation supports around 13 schools at various plant locations. Table-9 gives the summary of various schools supported by the foundation

Several schools have been established by the foundation itself and some of them were acquired by it because of amalgamation with Indian Petrochemical Ltd company (Vadodara). The three schools in Vadodara were formerly known as IPCL school No. 1 (Gujarati Medium), IPCL school NO. 2 (English Medium) and Vidyavihar school in Subhanpura area in Vadodara. All the three school were established by the then government petrochemical company IPCL and provided free education to the children of the employees of the company. In 2003 when Reliance acquired IPCL it also took over the three schools and now manages them through reliance foundation. Today all the three schools are open for all the students.

The Reliance schools supported by Reliance Foundation are as follows:

	Name of the School	level	Affiliation	Location
1	RF School Vadodara	Pre-Primary to Senior Secondary	GSEB	Vadodara Petrochemical township
2	RF School Vadodara	Pre-Primary to Senior Secondary	GSEB	Vadodara Petrochemical township
3	RF School Vadodara	Pre-Primary to Senior Secondary	GSEB	Subhanpura, Vadodara
4	RF School Mouda	Pre-Primary to	CBSE	Mouda -Maharashtra

		Senior Secondary		
5	RF School Dahej	Primary	National Curriculum Framework	Saraswati Township - Dahej, Gujarat
6	RF School Surat	Pre-Primary to Senior Secondary	CBSE	Vesu-Surat, Gujarat
7	RF School Surat	Pre-Primary to Senior Secondary	GSHSEB	Vesu-Surat, Gujarat
8	Kokilaben Dhirubhai Ambani RF School	Pre-Primary to Senior Secondary	CBSE	Motikhavdi-Jamnagar, Gujarat
9	RF School Nagothane	Pre-Primary to Senior Secondary	CBSE	Nagothane-Raigad, Maharashtra
10	RF School Nagothane	Pre-Primary to Senior Secondary	MSEB	Nagothane-Raigad, Maharashtra
11	RF school Lodhivali	Pre-Primary to Senior Secondary	CBSE	Lodhivali-Raigad Maharashtra
12	RF school Lodhivali	Pre-Primary to Senior Secondary	MSEB	Lodhivali-Raigad Maharashtra
13	RF School Koparkhairane	Pre-Primary to Senior Secondary	CBSE	koparkhairane-Navi Mumbai, Maharashtra

*Table 9 List of Reliance Foundation Schools at various plant locations.*

These schools impart education to approximately more than 15000 students of the surrounding areas of the states of Gujarat and Maharashtra. More than 1000 teachers are employed at various schools. All the schools have facilities like science laboratories, computer laboratories, Art and Craft rooms, Audio Visual rooms, classrooms with all modern facilities, teachers' room, playground, music room, office room and activity room.

The motto, vision and mission of the Reliance Foundation School as stated on the reliance foundation education website is as follows: -

**Motto:**

Learn, Imagine and Excel.

**Learn-** “to explore new realms of knowledge, skills and values with a sense of curiosity.”

**Imagine-** “the infinite possibilities that the world offers and how they can develop themselves and positively impact the world.”

**Excel-** “intellectually, develop physically and artistically, and grow emotionally by discovering their inherent potential”.

**Vision:**

“To serve as a springboard for learning that recognises the dynamics and challenges of an ever-evolving and increasingly interconnected world, and celebrate the continuum of values and culture, characteristic of a vibrant, harmonious and forward-looking society.”

**Mission:**

“To provide a learning experience that makes every child a happy and a whole person - an experience that children would cherish for a lifetime; one that brings out the best in them to live life fully and in meaningful ways.” (www.rfs.edu.in, n.d.)

**Performance of the schools:**

Figures A-17 to A-19 give a clear picture of the academic performance of the 13 schools run by the foundation. All the reliance foundation schools except that at Dahej provide education up to 10<sup>th</sup> standard. The figure A-17 shows the performance of the school students in the board exams. The percentage are calculated based on information given on the school websites for the past three years. Similarly, percentage of students scoring distinction i.e., 70% or more is also calculated based on the data of past three year as given on the school website.

The chart shows that the total % of pass-out of the school range between 86% to 100%. The average percentage of students getting distinction is highest in case of Kokilaben Dhirubhai Ambani RF school, at Jamnagar whereas the lowest percentage of students getting distinction is recorded by RF Gujarati Medium school at Vadodara.

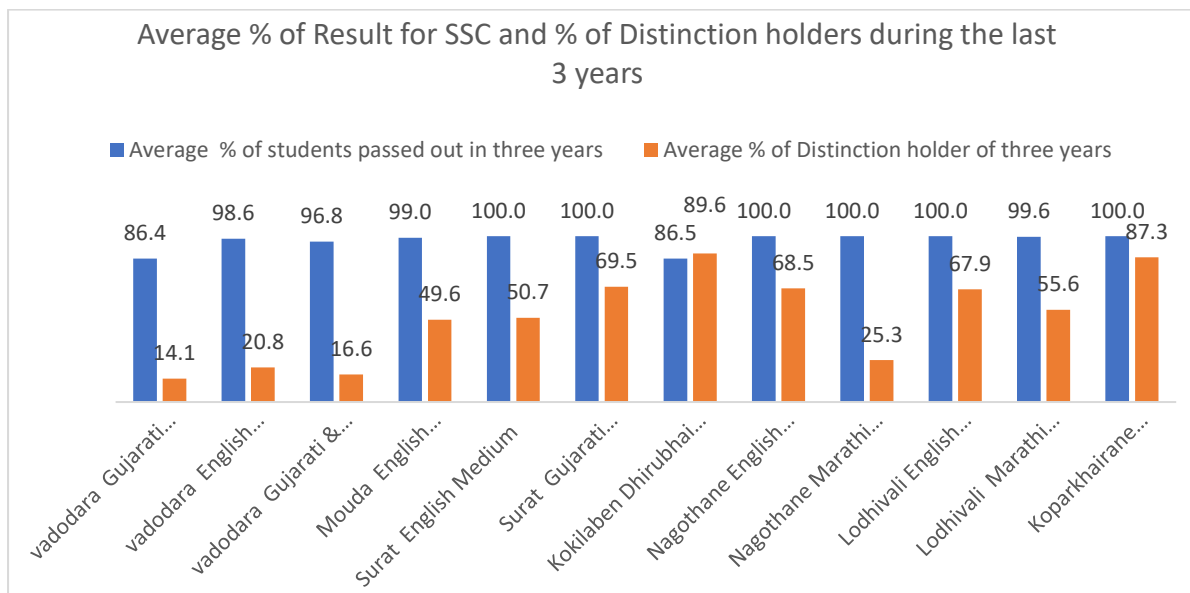


Figure A-17 Average % of result of SSC and distinction holders for three years.

Source: Compiled by the author based on information given on the school websites.

The figure A-18 makes it clear that in case of 12<sup>th</sup> Science Board examination, the performance ranges from 87.9 percent to 100 percent pass-out. The average percentage of students getting distinction is highest in case of RF school Koparkhairane English Medium and the lowest is again in RF Gujarati Medium school at Vadodara. 11 out of 13 schools offer higher secondary education in science stream. The RF English and Gujarati medium school Vadodara (Subhanpura) offers education only up to 10<sup>th</sup> standard.

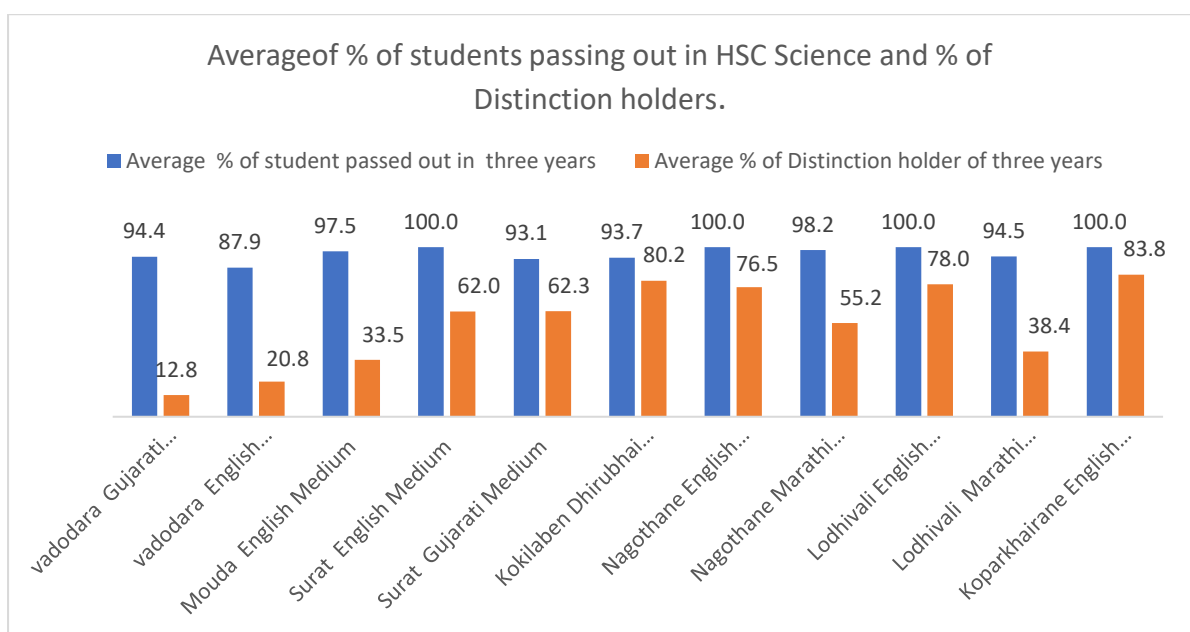


Figure A-18 Average % of students passing 12<sup>th</sup> science and percentage of distinction holders

The figure A-19 represents the average percentage of pass-out and the average percentage of distinction holders in 12<sup>th</sup> Commerce board exams. Total 8 schools out of 13 offer higher

education in Commerce stream. The pass-out percentage of these eight schools range from 84% to 100%. The average percentage of students getting distinction is again highest in case of RF school Koparkhairane English Medium and the lowest is again RF Vadodara Gujarati Medium school.

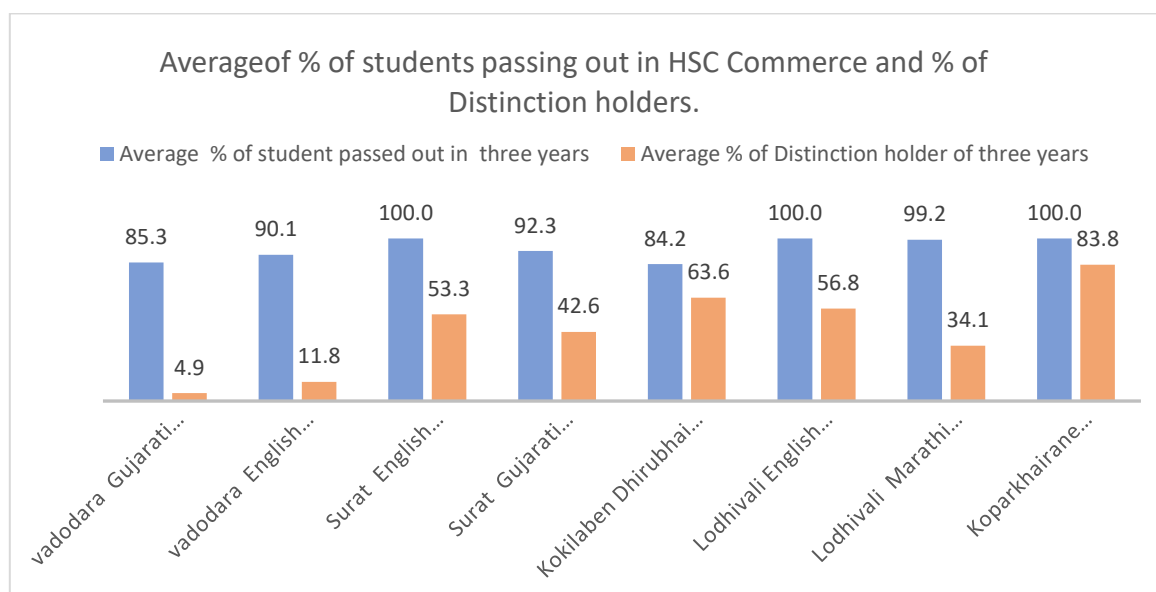


Figure A-19 Average % of students passing 12<sup>th</sup> commerce and % of distinction holder

Source: Compiled by the author based on information given on the school websites

### Dhirubhai Ambani International School

The Dhirubhai Ambani International School is an initiative to offer world class education to students in India matching the international standards. The school offers courses right from kindergarten to higher secondary courses. The school offers secondary programme to prepare the student in national curriculum for the (Indian Certificate of Secondary Education) ICSE or international curriculum for appearing for IGCSE (International General Certificate of Secondary Education). In the senior secondary i.e. in XI<sup>th</sup> and XII<sup>th</sup> the school offers IB diploma (International Baccalaureate Program). The school has over 190 faculty members and 1000 students enrolled (source: <https://en.wikipedia.org/> and <https://www.dais.edu.in/>).

Though the school offers excellent educational opportunities its fees structure seems to be out of reach of the common man. The fees range from INR 75000 to 100000 INR approximately (per annum) for kindergarten programmes and around INR 400000 to INR 750000 approximately for the IB programme. The fee structure has been mentioned on various websites. (<https://www.schoolmykids.com/school> and <https://schools.chekrs.com/> and <https://www.admission24.com/school/maharashtra>).

The performance of the Dhirubhai Ambani International school (DAIS) can be known from the performance indicators like:

- ICSE average score of the school
- Number of awards won by students (academic and co-curricular)
- Percentage of students scoring A grade in IGCSE
- Average point in IB diploma out of 45
- Number of universities out of top world 30 offering IB diploma graduate admissions

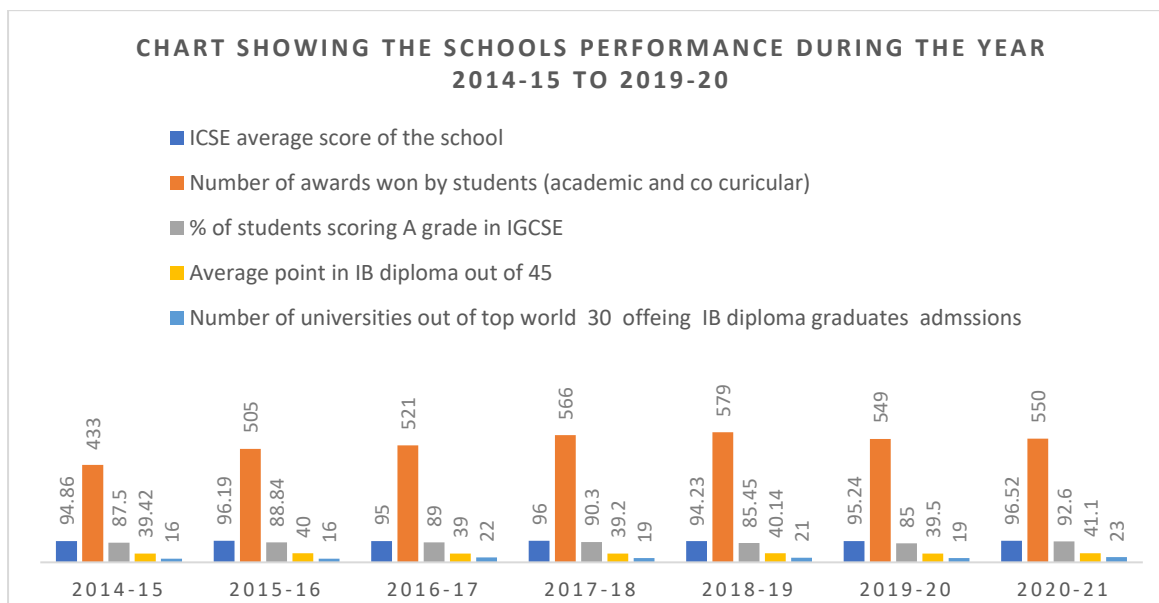


Figure A-20 performance pf DAIS from 2014-15 to 2019-20

Source: Compiled by the author based on information given on the school website

The chartA-20 has been prepared from the information available on the school websites and various years CSR reports of reliance foundation. The following chart gives the data of the performance of the school from the year 2014-15 to 2020-21 and clearly indicates that the school has been performing well during the period under consideration and rightly ranked as one of the top IB schools in India.

The figure A-20 indicates that the performance of the school has been outstanding as the ICSE average score of the school ranges between 94 to 96. Similarly, more than 80% of the students score A grade in ICSE every year. Average point in IB diploma out of 45 comes to 39.7. Around 23 universities around the world have offered admissions to IB diploma graduates. However, it is a school which offers the best education at a very high cost.

#### Dhirubhai Ambani Scholarships:

Since 1996 the Reliance Foundation provides scholarships to meritorious students under the aegis of Dhirubhai Ambani Scholarship programme. The scholarship is provided for the students of class 12<sup>th</sup> to pursue higher education in the field of their choice. The foundation provides scholarships purely on merit basis without any discrimination of caste and religion



across the entire country. The details of the maximum amount of scholarship provided in various field is given in the table below:

Sr. no.	Course	College Fees in INR	Maintenance Allowance in INR	Book Allowance in INR	Total Scholarship amount in INR
1	Engineering	19,500	11,500	5,000	36,000
2	Medicine	23,500	11,500	6,000	41,000
3	Agriculture	3,500	11,500	4,000	19,000
4	Pharmacy	6,500	7,500	5,000	19,000
5	Law/Commerce/Science/Arts/D.Ed.	2,000	7,500	3,000	12,500
6	Management/Biotech/Computer Science /Media	8,000	7,500	3,000	18,500
7	Others	2,000	7,500	3,000	12,500

Source: website; <https://www.buddy4study.com/article/dhirubhai-ambani-scholarship>

The foundation tries to ensure that 50% of the beneficiaries are female and about 25% beneficiaries are differently abled students.

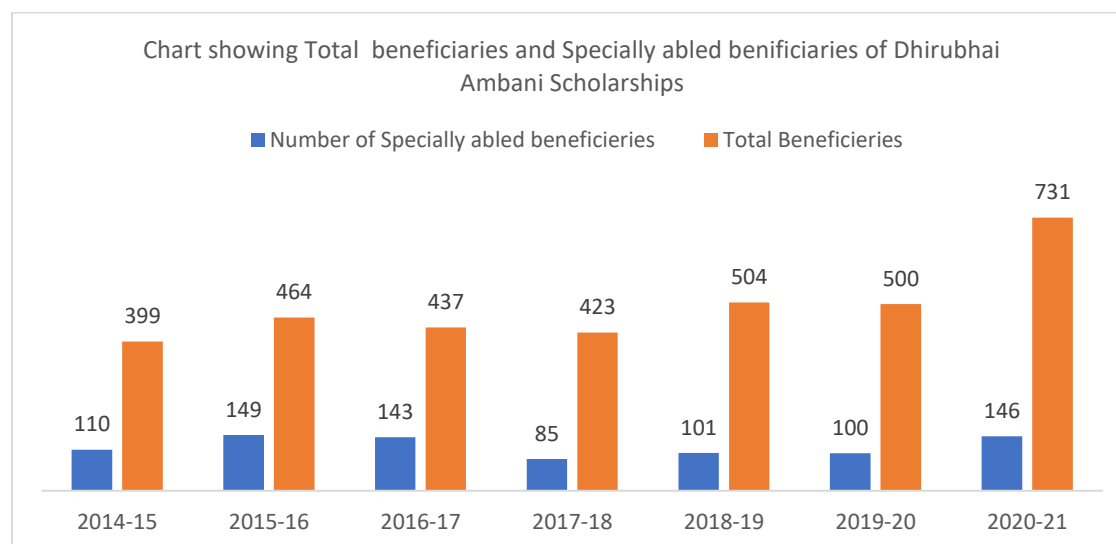


Figure A-21 Number of specially abled beneficiaries of Dhirubhai Ambani Scholarships as compared to total.

## A new Initiative - Scholarships in Artificial Intelligence and Computer Sciences by Reliance Foundation

In January 2021 the Reliance Foundation launched the scholarships programme in “Artificial Intelligence and Computer Science.” To encourage technology based future leaders of our country Reliance Foundation has introduced these scholarships for undergraduate and post graduate students of eligible courses who perform exceptionally well in academics. The foundation aims to provide scholarships to around 40 undergraduate beneficiaries and 40 post graduate beneficiaries.

The amount of scholarship at the undergraduate level is targeted at approximately INR 4 Lakhs and would be provided during the duration of the degree programme. Similarly, the amount of scholarship available for post graduate level will be approximately INR 6 Lakhs during the duration of the programme. 80% of the funds will be granted in advance at the start of each academic year, to use for tuition and direct academic expenses. The remaining 20% of the funds will be granted upon request to support professional development including indirect academic and personal development expenses, including conference related expenses. (<https://www.scholarshipsinindia.com>, 2021)

### Reliance Dhirubhai Ambani Protsahan Scheme:

This is a flagship CSR initiative of Reliance Industries Ltd. wherein the company financially supports the class 10<sup>th</sup> pass-out students of the Godavari district. The selected students get admission in junior colleges of their choice. During 2014-15 total 207 meritorious students were benefited and a total budget of INR 1.15 crore was allotted to the scheme during the year. Over 350 students of 1<sup>st</sup> and 2<sup>nd</sup> year Protsahan students were benefited by the counselling session organised by RIL at Sri Suryakalamandir Kakinada. In the year 2015-16 a total 140 students were provided benefit under this scheme in addition to 56 students of Gadimoga and 23 students of Shadol. However, during the year 2016-17 only 91 students were provided the benefit of this scheme. During the year 2017-18 the scholarship support under this scheme was provided to 290 students. Similarly, during 2018-19 about 218 students were provided support under the Protsahan scheme. In the year 2019-20 the number of students provided scholarship under Protsahan scheme was 108 students. Taking the number of scholarships since inception to 2430.

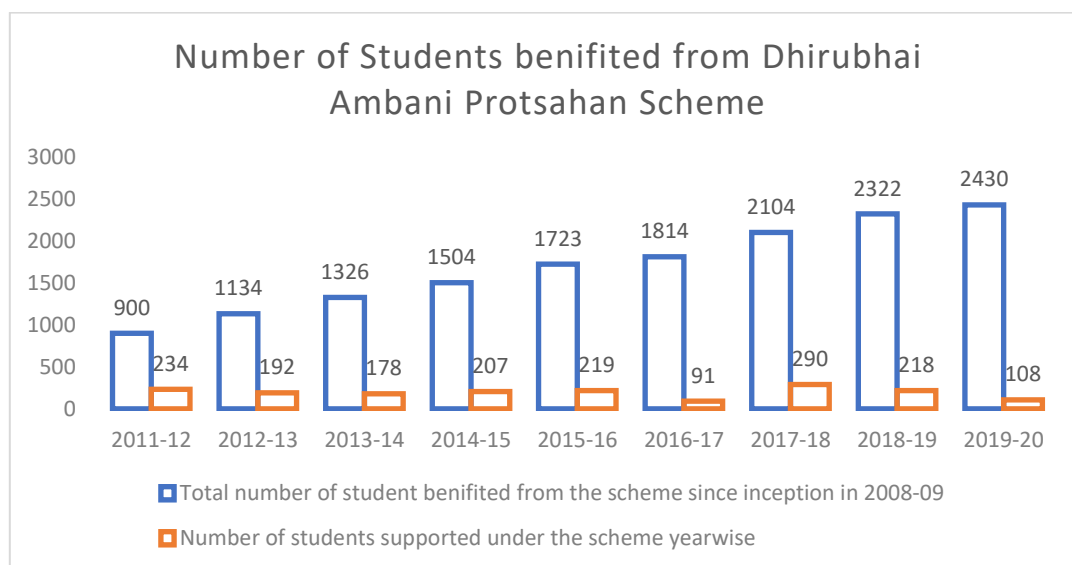


Figure A-22 Number of students benefitted from Protsahan scheme

Source: Compiled by the author from the information available in CSR Reports and Reliance Foundation Reports 2010-11 to 2019-20

### Education and Sports for All and Support to Government Schools:

In the year 2010 Reliance Foundation initiated the Education and sports for all initiative. Under this initiative the foundation has partnered with various non-government organisations to provide quality education and sports experience to the underprivileged children of the society. The foundation also collects books for the children to inculcate reading habit among the children. The IPL team Mumbai Indian also supports this initiative and invite thousands of poor and disabled children from all over Mumbai each year. (Reliance Foundation, 2014-15) Through this initiative reliance foundation has supported many NGOs in their work in the field of education.

The table below gives the details of various NGOs supported by Reliance foundation and their core area of activity (as mentioned on the website of Reliance foundation)

Sr.No.	Name of the NGO	Area of work
1	Aarambh	Help to provide education, skills and health facilities to the immigrant worker's families living at Navi Mumbai.
2	Aseema	NGO works to provide qualitative and value-based education to the children residing in slum areas of Mumbai and the tribal communities of Igatpuri

3	Milaan-Be the Change	Operates different programs in the area of education and leadership building for children and adolescent girls from poor families.
4	Mumbai Mobile Creches	This organisation work with the children at various construction sites in Mumbai. The children are provided with good food and education of good quality so that they have a good and happy childhood.
5	One billion Literates Foundation	This organisation makes efforts to provide education to rural children with the help of interesting activities. They give importance English language and basic technical skills.
6	Sakhee	Works for providing safe education to the slum area girls.
7	Slum Soccer	The organization uses football to bring change in the life of poor children and youth. It is awarded by FIFA for its exemplary work.
8	Ummeed	Works for children with developmental disabilities or those who are at higher risk of being affected by such disabilities.
9	Yuwa	Work for the poor girls from Jharkhand through sports (football) and education. This is done to curb evils like poverty, child marriage and human trafficking.
10	Bridge of Sports Foundation	Work for communities living in the remote region of India and uses sports for development.
11	CanSupport	Works to provide education, medical facilities and social, emotional and physical support to the underprivileged people suffering from cancer and their families.
12	Oscar Foundation	Provide educational and living skills OSCAR to young people and children coming from poor communities.
13	PiJAM Foundation	Uses “STEM” approach to improve and instil computer literacy and proficiency

		among children.
14	The Community Library Project	Work towards providing exposure to books to poor and underprivileged students and children of the society.
15	Meljol	Work in government schools and schools in tribal area and Aganwadis to impart social and financial education to children so that they can get proper opportunities in life.

Source: (Website:Reliance Foundation, 2021)

The foundation has also supported government schools to adopt technology to make the modern-day teaching more attractive and useful for today's generation. Other education initiatives by Reliance Industries Ltd. (RIL) through Reliance Foundation and their impact has been tabulated year wise as given below:

Year	Initiatives
2014-15	<ul style="list-style-type: none"> <li>• The foundation partnered with six NGOs and benefitted around 70000 children</li> <li>• Organised annual book donation drive across Gujarat and Maharashtra and collected more than 115000 books through various NGOs.</li> <li>• RIL supported Vishwas school (for people with disability) in Haryana for a series of initiatives and expansion plans</li> <li>• The company supports Dhirubhai Ambani Early Intervention &amp; Rehabilitation Centre for Intellectual &amp; Developmental Disabilities, Tallarevu. The centre covers Polekurru, Gadimoga, Palavered, Bhairavapalem, Chinavalasala, Pedavalasala, Korangi, Tallarevu, Savitrinagar and Georgepet etc. Six special children from the centre were mainstreamed into formal education. (Reliance Industries Ltd, 2014-15)</li> <li>• Organised Sanskar Shibir which focuses on three-fold development of students i.e., Physical, Intellectual and Emotional-Social.</li> <li>• A self-development training programme was organised at Pedavalasala-Andhra Pradesh to sensitize the youth on various soft skills.</li> <li>• Reliance Industries Ltd (RIL) set up Skill development Centre to offer free computer education to marginalised students at Allahabad.</li> </ul>

	<ul style="list-style-type: none"> <li>• A Village knowledge Centre was started at Gadimoga village to give opportunity to unemployed youth, to get access to various books, magazines, newspapers, periodicals, etc</li> <li>• RIL sponsored a computer lab, laboratory facilities (Physics, Chemistry and Biological Sciences) and school furniture to Ramakrishna Public School, Kakinada. About 800 poor students benefited from this initiative.</li> <li>• The company also supported the Tribal welfare Girls Ashram school Rampachodavaram by providing a Computer Aided Learning Center Facility in the school with computer systems and with all necessary infrastructure and digital class room contents, both in Telugu and English medium.</li> <li>• The company established computer labs at six higher secondary schools at Shahdol.</li> <li>• Education with a purpose programme was launched by Reliance foundation which benefited more than 2500 children from 30 villages of Agar district of Madhya Pradesh.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• Continued to support the six NGOs and beneficiaries of more than 70,000 children with a 100% passing rate at “A Level of the National Institute of Open Schooling Examination” and 95%t pass percentage in the SSC exam.</li> <li>• Partnered with Department of Education, Government of Andhra Pradesh to enable technology-based teaching in the subjects of Science and Maths. The programme reached out to 85 schools in Andhra Pradesh.</li> <li>• The technology-based virtual classroom initiative education programme reached 10 schools in Gujarat.</li> <li>• Total beneficiaries of the virtual classroom were around 25000 school children of sixth, seventh and eighth class.</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• The Education and Sports for All initiative witnessed increase in number of NGO partners from 6 to 12 during the year and a simultaneous increase in its reach to more than 100000 students A digital learning van was launched to provide virtual learning experience to less privileged student.</li> </ul>

	<ul style="list-style-type: none"> <li>• Implemented a pilot project in partnership with Eklavya foundation in around 41 villages of Madhya Pradesh. The programme aimed at improving the learning abilities of children through Siksha Protsahan Kendra. About 1300 children benefited from the programme.</li> <li>• Supported the English E Tech (EET) project of the Bombay Community Public Trust which aimed to improve the quality of English speaking of the poor children so that there is an increase in their employability skills. About 2,00,000 students were benefited during the year.</li> <li>• The virtual classroom initiative continued to support around 100 schools in Andhra Pradesh and Gujarat reaching out to more than 25000 children during the year.</li> <li>• Supported setting up 16 virtual classrooms in the secondary school of Thane Municipal Corporation in Maharashtra in the medium of Marathi, Urdu and English language. The initiative benefited about 3000 children during the year.</li> <li>• The virtual classroom setup was used to train more than 800 teachers virtually by The State Council of Educational Research and Training.</li> <li>• At Jamnagar, a pilot program was designed to bridge the deficiency and enhance the proficiency levels in schools. Total 3 schools and about 1000 students were benefited.</li> <li>• 40 schools and 1580 children were benefited by the seminars to prepare for board exams, life planning education and career guidance arranged by Reliance.</li> <li>• 288 computers were donated to 48 schools across 29 villages at Jamnagar (Gujarat), Vadodara (Gujarat) and Shahdol (Madhya Pradesh).</li> <li>• Six schools were provided with RO plants which benefited around 1100 students.</li> <li>• Three schools were supported for construction of toilets where the number of beneficiaries were 169 students.</li> <li>• A model Aganwadis centre was developed along with a nutrition garden by renovating an old panchayat building at Gadimoga village in coordination with ICDS (Integrated Child Development Services)</li> </ul>
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	<p>department and UNICEF (United Nation International Children's Emergency Fund).</p> <ul style="list-style-type: none"> <li>• Education kit were distributed to 2000 students of 10 schools at Gadimoga and Bhairavapalem panchayats.</li> <li>• Basic amenities like floor mats, green teaching boards for classrooms &amp; sports kits were provided to primary schools. A total of 22 primary schools and 5,945 students were benefited from this initiative. (Reliance Industries Ltd., 2016-17)</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>• The education for all initiative reached out to about 200000 children.</li> <li>• The “digital learning van” was inaugurated in the year 2017. This initiative benefitted 4000 children from 10 government schools.</li> <li>• Two schools in Uttarakhand that were destroyed during the floods in 2013 were reconstructed. These schools cater to the educational needs of around 1000 students from around 30 villages in the vicinity.</li> <li>• The virtual classroom initiative continued to expand benefiting about 129 government schools and 30000 students from the states of Gujarat, Andhra Pradesh, Maharashtra, Telangana and Madhya Pradesh. These classrooms are also used for organising lectures on enhancing life-skills and career guidance.</li> <li>• RO plants were installed, furniture, school uniform kits and computers were provided at many government schools.</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• The Education and Sport for All initiative continued to reach around 200000 students and the number of NGO partners increased to 14 and the digital learning van also continued to benefit more than 4000 underprivileged students.</li> <li>• The foundation supported about 169 government schools across 7 states viz: Andhra Pradesh, Gujarat, Maharashtra, Madhya Pradesh, Haryana, Karnataka, and Telangana through its virtual classroom initiative. About 4300 students were impacted through this initiative.</li> <li>• The foundation gave more than 1000 Teacher Award to those who excelled in the Teaching Profession.</li> <li>• Inaugurated a Jiyo Gyan Shala at Maharani Laxmi Bai Government Girls Higher Secondary School in Satna, Madhya Pradesh. These smart classes helped 2000 girl students.</li> </ul>



2019-20	<ul style="list-style-type: none"> <li>• The foundation continued the virtual classroom support to the 169 government schools across 7 states.</li> <li>• 1000 Teacher awards were given during the year by the foundation.</li> <li>• The foundation established mini science centres at selected locations for practical orientation in science and mathematics benefiting 1000 students.</li> <li>• 2 buses were provided for commutation of 400 girl students to school and colleges in Shahdol Madhya Pradesh.</li> <li>• 10 coaching centres were opened to help students to help them in the preparation of entrance exams of “Jawahar Navodaya”, “Gyanodaya” and other famous schools.</li> <li>• Organised remedial coaching and career counselling sessions for 700 students</li> <li>• Educational materials like notebooks, bags, books and stationery items were provided to nearly 7500 students to continue their studies without hindrance during the year</li> <li>• Akshay Patra Kitchen Project- a joint venture of Reliance Foundation, Akshay Patra Foundation and Jamnagar Municipal Corporation was initiated to provide freshly cooked meals to government school children of Jamnagar city and Taluka (47 schools of 24 villages) and Lalpur Taluka (45 schools of 28 villages).</li> <li>• 24 Aganwadis in Silvassa, Gujarat were renovated.</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• The virtual classroom project expanded to 244 government schools in 34 districts in Gujarat, Maharashtra, Haryana, Andhra Pradesh, Madhya Pradesh, Telangana and Karnataka. The number of beneficiaries increased to more than 64000 students and more than 1700 teachers.</li> <li>• In Madhya Pradesh the foundation implemented the digital classrooms in 75 government schools benefiting 22000 students and more than 700 teachers.</li> <li>• Reliance Teachers Award to 1000 teachers was provided for the third consecutive year.</li> <li>• Online education platform supported <b>Hundred</b> drop out students in Jamnagar, about one hundred and <b>fifty</b> students in Shahdol and <b>Ninety-</b></li> </ul>

	<p><b><i>Eight</i></b> students in Jhajjar.</p> <ul style="list-style-type: none"> <li>• Education materials to 2500 students were provided by the foundation.</li> </ul>
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#### “Pandit Deendayal Energy University”.

Reliance Industries Ltd. has continued to support Pandit Deendayal Energy University by the way of contributing every year towards the endowment fund of the PDEU. The amount contributed year wise is not mentioned in any of the reports. However, the minutes of the meeting of the 35<sup>th</sup> Finance committee held on 14<sup>th</sup> July 2020 states that ‘The Committee appreciated the gracious effort from the President of the University and noted the contribution of Rs. 10 crores as fourth instalment against the said commitment in Feb-20.’

Dr. Mukesh Ambani the Chairman and MD of Reliance Industries Ltd is the President of the Pandit Deendayal Energy University. Reliance Industries has signed a MoU with the Government of Gujarat to support the development of petroleum education by developing Pandit Deendayal Energy (Petroleum) University into a top world class institute.

#### Jio Institute of Eminence:

“Reliance received a letter of Intent for setting up Jio Institute of Eminence Deemed to be Universities Regulation, 2017’ of University Grant Commission (UGC) under MHRD, Government of India in July 2018.”(Reliance Foundation, 2018-19) ‘Jio institute is envisioned to become a research university and is planned to focus on the quest for research and work on solving India’s problems and global challenges through its doctoral and post-doctoral research program’ (Reliance Foundation, 2019-20).

Masters’ courses in Digital Media & Marketing Communications, Artificial Intelligence and Data Science and in is offered by the institute. “The institute has signed MoUs with the University of Toronto, Canada; University of Manchester, UK; University of California, San Diego, USA; and Nanyang Technological University, Singapore.” Jio Institute is in the process of creating a “Jio Digital Library” which would offer high quality data and would contain worldwide resources from eminent institutes would become a centre for creation of knowledge (Reliance Foundation, 2020-21).The year wise contribution made by Reliance is clear from the A-23 chart.

The figure A-23 indicates that the company has contributed around INR 1295.55 crores during the period of six years starting from 2014-15 to 2019-20. The company has continuously spent CSR funds in the area of Education. The amount spent by the company in Education as compared to its total CSR spending can be understood from the figure A-24.

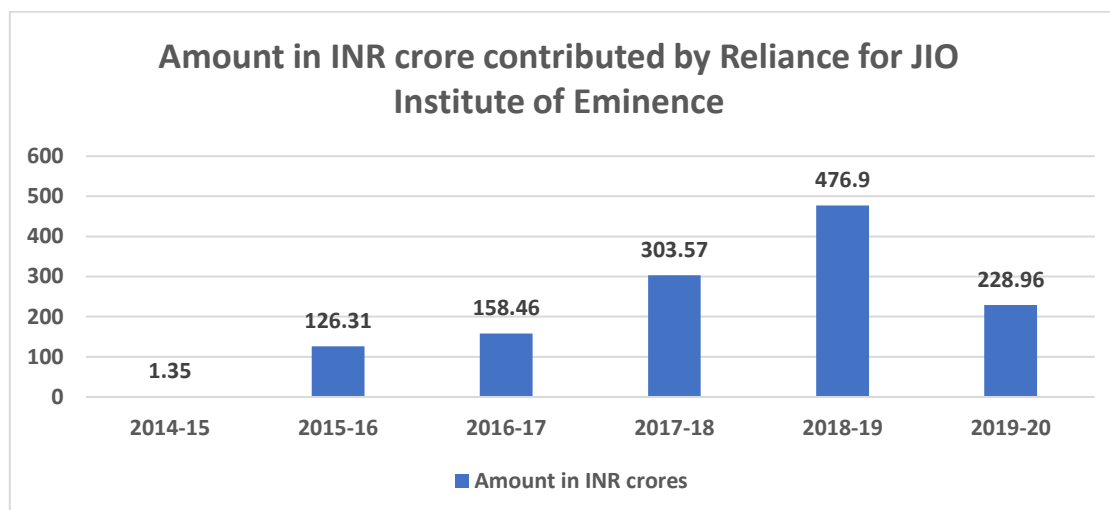


Figure A-23 Amount contributed by Reliance Industries Ltd to JIO institute of eminence.

Source: Compiled from the data available in Annual Reports of Reliance Industries Ltd.

The figure 5.24 clearly indicates that percentage of CSR spending on education as compared to total CSR spending is 45% in 2010-11, 30% in 2011-12, 19% and 11% in 2012-13 and 2013-14 respectively. It reduced to 3% 2014-15, increased to 33% in 2015-16, 34% in 2016-17, 49% in 2017-18, 62% in 2018-19, 28% in 2019-20 and reduced drastically to 8% in 2020-21. The average spending on education comes to 29%.

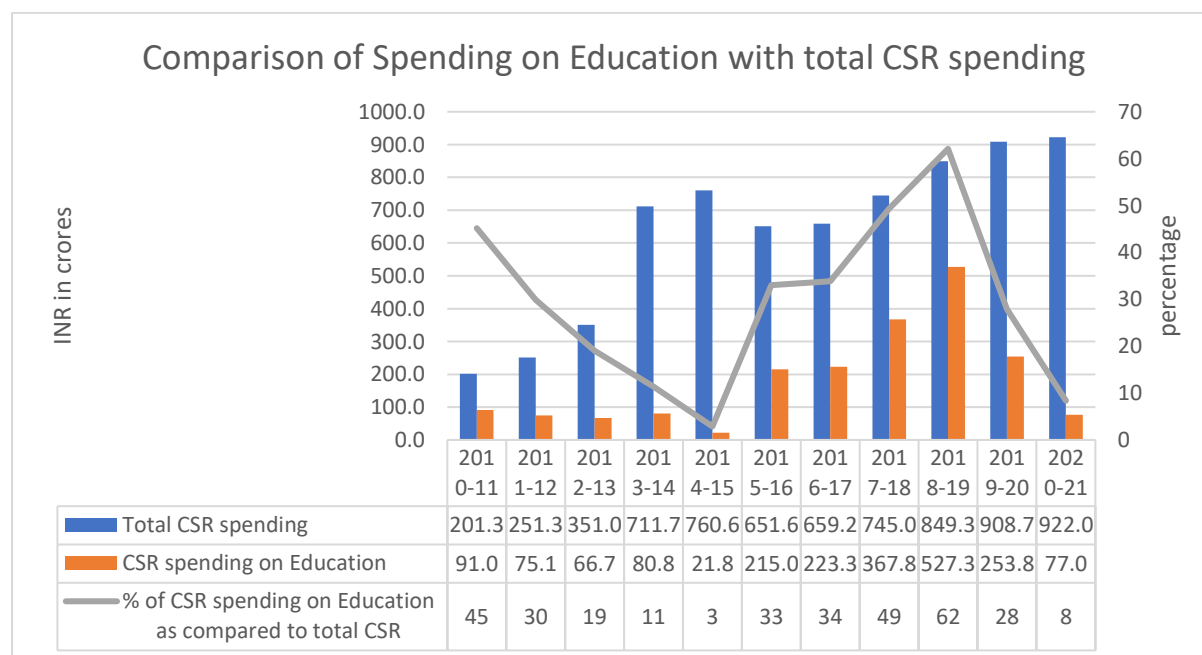


Figure A-24 Comparison of CSR spending on Education with total CSR spending

### Concluding Note:

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Total CSR spending	201.34	251.27	351	711.72	760.58	651.57	659.2	745.04	849.32	908.71	922
CSR spending on Health	46.99	91.03	140.72	416.69	608.25	314	256.59	147.89	113.4	34.7	256
CSR spending on Rural Transformation	28.347	21.688	73.104	165.72	126.33	107	128.02	180.81	132.64	58.54	110
CSR spending on Education	91.01	75.062	66.713	80.76	21.8	215	223.28	367.8	527.34	253.82	77
Total of the three focus area	166.347	187.78	280.54	663.17	756.38	636	607.89	696.5	773.38	347.06	443
The CSR spending in the three focus areas as a % of total CSR spending	82.6199	74.733	79.925	93.178	99.4478	97.61	92.216	93.4849	91.0587	38.1926	48.0477

The above table clearly indicates that the selected three focus area have attracted the majority of the CSR spending of Reliance Industries Ltd from the year 2010-11 till 2018-19. The percentage of total spending on these focus areas range from 74 % to 99 % during these years. However, we can see a sharp fall in the year 2019-20 and 2020-21 which may be due to the fact that the amount spent on combating the Corona Pandemic or contribution to P.M care fund has been reported as spending in disaster response rather than in healthcare. Due to this the percentage spending in the three focus areas during 2019-20 is 38% approximately and during 2020-21 is 48% approximately.

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## B. ITC LTD.

### About the Company:

Established in 1910, the original name of the company was “Imperial Tobacco Company of India Limited.” Later in 1970 the name was changed to “India Tobacco Company Limited” and then to “I.T.C Limited” in 1974. However considering the expansion in its portfolio the name was finally changed to ITC Limited in 2001.

The company has a highly diversified portfolio ranging from cigarettes and cigars, branded apparel, fast moving consumer goods of personal care, incense sticks, education & stationery products, Agri business and information technology, safety matches, paper boards and packaging and hotels. The Gross value registered by the company as on 31<sup>st</sup> March 2021 amounts to INR 74979 crores and Net Profit registered for the same period is INR 13032 crores.

### The Philosophy & Brief Outline of CSR Policy:

*“Recognizing that business enterprises are economic organs of society and draw on societal resources, it is ITC's belief that a company's performance must be measured by its Triple Bottom Line contribution to building economic, social and environmental capital towards enhancing societal sustainability.”*

-ITC Limited

The CSR policy of the company is in line with the CSR philosophy of the company. The policy clearly defines the following focus areas for its CSR Programmes based on comprehensive need assessment surveys of its stakeholders. The major focus areas as mentioned in the CSR policy document are as follows;

- Create sustainable livelihoods and alleviate poverty through promotion of, inter alia, afforestation, water stewardship, sustainable agriculture and climate smart practices, livestock development and women empowerment.
- Build capabilities for tomorrow through interventions in, inter alia, education, vocational training, sanitation, school WASH (Water, Sanitation & Hygiene), safe drinking water and solid waste management.
- Promote healthcare, including preventive healthcare, and improve critical nutritional & health status of at-risk population through interventions to strengthen mother & child health, nutritional content, delivery, outreach, and outcomes.
- Protect national heritage, art & culture, and preserving & promoting music and sports; and

- Provide relief and assistance to victims of disasters and calamities. (ITC CSR Policy, 2014)

#### The CSR core Model of Engagement:

According to the CSR policy of the company the CSR initiatives of the company would be targeted towards two key stakeholders-

1. Rural communities across India where ITC has agri-business operations, a large majority of whom are small and marginal farmers.
2. Communities residing in the vicinity of ITC's units - mainly rural, but also in semi-rural and urban locations. "ITC's initiatives target the most marginalised in the community, working towards building grassroots capacity, equipping them with knowledge and empowering them with choice so that they can take actions to gain economically, environmentally, and socially". (ITC, 2014)

The study of the sustainability reports of ITC Ltd indicates that the company also has a long tradition of CSR. The company has been carrying on Corporate Social Responsibility initiatives since 2000. Over years the company has aligned its initiatives along with the millennium goals and thereafter the new Section 135 and Schedule VII of the New Companies Act 2013 and Companies (CSR policy) Rules 2014. The company implements its CSR programmes through Company personnel, external agencies, other trusts and societies and ITC Trusts viz-

1. ITC Education and Health Care Trust,
2. ITC Rural Development Trust,
3. ITC Sangeet Research Academy,
4. ITC Bhadrachalam Education Trust and Tribeni Tissues Education Society

The CSR policy of the company defines the following Key areas in Education, Health and Rural Transformation.

#### • Promoting Preventive Healthcare, Sanitation

- Sanitation: Promote a hygienic environment through prevention of open defecation and reduce incidence of waterborne diseases. The focus of the interventions is on enhancing awareness and impacting behaviour change on Water, Sanitation & Hygiene (WASH).
- Health: Emphasis on maternal and childcare (MCH) through a network of women Village Health Champions (VHC) and by generation of demand by at-risk women and children for institutional support in MCH

- **Health Care & Infrastructure:** Undertake various social and civic infrastructure initiatives to improve sanitation and hygiene in the neighbourhood of our factories comprising potable drinking water, drainage systems, rural health care services, etc.
- **Solid Waste Management:** Create a clean and green environment through source segregation and recycling of dry & wet waste, and create sustainable livelihoods for rag pickers and waste collectors
- **Rural Development**
  - **Sustainable Agriculture:** Introduce advanced knowledge and technology through various modern and improved practices and increase awareness of farmers on optimum use of natural resources in order to increase farm incomes, minimise cost of cultivation and make agriculture resilient to extreme weather events.
  - **Knowledge Empowerment:** Enable farmers to make informed choices by providing relevant and real-time information on commodity prices, local weather reports, customised knowledge on farm management, risk management and scientific farming.
  - **Agri-extension / services:** Encourage sustainable agricultural practices through various extension platforms to enable access to relevant farm mechanisation technologies and implements, especially for small farm holdings.
  - **Farm Productivity Enhancement:** Improve technical know-how of farmers and increase access to best practices and agricultural technologies to enhance farm productivity.
  - **Social Forestry:** Provide food, fuel and fodder security to small farmers through social forestry
- **Education and Vocational Training**
  - **Education:** Provide children from weaker sections access to education with focus on enrolment, retention, and improved pedagogy.
  - **Vocational Training:** Build and upgrade skills of youth with the emerging needs of the job market across different sectors. (ITC CSR Policy, 2014)

**The CSR and Sustainability committee:**

The company has formed a CSR and Governance committee in accordance with the provision of Section 135 of the New Companies Act 2013. The committee has the following members as on 31<sup>st</sup> March 2021:

- Mr. M.S Puri (Chairman of the Committee) – Chairman and Managing Director



- Mr. H. Bhargava
- Mr. A Jerath
- Ms. Nirupama Rao
- Mr. A.K. Seth
- Mr.M. Shankar
- Dr. David Simpson

#### The CSR initiatives

The company carries out its CSR initiatives under the name “Mission Sunehra Kal” in various areas as specified by the schedule VII of the New Companies Act 2013. The company's CSR approach has been divided into two perspectives:

### **Perspective I Sustainable Livelihood for present**

- Agriculture which is Climate Smart
- Agro and Social Forestry
- Encouraging Water Stewardship,
- Various programme for development of Animal Husbandry
- Measure to empower Women
- Preservation of biodiversity

### **Perspective II Capability Creation for future**

- Strengthening Primary Education
- Providing Training for skill development
- Improving Public Health and Solid waste management initiatives

Year	Number of projects	Number of Villages	Number of Districts	Number of States	No. of Household reached (Lakhs) approx.	No. of Beneficiaries (Lakhs) approx.
2009-10	66	3787	51	11	2.64	15
2010-11	76	5495	51	12	3.04	16.70
2011-12	101	8710	60	10	4.37	17.5
2012-13	107	6500	60	10	6	18
2013-14	110	9176	61	13	6.4	18.35
2014-15	132	10621	71	14	6.7	18.64
2015-16	132	10621	166	26	7.1	19
2016-17	178	10850	182	26	7.89	19.2
2017-18	171	10850	188	25	8.25	19.31
2018-19	155	9230	235	27	8.63	19.6
2019-20	156	9135	254	27	9.02	19.72
2020-21	139	9135	254	25	9.50	20

Table 10 Table showing outreach of CSR initiatives of ITC limited since 2009-10

As most of the initiatives in the list above are undertaken in rural areas and in the vicinity of the company location the study specifically addresses the three main categories:

1. Rural Transformation
2. Health and Hygiene
3. Education

#### 5.2.1 Rural Transformation

The initiatives of the company in rural transformation includes majority of the initiatives included in the first Horizon

##### A. Social Forestry:

“Social forestry is the management and protection of forests and afforestation of barren and deforested lands with the purpose of helping environmental, social and rural development”. (Wikipedia, n.d.)

ITC’s social forestry initiatives are well aligned with the National Agroforestry Policy 2014 launched by the Indian government in February 2014. However, the company has been initiating social forestry programme since 2001-02 way before the formation of the National Agroforestry Policy. The programme specifically targets the marginalised and economically weaker section of the society by promoting livelihoods through plantations by providing financial, technical, and marketing support. This programme aims at providing food, fodder and fuel to the small and marginalised farmers. The programme is concentrated in the states of Karnataka and Andhra Pradesh.

“The company gives emphasis to Agro forestry because Agro-forestry model not only allows small & marginal farmers to utilise their field for tree plantations but brings in dual benefits of regular income from field crops and lump-sum income from tree crops.” (ITC, 2016-17)

The company promotes pulpwood plantation and energy plantation in its forestry programme. The main strategy of the company can be understood from the below listed points:

- Formation of forestry groups-Such groups are made of the main beneficiaries, important decision makers, small and marginal farmers and contributors of finance. More focus is given on Schedule Caste and Scheduled Tribes households. These groups assist in getting the funds in the form of advances and loans, clonal stocks at wholesale rate and training and technological support. (ITC, 2020-21)
- Support of NGOs and Government Agencies- This helps in getting expertise and local experience and helps in improving the outcome of the programme. The Sustainability report 2020-21 states that during the year 2020-21 the number of Vani Karan sangha associated with ITC’s mission ‘Sunehra Kal ’were 1790 with about 43830 members and a corpus fund of INR 183 lakhs

- Assistance from Academic and Technical Institutes- This helps in adoption of best practices and appropriate technology in agriculture. Partnership with government organisation also help in rapid scale up of programmes. NABARD Tribal Development Fund (TDF), MGNREGS and NITI Aayog assist the social forestry programme.
- ITC intervention- The company on its website has described its intervention in the form of the afforestation programme. The company through its CSR initiatives work as a facilitator in programme designing, funding, Monitoring and Evaluation. The key intervention of ITC as described by the company are as follows: -
  - Helping small and marginal farmers to earn sustainable livelihoods from their unproductive landholdings by diverting them towards social forestry including Agro forestry
  - Make the farmers aware about environmental and economically positive alternate land use option with the help of farm forestry wherein those farmers who have adequate finances are motivated to cultivate pulpwood on land holdings which are less productive in order to get more profits and environment benefits. (ITC)
  - Establishing powerful Community Institution in the form social forestry groups through which ITC provides financial and technical support and training. These groups enable the marginal farmers to collect their resources in a common fund to take benefits like collective purchase of better-quality inputs at wholesale rates, obtaining on rent equipment to clear land etc.
  - Innovation with the help of Research and development i.e., the “clonal development programme” wherein a different types of pulpwood saplings are developed which are handy and suited to harsh local condition. Variety of clones have been developed which have 3 to 6 times higher productivity, 95% of survival rate and a harvesting cycle of 3 to 4 years instead of 7 years.

This initiative in the area of social forestry has benefited many villages and individuals since inception in 2001-02. If we consider the data from 2009-10 to 2020-21 the number of total villages covered by the initiative have increased from 480 in 2009-10 to 5694 in 2020-21 i.e., an increase of approximately 1086% over a period of 12 years. The charts B-1 and B-2 will show the number of villages year wise and cumulative during the 12 years and number of beneficiaries of the programme.

The figure B-1 depicts that the number of villages benefited from this CSR initiative of ITC Limited. In the year 2009-10 around 26 villages were benefited while in 2010-11 the number of villages benefited were 61. This number increased by 715 villages and reached to 776 villages in 2011-12. In the year 2012-13 the number of villages benefited decreased to 396

and increased to 719 in 2013-14. Again in 2014-15 the number of villages benefited increased to 1284 while it decreased to 813 in the year 2015-16. The years 2016-17, 2017-18 and 2018-19 witnessed a fall in the number of villages benefited to 276, 182 and 90 respectively. Again, the number increased during 2019-20 and 2020-21 to 205 and 402 respectively. The cumulative data shows an increasing trend in the number of villages benefited from the afforestation programme of ITC Ltd.

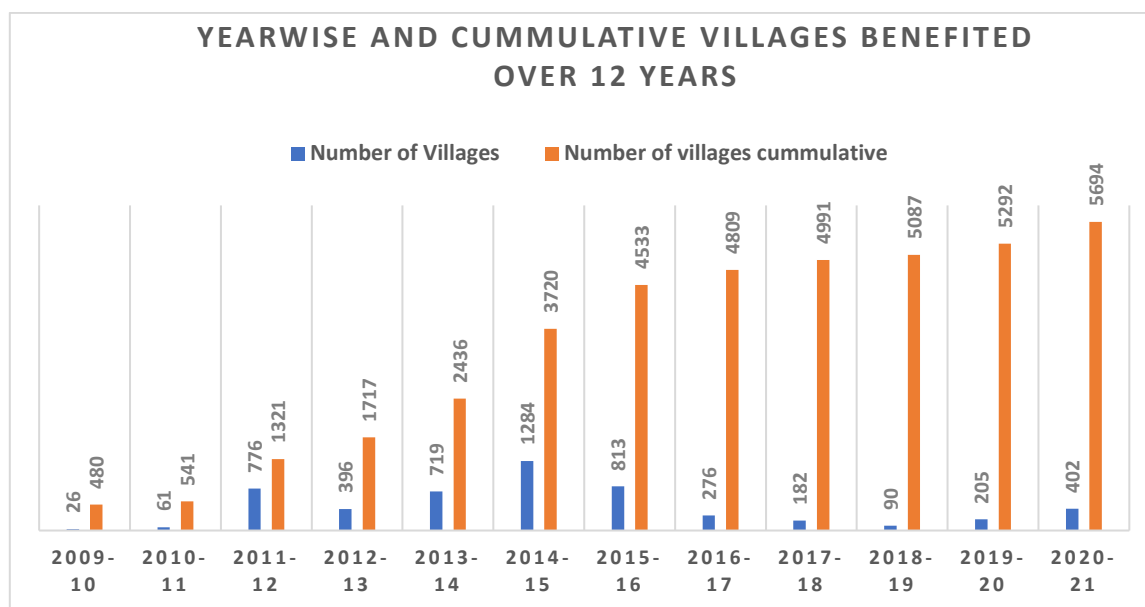


Figure B-1 Number of villages benefited from Social Forestry intervention of ITC since 2009-10

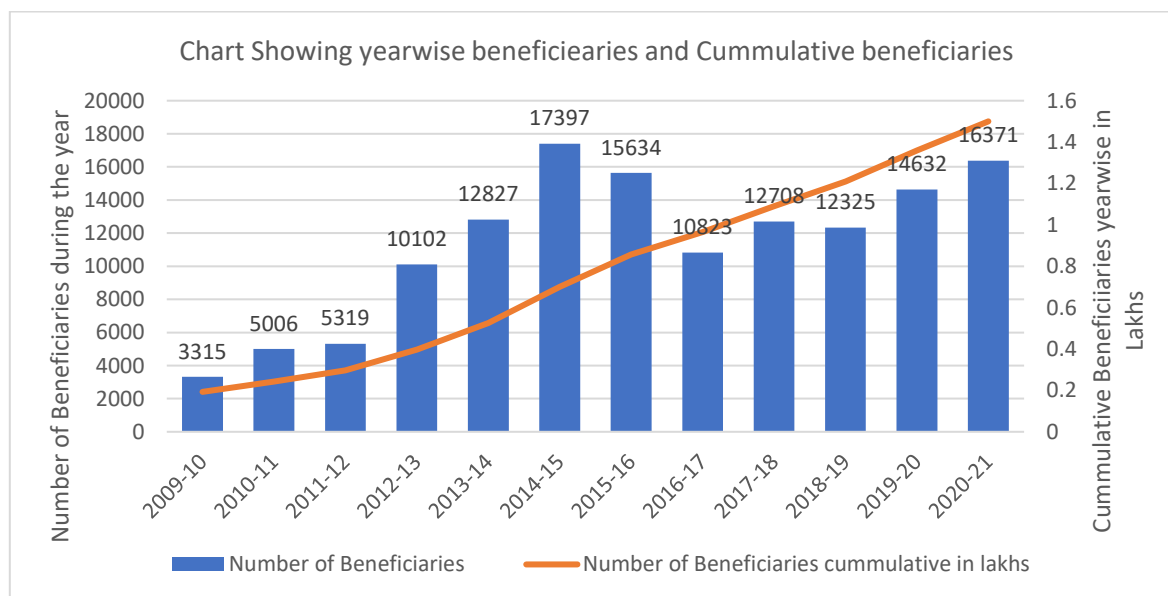


Figure B-2 Total number of beneficiaries year wise and cumulative

The second chart B-2 above shows the number of beneficiaries for 12 years individually and the cumulative number of beneficiaries since inception.

The cumulative number of beneficiaries have increased from around 19000 in 2009-10 to around 1,50,000 beneficiaries in 2020-21 registering a growth of 689% approximately. The

number of beneficiaries in 2009-10 was lowest at 3315 people while it was highest at 17397 during the year 2014-15. The average number of beneficiaries for 12 years comes to 11371 per year approximately.

Plantation and Harvest area has also increased substantially during these years. The following charts depict the increase in the area under plantation with the number of saplings planted and harvest area during the years. The data was gathered from the sustainability reports of ITC limited.

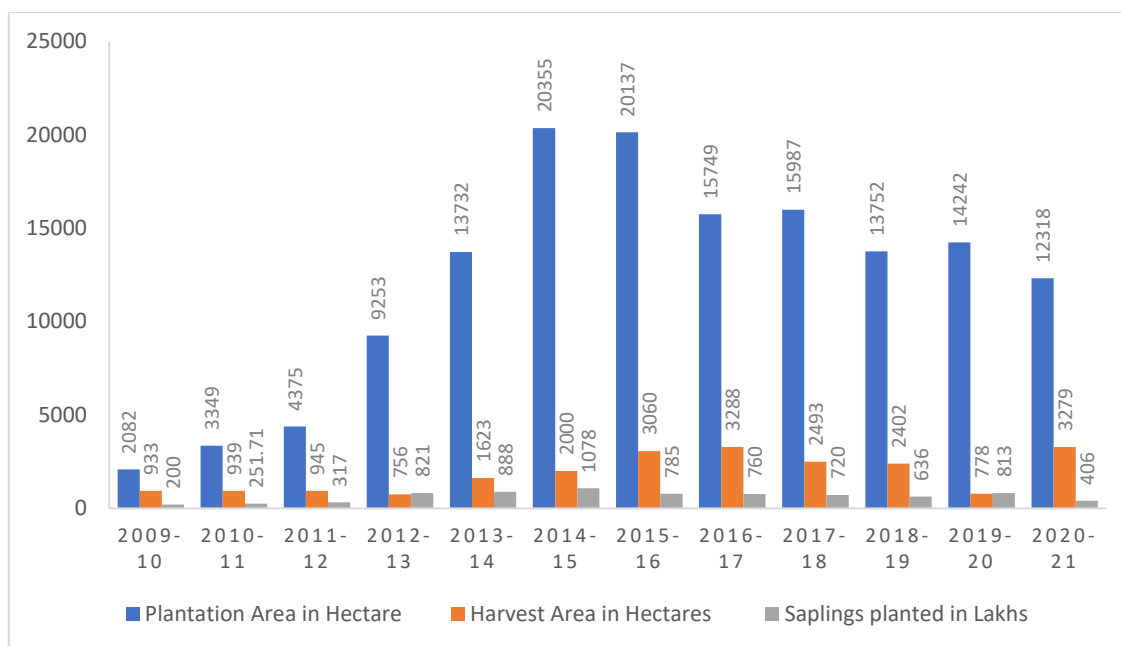


Figure B-3 Year wise increase in area under plantation, harvest area and saplings planted

The above chart shows that the increase in plantation area was least in 2009-10 at 2082 Hectares and highest in 2014-15 at 20355 hectares. The average area under plantation yearly comes to 12110.9 hectares approximately. Similarly, the harvest area is least during 2012-13 at 756 hectares and highest during the year 2016-17 at 3288 hectares. The average harvest area per year comes to 1874.6 hectares per year. According to the data derived from the sustainability reports of the company the least number of saplings planted by the company was in 2009-10 i.e., 200 lakh saplings planted, whereas the highest number of saplings planted was in 2014-15 i.e., 1078 lakh saplings planted. The average number of saplings planted comes to 639.6 lakhs saplings per year.

The social forestry programme has also helped in increasing the income of farmers during these 12 years. The average income of the poor and marginalised farmers has also increased substantially. While the total income earned by the farmers increased from INR 360 Lakhs in 2009-10 to INR 3400 Lakhs in 2020-21 thereby registering an increase by 9.4 times over the income of 2009-10; the individual average income of poor farmers increased from INR 31000 in 2009-10 to INR 166771 in 2020-21 i.e., a growth by approximately 5.37 times over

the individual income during 2009-10. The year 2019-20 has registered the highest amount of average yearly income of INR 2,20,000 for the marginalised farmers. The lowest amount of average yearly income of INR 31000 has been in the year 2009-10. Similarly, the total income all the farmers covered by the programme is highest in the year 2015-16 i.e., INR 6382 lakhs while it was the lowest in the year 2009-10 at INR 360 Lakhs.

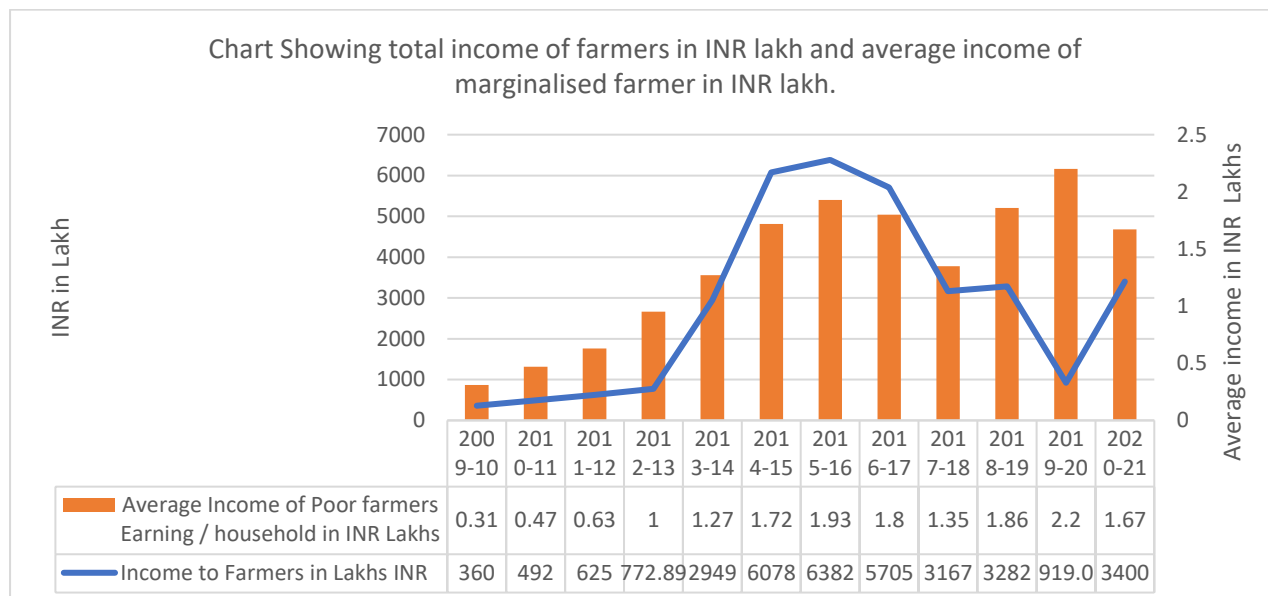


Figure B-4 Combined income of all farmers and individual income of marginalised farmers.

Source: Sustainability reports of ITC

This increase in income is also due to the fact that the produce of the pulpwood plantation was majorly supplied to the PSPD (Paperboards and Specialty Papers Division) of ITC. From the available data of the sustainability reports of ITC the volume supplied to PSPD increased from 28451 tons in 2011-12 to 139905 tons in 2020-21 i.e., an increase by 4.9 times or of approximately 392 %.

The volume of raw material supplied to the company over these years is clear from the following table:

Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Tonnes	28,451	28,137	60519	1,21,498	1,42,539	1,48,236	1,09,262	1,08,858	43,427	1,39,905

Table 11 produce of pulpwood plantation supplied to the PSPD unit yearly

Source: Sustainability reports of ITC

Along with raw material the programme has been successful in generation of green land due to the forestry efforts. Similarly, the programme has been successful in creating employment for the marginalised communities of the rural areas. The initiative has successfully created employment opportunities of 160-million-man days since inception. Besides it has also greened about 3.54 lakh hectares of wasteland since inception.

The figure B-5 indicates that the employment generated by the social forestry initiative has increased from 73 million-man days in 2013-14 to 160 million-man days in 2020-21 i.e., an increase of around 119% over 8 years. Similarly, this CSR initiative has also increased the green patch on the earth. The wasteland greened in the year 2013-14 was 0.47 lakh hectares which increased to 3.54 lakh hectares in the year 2020-21 i.e., an increase by 7.5 times over 2013-14.

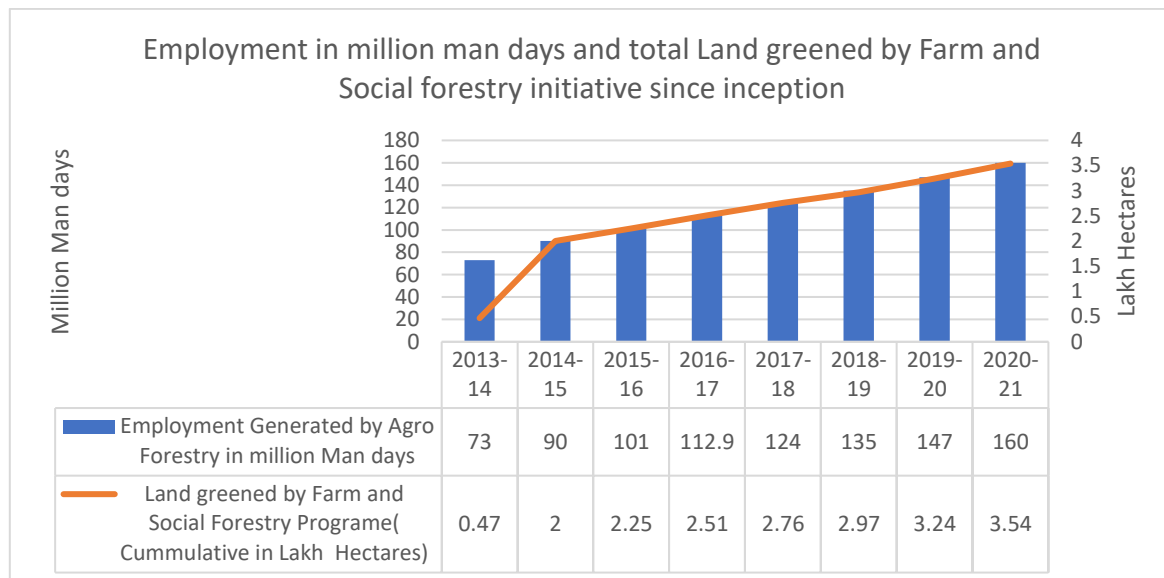


Figure B-5 Employment created in million-man days (since inception) and Land greened (in lakh hectares)

Source: Sustainability reports of ITC

One of the initiatives of ITC Ltd. was to provide cloned variety of plantation and expert guidance to the farmers in order to increase the per hectare income of the people in the project area. The earning per hectare in 2011-12 was INR 66147 which increased to INR 256139 in 2020-21 i.e., an increase by 287 % approximately. The year wise data is depicted as below.

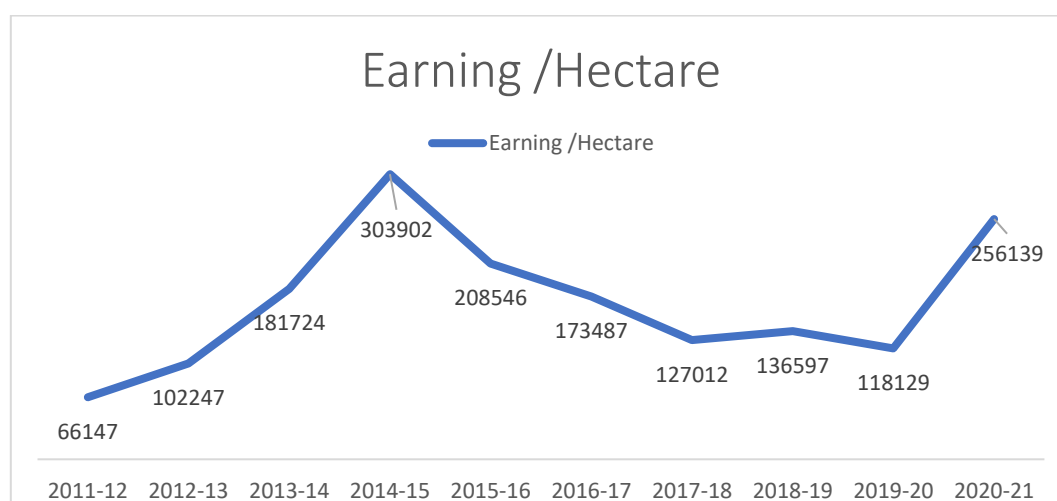


Figure B-6 Year wise Earning per Hectare of farmers in INR

Source: Sustainability reports of ITC

The year 2014-15 has the highest amount of earning per hectares at INR 3,03,902 while the lowest amount is in the year 2011-12 at INR 66,147. The average earning per hectare during the 10 years period comes to INR 1,67,393.

The mandatory clause for CSR became applicable from the year 2014-15. An amendment to the CSR rules 2014, done in January 2021, made impact assessment of the projects with a budget of INR 1 crore or more mandatory. The sustainability reports and the declarations and reports available on the website indicates a fact that the company has been concentrating on the impact assessment of its CSR initiatives much before these amendments were done. ITC has done four studies (which are publicly available on the website) to examine the impact of the social forestry initiatives by an independent agency.

#### Impact Assessment of Social and Agro Forestry Initiatives: -

The first study was undertaken in July 2013 by an independent agency iKOnet Research & Consultants Private Limited. The title of the assessment report is “Social Forestry-Commercially Viable Land-use Alternative for Small-holder Farmers.” The study covered the district Bhadradi Kothagudem in the state of Telangana. The key findings as given in the report are as follows: -

- There was a marked increase in the farmers’ income by 10-12% as a result of the intervention.
- As a result of increase in income of the farmers their spending on food also rose in the same proportion while spending on education rose by Ninety percent and spending on health rose by Ninety two percent.
- Improvement in financial situation led to increased importance of education and as a result there was 2% fall in illiteracy rate in the age group of 5-14 years. Similarly, 2% reduction in dropouts from schools from the families of project beneficiary was seen. Moreover, the percentage of children beneficiaries attending university was more than 11%.
- The increased income due the intervention also resulted in decrease in open defecation practice in the project area as people started spending on sanitation facilities.
- “Expenditure on asset creation also increased i.e., 70% of beneficiaries invested in land and 60% of beneficiaries invested in agricultural equipment, irrigation facilities & bore-wells respectively. Further, more on than 40% beneficiaries invested in construction of pucca houses and in other financial instruments” (fixed deposit & insurance).



- About 62% of beneficiaries accessed loans from various formal financial sources, with the social forestry plantation as security which reduced the loan burden on the farmers by 23%.
- Annually, about 1% fallow land was brought under Social Forestry (SF) plantation i.e., 262 acres of fallow lands with no productive usage in the sample region have been brought under Social Forestry plantation. (iKOnet Research & Consultants Private Limited, Kolkata , 2013)

The second study was undertaken in the period of April -September 2016 by another agency named Trans Graph Consulting Services Pvt. Ltd. The title of the assessment report is “Impacts of Agro-Forestry Model on Farm Economics”. The study covered the certain districts of Andhra Pradesh and Telangana state. The key findings as stated by the report are:

-

- The report mentions that Agro-forestry model of ITC Limited enabled small & marginal farmers to utilise their field for tree plantations and brings in double benefits of regular income from field crops and steady and lumpsum income from tree crops. Average per hectare annual net returns from agro-forestry was INR 36,000/- compared to INR 25,000/- from pure block plantations and INR. 21,000/- from pure field crops cultivated in the area.
- Other observation made was that ECP (Emergency conservation Programme) along with intercropping of Tobacco& Chilli gave the maximum profits i.e., greater than INR 50,000/- per acre annually.
- The report further mentions that very few farmers cultivated more than two crops in the season in a year. Similarly, a few agriculturists repeatedly adopted inter crop cultivation.

The third study was undertaken for the period of October 2016 to January 2017 for the districts of Khammam, East Godavari, West Godavari, Vishakhapatnam in the Andhra Pradesh and Telangana States. The assessment was done by an independent agency iKOnet Research & Consultants Private Limited. The report titled “Block Earning from Social Forestry and Emerging Trends in Household Investments” listed down the following key findings: -

- The programme involved farmers who were mostly marginal farmers from the tribal community or ‘Other Backward Class’. In Khammam 74% and in West Godavari 59%. Of the growers were from tribal community while in Vishakhapatnam 75 % of the growers were from the other backward classes. Out of the total farmers involved

around 73.7% of the farmers were small as per the definition of agriculture economic survey.

- The report mentions that “plantation cost was highest in Vishakhapatnam at INR 12,499 per acre as compared to East Godavari which had a cost of INR 8540 per acre. The cost of plantation in Vishakhapatnam was high across all caste. Casuarina which forms a substantial portion of plantation in Vishakhapatnam is cost intensive.”
- The intervention of the company also increased the yearly income per acre among the medium size farmers across all the districts. The income per acre was highest in East Godavari at INR 17,293. If the income of various caste is compared ST farmers earned the highest income i.e., INR 15,866 per acre.
- In case of small farmers, the highest income registered was INR 15,823 and for marginal farmers it was INR 15,905 in the district of Khammam.
- 55.5% of the farmers were also cultivated other crops along with social forestry. The income from social forestry was comparatively more as compared to rest of the crops at INR 15,155 per acre in all district. However, paddy was an exception with earning of INR 21,442 per acre in all district. Similarly in Vishakhapatnam profit from cultivation of sugar cane was INR 37,661 per acre i.e., more as compared to profit from social forestry.
- The increase in income also resulted in change in the pattern of investments. The report indicated that “farmers gave highest preference for investment in housing followed by life and health insurance coverage.” Purchase of land was also given high priority by the farmers however housing remained the first priority. (iKOnet Research & Consultants Private Limited, 2016-17)

The fourth study was conducted the period of January to March 2016 in West Godavari region of Andhra Pradesh. The evaluation agency was AGRIWATCH which submitted a report titled “Effectiveness of Social Forestry as a Livelihood Diversification Strategy”. The key findings as given in the report are:

- The beneficiaries of the project achieved an increase of 77% in annual income post intervention. The project beneficiaries achieved 128% higher annual income as compared to control farmers (those who did not adopt the agro forestry model of ITC).
- Adoption of the model of agro forestry increased the per acre profit of farmers by 25% more than the profit of those farmers who adopted the “block model” and 18% higher as compared to the field crop.

- The rise in the profit of farmers is reflected in the increased expenditure. The average expenditure of the project beneficiaries increased by 50% as compared to the pre intervention levels. This increase was around 162% more as compared to those who did not participate in the project. The project participating farmers spent more on equipment agriculture inputs and livestock.
- The report mentions that “ITC’s social and agro forestry programme had a positive social impact as there was an increase in expenditure on education and health by 60% and 38% respectively since implementation of the programme. 42% of the respondents also stated that there has been an improvement in their social status after adopting social forestry.”(AGRIWATCH, 2016)

The various impact assessment studies bring out the fact that the CSR interventions by the company have had a noteworthy impact on the life of the marginalised communities of the rural areas around the area of operation of the company.

#### B. Climate Smart Agriculture

Another initiative in the area of rural transformation is the ‘climate smart agriculture’ initiative. The main focus of this initiative is to reduce the impact of erratic weather conditions on agriculture. Unfavourable climate has a negative impact on the profitability of agriculture. ITC’s climate smart agriculture initiative aims to provide remedy for this unpredictability through a three-pronged approach in the form of: - 1) Repairing and recharge of natural resources which are important for agriculture like soil, biodiversity and water 2) Supporting and establishing Farm field schools, demonstration plots and Agri Business Centres and 3) Capacity building and knowledge dissemination e.g., ITC e-Choupal.

#### A. Restoration and replenishment of natural resources crucial for agriculture– water, soil and biodiversity

The climate smart agriculture initiative is in alignment with the National Mission for Sustainable Agriculture (NMSA), which aims to make agriculture productive, sustainable, remunerative and climate resilient. The company has initiated several efforts in multiple states to promote sustainable agricultural practices. Additionally, the company has also constructed several compost units to improve soil organic carbon. Similarly, group irrigation facilities and sprinklers help the agricultural activities by solving the problem of water availability.

The Sustainability report 2020-21 summarizes the major sustainable agriculture practices which were promoted under the “Mission Sunehra Kal” in various states. The company had

also initiated a collaboration with Nitiayog in the year 2018 and month of April in order to upgrade agriculture practices and other related services in about **twenty-seven** districts of the states namely: -Uttar Pradesh, Maharashtra, Rajasthan, Bihar, Jharkhand, Madhya Pradesh, Odisha and Assam

Details			Total Land in Acres			
Crops	Major ractices Promoted	States	2017-18	2018-19	2019-20	2020-21
Wheat	Zero tillage method of sowing, location specific varietal introduction	Bihar, Madhya Pradesh, Uttar Pradesh, Rajasthan, Punjab, Uttarakhand,Jharkhand and Himachal Pradesh	129929	143757	245667	267497
Rice	Direct Seeding of Rice (DSR), Mechanised Paddy Transplanter (MPT) harvesting of Rice	Bihar, Madhya Pradesh, Uttar Pradesh, Rajasthan, Maharashtra, Telangana, Assam, Odisha, Uttarakhand	8687	15069	45520	77130
Soya	Broad bed furrow method of sowing	Madhya Pradesh, Rajasthan, Maharashtra	20596	35250	64011	179045
Cash crops including Fruits	Raised bed planting, seed treatment, water use efficient practices	Assam,Uttar Pradesh,Himachal Pradesh,Andhra Pradesh, Maharashtra, Telangana, Uttarakhand,Karnatak and Tamil Nadu	16087	31782	33649	101481
Other-Vegetable,Millets, Pulses and Oil seeds	Seed treatment, pre-germination tests and water efficient practices	Bihar,Rajasthan, Andhra Pradesh, Tamil Nadu, Telangana, Assam, Odisha, Uttar Pradesh,Maharashtra,Jharkhand,Chaatti sgarh,Haryana and Karnataka	29236	53512	178888	145963
Total			204535	279370	567735	771116

Table 12 Details of various initiatives under CLIMATE SMART AGRICULTURE initiatives from 2017-18 to 2020-21

Source: Compiled by the author from ITC Sustainability Reports 2017-18 to 2020-21

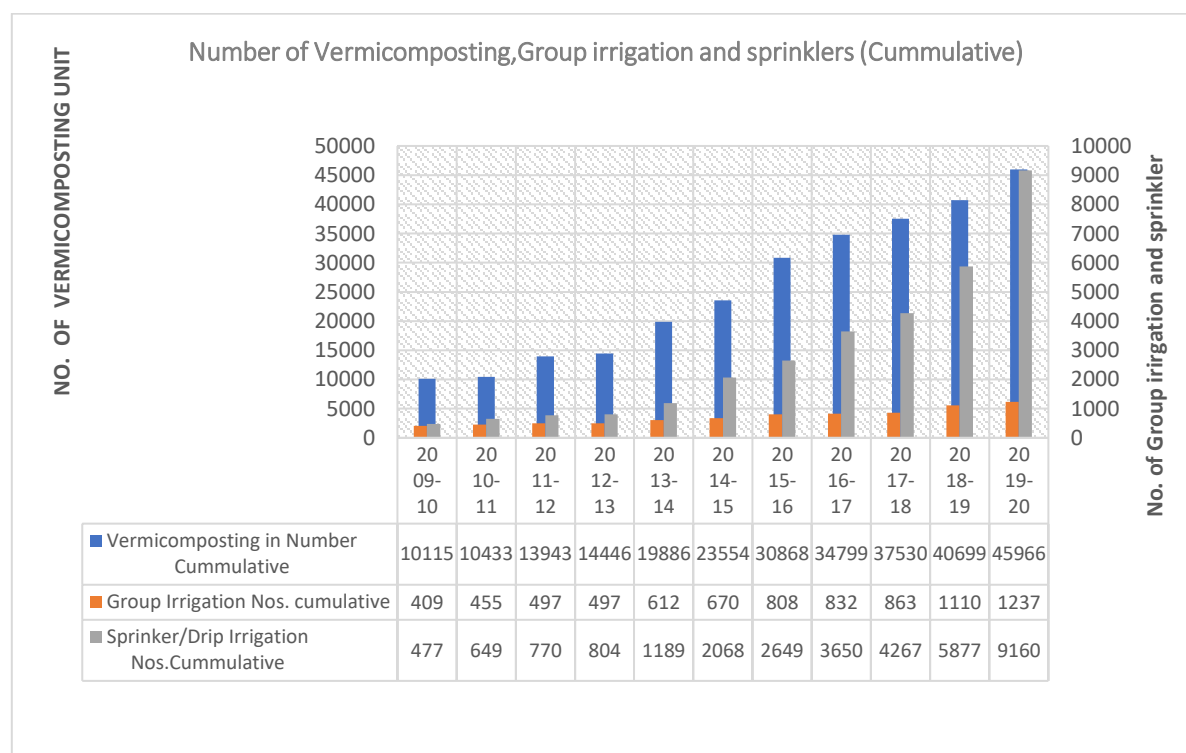


Figure B-7 Number of vermicomposting, group irrigation facilities and sprinkles provided by ITC Ltd.

Source: Compiled by the author from ITC Sustainability Reports 2009-10 to 2020-21

## B. Institutional Support

To give support to the agricultural activities the company provided institutional support in the form of Farmer Field Schools (FFS), Agri Business Centre (ABC) and demonstration plots. The farmer field schools gave information and knowledge regarding advance agricultural practices to the farmers through the demonstration plots. The ABCs play an important role in providing extension services and technical know-how to the farmers.

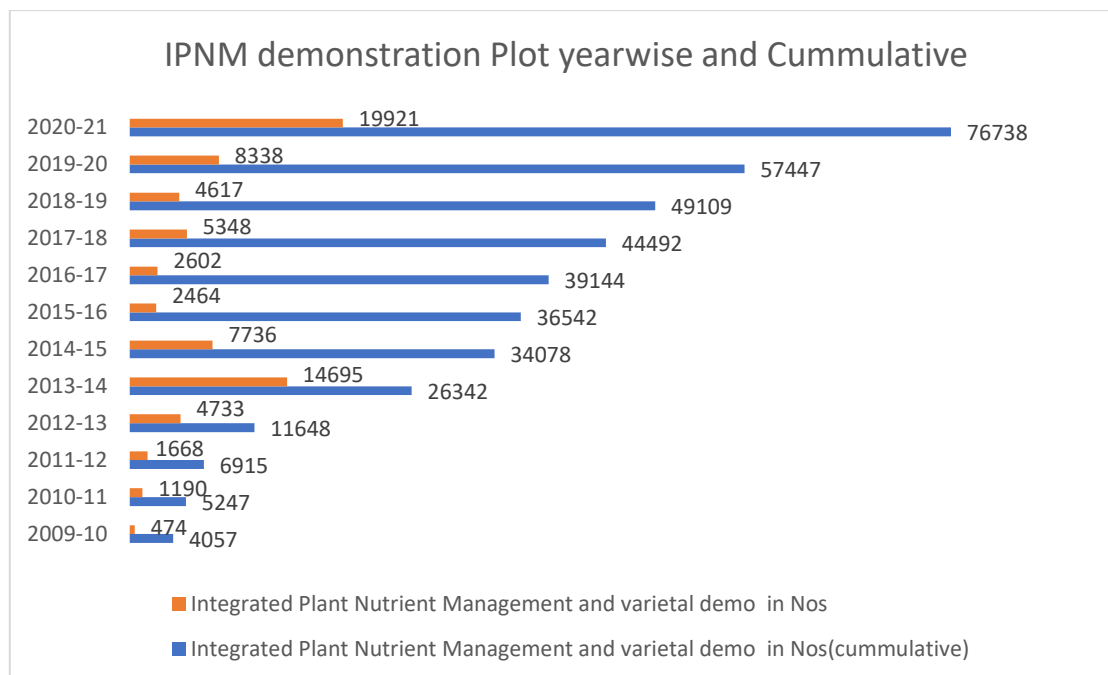


Figure B-8 Number of Integrated plant nutrient management plots (year wise and cumulative)

Source: Compiled by the author from ITC Sustainability Reports 2009-10 to 2020-21

The cumulative number of demonstration plots have increased from a total 4057 in 2009-10 to 76738 in 2020-21 thereby registering an increase by 1791 %. If we calculate the average then an average increase of 6148 plots every year can be registered. The highest number of IPNM plots were in the year 2020-21 whereas the lowest were in the year 2009-10 i.e., 474 plots during the year.

Similarly, in case of the Farm field schools the number increased from a total 37 in 2011-12 to 5969 in 2020-21.

The highest number of farm field schools i.e., 1420 were established during 2018-19 while the lowest were during 2009-10 i.e., 37.

The number of Agri business Centres have also increased from a total of 27 in 2010-11 to 401 in 2020-21. However, if we see the year wise data of ABCs the number of ABCs has decreased in 2018-19 and then again started to increase from the year 2019-20.

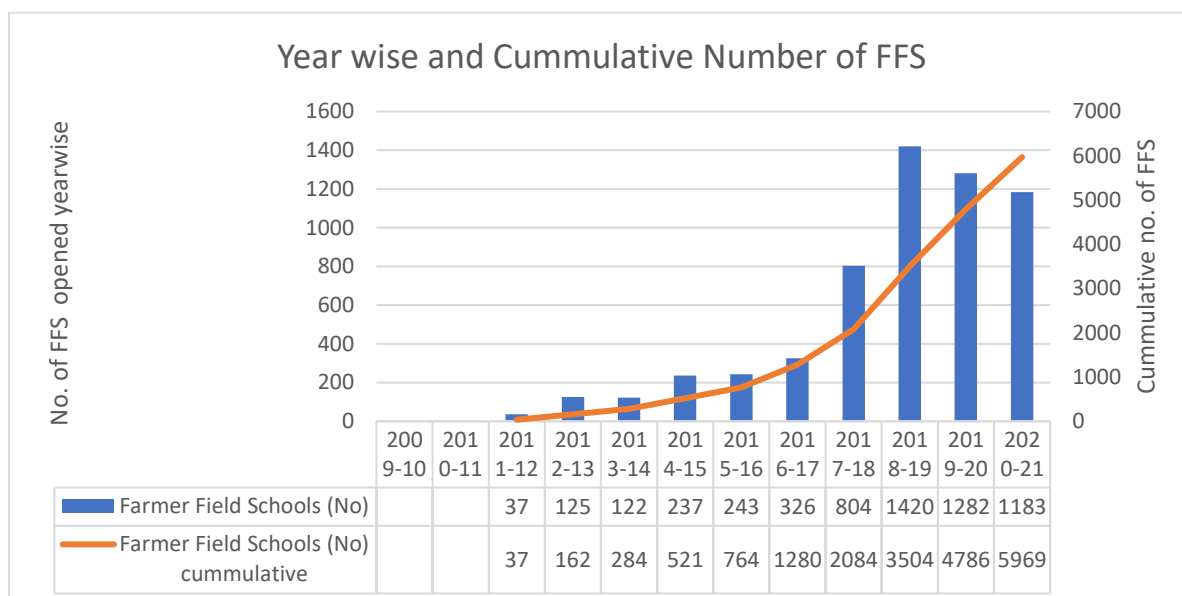


Figure B-9 The number of farm field schools yearly and cumulative.

Source: Compiled by the author from ITC Sustainability Reports 2009-10 to 2020-21

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
No of ABCs (No)		27	6	18	37	49	91	98	55	-30	2	48
No of ABCs (No) Cumulative		27	33	51	88	137	228	326	381	351	353	401

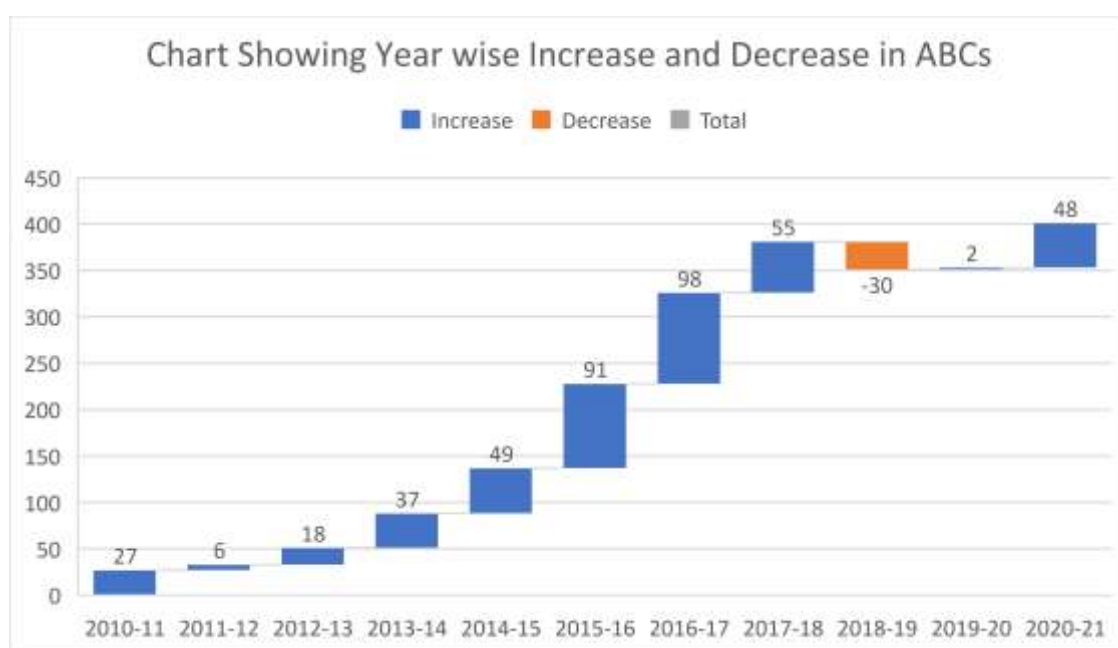


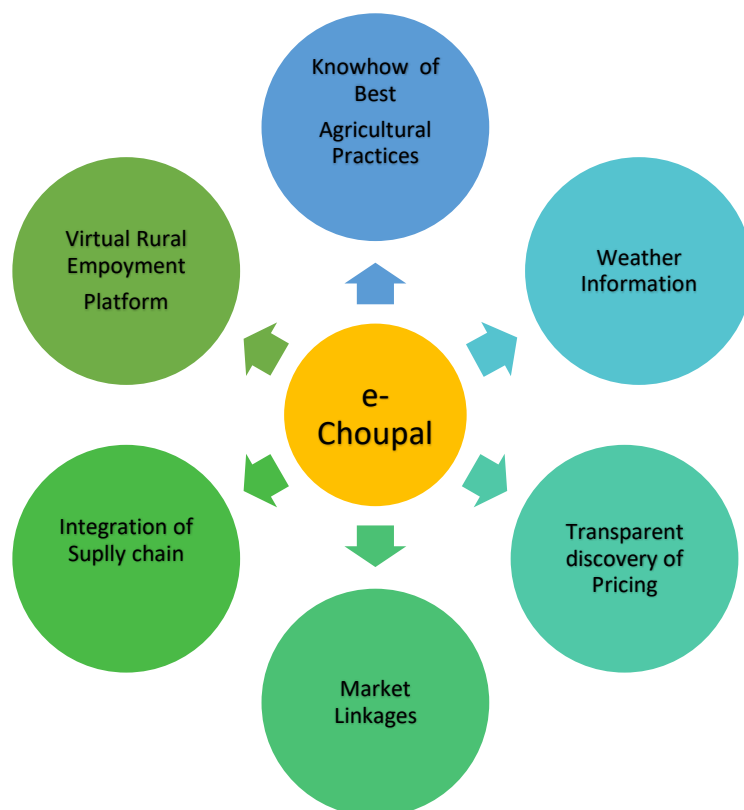
Figure B-10 Increase and Decrease in Agri business centres supported by ITC.

Source: Compiled by the author from ITC Sustainability Reports 2010-11 to 2020-21

The figure B-10 indicates that the highest number of ABCs inaugurated was in the year 2016-17 i.e., 98 ABCs. While the lowest number of ABCs inaugurated was in 2019-20 i.e., only 2 ABCs. The year 2018-19 actually saw shut down of 30 ABCs.

### C. Capacity Building and Knowledge Dissemination

Today's world is a world of technology and information. Knowledge and Information provide power to mankind to face adverse situations. Following this notion ITC had started an initiative to combine technology and expert knowledge and give timely and useful advice to the farmers at their doorstep to increase agricultural productivity. The farmers in rural areas, especially the marginal farmers, face many issues like inability to embrace latest techniques in farming, inability to get credit and high-quality input due to lack of resources. Additionally, they have to face many hurdles in arranging for storage, marketing and arranging for transportation once the crop is ready. To solve these problem ITC has established village internet Kiosks and named them e- Choupal. These e-Choupal addresses the rural requirement like agriculture related extension activities and other farm related benefits like insurance etc.



The strategies and intervention of ITC through e-Choupal can be understood from the following points which are derived from the information given on the company website-

- Providing easy access to real time relevant information to the farmers- 1 kiosks is established for every 10 villages in the radius of 15 kms and serves nearly about 500 farmers. The kiosks are managed by sanchalaks

- . These sanchalaks are the lead farmers who are trained, and they help other farmers to access information through this platform. Such services are free of cost to all. The farmers are able to get information on prices, best agricultural practices, weather, agricultural knowhow and latest know how on crop management and soil management. This information is available in local languages through ITC dedicated websites. The farmers are thus able to get higher quality inputs at lower cost.
- Increasing the capacity of the farmers by disseminating information and technology transfer: This is done through Choupal Prakarsa Khet and other initiatives like FFS etc. This brings the best practices to the farmer and increase productivity.
- Providing services related to farm and other non-farm services to the farmers: The “Choupal Saagar Procurement cum retail hubs” provide multiple facilities to the farmers like retail space for agricultural instrument and personal products, ITCs procurement and storage facilities, pharmacy, Agri extension clinics, fuel and insurance counters.
- Expanding choice and services for evolving rural customers: This is done through Choupal Haats and Mahotsav where there are stalls, interactive games and competition and product sampling. It also plays an important role as a forum for ITC and other companies to interact with the local communities. Healthcare services are accessed through swasthya Choupal which is implemented with reputed organisation and local support to bring about a positive behavioural change in the village people. (ITC Website, n.d.)

The e-Choupal initiative was launched in the year 2000 and at present caters to the needs of 40 lakh farmers across 35000 villages with the help of 6100 kiosks in 12 states. There are 2253 Choupal Pradarshan Khets which complement the e Choupal initiative which provides information to about 90000 farmers covering 1.90 lakh acres of land.

#### Impact Assessment of Sustainable Agriculture Initiatives:

ITC has done impact assessment of its sustainable agriculture initiatives in the year 2015,2016 and 2018-19.

The ***first impact assessment*** study was done in May 2015 by an independent agency Phocas Social Solutions in the districts of Guntur and Prakasam in the states of Andhra Pradesh. The title of the report was “Increasing the Competitiveness of Indian Agriculture through Farmer-led Agri-Business Centres (ABC).” The key findings of the study are as given below:

- The report observed that the “organisational structure of the ABCs showed a clear demarcation of roles between the management committee members, collective



decision-making, equity and community-connect. These factors play a very crucial role in project sustainability.”

- The project farmers had reduced the use of informal sources of credit as a result of cash disbursal. Loans provided to the farmers were timely and cost saving as the inputs were procured collectively for all. This was a very important change for the farmers.
- The report mentions that – “There is an inbuilt regulation for repayment that ensures almost zero default incidence. Once the crop is harvested, until and unless all farmers have paid back the loan with the interest, the next Revolving Fund (RF) amount is not released. Thus, an external sanctioning mechanism, a collective group pressure is built, which ensures that no farmer defaults.”
- The member farmers of the Agri business centres have gained increase in production and productivity both. However, there is no significant difference between the production and productivity of members of ABC and non-members.

(Phicus Social Solutions, 2015)

The ***second impact assessment study*** was done in March 2016 by iKOnet Research & Consultants Private Limited, Kolkata in the selected districts of Bihar, Rajasthan, Madhya Pradesh, Uttar Pradesh and West Bengal. The title of the report submitted was “Adoption of Sustainable Agricultural Practices in Farmer Field School Villages”. The key findings of the impact study are as given below: -

- In case of Munger in the state of Bihar apprehension and application of “System of Rice Intensification (SRI)” for the crop of paddy was the greatest vis-a-vis other practices amongst marginal and small farmers.
- In Madhya Pradesh in the district of Sehore and Vidisha about 66% of farmer field school agriculturist applied “broad bed furrow (BBF)” for soya bean sowing whereas only thirty four percent non-farmer field school farmers had adopted broad bed furrow.
- In case of Bundi (Rajasthan) around 93% of the FFS farmers were aware about Line Sowing with Reduced Seed Rate for soyabean cultivation and 73% farmers adopted it. The farmers from OBC category were the foremost in adopting BBF and the SC farmers were the least to adopt the method.
- In Allahabad around 89% of farmers from farmer field schools adopted “zero tillage” for wheat cultivation. This was more than any other study region.
- The FFS farmers across all categories of West Bengal (Murshidabad) had high degree of awareness of around 92% and adoption around 60% regarding varietal

introduction as compared to 90% awareness and 55% of adoption among non-FFS farmers.

- In case of fertilizers the spending on fertilizers decreased from INR 1881 per acre to, INR 1451 per acre. Additionally, the cost of labour reduced from INR 4305 per acre to INR 4029 per acre. During the same period productivity also rose from 15 quintals to 21 quintals as a result augmenting the income from farm from INR 5371 per acre to INR 13,740 per acre.
- A small decrease in cost of cultivation in case of Soyabean was noticed. The expenditures reduced to INR 853 per acre over traditional practices. The report mentions that such small decrease was attributable to the rise in the expenses on high yielding seeds. The report mentions that “the productivity in soya bean increased marginally from 5 quintals to 6 quintals. However, net income witnessed an increase from INR 4,916 per acre to INR 7,667 per acre.”
- Wheat: Cost on seed witnessed a decline from Rs. 1938/acre to Rs. 1781/acre after adopting sustainable agricultural practices. Productivity (per care) saw an increase from 12 quintals to 14 quintals. The resultant increase in income was from Rs. 7,831 to Rs. 10,341. (iKOnet Research & Consultants Private Limited, Kolkata, 2016)

The **third impact assessment study** was done during the period of June 2018 to January 2019 by Think Through Consulting (TTC) in the districts of Lakhisarai, Munger, Begusarai, Chandauli and Ghazipur of Bihar and Eastern Uttar Pradesh. The title of the report submitted was “Assessment of Sustainable Agriculture Practices in Bihar and Eastern Uttar Pradesh”. The main aim of the study was to assess the impact of ITC’s eco system and capacity building initiatives. The key findings of the impact study as given in the report are as given below: -

- Usage of Mechanised Paddy Transplantation (MPT) and Direct Seeding of Rice Techniques (DSR) led to a rise in the production of paddy by almost 2 times the production from conventional transplantation. Majority of the agriculturists used “DSR method of sowing” as its cultivation cost was lower by 32% as compared to the traditional method. The crop production under DSR method was 21.75 quintal per acre as compared to 11.71 quintal per acre in traditional transplanting. As a result of the intervention the profit per acre in case of DSR method was 5.25 times more than the traditional transplantation method.
- Those farmers who used Zero Tillage (ZT) method of wheat sowing on the advice of ITC experts got an average crop yield of 23.85 quintal per acre and 22.70 quintal

per acre in Bihar and East Uttar Pradesh as against the average yield amounting to 15.71 quintal per acre and 13.90 quintal per acre respectively in case of broadcasting method of sowing. The report mentions that “the cost of cultivation for ZT method of wheat sowing is 17% lesser than conventional method and net profit per acre is 2.4 times more than conventional method.”

- As a result of adoption of ZT method of wheat sowing the farmers saved on an average INR 2,277 per acre which at the prevalent market rate. This was as good as increase in total production by 1.42 quintals per acre. Those who adopted this method for sowing wheat were able to earn an increased profit of the production INR 15,202 per acre as compared to farmers practicing method of “broadcasting of seed”.
- A major change observed was that after the intervention the farmers adopting mechanization farming techniques were successful in cultivating a 3rd crop during the season and were successful in generating average yield of 5.1 quintal per acre and helped in earning an average profit of INR 12,349. Thus, ITC’s intervention ensured full year engagement of small farmers in the project villages.
- In its concluding remarks the report mentions that the “profit earned while employing DSR, ZT & Summer crop was 311% more than conventional techniques, whereas profit from deploying MPT, ZT & Summer crop was 287% more that of conventional techniques.”
- Moreover, the report mentions that out of the total respondents selected for the study about ninety percent of the respondent’s accepted that their know-how on modern machines and agricultural practice had improved after ITC’s intervention. The report also concludes on a note that “The cascading effect of the intervention has triggered other farmers to adopt sustainable agricultural practices and procure machines.” (ThinkThrough Consulting (TTC), 2018, 2019)

#### D. Water Stewardship

In strong alignment of the Pradhan Mantri Krishi Sichai Yojana, ITC’s water stewardship program targets water security for all its stakeholders. The major efforts include construction of major and minor water storage structures, forming water user groups and training them in water conservation and construction of water structures. ITC’s strategy and interventions in this area has been specifically mentioned on the company website which is explained below:

- The local community mobilisation: In order to get optimum results through the initiative the company tries to mobilize community action by forming various water user groups which would help in conservation and managing of local resources. These groups which also include poor farmers and women, work together, pool their resources, assess their requirement and make decisions regarding the water conservation needs.
- Building the capacities of the WUG (Water User Groups): These WUGs are trained by ITC experts through workshops, demonstration, learning by doing and exposure visits to sites. They also provide training in watershed management techniques, documentation, how to maintain accounts, financial management and conflict resolution. These groups are also trained regarding various regulations and determining the usage fees.
- Ensuring long term sustainability of project assets: Mandatory contribution by the beneficiaries towards the cost of intervention ensures a strong sense of ownership among the people. According to ITC about 25 to 75 % cost is contributed by local communities and the balance is provided by the company. A maintenance fund is built for each WUG from the funds accumulated in the form of usage charges received by the groups. These funds are used to maintain the structures built by the group, building new structures, providing loan to group members. The focus under these initiatives is to use traditional local techniques for water conservation so that it can be replicated in other areas easily.
- Partnerships with state government: In case of large-scale watershed development programmes the managerial expertise of the company are combined with the project implementation experience of the Government agencies to ensure best implementation of the projects. From the year 2009-10 till 2020-21 the company has worked with NABARD on various project and entered into MoU with various state government for watershed development projects under NABARD and MNREGA.

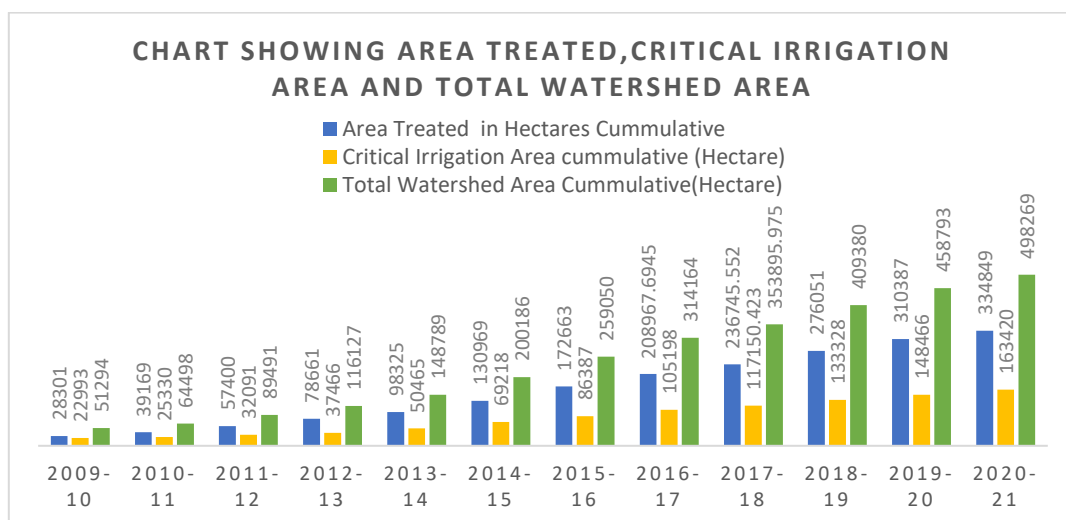


Figure B-11 Total area treated, irrigation area and total watershed area developed due to ITC's intervention from 2009-10 to 2020-21 (Data Source: Compiled by the author on the basis of data available from ITC Sustainability Reports 2009-10 to 2020-21)

The above chart shows that the cumulative Area treated under the programme has increased from 28301 hectares in 2009-10 to 334849 hectares in 2020-21. A total increase of 306548 hectares in a period of 12 years. Similarly, the critical irrigation area (cumulative) has increased from 22993 hectares in 2009-10 to 163420 in 2020-21 i.e., an increase in 140427 hectares in 12 years. The total watershed area (cumulative) has increased from 51294 hectare in 2009-10 to 498269 hectares in 2020-21 thereby registering an increase of 446975 in 12 years.

According to the data available on various sustainability reports and websites the watershed development programme has indirectly benefitted many people in the vicinity of the project and helped in creating employment due to the construction of irrigation structures. The chart B-12 indicates employment generated in Lakh person days and total irrigation structures created by these initiatives.

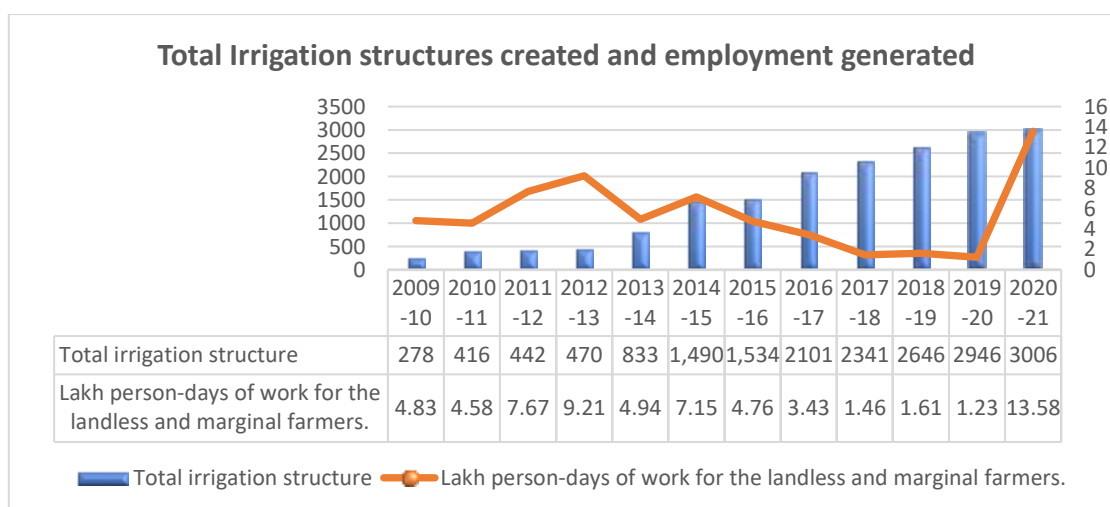


Figure B-12 Total irrigation structures created and resultant employment generated from 2009-10 to 2020-21 (Data Source: Compiled by the author on the basis of data available from ITC Sustainability Reports 2009-10 to 2020-21)

The total number of irrigation structure created during 2009-10 were 278 which increased to 3006 by the end of 2020-21. i.e., an increase by more than 10 times. The highest number of structures were created in 2020-21 (3006) whereas the lowest number of structures were created in the year 2009-10. The average structures created every year comes to 1542 structures.

The programme has also been successful in generating employment for the marginal farmers around the project area. The chart above indicates that the project has generated employment of about 4.83 lakh person days in 2009-10 which increased to 13.58 lakh person days in 2020-21. The average of this data comes to 5.37 lakh person days per year. However, it is clear from the chart that during the years 2017-18 to 2019-20 the employment generation had been low i.e., below 2 lakh person days of work every year.

The table 13 below also gives the number of major and minor structures created every year along with details of direct beneficiaries and water storage capacity created by this programme in Lakh Cubic metres.

Years	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Direct Beneficiaries	1002	65000	23,433	19,271	19,426	32,960	44,287	45,835	32,705	25744	21,026	30063
Water Storage Capacity (Lakh CuM)	-	-	-	-	24.3	32.2	35.74	34.05	29.3	33.9	36.8	39.5
No. of Minor Structures	168	228	224	236	533	1159	1186	1621	1949	2250	2433	2687
No. of Major Structure	110	188	218	234	300	331	348	480	392	396	513	319

*Table 13 : Number of Direct beneficiaries of water stewardship programme and total major and minor structure created every year and water storage capacity created in Lakh cubic metre.*

The total number of direct beneficiaries increased from 1002 in 2009-10 to 30063 in 2020-21. The average number of direct beneficiaries yearly comes to 30000 approximately. The data about the water storage capacity is available from the year 2013-14. Accordingly, the water storage capacity has increased from 24.3 lakh Cubic meter in 2013-14 to 39.5 lakh cubic meter in 2020-21 i.e., an increase of 15.2 Lakh cubic meter over 7 years. Similarly, the number of major and minor projects also indicate an increasing trend. In the year 2009-10 the total number of minor structures created were 168 and the number of major structures were 110. The highest number of minor structures created were in 2020-21 i.e., 2687 structures while the highest number of major structures were created during the year 2019-20 i.e., 513 structures during the year. The average number of minor structures created every year comes to 1223 and the average of major structures comes to 319 structures every year.

Over these years company has undertaken numerous watershed development projects in collaboration with NABARD and other state governments.

The year wise main highlights are as given in the table below: -

Year	Project details.
2009-10	<ul style="list-style-type: none"> <li>• Total area under watershed development in collaboration with NABARD was 34000 hectares in the state of Andhra Pradesh, Maharashtra, Rajasthan, and Bihar.</li> <li>• MoUs signed with the state government of Maharashtra and Rajasthan for 49000 hectares.</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>• Among the projects with NABARD the project of Bhilwara (Integrated Watershed Development Programme) completed 4 years while Jalna NREGA project was in the 3<sup>rd</sup> year of implementation.</li> <li>• MoUs for three Integrated watershed Management Project (IWMP) were signed with the state government of Madhya Pradesh for the districts of Indore, Ujjain and Mandsaur.</li> <li>• Two partnership watershed projects were also signed with NABARD in Shajapur and Chhindwara districts</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• The company entered into 2 MoUs with the Rajasthan Government to promote sustainable livelihoods by enhancing watershed development in the Pratapgarh and Bundi under MGNREGA to treat about 10000 hectares of land and enhance soil moisture conservation in 5 years' time.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• Entered into a MoU with Rajasthan government and other project implementing Agencies in the month of August in the year 2012 This MoU was for implementing of the “Integrated Watershed Management Programme” jointly. About 12,974 hectares of land in Bundi, Jhalawar and Pratapgarh districts was covered by this MoU.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Three new MoUs were signed with the Government of Maharashtra for Satara district and Government of Madhya Pradesh for Sehore District.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• The watershed development programme, being implemented in Jhalawar district of Rajasthan by ITC was selected by NABARD to implement the Climate Change Adaptation Programme funded by UNFCCC.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• The total target area under PPP projects, in partnership with NABARD and the governments of MP, Rajasthan and Maharashtra was 1.58 lakh hectares. The largest partnership was with MGNREGA (68,114 ha) followed by NABARD (43,450 ha) and IWMP (46,691 ha).</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• A new MoU was signed with MGNREGA in Pali district (Rajasthan) to</li> </ul>

	cover 12,358 acres under watershed development. With this, the total target area under such PPP projects in Andhra Pradesh, Madhya Pradesh, Rajasthan, and Maharashtra was over 4.03 lakh acres.
2017-18	<ul style="list-style-type: none"> <li>Two new MoUs were signed with Mukhya Mantri Jal Swavlamban Abhiyan (MJSA) in Jhalawar and Bundi districts of Rajasthan state to cover 49,000 acres under watershed development.</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>Two MoUs were signed with NABARD for Chhindwara district of Madhya Pradesh and Guntur and Prakasam district of Andhra Pradesh.</li> <li>MoU for IWMP in Sehore district of Madhya Pradesh, to cover 45,647 acres under watershed development.</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>MoU with Water Resource department, Government of Maharashtra to increase water productivity on 2.42 lakh acres in district of Pune, Ahmednagar, Sangli, Satara and Yavatmal.</li> <li>MoU with Forest Department, Government of Maharashtra, for the improvement of about 79,000 acres of forest</li> <li>MoU with the Government of Rajasthan, to implement integrated watershed development programme in Pali district under MGNREGA.</li> <li>MoU with Wasteland and Pastureland Development Board (WPDB), Government of Rajasthan, to develop policies and strategies for the regeneration of community wastelands by building and empowering village level committees in 8 districts of Rajasthan covering 2.47 lakh acres.</li> <li>MoU with the Government of Telangana under MGNREGA, to implement a watershed development programme in 25-gram panchayats (GPs) in Suryapet district.</li> <li>MoU with the Government of Telangana under MGNREGA, to implement a watershed development programme in 25-gram panchayats (GPs) in Suryapet district;</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>Signed two MoUs with the Rajasthan Government under “the Rajeev Gandhi Jal Sanchay Yojana” for watershed development in two blocks of Jhalawar district and Bundi district. This covered around 48,000 acres of land.</li> <li>MoU signed with “District Rural Development Agency, Bihar “for renewal of Ahar &amp; Pyne systems” in the district of Munger. This MoU covered 73 Gram Panchayats and 1.07 lakh acres of land.</li> </ul>



	<ul style="list-style-type: none"> <li>Signed a MoU with “Watershed Development Department, Government of Karnataka” for making 100 watersheds drought resistance in about 29 districts in Karnataka state and covered 1.12 million acres.</li> </ul>
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Source: The data is compiles from the various sustainability reports of ITC Ltd.

The cumulative land under the Public Private Partnership mode for Integrated Watershed development (IWDP) and Integrated Watershed Management Programme (IWMP) is depicted in the chart below.

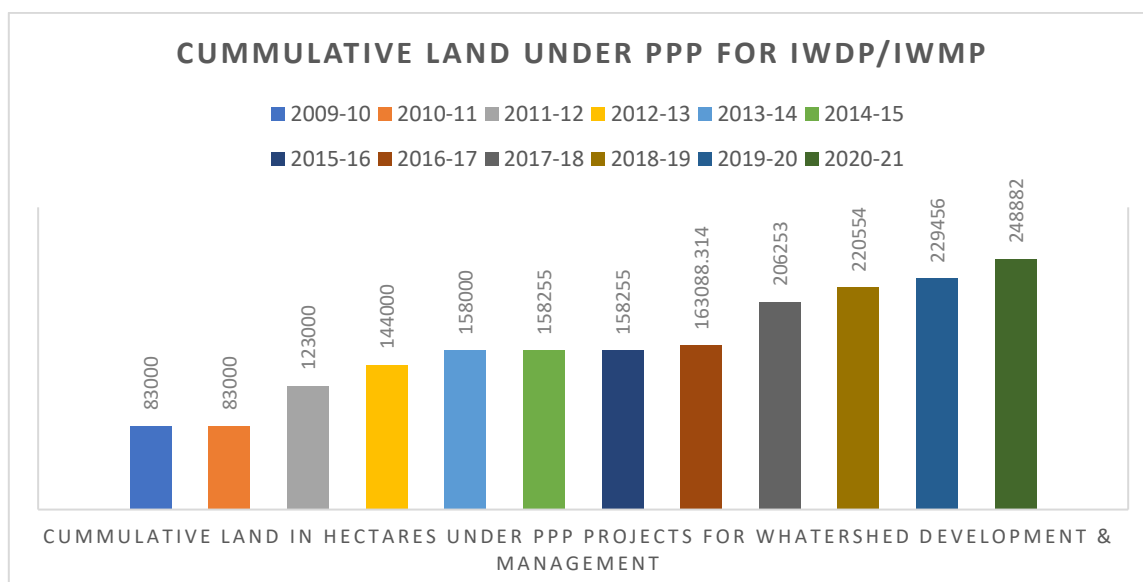


Figure B-13 Land in hectares (cumulative) under PPP projects for IWDP/IWMP from 2009-10 to 2020-21 (Data Source: Compiled by the author on the basis of data available from ITC Sustainability Reports 2009-10 to 2020-21)

Several Studies have been done by different independent agencies to assess the impact of the water stewardship initiative of ITC. The details of the time period and the agency doing the impact assessment are as follows-

Period of Study	Agency doing Impact Assessment	District Covered	States
August 2013	Indic Knowledge Operations Network (iKOnet) Pvt. Ltd., Kolkata	Bhilwara	Rajasthan
August 2014	Action for Food Production (AFPRO)	Akola	Maharashtra
September 2014	WASSAN Foundation	Sehore	Madhya Pradesh
July 2014	Access Livelihoods Consulting India Ltd (ALC), Hyderabad	Jalna	Maharashtra
February 2015	Society for Promotion of Wastelands Development (SPWD)	Jhalawar	Rajasthan

January to April 2016	NR Management Consultants India Pvt. Ltd.	6 blocks of Jhalawar, Bhilwara and Pratapgarh districts covering 51 villages.	Rajasthan
April to September 2016	Samarthan	4 blocks of Agar, Chhindwara, Sehore and Ujjain	Madhya Pradesh
April to September 2016	DSC Foundation	6 blocks of Jhalawar, Pratapgarh, Bhilwara and Bundi	Rajasthan
May to July 2016	Ingrain Technologies Pvt. Ltd.	West Godavari	Andhra Pradesh
December to May 2018	IFMR LEAD	Guntur and Prakasam	Andhra Pradesh
December to April 2018	Inter Cooperation Social Development India (ICSD)	Chhindwara and Pune	Madhya Pradesh, Maharashtra
February to April 2018	Ingrain Technologies Pvt. Ltd	Agar	Madhya Pradesh

Table 14 Details of various impact assessment studies done by external agencies appointed by ITC Ltd.

The table 14 list down the quantitative data on impact as listed down in the Impact Assessment reports of ITC Limited. The various agencies have given their impact assessment reports which are available on the company website. The data given below is mentioned in the impact assessment reports by various agencies.

Project Name	Results of Impact assessment
Community Participation and Socio-Economic Effects of Watershed Development (Bhilwara-Rajasthan)	<ul style="list-style-type: none"> <li>• Post interventions increase in yield of soya by 33%, Wheat by 25% and Maize by 20%</li> <li>• Irrigated land increased by 80%- and 3-times reduction in unirrigated land.</li> <li>• Four times increase in the net cropped area.</li> <li>• Low water using variety of wheat -Amrita reduced the consumption of water to half thereby reducing cost of irrigation.</li> <li>• Increase in income of farmers resulting in</li> </ul>

	inclusion of marginal and poor farmers in financial security programmes like life insurance, Kisan Vikas Patra etc. (Indic Knowledge Operations Network (iKOnet) Pvt. Ltd., Kolkata, August 2013)
Impact Assessment of ITC-NABARD Watershed Development Programme (Akola-Maharashtra)	<ul style="list-style-type: none"> <li>• Post interventions increase in productivity of cotton by 45%, soyabean by 24%.</li> <li>• Post intervention the agricultural income increased to 87% from 76% before intervention.</li> <li>• Reduction in the land under rain fed condition and increase in seasonal irrigated area.</li> <li>• Reduction in wasteland and increase in area under horticulture. (Action for Food Production (AFPRO), August 2014)</li> </ul>
Strengthening the Natural Resource Base through Integrated Watershed Development (Sehore-M. P)	<ul style="list-style-type: none"> <li>• Around 92% of the farmers involved in the project considered improved soil condition as the reason for increase in yield.</li> <li>• About 67% of the farmers in the project started taking 3 crops a year instead of single crop before intervention.</li> <li>• Rise in water table was reported by 67% farmers in the study while 88% reported increase in availability of water for irrigation.</li> <li>• About 89 % of the farmers agreed that the share of irrigated land in yield had increased.</li> <li>• Reduction in soil erosion was reported by 86% farmers while 88% agreed that the soil fertility had improved. 79% of the farmers report improvement in soil moisture. (WASSAN Foundation, September 2014)</li> </ul>
Effectiveness of Public-Private-Civil Society Partnership in Watershed Development Programme: An Assessment (Jalna-Maharashtra)	<ul style="list-style-type: none"> <li>• The study reported a rise in the crop productivity by 45-50% accordingly the household income also increased from INR 25000 to INR 45000 per annum.</li> </ul>

	<ul style="list-style-type: none"> <li>• Earlier the water was available for irrigation only for 4.50 months which increased to 6.29 months post intervention. This helped farmers to take second crop in Rabi season.</li> <li>• In Bokardhan cluster an increase in groundwater level by 1.62 mts.</li> <li>• The project helped the village labourers to get work for 51 to 64 days with an average wage rate of INR 163 per day.</li> <li>• Due importance was given to women in labour force ranging to 982 women for every 1000 men (Access Livelihoods Consulting India Ltd (ALC), Hyderabad, July, 2014)</li> </ul>
ITC-NABARD promoted Community led Soil and Moisture Conservation programme	<ul style="list-style-type: none"> <li>• In summer the ground water level increased by 24% and after monsoon there was an increase by 68%.</li> <li>• Soyabean yield increased by 38% in the project area</li> <li>• Post intervention the project villages experienced 20% decrease in migration.</li> <li>• Due to increase in income the beneficiaries started contributing 20% towards the project. (Society for Promotion of Wastelands Development (SPWD), February 2015)</li> </ul>
Natural Resource Management and Conservation: Leveraging MGNREGA Partnership (Rajasthan)	<ul style="list-style-type: none"> <li>• Increase in the number of Job cards issued and average days of employment was observed.</li> <li>• Improvement in groundwater recharge less delay in wage payment are some the benefits experienced.</li> <li>• However, the report available on the company website does not mention the magnitude of changes observed. (NR Management Consultants India Pvt. Ltd., 2016)</li> </ul>
Watershed Development Programme	<ul style="list-style-type: none"> <li>• High quality watershed structures started</li> </ul>

in MP- Benefit sharing and rights	<p>generating surplus in the rural economy.</p> <ul style="list-style-type: none"> <li>• Community participation increased in the project.</li> <li>• Proper records of corpus fund are maintained.</li> <li>• The project has ensured water surplus, increase in trees and pastures and equitable distribution of resources.</li> <li>• Again, the report available on the company website does not mention the magnitude of changes observed. (Samarthan, 2016)</li> </ul>
Distribution of Benefits in Watershed Development Programmes	<ul style="list-style-type: none"> <li>• Decrease in soil erosion and increase in the capacity of the project watersheds to tolerate longer dry spells.</li> <li>• Rise in the ground water level.</li> <li>• Increase in availability of fodder and fuel and reduced time for fodder collection.</li> <li>• 45% rise in livestock ownership was observed.</li> <li>• Reduction in migration due to increase in employment opportunities was observed. (DSC Foundation, 2016)</li> </ul>
Tank Rehabilitation: Improving Soil Fertility and Agricultural Productivity	<ul style="list-style-type: none"> <li>• Increase by 2.5 times surface storage.</li> <li>• Increase in ground water level by 13 to 18%</li> <li>• Increase in the average yield per hectare by 14% in almost all major crops.</li> <li>• Increase in the net cropped area by 20%.</li> <li>• It was observed that there was an increase in organic soil carbon from 0.66% to 0.70% in project locations.</li> <li>• Decrease in cost of cultivation for almost all the major crops by 32% when compared to pre intervention period.</li> <li>• The de-silted tanks provided water to about 23400 cattle. (Ingrain Technologies Pvt. Ltd., 2016)</li> </ul>
Impact Assessment of Watershed Development Programme in	<ul style="list-style-type: none"> <li>• 15 % higher yield in Chili and 25% in tobacco in</li> </ul>

collaboration with NABARD	<p>Prakasam district.</p> <ul style="list-style-type: none"> <li>• Doubling of net cropped area post intervention</li> <li>• The number of households owning livestock increased to 62% in Guntur and 51% in Prakasam district.</li> <li>• Increase in crop productivity and diversity. (IFMR LEAD, 2018)</li> </ul>
Assessment of ITC-NABARD Watershed Development Programme	<ul style="list-style-type: none"> <li>• The intervention brought about a change in below the ground level measurement in Chhindwara district from 3 metres to 1.8 metres.</li> <li>• The intervention brought a change in the soil organic carbon level in Pune from 0.6 to 0.88 i.e., an increase of 42% and from 0.31 to 0.51 in Chhindwara i.e., an increase of 64%.</li> <li>• In Chhindwara the productivity of wheat increased by 13% and maize increased by 23%. whereas in Pune the productivity of green gram went up by 22% pearl millet increased by 15%.</li> <li>• The Normal Difference Vegetation Index (NDVI) was found in the range of 0.27 to 0.41 when the satellite image was analysed. This indicated that the post intervention the districts have shifted towards dense vegetation. (Inter Cooperation Social Development India (ICSD), 2018)</li> </ul>
Watershed Development: Transforming Agricultural Sector and Livelihood of Marginalized Farmers	<ul style="list-style-type: none"> <li>• Post intervention the operational period of wells in project area increased from 6 months to 8.5 months.</li> <li>• The intervention brought a change in the soil organic carbon level. It increased from 0.8% to 1.2%.</li> <li>• There was increase in the net area under cultivation by 30% and net area under cultivation by 124%.</li> <li>• Net area under irrigation increased by 29%.</li> </ul>

	<ul style="list-style-type: none"> <li>• Productivity of wheat increased by 25% and of soyabean increased by 23%</li> <li>• Intensity of cropping increased by 184%</li> <li>• The intervention brought about a reduction in migration as employment of 127597 person days was generated. (Ingrain Technologies Pvt. Ltd., 2018)</li> </ul>
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*Table 15 The ProjectWise impact of various projects of ITC Ltd. as given in the various impact assessment reports.*

#### **E. Animal Husbandry**

A major portion of Indian population relies on agriculture for their livelihood and these people also have livestock with them. ITC's intervention in Animal husbandry takes the form of opening Cattle development Centres (CDCs) and promoting artificial insemination to produce better quality cattle which would produce larger amount of milk with high nutritional value. The company claims that it's initiatives in the said focus area are in alignment of the National Livestock Mission which advocates quantitative and qualitative improvement in livestock. The strategy and key initiatives of the company in this area can be explained as follows: -

- Production of high yielding calves with the help of artificial insemination: -For these purpose ITC have established CDCs to provide services right at the doorstep of the cattle owners. The trained technicians of such centre provide pre- and post-natal services to the cattle along with artificial insemination. The nutrition advisory service is also provided for the cattle to the farmers. The CDCs have also partnered with the gaushalas to build awareness about the commercial viability of the native cattle breed.
- Providing knowhow and technology to local communities: The local youth are trained in cattle management and artificial insemination. These youth provide such healthcare and other services at the CDCs. The centres are targeted to become financially self-sufficient within a specific time.
- Promotion of collective action: All the cattle owners are inspired to join and pool their resources. This results in benefits like reduction in transport costs, economy in buying quality fodder, better connection to formal markets and big dairies.
- Reduction in the risk associated with farming by diversifying income portfolio through animal husbandry: All the above initiatives help the farmers to earn income in the time of droughts and other emergencies. High quality cattle produce 6 to 8

times more amount of milk resulting in alternative source of income for the owner.

This income helps the farmers to buy more livestock and increase their income.

- ITCs milk collection centres: The company has opened various centres to collect milk. These centres have modern equipment like with electronic weighing machines, chillers and milk analysers This helps the farmers to get better rate for their milk production.

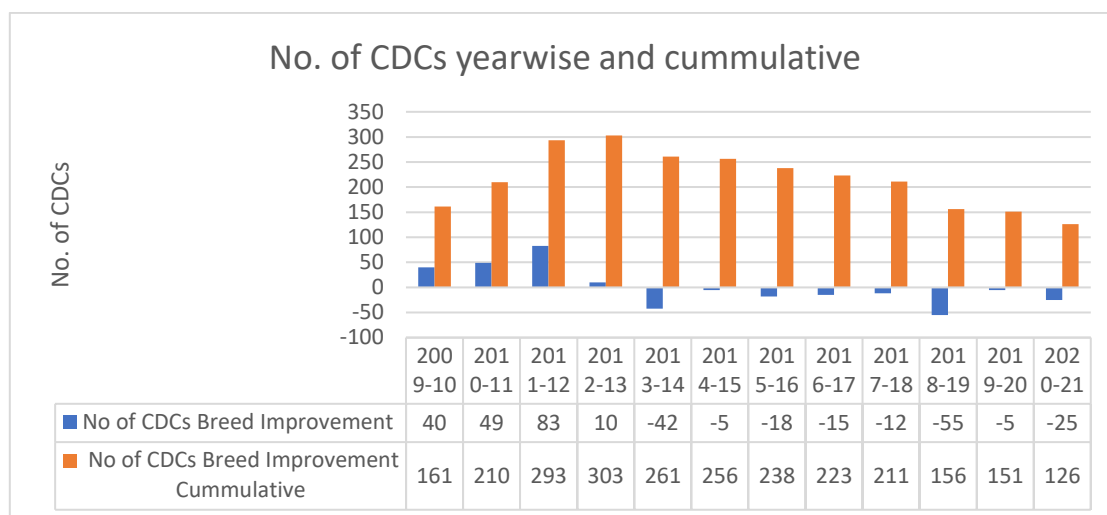


Figure B-14 Number of CDCs year wise and cumulative from 2009-10 onwards. (Source: ITC sustainability reports)

If the data in the above chart is analysed, it can be observed that initially the CDCs established every year have increased in number thereby increasing the cumulative number of CDCs. However, from the year 2013-14 every year a few CDCs have stopped functioning thereby reducing the number CDCs to 126 in 2020-21. The reason may be that the farmers or the beneficiaries may be availing similar services from other centres located nearby hence many centres could not remain viable. Similarly, initially many centres were opened without proper need assessment and subsequently were required to be closed.

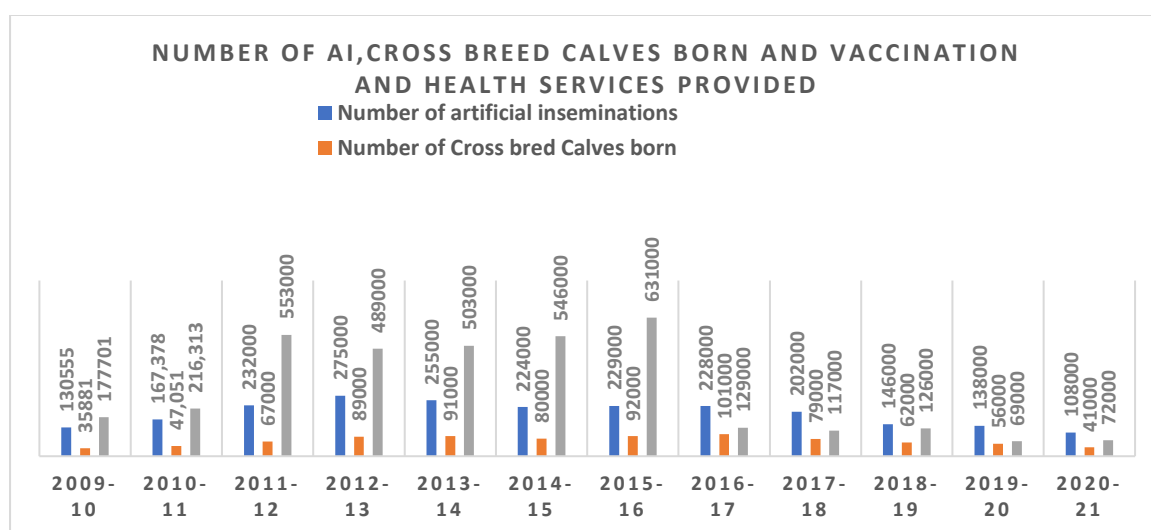


Figure B-15 Number of Artificial Insemination, Cross breed calves born and number of cattle provided health services since 2009-10 (Source: ITC sustainability reports)



The above chart B-15 gives an impression that post 2015-16 the number of artificial inseminations has started declining almost every year. Similarly, number of cross breed calves is also declining since 2016-17 and the number of cattle vaccinated and provided with health services has also declined since 2018-19. These factors may be indicating the reason that many CDCs had to be closed in the past few years. The sustainability reports specifically mentions that the CDCs are expected to become economically self-sufficient in a specified time. May be this acted as another trigger for the closure of the CDCs in the past few years.

As in case of other initiatives the company has undertaken Impact Assessment of Livestock Management Initiatives also in 2015 and 2018-19.

The first study was conducted in March 2015 by an independent agency Indian Agribusiness Systems Pvt. Ltd., Noida covering the district of Bhopal, Sehore, Vidisha and Guna of Madhya Pradesh. The key findings of the report are as follows: -

- 98% of the respondents rated the various projects as very useful
- The beneficiaries of nutrient mix and supplements increased by more than 90%
- Deworming practices were provided every 3 months and regular vaccination was provided to cattle.
- The CB Heifers cow in dry season yielded 8.13 litres of milk per day and during flush period it increased to 9.77 litres per day.
- Milk yield to ITC farmers was 10-15% more than other farmers. Yield increased 35% in dry season and 31% in flush season.
- Around 68% increase in income of household was observed. (Indian Agribusiness Systems Pvt. Ltd., Noida, March 2015)

The second study was conducted in the period of September 2018 to January 2019 by Creative Agri Solutions Pvt. Ltd. (CASPL) covering the districts Prakasam, Guntur, West Godavari, Nellore, Khammam, Mysore & Hassana of Andhra Pradesh, Telangana, and Karnataka states. The key findings of the report are as given below: -

- Achieved improved herd size and better-quality animals.
- The average herd size of the project farmers was 7.32 in Andhra Pradesh & Telangana whereas it was 4.43 in Karnataka as compared to 5.28 and 3.26 of others.
- 65% of the farmers in Karnataka grow green fodder.
- All the project farmers use the artificial insemination services of ITC and have reported higher rate of conception i.e., an average of 2 insemination for a pregnancy in Andhra Pradesh and Telangana while 2.2 in Karnataka as compared to 2.2 and 2.8 respectively of other farmers.

- In Andhra Pradesh and Telangana, the calving rate achieved by project Farmers has been 40% whereas other farmers have achieved 37% rate. Similarly in Karnataka the calving rate achieved by project farmers is 47% as against 37% of other farmers.
- 95% of the project farmers in the three states have agreed that ITCs CDCs have been instrumental in accessing the services of government hospitals.
- The report has also indicated the income of farmers by the way of sale of milk. Accordingly in Telangana and Andhra Pradesh assuming that 805 litres of Buffalo milk are sold at an average price of INR 38 per litre the report calculated average milk production per day of 3.75 litres and average milk sales per day of 3.5 litres. The annual income was calculated at INR 30,590 from milk sales.
- In case of Karnataka assuming that 1320 litres of cross breed cattle milk are sold at an average price of INR 23 per litre, the average milk production per day was 6.2 litres whereas sales were 6 litres per day. The annual income comes to INR 30,360 from milk sale. (Creative Agri Solutions Pvt. Ltd. (CASPL), 2018-19)

The amount spent by ITC over a time of 7 years on this Rural development initiative are given below: -

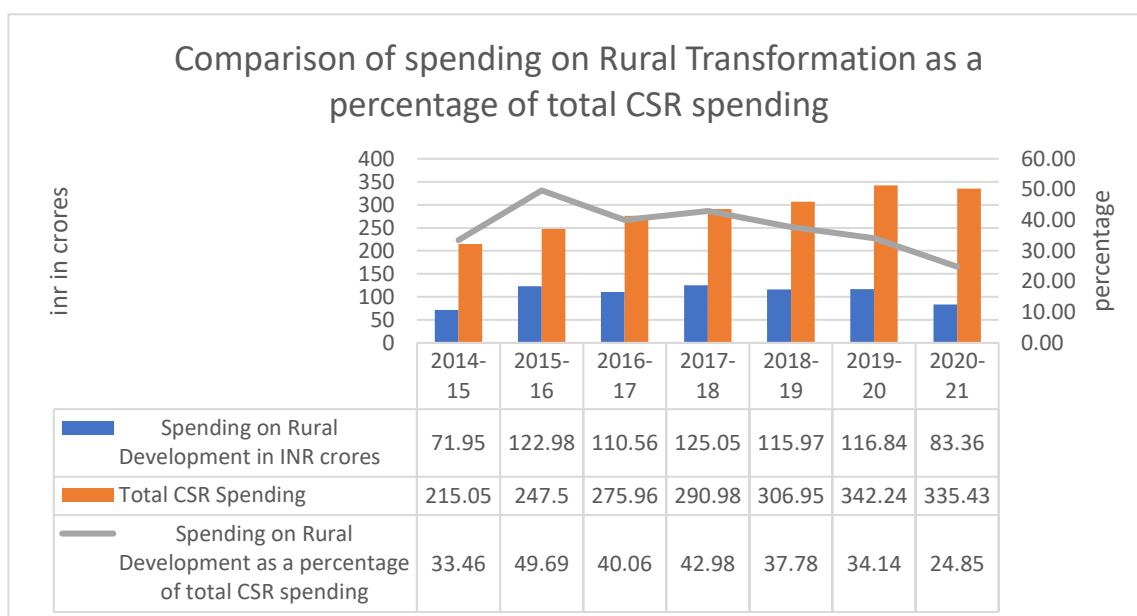


Figure B-16 Spending on Rural transformation as a percentage of Total CSR spending of ITC Ltd.

The above figure B-16 indicates that ITC Ltd. has dedicated a very high percentage of CSR budget on Rural Transformation. On an average 37.6 % of the total CSR budget of ITC Ltd. is spent on rural transformation. The highest percentage spending on rural spending was in the year 2015-16 i.e., 49.69 % whereas the lowest was in the year 2020-21 i.e., 24.85%

## 5.2.2 Health and Hygiene (including sanitation and solid waste management)

### A. Health & Hygiene and Sanitation

In the area of health and hygiene the main focus of the company has been to promote sanitation facilities in line with government mission of “Swachha Bharat”. However even before the launch of Swachha Bharat Mission ITC Ltd. has been actively involved in construction of community and individual toilets around the factory vicinity and villages, organising health camps and solid waste management. The strategy and intervention of the company in the area of health and sanitation can be understood as follows:

- Campaigning to build awareness: The company takes resort to intensive campaigning in order to create awareness among people regarding the link between sanitation and health. In order to make people easily understand the company customises the campaigns to suit various target groups like men, women, children etc. The message is conveyed through various medium like wall paintings, audio visuals, street drama, presentation etc. Follow up campaigns are also organised frequently to observe the changes in behaviour pattern of the village people..
- Sanitation Self Help Groups: Women self help groups are created and trained so that they can create awareness among other members of the villages. The main responsibility of these groups is to visit individual households and determine the demand for sanitation. These groups also help individuals to get loan, construct toilets and collect household contribution. These groups are responsible for follow up and ensure regular and hygienic usage of sanitation facilities.
- Providing financial assistance: The company through the SHGs provides partial assistance to construct household toilets. Some amount is taken as contribution from the beneficiaries so that a sense of responsibility is generated among them. The amount is provided as a loan which when repaid is added to a corpus fund. This corpus fund is used to construct more toilets and maintenance of school toilets if required.
- Linkage with Government: The company works in close association with various local government bodies so that the benefits of government scheme can reach local public more efficiently. The company also contributes to the Swachh Bharat Mission directly.

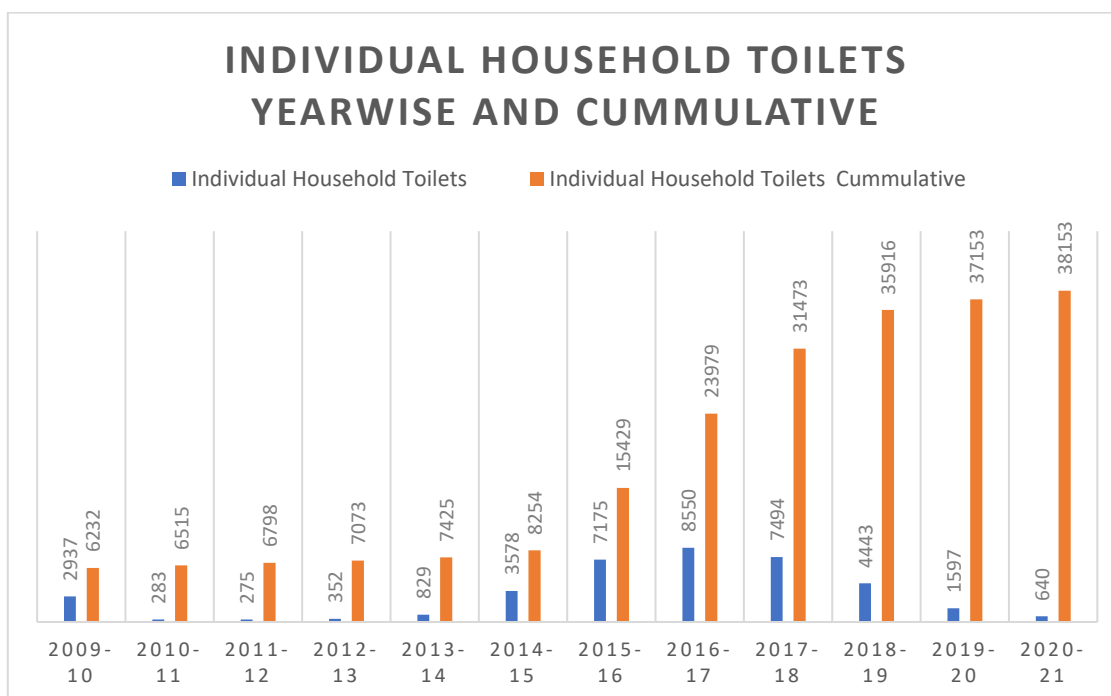


Figure B-16 Individual household toilets constructed year wise and cumulative (Source: Various sustainability and CSR reports of ITC Ltd.)

Figure B-16 above shows that the company has been actively involved in the construction of household toilets even before 2009-10 as the cumulative number of household toilets constructed till 2009-10 were 6232. This cumulative number increased to 38,153 in the year 2020-21. This shows an increase in the number toilets by 31,921 over 12 years period. The period from 2014-15 to 2018-19 witnessed highest number of individual toilets constructed year wise

An average of 3179 Individual Household Toilets were constructed by the company during these years. The lowest been 275 in 2011-12 and the highest number being 8550 in 2016-17. Over these 12 years the company has aided construction of total 38153 IHHT against the targeted 40000. (ITC, 2020-21)

The other health initiatives undertaken every year by the company are described in the below table yearwise:

Year	Initiatives
2009-10	<ul style="list-style-type: none"> <li>Conducted 120 HIV/AIDS awareness programmes for employees and communities in the vicinity of factories.</li> <li>Conducted around 39 health awareness campaigns</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>The total number of 5 health awareness camps were conducted in 2010-11 reaching 1039 beneficiaries. The cumulative beneficiaries upto 2010-11 were 22819 with 314 health camps.</li> </ul>

	<ul style="list-style-type: none"> <li>• Conducted 123 HIV/AIDS awareness programmes for employees and communities in the vicinity of factories.</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• The number of health awareness camps during the year 2011-12 were 20 bringing the number of total camps to 334.</li> <li>• Conducted 122 HIV/AIDS awareness programmes for employees and communities in the vicinity of factories.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• Organised 146 HIV/AIDS camps to generate awareness regarding the HIV/AIDS among the people in the vicinity of factories and the company employees.</li> <li>• The number of health awareness camps during the year were 64 bringing the number of total camps to 394.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• The number of health awareness camps during the year were 30 bringing the number of total camps to 445.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• The swasthya e choupal initiative was expanded to three new districts in Madhya Pradesh with a coverage of 450 villages.</li> <li>• Installed 19 RO plants to provide safe drinking water to 28000 rural households.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• 37 RO plant installed providing safe drinking water to 31450 rural people of Andhra Pradesh. However the beneficiaries pay for water and the fund is used for maintenance of RO plant.</li> <li>• 285 Women health volunteers spread awareness about maternal and child health.</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• 178 project villages declared open defecation free during the year due to the sanitation drive of the company.</li> <li>• 20 new RO plants were installed which took the total to 85 benefitting a total of more than 100000 person.</li> <li>• 300 village health champions (VHC) created awareness about maternal and child health covering nearly 200000 women, adolescent girls and school children during the year.</li> <li>• VHCs held 5000 village meetings and 2000 group events focusing on aspects like sanitation, menstrual and personal hygiene, family planning, diarrhoea prevention and nutrition.</li> <li>• Savlon swasth bharat mission covered 950000 children from 2000 schools</li> </ul>

	<p>to create awareness about healthy hygiene habits.</p> <ul style="list-style-type: none"> <li>• Around 60000 mothers were made aware about hygienic practices through “The first Cry Programme”</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>• 338 project villages where sanitation initiatives of ITC Ltd operated were declared open defecation free during the year.</li> <li>• 8 community toilets were constructed in Munger Khidderpore and 15 community toilets were constructed in association with Delhi Jalboard and Delhi Urban Shelter Improvement Board.</li> <li>• 15 new RO plant were installed during the year taking the total to 101 plant benefiting 120000 rural people.</li> <li>• Zero incidence of water borne diseases after the usage of RO water in the villages.</li> <li>• The distance travelled by women to fetch water reduced from 4-5 km to 150-250 meters</li> <li>• Reduced time spent by women in fetching water from 1-2 hours to 10-15 minutes post intervention.</li> <li>• 348 VHCs covered 300000 women and adolescent girls during the year for health awareness. VHCs held 7000 village meetings and 4000 group events focusing on aspects like sanitation, menstrual and personal hygiene, family planning, diarrhoea prevention and nutrition.</li> <li>• 135600 beneficiaries were covered under Mother and Child Health initiative.</li> <li>• Savalon swasth bharat mission covered 1400000 children from 3300 schools to create awareness about healthy hygiene habits.</li> <li>• Handwashing initiative (ID Guard) benefited 350000 in 1000 schools. (ITC, 2017-18)</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• 468 project villages declared open defecation free during the year.</li> <li>• 15 community toilets were constructed in Munger Khidderpore and 17 community toilets were constructed in association with Delhi Jalboard and Delhi Urban Shelter Improvement Board.</li> <li>• 26 new RO plants were installed during the year taking the total to 127 plant benefiting 151000 rural people.</li> <li>• 415 VHCs covered 322000 women and adolescent girls during the year for health awareness by organising 5471 camps.</li> <li>• 77621 beneficiaries were covered under Mother and Child Health initiative.</li> </ul>

	<ul style="list-style-type: none"> <li>• Savalon swasth bharat mission covered 1920000 children from 5247 schools to create awareness about healthy hygiene habits (ITC, 2018-19)</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• 553 project villages declared open defecation free during the year.</li> <li>• 19 community toilets were constructed in West Bengal and Tamil Nadu taking th cummulative number to 81 benefiting over 36000 people.</li> <li>• 15 new RO plant installed during the year taking the total to 142 plant benefiting 175000 rural people.</li> <li>• Savalon swasth bharat mission covered 1486000 children from 5124 schools to create awareness about healthy hygiene habits.</li> <li>• 430 VHCs covered 304000 women and adoloscent girls during the year for health awareness.</li> <li>• 72580 beneficiaries were coverd under Mother and Child Health initiative through 5883 camps. (ITC, 2019-20)</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• 100% project villages declared open defecation free during the year.</li> <li>• 23 community toilets were constructed in West Bengal and Tamil Nadu taking th cummulative number to 104 benefiting over 85000 people.</li> <li>• 6 new RO plant were installed during the year taking the total to 148 plant benefiting 180000 rural people.</li> <li>• 430 VHCs covered 1.2 lakh women and adoloscent girls during the year through health awareness programmes.</li> <li>• 220000 beneficiaries were coverd under Mother and Child Health initiative through 2924 camps</li> <li>• Under the Swasth India Mission-installed 2050 foot pedal operated hand sanitizer dispenser;distributed hand sanitiser and disinfectants to 165000 doctors across 3600 hospitals;inititated two digital campaign “mask hai Mazaak Nahi” and “No hand unwashed” which reached out to over 53 lakh people digitally. (ITC, 2020-21)</li> </ul>

#### B. Solid waste Management:

Waste management plays a crucial role in the general health of public in any country. Since 2007 ITC has been implementing -Well- being out of waste (WOW) initiative at its various plant locations. The initiative focuses on creating awareness regarding importance of source segregation of waste and its recycling. It also works to ensure a system for the effective

practice of the WOW initiative. The company's initiative in this regard can be explained as follows:

- Creating Awareness and initiate change in public behaviour: For this purpose, the company has initiated aggressive campaigning in the form of street plays, road shows, hoarding, flyer, individual household visit etc. Such programmes are also organised for school children to create awareness among them through games, quizzes, competition etc. Rag pickers and other workers are trained regarding the importance and benefit of segregation of waste and enable them to make other people understand the same. The civic volunteers also are trained as Community Resource Person to visit all the household and convince them to participate in the door-to-door initiative.
- Ensure proper system for segregation and recycling: The households which participate in this initiative segregate wet and dry waste in different colour coded receptacles provided. All the segregated waste is collected and transported to the primary collection centres where wet waste is majorly sent for composting and dry waste is further segregated for recycling viz. paper, glass, plastic, metal etc. Trained rag pickers or women help groups perform the task. They also inspect the households to see if they are segregating the waste properly. The dry waste is further segregated and send to dry collection centre from where they are sent to proper industries for further processing.
- Sustainable livelihood for Rag pickers: Regular paid employment is gained by the rag pickers due to door-to-door collection services. Their social dignity also increases as people also understand the importance of their role in waste management.
- Partnerships with local bodies and formation of groups: The company gives importance to the collaboration with several local bodies which are primarily responsible for waste collection.

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Households Covered Nos.	8189	9613	9702	27164	42,159	61200	98038	212000	300000	731000
Revenue (INR lakhs)	38.33	43.91	53.29	67.07	66.77	93.54	165.4	408	546	766

*Table 16 Number of households covered and income generated by the solid waste management programme of ITC Ltd.*



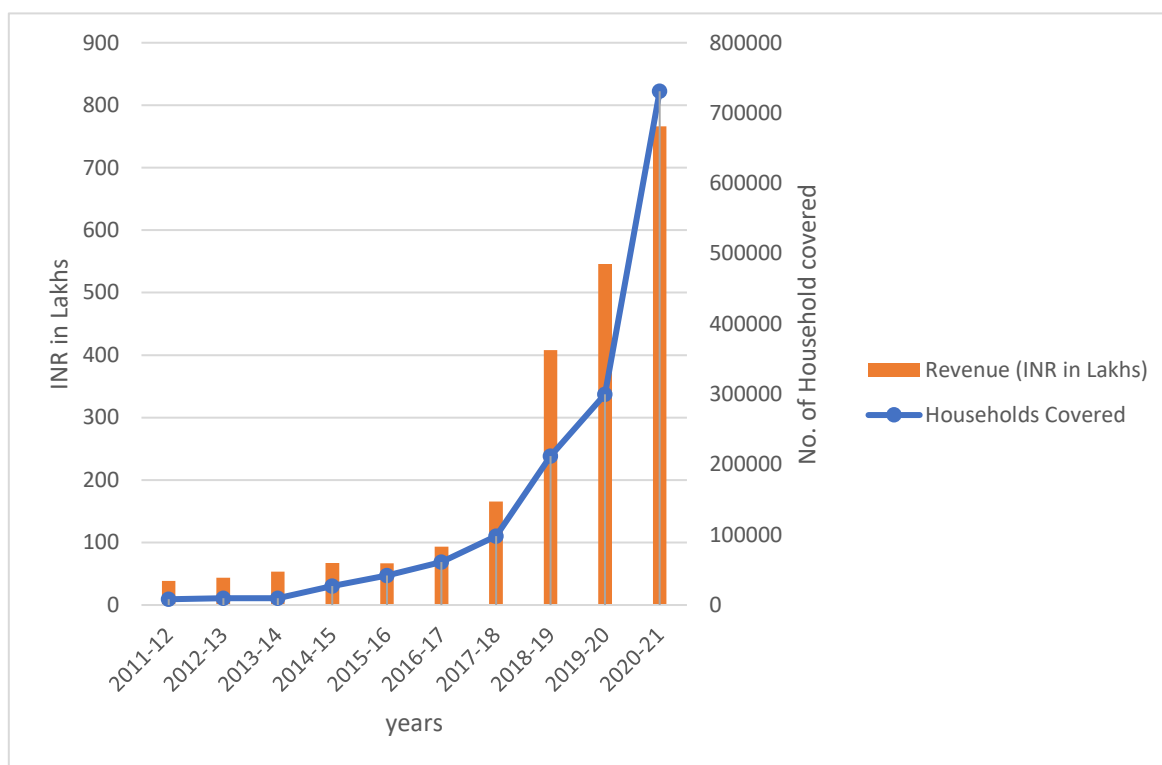


Figure B-17 Chart showing trend in the number of households covered and income generated by the solid waste management initiative of ITC Ltd. (Source: ITC Ltd.'s sustainability reports.)

There has been a tremendous increase in the number of households covered under the programme from 8189 in 2011-12 to 731000 in 2020-21. Similarly, there has been a sharp rise in the revenue generated by the programme. The revenue from the programme has increased from INR 38.33 lakhs in 2011-12 to INR 766 Lakh in 2020-21.

Similarly, if we refer to the chart B-18 below the amount of waste composted has increased from 569 MT in 2011-12 to 29323 MT in 2020-21. In 2011-12 332 MT waste was sold as recyclable which increased to 4297 MT in 2020-21. The quantity which is not recyclable is sent to the municipal dump pit. 175 MT of waste was treated as municipal dump in 2011-12 which increased to 7380 MT in 2020-21. However, if we look at the percentage of total waste which is sent to dump then the percentage of waste has remained below 20% in majority of the year. Which indicates the fact that this initiative has been successful in reducing the burden on the municipal dump pit.

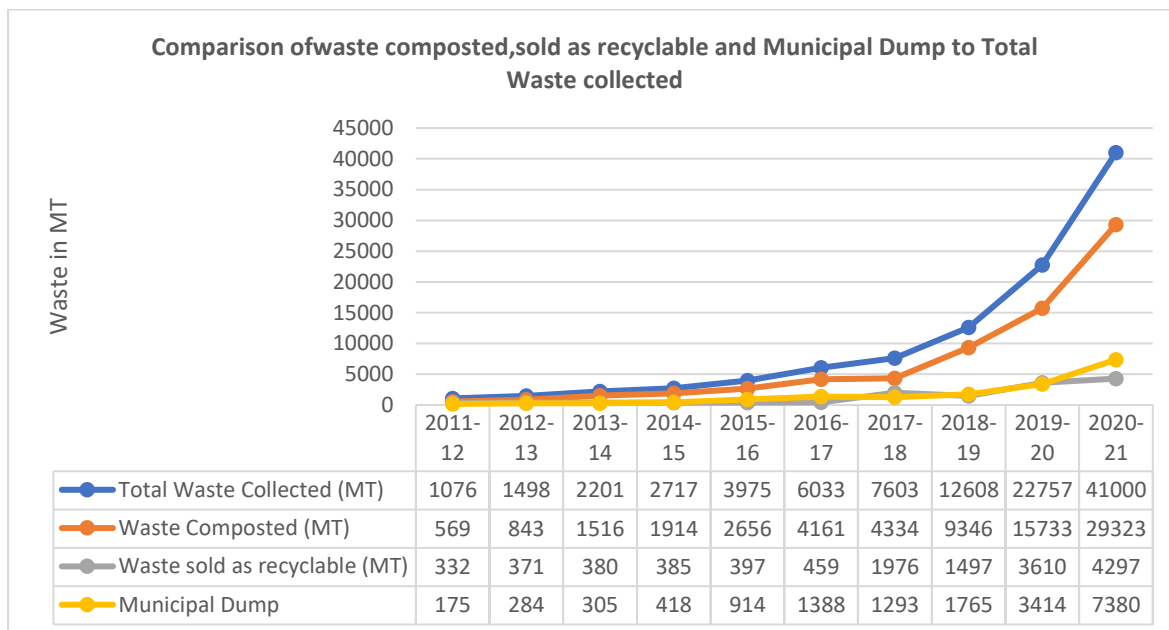


Figure B-18 Chart showing total waste collected, composted, sold as recyclable and sent to municipal dump

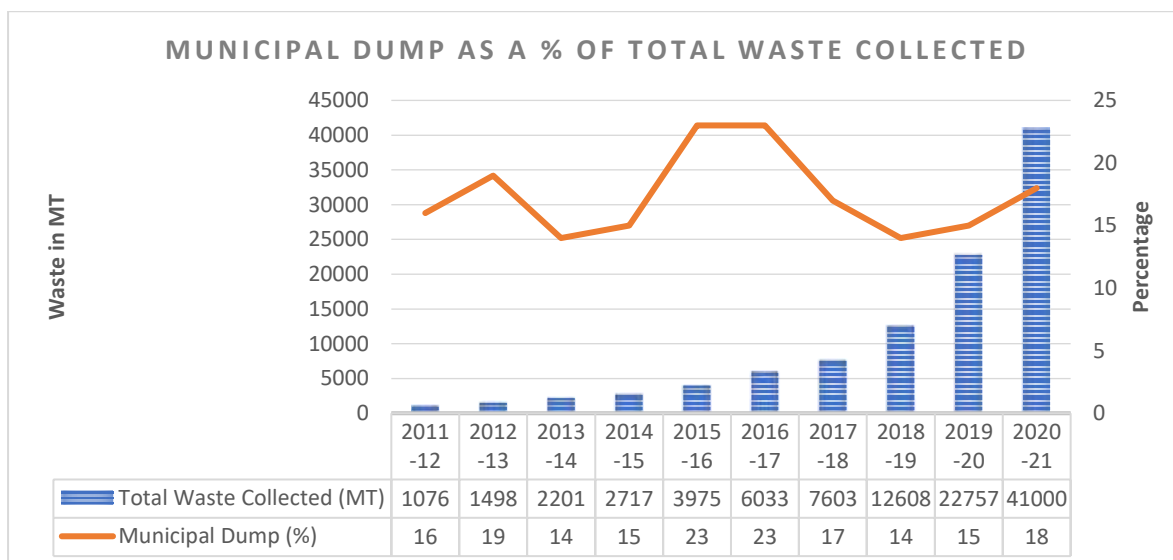
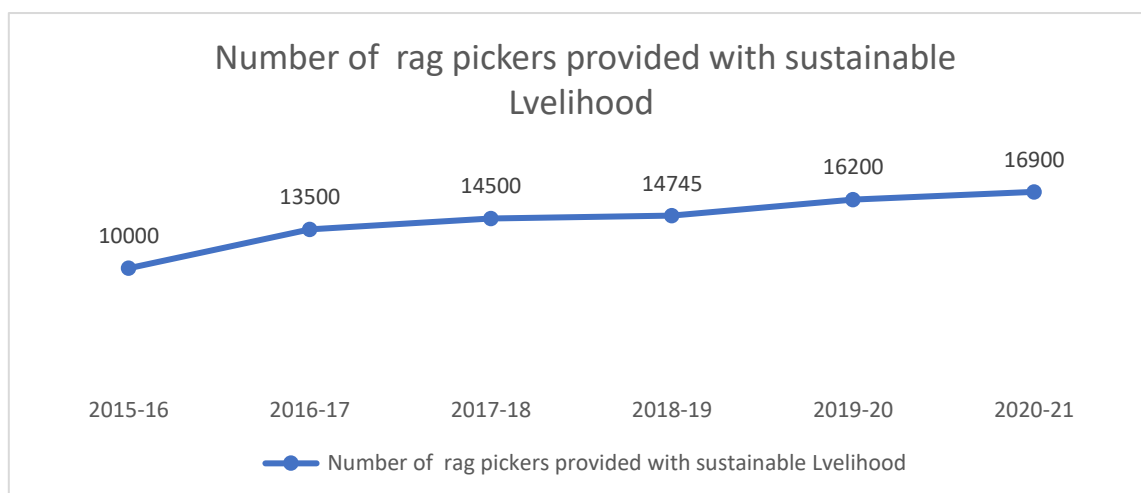


Figure B-19 Chart showing percentage of total waste as Municipal Dump.

The above chart B-19 indicates the percentage of total waste collected which is dumped at municipal sites. Only during the years 2015-16 and 2016-17 the percentage of waste dumped at municipal sites is above 20% i.e., 23 percentage in both years. Otherwise in each year we can find the percentage dumped below 20%. The average percentage of waste dumped at municipal sites comes to 17.4 % of the total waste collected. If we consider the amount of waste dumped at municipal site then the average waste dumped comes to 1733.5 MT per year.

This waste management initiative of the company has also helped in increasing the income of the rag pickers of the locality. The number of rag pickers for whom a source of sustainable

livelihood was created have increased from 10000 in 2015-16 to 16900 in 2020-21 thereby registering an increase of 69%. This is evident from the figure given below.



During 2019-20 the company has signed seven MoUs to implement a decentralised solid waste management models. The 1<sup>st</sup> MoU was signed with Guntur Zila Parishad in Andhra Pradesh, to build the capacity of gram panchayats and cover 1,200 villages, impacting over 7 lakh households. The second MoU was signed with Munger Municipal Corporation to replicate company's solid waste management model across 45 wards and 33,000 households. The third MoU was signed with Pune Zila Parishad for two villages of shirur block. The fourth MoU was signed with District Panchayat Office, Bhadradi Kothagudem, Telangana, for 479 villages benefitting 2.75 lakh household. The fifth MoU was signed with government of Uttar Pradesh for 652 urban local bodies of U.P. The sixth MoU was with Shivalik Nagar Palika Parishad, Haridwar to cover 28,000 households of Shivaliknagar and the seventh MoU was with "Hindu Religious and Charitable Endowments (HR&CE) Department, Government of Tamil Nadu", to pass on the Green Temple model by training government officials across Tamil Nadu. The partnership will cover 6,831 temples in Chennai, Trichy and Madurai in Phase 1, and subsequently augment it to over 36,000 temples under control of HR&CE in Tamil Nadu. (ITC, 2019-20)

Similar to other CSR initiative the company has under taken impact assessment studies in the area of Health and Personal Hygiene and solid waste management also. The study report are available on the company website.

The **first report** titled "Towards: ODF Habitation- Driving Behaviour Change amongst Households and School Children" is for the period from October 2016 to January 2017. The report covers the district of Guntur, Prakasam, East Godavari, Khammam, Mysore, Haridwar, Howrah, Hooghly of Andhra Pradesh, Karnataka, Telangana, Uttarakhand, West Bengal. The

evaluation is done by an independent agency iKOnet Research & Consultants Private Limited. Following are the key findings of the report:-

❖ Infrastructure related findings:

- Mysore had 83% , East Godavari had 67% and Khammam had 56 % toilets with pipe connections.
- East Godavari had 75%, Mysore had 62% and Khammam had 59.6% toilets with electricity connections.
- 80% of the other location have toilets with doors and locks.
- Almost 100% toilets in East Godavari, Khammam and Prakasam have flushing facilities whereas 98% of toilets in Guntur have flushing facilities.
- 2/3<sup>rd</sup> of the household surveyed confirmed daily cleaning of toilets.

❖ Usage related findings:

- Adult male and females of about 90% of the household in all loacation used the constructed toilets regularly.
- Around 81% responded used water and soap to wash hands as cleansing agent after using toilets.

❖ School WASH related findings:

- Teacher respondants positively reported that school toilets for both girls (94%) and boys (88%) are usable and 88% of girls' and 100% of boys' toilets have privacy.
- The above mentioned data was also confirmed by students where 95% of them confirmed that the toilets in their schools were usable and about 98% accepted that they had altered their hygiene practices after the camps conducted by the company.
- Only 59% students declared that they washed their hands with soap before eating and 91% after defecation. (iKOnet Research & Consultants Private Limited, 2016-17)

The **second report** titled “Towards ODF Habitation- Driving Behaviour Change amongst Households and School Children” submitted by We care society was for the period October 2016 to January 2017. The distircts included in the study were Munger, Pune, Sehore, Virudhanagar, Coimbatore, Krishnagiri of Bihar, Maharashtra, Madhya Pradesh, Tamil Nadu states. The key findings of the report are:-

- More than 90% of male and female in all the districts used the toilets. However the usage of constructed toilets was more in case of females .
- The percentage of girls using school toilets as option alongwith house toilets was more as compared to males in all states except in the district of Munger in Bihar.

- Those who did not use toilets gave varied reason for the same. The male adults of Krishnagiri, Coimbatore, Munger and Sehore affirmed that it was their personal choice of not using toilets.
- In munger people reported that malfunctioning of toilets was the main reason for not using them.
- In places like sehore and pune farmers stated the fact that they resorted to open defaction in farms as their farms were far from home and there were no constructed toilets near the farms.
- Most of the toilets constructed were found functioning properly and almost at all the project places it was seen that the toilets were cleaned daily.
- 97 % of the females accepted that their privacy increased due to toilets and 95% felt safer.
- “Before construction of toilets, children (0-12 yrs) suffered more from various diseases like cholera, dengue, typhoid, acute respiratory infection and more importantly diarrhea. Previously open defecation was widely spread in these areas which may be cited as the reasons between water borne infectious diseases. Children were mainly affected by these diseases. After construction of toilet, incidence of disease reduced manifold in all the districts”. (We Care Society, 2016-17)

The **third report** titled “Assessment of Usage of Individual Household Toilet (IHHT) and Community Toilet in ITC’s Catchments” was submitted by We Care Society (WCS) for the period of August 2018 to January 2019. The study covered various districts of Andhra Pradesh, Tamil Nadu, Telangana, Bihar, Uttar Pradesh, Delhi, Himachal Pradesh, Madhya Pradesh, Karnataka, Maharashtra, Odisha, Punjab, Rajasthan, and West Bengal states.

The key findings of the report can be enumerated as below:-

- High level of toilet usage was found by all member of the sample households-

	Household level	Adults (above 18 year)		Adolescents (between 13-18 years)		Children between (5-12 years)	
		Male	Female	Male	Female	Male	Female
Pan India	99%	95%	96%	96%	97%	97%	96%

Table 17 Table showing usage of household toilets. (Source: Impact Assessment Report by We Care Society)

- 96 % of the females accepted that their privacy increased due to toilets and 95% felt safer.

- From the total respondents around 98% accepted that construction of toilets had helped in improving the general health of their family members. Frequency of diseases also reduced significantly. This was substantiated by the fact that around 89% of the beneficiaries agreed that after the construction of sanitation facilities lesser number of children of the age group of 0-3 years suffered from diarrhoea.
- 62 % of the public toilets were found to be cleaned on a daily basis and in case 67% of public toilets a cleaner was appointed.
- The report observes that in the states like West Bengal and Bihar the users had to pay fee for maintenance whereas in Delhi the municipal bodies did the maintenance. (We Care Society (WCS), 2018-19)

The ***fourth report*** titled “Impact assessment of School WASH interventions across ITC project locations” was submitted by Saçit Research & Consulting for the period from November 2019 to February 2020. The study covered the project location across Andhra Pradesh, Bihar, Himanchal Pradesh, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Telangana, Uttar Pradesh, Uttarakhand and West Bengal. The key findings of the report are as follows:-

- The availability of toilets for every increased from 1.8 per school to 3.6 per school and around one toilet was available for every 66 students as against the standard of 80 students.
- There was increase in urinals from 2 urinals per school to 3.7 urinals per school and around 1 urinal was available for every 72 students as against the standard of 40 students. The number of beneficiaries were 74000 rural students.
- Separate toilets for males and females were available in around 92% of the co education schools.
- “Handwashing stations and drinking water taps” which were fully functional were available at about 90% of the ITC project schools. This provided water to around 69% of total students from 225 schools.
- According to the survey 76% of schools provided soaps at various locations and about 66% schools reported daily cleaning of toilets
- The six hand washing steps were known to 78% of students and about 86% of students understood that pure water drinking is necessary.
- The company helped in conducting sessions to create awareness regarding “menstrual hygiene management” in about 51% of the schools. This is done during every three months.

- Minimum one teacher was given training on idea of “WASH” in around 90.5% of sample schools. About 91% of the schools surveyed were found to have nominated teacher or a teacher cum student volunteer who regularly monitored the maintenance of WASH facility.
- From the total schools surveyed around 64% schools had active student councils or student cabinets. Around 69% of the surveyed schools undertook efforts to include parents in the monthly meetings to make them aware regarding the significance of WASH initiatives.
- 45 % of the surveyed co-education schools admitted that due to ITC’s interventions there was a considerable rise in enrolment of female students in the ITC programme schools.
- There was a reduction in cases of water borne diseases by 50% among students from ITC programme schools and their families when data was compared to the rest of the community. (Sacit Research & Consulting, 2019-20)

The ***fifth report*** is on Solid waste management titled “An Emerging Model for Sustainable Management of Solid Waste in Smaller Town” submitted by Inesa Advisory Services Pvt Ltd. During the period of March to May 2016. The study covered the district of Saharanpur in Uttar Pradesh. The key findings of the report can be listed as below: -

- Change in waste disposal pattern was observed among the households. The waste management in areas covered by the project was found better as compared to others.
- Decline in dumping was observed. 54.2% of respondents find the drainage system improved.
- The respondents agreed to the fact that piling of waste and stray animals near dumping sites have reduced significantly.
- Project performance of segregation and recycling was found better than the municipal process as affirmed by the municipal sanitary inspectors. (Inesa Advisory Services Pvt Ltd, 2016)

Considering the various initiatives of the company in the thematic area of health and hygiene it would be interesting to know the proportion of total CSR budget spent on health initiatives. If we compare the initiatives of ITC Ltd with the earlier company Reliance Industries Ltd it becomes evident that the initiatives of ITC Ltd. are more towards preventive measures like creating health awareness and promoting better hygiene practices among the project beneficiaries. The company does not take resort to curative initiatives like opening of multi-

speciality hospitals or mobile vans etc. but works in a more subtle way to bring about a systematic change in the habits of the people of its project area.

The amount spent by the company on the Health and Hygiene including sanitation can be known from the chart B-20.

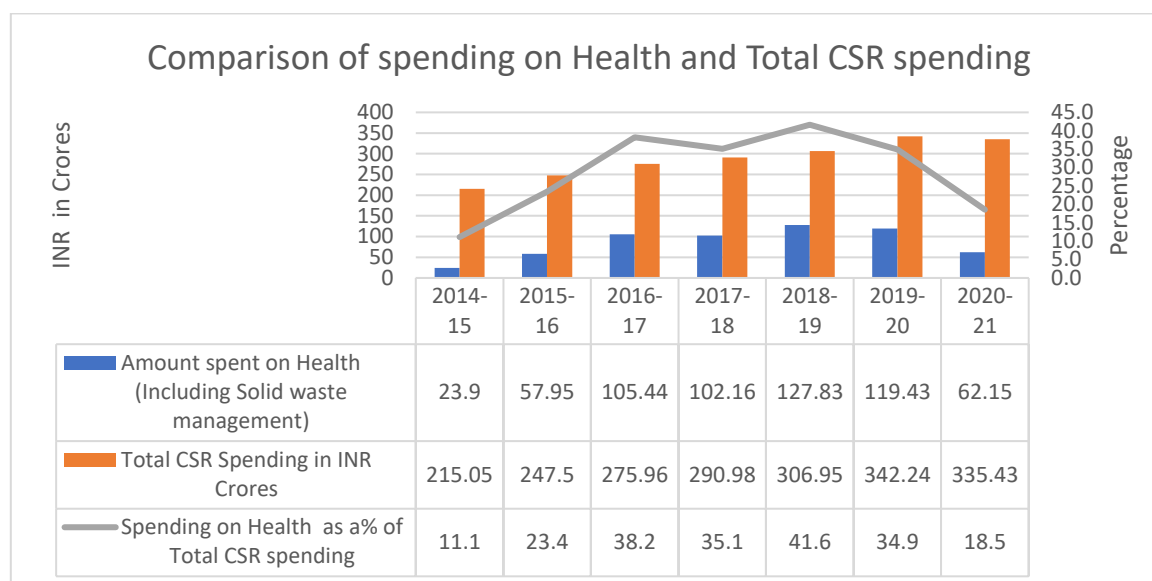


Figure B-20 CSR spending on Health as compared to total CSR spending by ITC Ltd.

The above chart clearly indicates that the CSR spending on health initiatives by ITC Ltd. has been substantial since 2014-15. The year 2014-15 witnessed the lowest percentage of total CSR spending being spent on health initiatives. The highest percentage of CSR spending on health initiatives was in the year 2018-19 at 41.6% of the total CSR spending of the company. The average amount of CSR spending on health and solid waste management by ITC Ltd. comes to INR 85.55 crore yearly and the average percentage comes to 28.9% percentage of the total CSR spending.

### 5.2.3 Education (Including Vocational Training):

#### A. Primary Education:

The primary education programme of ITC aims at improving the school infrastructure and provide the schools other necessary equipment so that the students at those schools can complete their primary education properly. To improve their learning outcomes, the company has collaborated with NGOs which are working in this direction since many years.

The strategies and initiatives of ITC in this focus areas are discussed below:

- Creation of Environment which is child friendly: For this the company provides infrastructural support to schools like providing them with books, desks, chairs,



fans, lights, new classrooms, teaching aids, stationery etc. Special focus is given to create sanitation blocks in schools so that the children are regular and don't face problems regarding sanitation infrastructure.

- Efforts to improve learning outcomes: The company has initiated a mission "Read India Plus" in collaboration with Pratham -an educational NGO. The programme focuses on the five skills of reading, writing, listening, speaking, and doing.
- Support dropouts and regular students: Supplementary reading centres supported by the company help the school dropouts to re-join the school. These centres also help the weak students in the regular school.

The outreach of the programme has increased significantly from 2.29 lakhs primary school goers in 2009-10 to 7.55 lakh primary school goers in 2020-21 i.e., increase of over 229% over 2009-10 level. Similarly, the number of government school provided with infrastructure support has also increased significantly from 184 in 2009-10 to 273 in 2020-21 i.e., an increase of 48% in 12 years.

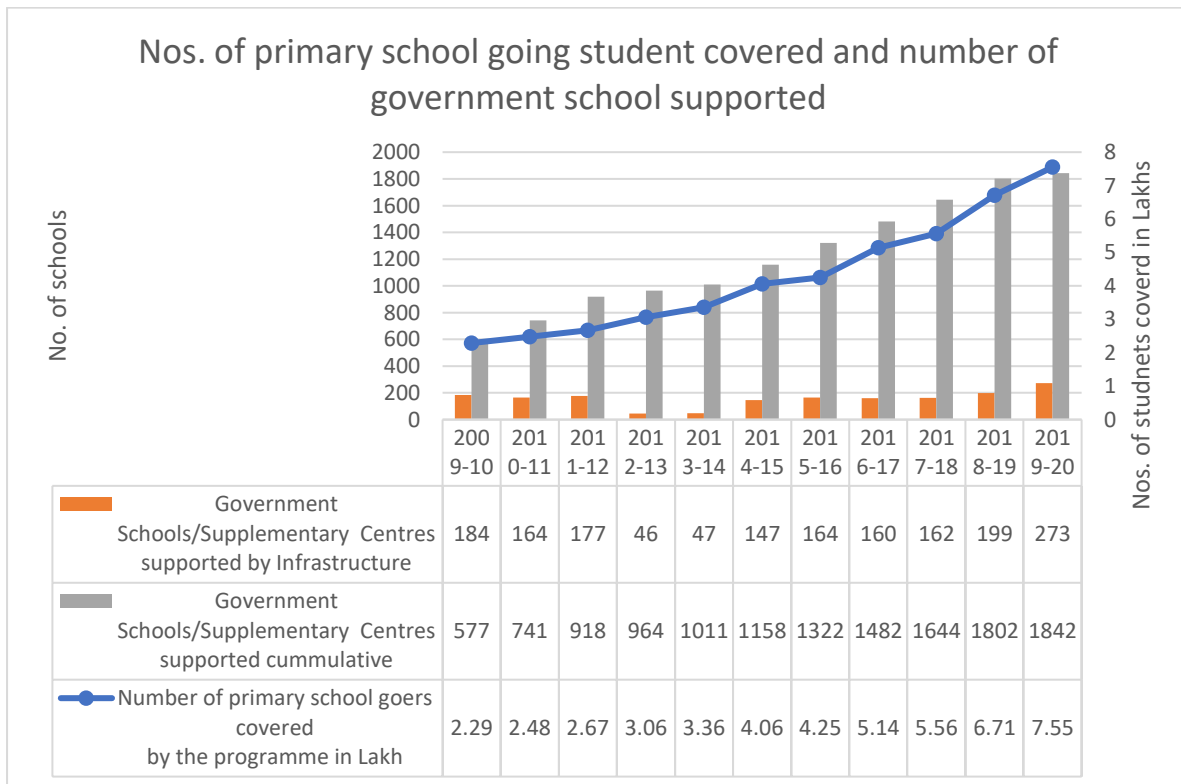


Figure B-21 Total primary schools students covered and the number of government school and supplementary centres supported.

## B. Vocational Training:

Only education without skills lead to limited employment opportunities. Vocational training is also one form of education in skills which enables individual to improve their livelihood getting chances. ITC through its skilling and vocational training programme provide the

marginalised people with market linked skills at locations close to their residence. The ITC intervention and strategy in this focus area can be understood from the below given points:

- To provide training which is affordable and at a place close to the homes: The company has partnered with various skilling institutes and offer 4 to 6 weeks courses in different sectors like hospitality, electrical, computer, tailoring, beautician etc.
- To help in getting placement: Placement camps are organised in the campus. This becomes possible due to the tie ups with different corporate sectors. The training courses also include soft skills like spoken English so that the students become job ready after the training.

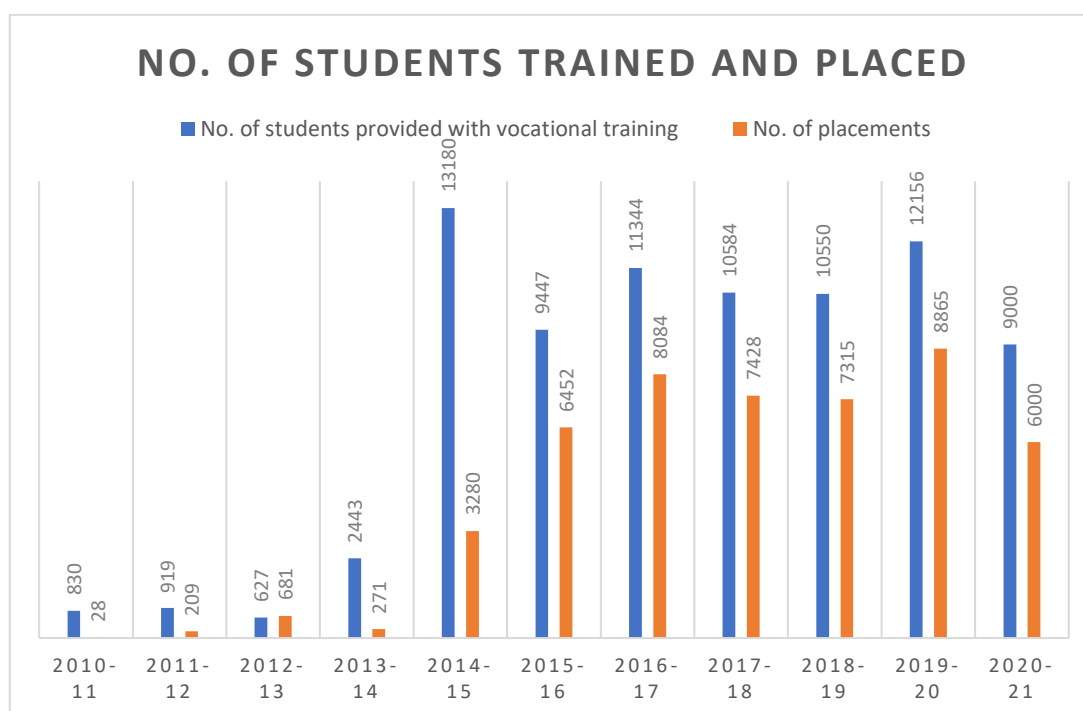


Figure B-22 Number of students trained and placed through the ITC training programme since 2010-11.

The above chart shows that the number of students trained have increased every year. However, in the year 2020-21 it has declined to 9000 students. This may be because of corona pandemic during which all the educational institutions and centres remained closed for a major part of the year. On an average 7371 students per year were trained and an average placement of 4419 students per year was done. The highest number of students provided with vocational training were in 2014-15 i.e., 13180 students whereas the highest number of students placed were in 2019-20 i.e., 8865 students.

Other initiatives in the field of education and vocational training are given below in the form of a table. All the information has been compiled from the annual sustainability reports of the company.

Year	Initiative
2009-10	<ul style="list-style-type: none"> <li>• 64 roaming laptops were provided in different schools during the year</li> <li>• Text and exercise books were provided to 107279 students during the year.</li> <li>• A total 304 libraries were supported till the year 2009-10</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>• About 57 rural libraries were supported during the year.</li> <li>• 55 roaming laptops were provided during the year</li> <li>• Text and exercise books were provided to 125450 students during the year.</li> <li>• New 143 learning centres were opened during the year</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• Supplementary training centres embraced 19000 new students during the year. About 952 students were helped to join the formal schools successfully.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• Supplementary training centres embraced 4000 new students during the year. About 264 students were helped to join the formal schools successfully.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• New 30000 students were covered under supplementary learning centres and Read India plus initiative during the year.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• New 34000 students were covered under supplementary learning centres and 36000 students were covered under Read India plus initiative during the year.</li> <li>• A Culinary Institute was opened in Chhindwara during 2014, to impart cooking skills to youth from the lower economic strata.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• New 15730 students were covered under supplementary learning centres and 30093 students were covered under Read India plus initiative during the year.</li> <li>• Total 176 SLC were supported during the year</li> <li>• School management committees strengthen during the year 189 and 113 child cabinets and Water sanitation committees were formed.</li> <li>• Average salary of the youth trained and placed was between INR 3000 to INR 11000 per month.</li> <li>• Since the inception of ITC Culinary Skills Training Centre, Chhindwara in 2014, 41 trainee chefs in three batches successfully completed the 6-</li> </ul>

	months Programme wherein cooking skills are imparted to youth from the lower economic strata.
2016-17	<ul style="list-style-type: none"> <li>• School management committees strengthen during the year 276 and 215 child cabinets and Water sanitation committees were formed.</li> <li>• Average salary of the youth trained and placed was between INR 3000 to INR 12500 per month.</li> <li>• The trainees from hospitality sector, bedside assistance programme, electrical and computer skills programme were foremost in getting employment during the year.</li> <li>• Since the inception of ITC Culinary Skills Training Centre, Chhindwara in 2014, 63 trainee chefs successfully completed the 6-months Programme wherein cooking skills are imparted to youth from the lower economic strata.</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>• School management committees strengthen during the year 351 and 331 child cabinets and Water sanitation committees were formed.</li> <li>• Initiated partnership with SAP India on “Code Unnati” to provide digital literacy to students of government schools. 5500 children of 27 government schools of Andhra Pradesh covered during the year</li> <li>• Average salary of the youth trained and placed was between INR 4500 to INR 12000 per month.</li> <li>• Since the inception of ITC Culinary Skills Training Centre, Chhindwara in 2014, 77 trainee chefs successfully completed the 6-months Programme wherein cooking skills are imparted to youth from the lower economic strata.</li> <li>• Another programme to develop marketing initiated covered 1500 youth</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• School management committees strengthen during the year 682 and 545 child cabinets and Water sanitation committees were formed.</li> <li>• “Code Unnati” provided digital literacy to students at government schools. 7100 children of 27 government schools of Andhra Pradesh were covered during the year</li> <li>• Average salary of the youth trained and placed was between INR 5000 to INR 12000 per month.</li> <li>• Since the inception of ITC Culinary Skills Training Centre, Chhindwara in 2014, 103 trainee chefs have successfully completed the 6-months</li> </ul>

	<p>Programme wherein cooking skills are imparted to youth from the lower economic strata</p> <ul style="list-style-type: none"> <li>• Another programme to develop marketing initiated covered 785 youth.</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• 225 government officials and 2,876 government schoolteachers were trained in partnerships with the education departments of Karnataka, Assam and West Bengal</li> <li>• School management committees strengthen during the year were 680. Established around 644 child cabinets and Water sanitation committees.</li> <li>• Average salary of the youth trained and placed was between INR 6000 to INR 18000 per month.</li> <li>• Another programme to develop marketing initiated covered 850 youth.</li> <li>• Since the inception of ITC Culinary Skills Training Centre, Chhindwara in 2014, 143 trainee chefs successfully completed the 6-months Programme wherein cooking skills are imparted to youth from the lower economic strata</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• Around 1,364 teachers of government schools coming from 5 states namely Bihar, Punjab, Uttarakhand, Assam and West Bengal were given training regarding children friendly teaching methods and technique.</li> <li>• School management committees strengthen during the year 684 and 330 child cabinets and Water sanitation committees were formed.</li> <li>• Average salary of the youth trained and placed was between INR 6000 to INR 18000 per month.</li> <li>• From the year 2014 till 2020-21 around 11 batches of trainee chefs completed their training of 6 months from “ITC Culinary Skills Training Centre” situated at Chhindwara -</li> </ul>

The company has not done any impact assessment study of the initiative in Education and vocational training. However, the NGO -Pratham has published the impact of its various projects in the form of Reports. As the main implementing agencies of the Read India Mission is Pratham; ITC has quoted the impact assessment data given by Pratham in its Sustainability Reports. According to the ITC sustainability report of 2016-17 ‘The ‘Annual Status of Education Report’ (ASER) from Pratham is an annual survey on children’s

enrolment and basic learning levels for each district and state in India. It is the only annual source of information on children's learning outcomes available in India today'.

The following points highlight the key findings according to the sustainability reports:

- 1) In 2015-16 before intervention in the district of Saharanpur 52% students could read a story 40% students could read a text and summarise it, 38% students could read and comprehend a text of 8 to 10 lines and 4% students could write simple paragraph of at least 5 sentences. Post intervention these percentage increased to 92%, 87%, 78% and 77% respectively. (ITC, 2015-16)
- 2) In 2015-16 before intervention 7% students could do simple basic numerical problems, 0% students could solve written word problems of division and 0% could recognise 2 D geometrical shape and describe its properties. This percentage increased to 83%, 85% and 55% post intervention. (ITC, 2015-16)
- 3) In 2016-17, before intervention 80% students could add, 14% could divide, 38% could recognize numbers and 9% could read a story in the ITC programme schools. These percentage increased to 98%, 67%, 88% and 67% post intervention. (ITC, 2016-17)
- 4) In 2017-18, before intervention 33% students could read a story, 54% could do subtraction and 18 % could do division. These percentage increased to 87% ,93% and 74% respectively. (ITC, 2017-18)
- 5) In 2018-19 before intervention 33% students could read a story, 54% could do subtraction and 19 % could do division. These percentage increased to 84% ,92% and 68% respectively. (ITC, 2018-19)
- 6) In 2019-2020 before intervention 30% students could read a story, 54% could do subtraction and 19 % could do division. These percentage increased to 84% ,93% and 72% respectively (ITC, 2019-20).

Unlike other corporates which operate their own schools on a large scale, ITC Ltd. adopted an approach wherein it supports government schools and supplementary learning centres operated various NGOs. If the chart B-23 is studied the amount spent on education initiative is the least as compared to the thematic area of Rural Transformation and Health.

The chart B-2 shows the amount spent by ITC on Education and Vocational training initiatives:

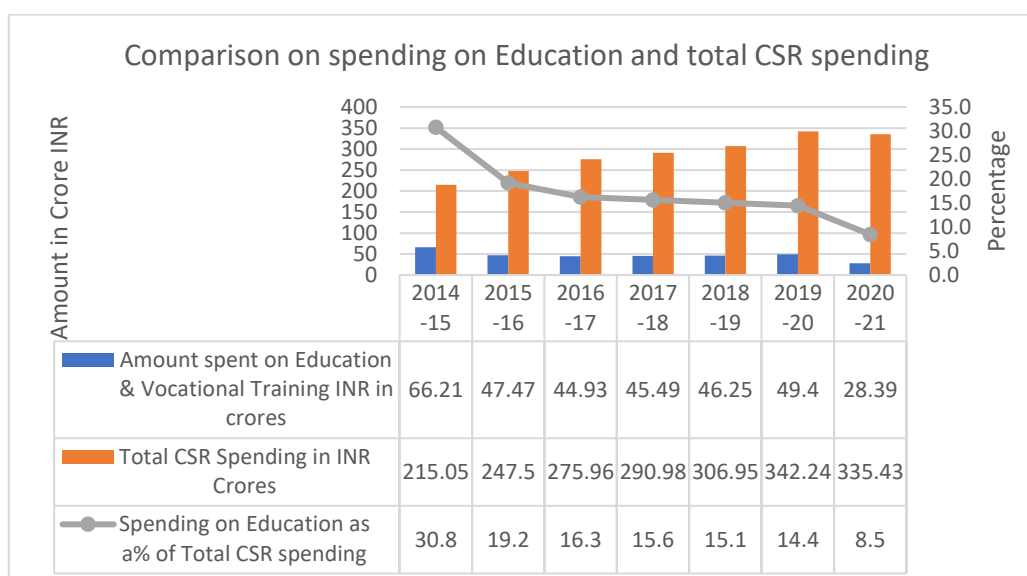


Figure B-23 Comparison of spending on education as compared to the total CSR spending of ITC Ltd.

The above chart indicates that during 2014-15 the company spent around 30% of its total budget on education initiatives. However, the percentage have gradually decreased in the succeeding years. In the year 2020-21 the percentage spending on education was as low as 8.5% of the total CSR spending. The average spending per year in percentage comes to 17.1% of the total CSR spending and the average amount of CSR spending on education comes to INR 287.7 crores yearly.

#### Concluding Note:

Year →	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Total CSR Spending in INR Crores	215.05	247.5	275.96	290.98	306.95	342.24	335.4
Amount spent on Health (Including Solid waste management)	23.9	57.95	105.44	102.16	127.83	119.43	62.15
Amount spent on Rural Transformation	71.95	122.9	110.56	125.05	115.97	116.84	83.36
Amount spent on Education & Vocational Training INR in crores	66.21	47.47	44.93	45.49	46.25	49.4	28.39
Total of the Three focus areas	162.06	228.4	260.93	272.7	290.05	285.67	173.9
The CSR spending in the three focus areas as a % of total CSR spending	75.4	92.3	94.6	93.7	94.5	83.5	51.8

The above table clearly indicates that the selected three focus area have attracted most of the CSR spending of ITC Ltd from the year 2014-15 till 2020-21. The percentage of total spending on these focus areas range from 51.8 % to 94.6% during these years. However, we can see a sharp fall in the year 2020-21 which may be due to the fact that the amount spent on combating the Corona Pandemic or contribution to P.M care fund has been reported as spending in disaster response rather than in healthcare. Due to this the percentage spending in the three-focus area during 2020-21 is 51.8% approximately which is still more than half of

the CSR spending of the company. The average CSR spending in the three-focus area comes to 83.68% of the total CSR spending.

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### C. TATA STEEL LTD.

Originally established in 1907 the company today is one of the foremost global steel companies. The company's yearly crude steel capacity of its operation in India is around 20 million TPA. The company has registered a turnover of INR 91,037 crore as on 31<sup>st</sup> March 2021. The product portfolio of the company in India is divided into four segments-Industrial Products, Projects, and Exports; Branded Products and Retail; Automotive and Special Products; and Services and Solutions

*"Businesses need to go beyond the interest of their companies to the community they serve"*

-RATAN TATA

*"In a free enterprise, the community is not just another stakeholder in business, but, is in fact, the very purpose of its existence."*

-JAMSETJI TATA

The above philosophy of the former Chairman and founder of Tata group has been the driving force behind the philanthropic activities of the group. The same philosophy can be seen in the various CSR initiatives of the Tata steel company.

#### The CSR Policy

Tata steel adopted its CSR policy for the first time on September 17<sup>th</sup>, 2014. The company's long-term CSR objective is "to improve the quality of life of the communities we serve globally through long term value creation for all stakeholders", which is in alignment with the Tata Group Core Purpose. (TATA STEEL CSR POLICY, 2014)

The company clearly defines its focus areas as-education, health, water, livelihood, rural and urban infrastructure.

#### The CSR core Model of Engagement:

The CSR initiative of the company depend on six guiding principles: - (TATA Steel, 2014)

##### Impact

- All initiatives would have well defined KPIs(Key Performance Indicators)

##### Partnership

- Work with TATA trusts, NGOs, Government Agencies and other like minded agencies.

##### Affirmative Action

- Design targeted intervention for SC/ST and other beneficiaries in 5Es- Education Employability Employment Entrepreneurship and Ethnicity

##### Volunteerism

- Providing opportunities to the employees and their family member to volunteer in various CSR initiatives

##### Communication

- A two way communication process for need assessment and feedback of beneficiaries

##### Innovation

- To develop innovative solution to solve seemingly intractable social problem.

The company's focus areas for developmental activities are in urban as well as rural areas in all the states of its operation. However, the company also supports CSR activities in other areas if recommended by the CSR and Sustainability committee of the company. The initiatives are planned to be more focused on the socially and economically marginalised communities like women, girl child and ST/SC community etc.

Tata steel supported key implementation agencies which ensure the implementation of the CSR programme of the company are: -

- Tribal Cultural Society (TCS)
- Tata Steel Rural Development Society (TSRDS)
- Tata Steel Skill Development Society (TSSDS)
- Tata Steel Family Initiative Foundation (TSFIF)

The CSR policy of the company defines the following Key areas in Education, Health and Rural Transformation-

- Education (Including Skill Development):
  - Establishing and managing educational institutions and hostels
  - Organize kitchens for “mid-day meal”
  - Work towards improving the quality of education government and private schools
  - Conduct training sessions for the educators and administrators of the schools.
  - Improving and increasing the facilities in schools and other institutions for education like colleges etc.
  - Providing scholarships on basis of merit of the students or financial help to the poor students, if required.
  - Mainstream the drop out students by providing bridge courses and encouraging them to re-join schools.
  - Adult literacy
  - Work towards development of innovative methods and material to increase the understanding and interest of students.
  - Encouraging extra-curricular activities and promote best practices in education in schools.
  - Work towards rehabilitation and mainstreaming the children with disability by providing them education.

- Work in the area of skill building by establishing and administering various skill development centres, diploma and polytechnic institutes, community colleges, industrial training centres, etc
- Providing sponsorship to young people in certain institutions to help them in developing skill enrol for vocational training programmes.
- Providing Entrance exam preparation support to candidates so that they can get admissions in different institutions (TATA STEEL CSR POLICY)
- Health:
  - Support healthcare services through establishment of hospitals, dispensaries and making available medical vans and ambulances in the plant vicinity.
  - Provision of monetary aid to poor patients and helping them in the form of waiving the medical bills if required
  - Conducting health check-up camps on a routine base and spreading awareness regarding various issues related to general health.
  - Encouraging family planning by providing such services along with creating awareness regarding HIV/AIDS and other contagious diseases
  - Work towards reduction of infant and maternal mortality
  - Rehabilitation after treatment of people with physical disabilities
  - Work in the area of health of adolescents and enlighten them regarding reproductive sexual health issues
  - Encourage research in the field of medical science.
  - Tata steel's health initiative also include provision of potable drinking water and better sanitation facilities.(TATA STEEL CSR POLICY, 2014)
- Rural Transformation (Including Livelihood for rural population and sustainable agriculture):
  - Rural infrastructure projects of constructing and maintaining roads, culverts, drains, bridges, water infrastructure, electrification, building community centres and youth clubs, etc
  - Provide support to self-help groups by enabling creation of such groups, co-operatives, societies, federations and similar organisation and provide training to them.
  - Augment the irrigation facilities and built water harvesting structures.

- Capacity building of farmers by providing them know how about better methods of farming and other related sectors.
- Help in increase demand for the agricultural produce and other forest products and support in creating marketing linkages.
- Provide data and technical knowledge to the farmers.
- Enable the farmers to get better quality of inputs for their farming.
- Encourage research on agriculture and related sectors and sometimes even conducting such research. (TATA STEEL CSR POLICY, 2014)

#### The CSR and Sustainability committee:

The company has formed a CSR and Governance committee in accordance with the provision of Section 135 of the New Companies Act 2013. The committee has the following members as on 31<sup>st</sup> March 2021:

- Mr. Deepak Kapoor-Chairman
- Mr. O.P. Bhatt
- Mr. T.V. Narendran
- Mr. Kaushik Chatterjee.

#### The CSR Initiatives

The Tata Group has a very long and glorious history of philanthropy. Accordingly, Tata steel is also not an exception. According to the information provided in the CSR annual reports the company has always spent more than the prescribed amount on CSR. The studies include the CSR initiatives in Education, Health and Rural Transformation.

##### 5.3.1 Rural Transformation: -

The main initiatives in rural transformation include support to rural infrastructure, strengthening the capabilities of agricultural sector, provide sustainable livelihood opportunities, enhance the skill of the youth, and enable the women self-help groups

##### A. Improving the productivity of agriculture crop:

Paddy being the main crop around the plant location of Tata Steel main focus given by the company was on increasing the productivity of paddy. The main intervention by tata steel was to ensure that the farmers get good quality seeds, and fertilizers. Collaborations with various expert institute helped to provide technical know-how to the farmers. The target determined was to achieve a productivity of 2.5 tons per acre by 2014. The company claims

that looking at the success of the programme farmers at mining locations were also inspired to adopt such initiatives. In the year 2011-12. The system of Rice Intensification (SRI) was piloted by the company in about 125 acres of land. This system is a method of rice cultivation in which lesser amount of water is used and is labour intensive in nature. This method helped in increasing the yield of paddy considerably. The chart C-1 gives the details of the paddy yield achieved due to adoption of SRI.

It is evident from the chart that the per acre yield of paddy has been above 2 tonnes since 2012-13. The SRI training was initiated in 2011-12 with 250 farmers in 125 acres of land. Earlier efforts were made to increase paddy yield. However, during 2010-11 the per acre yield dropped to as low as 0.65 tonnes per acre. This may be because the region around Jharkhand experienced low rainfall during the year. The average yearly yield per acre comes to 2.024 tonnes and the average number of farmers trained in SRI comes to 6523 per year.

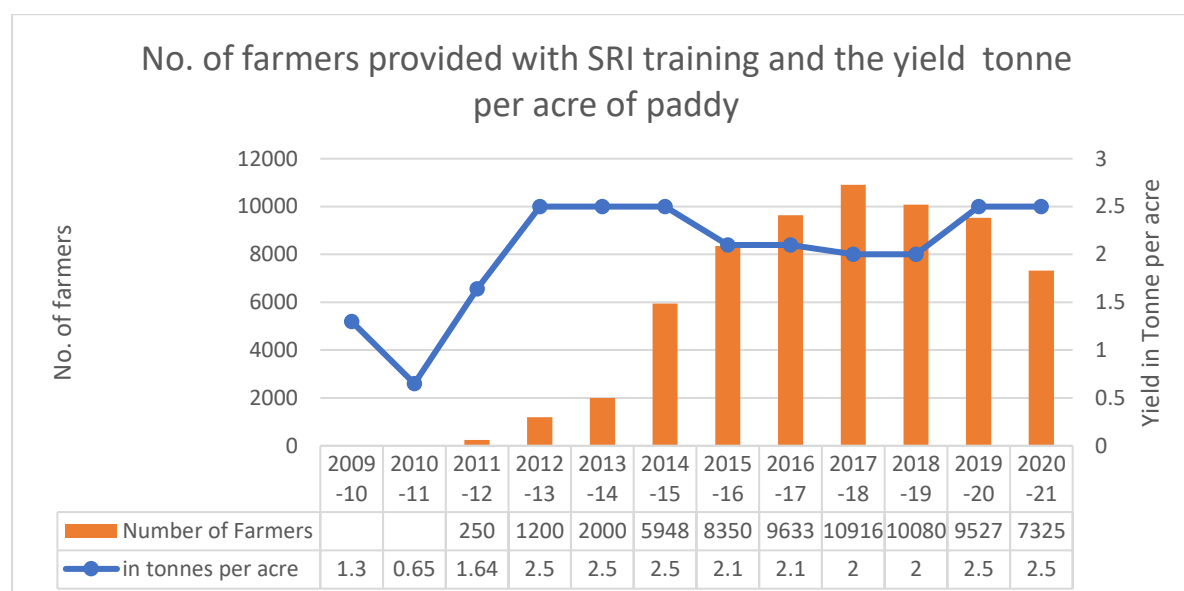


Figure C-1 Number of farmers provided with SRI training and yield of paddy in tonnes per acre (Source: Annual Reports of Tata steel.)

#### B. Increasing cropping intensity through Second crops:

The company through its intervention have made efforts to increase cropping intensity by taking second crop during a year. However, this depends upon availability of irrigation facility and hence the company has undertaken efforts to increase the number of irrigation options available to the farmers. The various options include deep borewells, hand tube wells, hand pumps, roof top water harvesting units and ponds. As a result of this efforts the farmers were encouraged to take 2<sup>nd</sup> crop and even 3<sup>rd</sup> crop during the season.

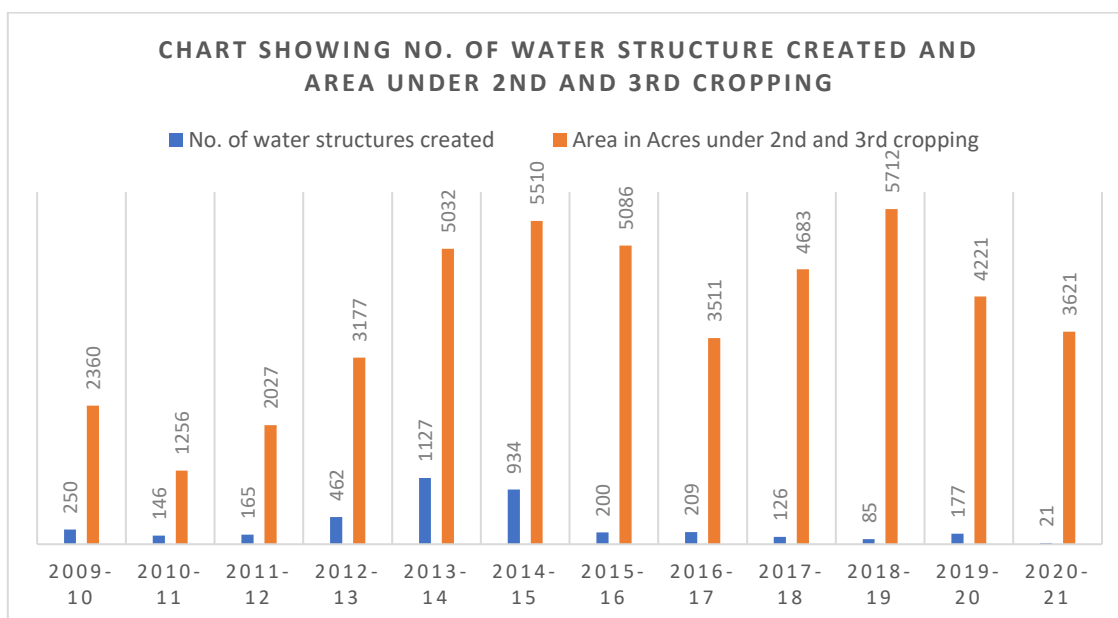


Figure C-2 Number of water structures created and area brought under 2<sup>nd</sup> and 3<sup>rd</sup> cropping (Source: Annual Reports of Tata steel.)

The above chart shows that about 250 water sources were created in 2009-10 and around 2360 acres of land was brought under 2<sup>nd</sup> cropping. The highest number of water sources were created in 2013-14 and 2014-15 i.e., 1127 and 934 respectively. The highest amount of area brought under 2<sup>nd</sup> and 3<sup>rd</sup> cropping was in 2018-19 and 2014-15 i.e., 5712 acres and 5510 acres respectively. The average number of water sources created come to 325 and on an average 3850 acres of land was brought under 2<sup>nd</sup> and 3<sup>rd</sup> cropping yearly.

### C. Wasteland Development:

The company has made continuous efforts to develop wasteland. The efforts have been to cover the wasteland into horticulture centre by developing cashew and mango plantation. The programme was initially launched at Patamda, Baharagora and Chakulia in East Singhbhum district in Jharkhand. However annual reports, sustainability reports and press releases have updated data till the 2015- 16 only. The following chart show the year wise development of wasteland in terms of acre of land developed.

The figure C-3 shows that total 2075 acres of land was brought under wasteland development in 2009-10, 3350 acres was brought in 2010-11, 750 acres was brought in 2011-12, 1035 acres was developed in 2012-13, 1000 acres was developed in 2013-14, 1339 acres was developed in 2014-15 and 3451 acres was developed in 2015-16. Thus, during these years more than 13000 acres of land was brought under wasteland development initiative.

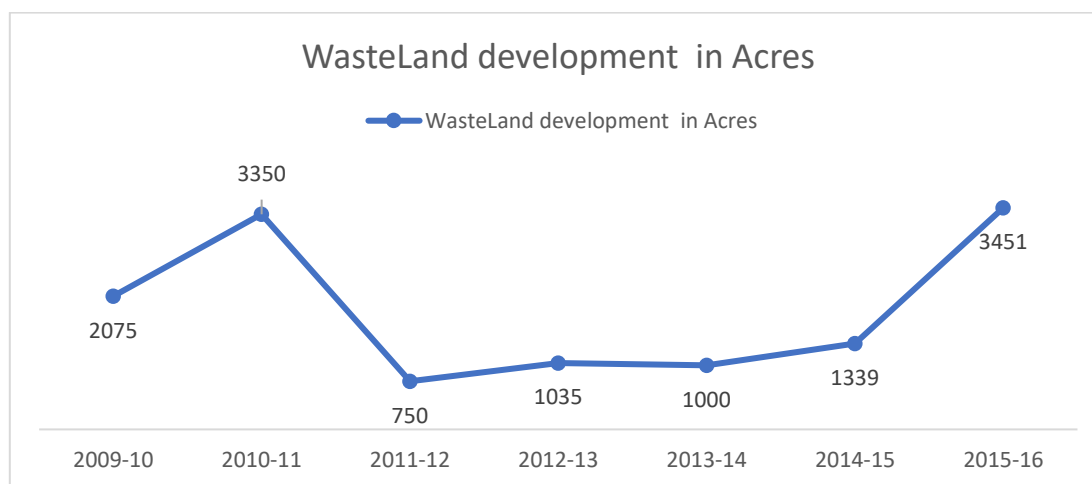


Figure C-3 Total wasteland developed in Acres during 7 years from 2009-10 till 2015-16 (Source: Annual Reports of Tata steel.)

#### D. Development of rural enterprise by the means of Self-Help Groups (SHG):

Tata steel is involved in rural enterprise development through the formation of SHGs specially comprising of women members from poor families. These initiatives provide an alternate source of employment for the development of rural households. These SHGs are provided financial assistance by government institutions, Tata steel and banks to start their enterprise. Additionally, Tata steel also provides technical support through expert guidance to start their own business enterprise. The SHGs are encouraged set up home enterprises and market products such as pickles, vermicompost, saplings, mushroom, bamboo products, poultry farming, piggery and goatery, soap making, phenyl making, nurseries to raise sapling, seedless tamarind making tailoring, soura painting, paper bag making etc.

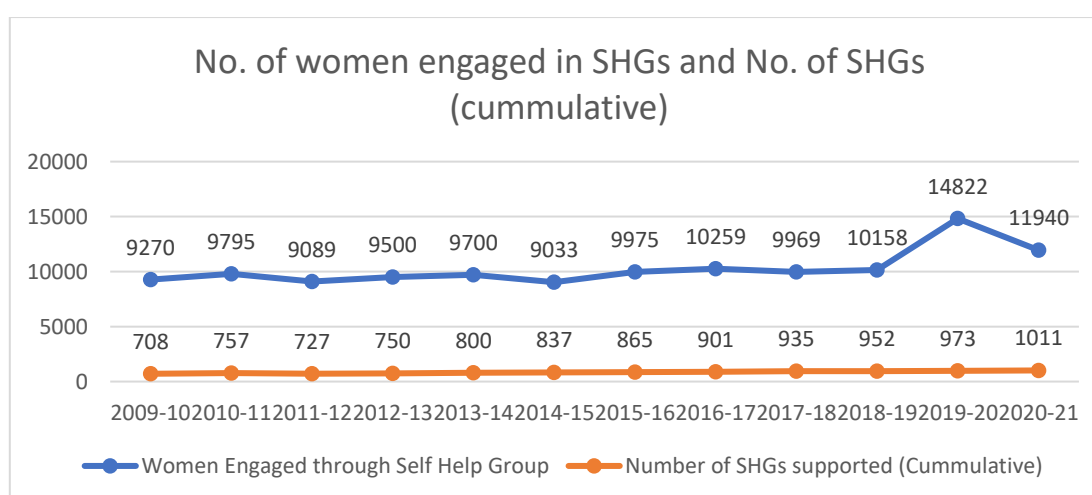


Figure C-4 Number of women engaged through SHGs and number of SHGs (Cumulative)(Source: Annual Reports of Tata Steel)



The charts clearly shows that the number of total SHGs have increased over these years. The number of SHGs in 2009-10 were 708 which increased to 1011 in 2020-21 i.e., an increase of 42.7% over a period of 12 years. Whereas the number of women engaged through SHGs increased from 9270 in 2009-10 to 11940 in 2020-21 i.e., an increase of 28.8 % during the period of 12 years. The average number of SHGs created yearly comes to 84 and the average number of women engaged yearly comes to 10293 women per year.

#### E. Support to rural Infrastructure:

In addition to various initiatives for sustainable agriculture and livelihood creation the company also provides necessary infrastructural facilities to the villages in the vicinity of its plant locations. The initiatives take the form of providing safe drinking water, creating water harvesting facilities, repairing and constructing roads, providing solar lamps in villages, repairing buildings etc. These initiatives have benefited thousands of people of the villages. The summarized information on the number of beneficiaries is available in the charts appearing hereafter. However, data regarding the outreach of various initiatives is not available for all the initiatives for all the years. Data regarding the beneficiaries of rural infrastructure and beneficiaries of safe drinking water in rural areas is available for the period after 2014-15 which is evident from the chart C-5. Whereas information regarding the number of waters harvesting structures created is available from the year 2012-13 till 2020-21 as depicted by chart C-6. The data regarding providing solar lights is available only for four years i.e., from 2011-12 to 2014-15 on the company website. The data is presented in the form of chart C-7.

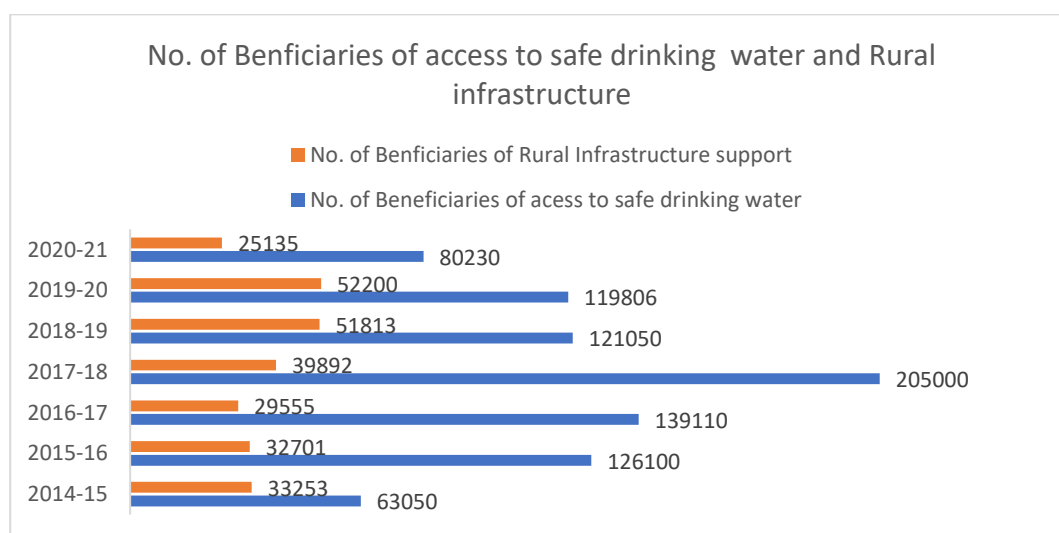


Figure C-5 Number of beneficiaries of access to safe drinking water and rural infrastructure from 2014-15 to 2020-21 (Source: Annual Reports of Tata Steel)

In the year 2019-20 total 52200 lives were the highest number benefited due to the rural infrastructure support while 205000 lives in 2017-18 were the highest number of lives benefitted due to provision of safe drinking water. In 2020-21 the number of beneficiaries of rural infrastructure were the lowest while the number of beneficiaries of access to safe drinking water were lowest in 2014-15 i.e., 63050. Every year on an average 122049 people were benefitted from access to safe drinking water while on an average 37792 lives were affected every year by the availability of rural infrastructure facilities.

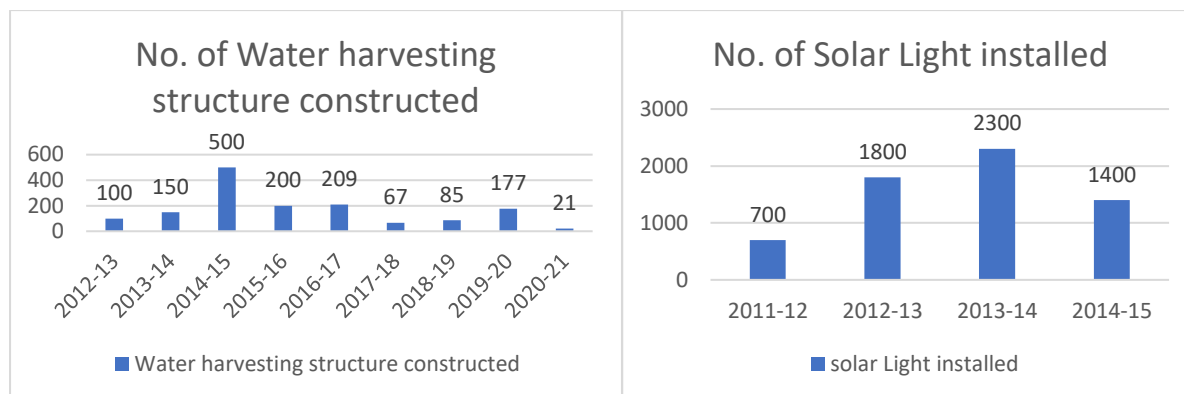


Figure C-6 No. of water harvesting structure

Figure C-7 no. of solar lights installed over 4 years.

(Source: Tata Steel website)

The highest number of water harvesting structures were constructed in 2014-15 which were 500 in numbers. While the highest number of solar lights were installed in 2013-14 i.e 2300 lights. The lowest number of water harvesting structures created were in the year 2020-21 i.e., 21 structures while the least amount of solar lights were installed in the year 2011-12 i.e., 700.

The average number of harvesting structures created every year comes to 168 structures while average number of solar lights installed comes to 1550 solar lights every year.

The highlights of other initiatives not included in the above description are presented in the form of table below:-

Year	Initiative
2009-10	<ul style="list-style-type: none"> <li>• Total land of around <b>nine thousand</b> acres was brought under plantation of cashew and mango till the end of 2009-10 which benefited 3700 families from 129 villages</li> <li>• Total savings &amp; loans of SHGs aggregated to INR 4.50 crores</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>• Total land of about of 12000 acres was brought under plantation of cashew and mango.</li> <li>• Total savings &amp; loans of SHGs aggregated INR 4.90 crores</li> <li>• Land impacted by improved productivity measures was 3224 acres</li> </ul>

2011-12	<ul style="list-style-type: none"> <li>• Introduced training on System of Rice Intensification as a pilot project in land of around 125 acres. This had an impact on 10 villages and 250 farmers.</li> <li>• Village based and classroom-based training provided to 400 farmers and 700 acres of land was covered by this initiative.</li> <li>• Land impacted by improved productivity measures was 3906 acres.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• The income of SHG members raised to INR 28000 per member per annum.</li> <li>• Tata Rural development Society provided paddy and vegetables seeds to more than 1800 farmers</li> <li>• Distributed agricultural implements to more than 200 farmers in the Kalinganagar, Joda, Bamnibal, Gopalpur and Sukinda</li> <li>• 700 acres of new land was brought under irrigation</li> <li>• Land impacted by improved productivity measures was 4192 acres</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Revived around 34 lift irrigation points in Ganjam district of Odisha which impacted 2000 farmers and irrigated 1100 acres of land.</li> <li>• The products of Navjivan Cooperative found buyers like Delhi Craft Council, FabIndia etc.</li> <li>• Dairy development initiated by Tata Steel rural development Society (TSRDS) in Ganjam district of Odisha in which a farmer's cooperative union at district level affiliated to Odisha Milk federation provided backward and forward linkages making the project sustainable. (Tata steel Rural development Society, 2018-19)</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• In the first year of operation 3000 tons of vegetable grown by farmers under the CSR initiative of the company were marketed with a yield of INR 3 crores. 1300 farmers and 38 villages were impacted.</li> <li>• 366 ponds were excavated engaging 9 community-based institutions.</li> <li>• 'mKrishi portal' for farmers was started during the year in which text message was provided regarding the market rate prevailing in Balarampur and Sakchi Mandi to 300 farmers.</li> <li>• Land impacted by improved productivity measures was 5510 acres</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• More than 4200 farmers adopted vegetable cultivation as their 2<sup>nd</sup> and 3<sup>rd</sup> crop due to the intense CSR intervention of the company.</li> <li>• 1200 farmers attended the agricultural meet "Vaarta -An agricultural meet" between experts and farmers during the year.</li> </ul>

	<ul style="list-style-type: none"> <li>Land impacted by improved productivity measures was 5086 acres</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>5451 farmers adopted vegetable cultivation as their 2<sup>nd</sup> and 3<sup>rd</sup> crop during the year.</li> <li>1800 farmers attended the agricultural meet “Vaarta -An agricultural meet” between experts and farmers.</li> <li>Land impacted by improved productivity measures was 3511 acres</li> <li>126 Farmers associated with dairy farming contributed to milk collection of 1.38 lakh liters during the year and generated earnings of INR 38.42 lakhs</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>Achieved further increase in paddy yield by 1 ton per acre during the year.</li> <li>Trained farmer in other allied activities like pisciculture, lac culture, duck rearing etc.</li> <li>Farmers associated with dairy farming increased to 239 who contributed to milk collection of 2.01 lakh liters during the year and generated earnings of INR 64.67 lakhs</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>The spring initiative to prevent contamination of perennial springs benefitted 5 villages during the year.</li> <li>15302 farmers were reached through productivity improvement in primary agriculture while 5259 farmers reached through development of allied activities and 1275 farmers reached through pond-based activities.</li> <li>Farmers associated with dairy farming increased to 341 who contributed to milk collection of 2.98 lakh liters during the year and generated earnings of INR 91.26 lakhs.</li> <li>5 milk producer societies were created during the year.</li> <li>Due to efforts of TSRDS 1215 farmers in Jamshedpur and 158 farmers in Gopalpur initiated fish cultivation thereby selling 123 tons of fish. This generated income of 153 lakhs for the farmers.</li> <li>908 ponds in Jamshedpur and 52 ponds in Gopalpur were harvested.</li> <li>295 farmers assisted in Tassar cultivation and recorded a cumulative income of INR 54 Lakhs while 103 women reelers earned INR 2.97 Lakhs by producing yarn at 5 reeling centers.</li> <li>12 farmers were motivated to take maize as second crop which resulted into production of 6264 kgs of production of maize and earning of INR 124900 to the farmers.</li> </ul>

	<ul style="list-style-type: none"> <li>Rose production was initiated in 2018 and farmers harvested 12600 flowers per month at a cost of INR 15000/- and monthly income of INR 41700.</li> <li>150 mango wadis were developed impacting 250 families and 17 villages.</li> <li>700 farmers attended the agricultural meet “Vaarta -An agricultural meet” between experts and farmers.</li> <li>Various capacity building initiatives for farmers like Vaarta, Kisan Goshti, Incubating Ecopreneur, Collectives for integrated Livelihood initiatives (CInI) benefited 2000 households.</li> <li>6.99 acres of land was covered by solar energy driven drip irrigation. (Tata steel Rural development Society, 2018-19)</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>17,032 farmers benefited through agriculture productivity techniques.</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>Organized a Digital Gram Sabha of four panchayats. It was a first digital meeting registering the attendance of more than 80 people on digital medium and more than 300 people in person.</li> <li>An increase in the income of 24693 farmers by a total amount of INR 65000 was witnessed during the year.</li> </ul>

The company has carried on highly structured and impactful CSR initiatives in the states of Jharkhand, Orissa and Chhattisgarh. CSR spending on rural transformation by the company from 2014-15 to 2020-21 as compared to total CSR is depicted in the chart below.

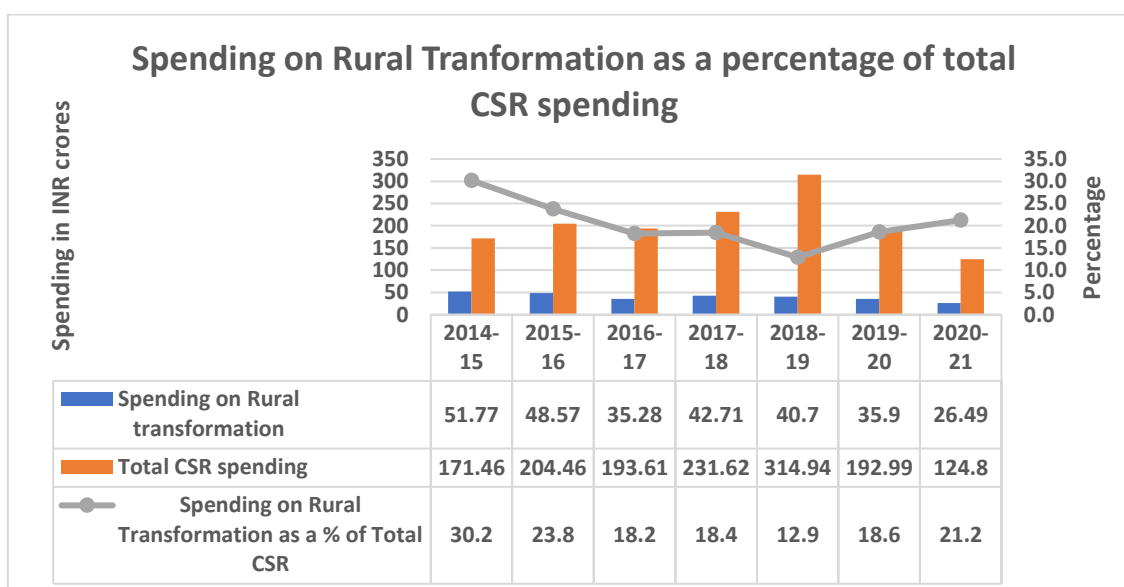


Figure C-8 Spending on rural transformation as a % of total CSR spending by Tata Steel.

The chart C-8 shows that the spending on rural transformation by Tata Steel has been as high as 30% of the total CSR spending in the year 2014-15. However, the percentage shows a

continuously declining trend then after. This percentage has again increased to 21.2% in 2020-21. The average percentage spent on rural transformation during these seven years comes to around 15 % of the total CSR spending.

### 5.3.2 Health including Sanitation

#### A. Project MANSI (Maternal and new born Survival Initiative):

Initially the programme MANSI was launched in 167 villages of district Seraikela-Kharsawan of Jharkhand. After the success of the project in these villages it was further launched in 1686 villages of Jharkhand and Odisha. The target beneficiaries of this programme were the pregnant mothers and new-borns of rural areas in Jharkhand and Odisha which suffered from high neonatal deaths and infant deaths.

The main objective of the project was to reduce the infant mortality rate, neonatal mortality rate and Child mortality rate. Through this programme the beneficiaries were provided home based new born care by the ASHAs (Accredited Social Health Activists) who are called Sahiyyas in Jharkhand. “However, the main obstacle was that many Sahiyyas were not literate. To overcome this problem classroom sessions of Sahiyyas were arranged and they were trained using visual/ pictorial aids, on parameters which would address the root causes and underlying reasons for neonatal and infant mortality.”(Tata Sustainability Group, 2018)

The implementation and funding of the project was done by American India Foundation (AIF), Tata Steel Rural Development Society (TSRDS) in collaboration with Department of Health and Family welfare and technical support was obtained from Society for Environmental Awareness and Rehabilitation of Child and Handicapped (SEARCH) (Tata steel, 2013-14). The number of women reached through the project can be known from the following graph:

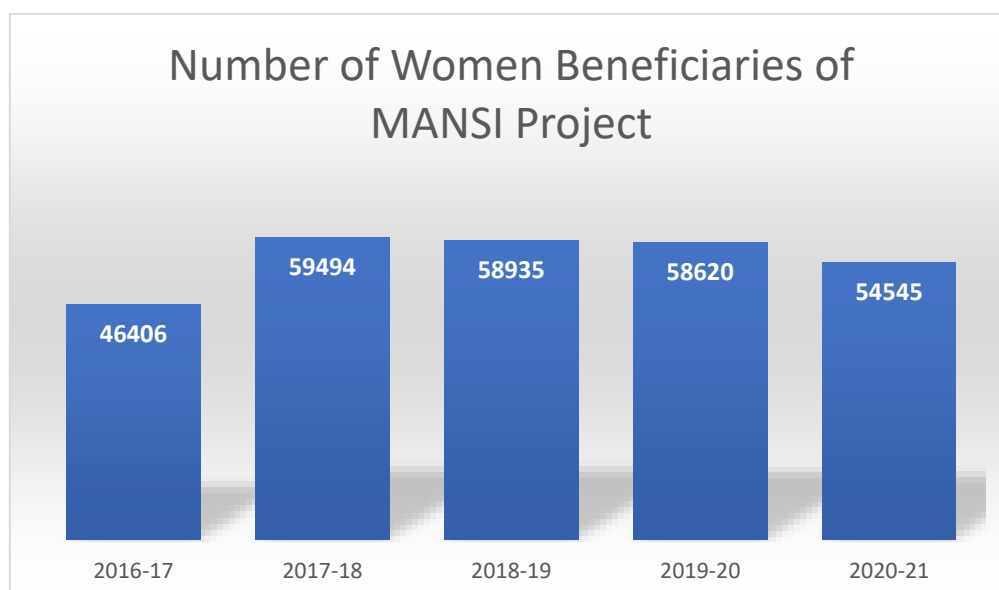


Figure C-9 Women benefitted by MANSI project. Source: Tata Steel website

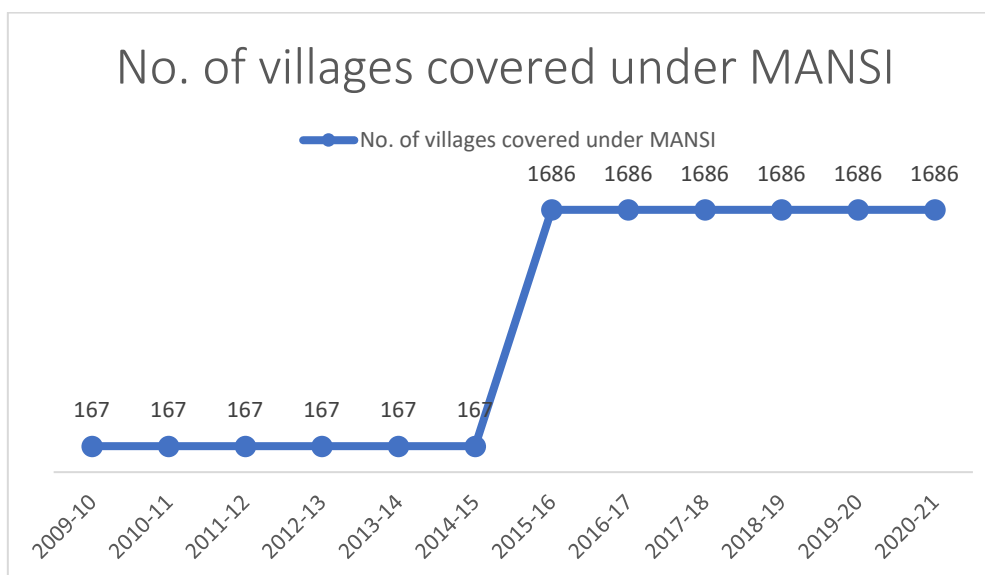


Figure C-10 Number of villages covered by MANSI Project. (Source: Tata steel sustainability reports)

The above two charts indicated that the project has gained momentum post 2014-15 after which the number of villages covered have increased significantly from 167 to 1686. The number of women benefitted by the initiative have been more than 50000 every year except in the year 2014-15.

The initial years data of the number of beneficiaries are not available in the report. However, the Vital Survey done by SEARCH (Gadhchiroli) have noted the following impact of the project: -

- An evaluation of the pilot villages (167) over a period of 5 years i.e., from 2011 to 2015 revealed that there was a significant reduction in child mortality rate by 54.9%, infant mortality rate by 63% and neonatal mortality rate by 61%, and
- The evaluation of the scaled up 12 blocks (1686 villages) over a period of three years i.e., 2016 to 2018 revealed that there was a decrease in child mortality rate by 27%, Infant mortality rate by 20% and neonatal mortality rate by 24%, and (Tata Sustainability Group, 2018)

#### B. Primary Health Care:

The basic health services are provided by Tata Steel through a health infrastructure consisting of –

- The Main Hospital of Tata equipped with 890 beds
- Dispensaries at nine locations
- Static and Mobile Medical Vans
- Jamshedpur super dispensary

- Medical facilities in the form of hospitals at various mining locations

All these units provide preventive, promotive and curative health services to the people of Jharkhand, Odisha, and Chhattisgarh. The health services majorly included are-

- Maternal and infant care

The special project regarding Maternal and infant care (MANSI) has been discussed above in detail. However regular antenatal check-ups are also carried out at various locations. The data regarding antenatal check-ups provided from 2009-10 to 2015-16 is available in the various annual sustainability reports of the company.

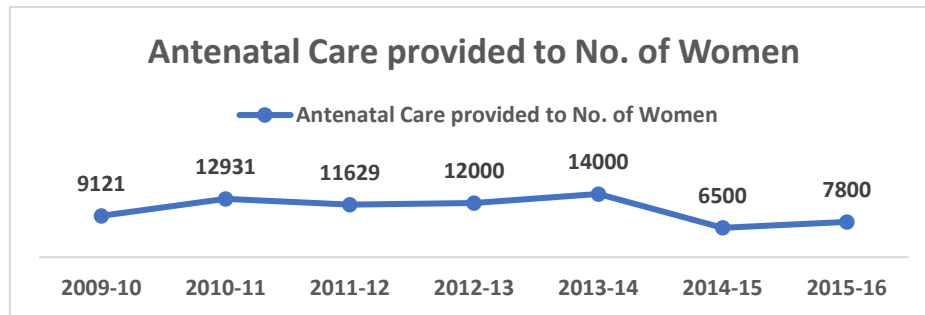


Figure C-11 Number of women provided with antenatal care through the health infrastructure of Tata Steel.

The project MANSI was boosted from the year 2014-15, this may be the reason why data regarding antenatal check-up is not available after 2015-16. The average number of antenatal check-ups for the period from 2009-10 to 2015-16 comes to around 10568 check-ups per year.

- General Health Care

The mobile units and dispensaries at various locations provide general health care services to the community in the vicinity of the plant and mining location. The details regarding the number of beneficiaries who availed various health check-up facilities are as below:

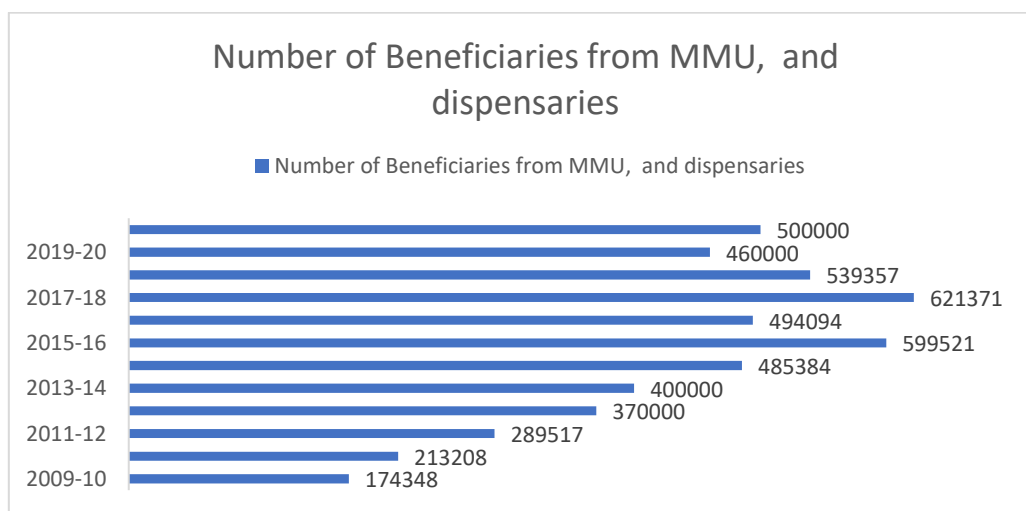


Figure C-12 Number of beneficiaries of Mobile Medical Units and dispensaries year wise. (Source: Tata Steel website)



The number of beneficiaries in 2009-10 were 174348 which increased to 213208 in 2010-11. The lives benefited from the primary healthcare services in 2011-12 were 289517, 2012-13 were 370000, 2013-14 were 400000 and in 2014-15 were 485384. The number of beneficiaries in 2015-16 rose to 599521 and in 2016-17 the number was 494094. In 2017-18 the number of beneficiaries in the highest at 621371. However it declined in 2018-19 to 539357, 460000 in 2019-20 and approximately 500000 in 2020-21. On an average people around 428900 were benefited every year by the primary healthcare services of the company.

- Eye Care:

Tata steel through its mobile medical units, hospital, dispensaries, and specialised medical camps also provide eye care services to the marginalised people of the Jharkhand, Odisha, and Chhattisgarh states since the year 2016. Earlier the company used to conduct free cataract surgery camps across Jharkhand. The company operates a Mobile Eye Surgical Unit (MESU) in association with Sankara Netralaya and IIT Madras. The Tata trust also aids the initiative. Due to this the company can carry specialised cataract surgeries even in far and remote locations of these three states. The company performs free of cost surgeries and provides spectacles to the most needy and poor tribal community. “MESU is equipped with all high-end facilities like Auto Refraction, Slit Lamp for Retina Fundoscopy, Digital Biometric Record along with Pathological facilities.” (India CSR Network, 2016). The number of free cataract services conducted over 12 years period are as given in the chart below

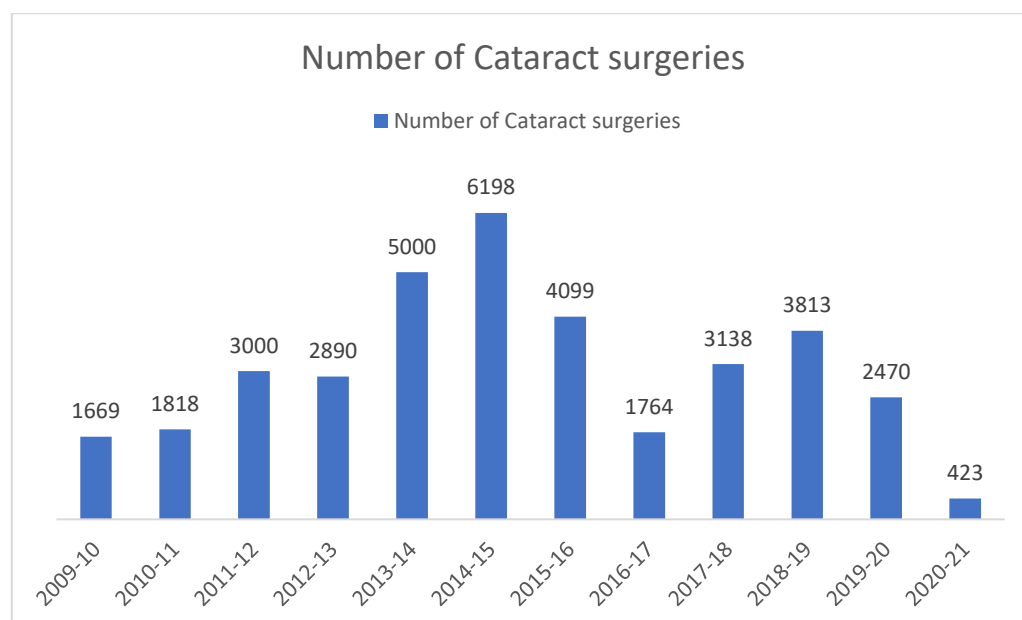


Figure C-13 Number of cataract services performed under the initiative since 2009-10. (Source: Tata Steel website and sustainability reports.)

The number of cataract surgeries was highest in 2014-15 i.e., 6198 and lowest in 2020-21 i.e., 423. The lower number of surgeries in 2020-21 may be because 2020-21 was a year of lockdown due to corona pandemic. The average number of cataract surgeries performed yearly comes to 3024 surgeries per year.

Besides this the company also supports Jamshedpur Eye hospital to which the company had donated land for the construction of the hospital in 1958. All the management committee members of the hospital are appointed by Tata steel. It is an eye hospital with 40 bed capacity situated at Sakchi-Jamshedpur. The hospital started functioning in 1961 with the main goal of free eye treatment to the poor, disseminate information regarding eye care to the public and to promote further studies, research and training in ophthalmology. The Hospital is run by a charitable trust in which the office bearers and members are nominated by Tata Steel. It is registered under Societies Act - 584/ 09-10 of the Jharkhand Government. (Jamshedpur Eye Hospital)

- Immunisation:

The company also provides immunization services to the infants through its mobile medical units and dispensaries. The infants are provided with 3 doses of DPT (Diphtheria Tetanus Pertussis). The details of infants immunized from 2009-10 till 2015-16 is as follows.

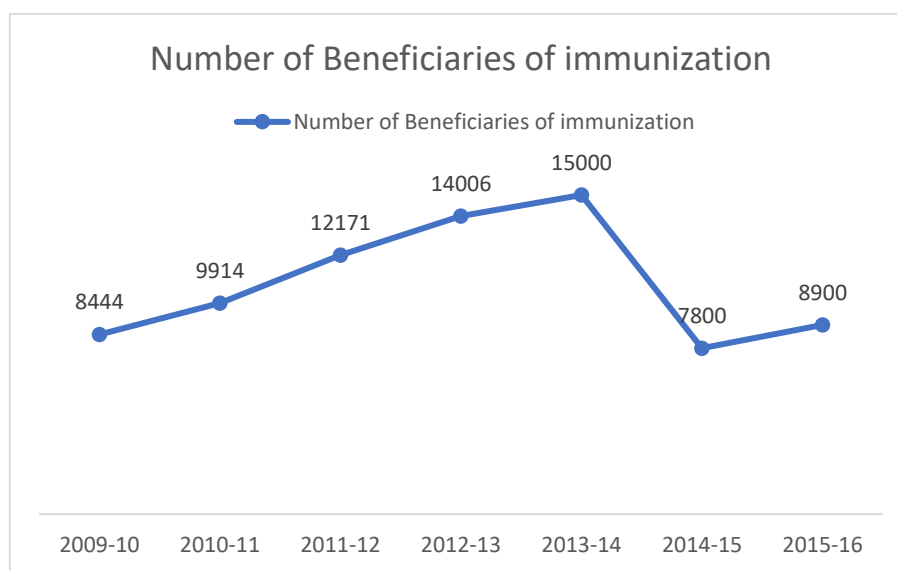


Figure C-14 Number of infants provided from 2009-10 till 2015-16 (Source: Tata Steel Foundation report)

“The Tata Steel foundation also arrange awareness camp for immunization and educate parents on the need for proper immunization of children, breastfeeding practices, healthy food habits and family planning initiatives.” (Tata Steel Foundation, 2019). Again the information after 2015-16 is not available separately as the project MANSI gained momentum after 2014-15.

- Family Planning Initiative:

The company also provides family planning services at various mobile medical units and dispensaries. The family planning and stabilization services include long-term or permanent tracheostomy (LTT) and No Scalpel Vasectomy (NSV). The details of LTT and NSV beneficiaries is depicted by the chart below:

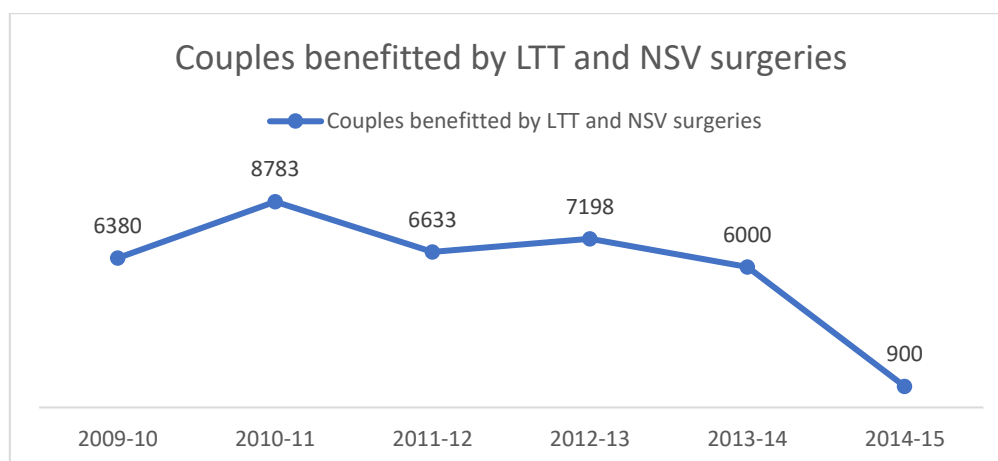


Figure C-15 Number of Couples benefitted by LTT and NSV surgeries (Source: Tata Main hospital)

As per the claims by the company Tata Steel was the first in the corporate sector to launch its family planning program in 1951. “Doctors from Tata Main Hospital have been closely associated with family welfare and family planning initiative together with TSRDS and Tata Steel. The program is integrated with maternal and child welfare schemes and its success is attributed to the close working of Tata Main Hospital with NGOs.” (Tata main hospital)

Tata steel also has a service wing in the name of Tata Steel's Family Initiatives Foundation (TSFIF) which undertake initiatives to improve the quality of life of the people in intervention area. TSFIF continuously work to increase the reproductive health awareness among people and provide quality services so that it positively impacts the health indices. It also works to create awareness about family planning by performing road shows etc. “TSFIF conducts camps for family planning in East Singhbhum district on Tuesdays and Thursdays. Special initiatives include outreach camps for female sterilisation in West Singhbhum, Saraikela Kharswan districts, as well as areas with mines and collieries like Hazaribagh and Dhanbad districts. Male Sterilisation is also conducted for beneficiaries from East Singhbhum and Saraikela Kharswan districts.” (Tata steel, 2012)

- HIV/AIDS initiatives:

Tata steel has been involved in creating awareness regarding HIV/AIDs since 1990s. The initiatives include -performing nukkad natak, distributing pamphlets, condoms, conducting

blood donation camps, rallies and stage shows. The awareness programs are combined with various CSR projects of various foundations promoted by Tata steel viz the project ‘SAHAS’ and ‘RISHTA’ of TSRDS and TSFIF. Project ‘Apni Batein’ of TSFIF and project ‘KAVACH’ of TSRDS. (India CSR Network, 2012).The number of beneficiaries of the AIDS awareness programme are as given below: -

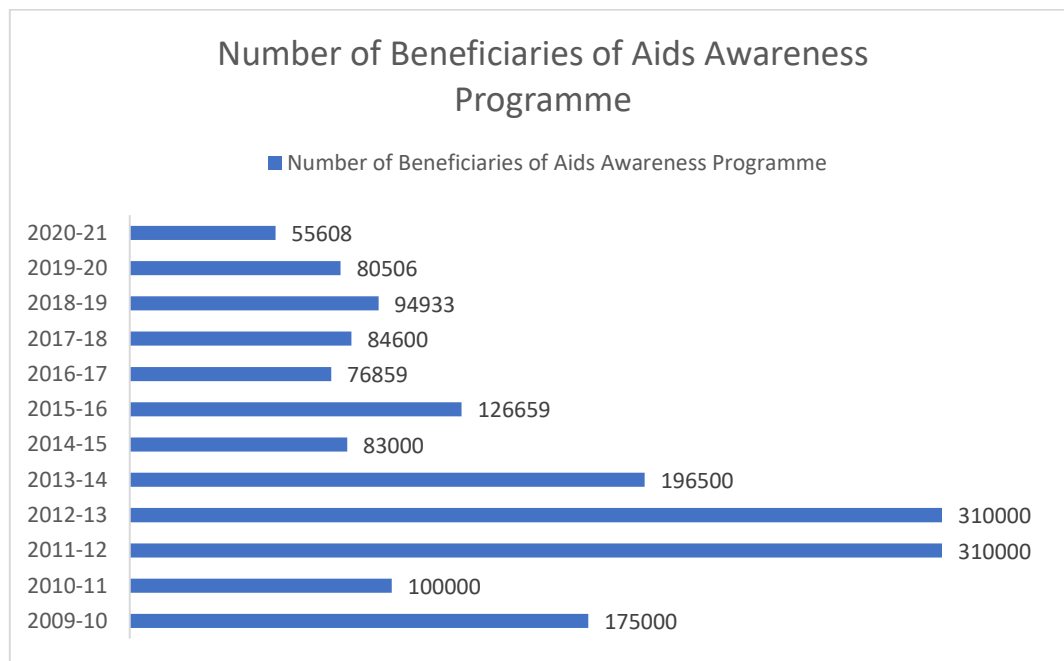


Figure C-16 Number of beneficiaries of AIDS awareness programme. (Source: Tata steel website and annual CSR reports)

The average number of beneficiaries for the year is 141139 per year. “In July 2005 a single window service for the people living with HIV/AIDS was started in Tata Main Hospital. This project was termed as “Sneh Kendra”. This Kendra provided counselling and testing facility for the community. The Preventing Parent to Child Transmission (PPTCT) program for HIV+ pregnant women were started at TMH”. (Tata main hospital)

In December 2020 the company initiated a special HIV/AIDS awareness drive among the long-distance truckers. The project targeted 5 destinations of the truckers in Jamshedpur namely Dimna, Burmamines, Jugsalai and Baliguma. The company worked in association with the Tata Motor’s Parivar Kalyan Sansthan and Family planning Association of India. The initiatives included performing nukkad natak among the truckers, providing audio visuals, playing awareness games, providing condoms, and screening the truckers at clinics and refer them to Integrated Counselling and Testing Centres (ICTC). “In the one year of this initiatives Tata steel has touched the life of 55608 truckers through clinical care and awareness programs”. (The Avenue Mail, 2020)

C. Project RISHTA:( “Regional Initiatives for Safe Sexual Health by Today’s Adolescents”)

The main aim of the project was to improve the reproductive and sexual health of adolescents and their general well-being. The main initiatives under the programme included home visits for counselling, group counselling, conducting health camps etc. The major awareness programmes under the project are undertaken by Tata Steel Family Initiative Foundation (TSFIF) like creating awareness regarding the reproductive system, contraceptive, gender issues, age of marriage, HIV/AIDS, family values and harm in using drugs. The target population of this initiative has been the youth in the age group of 12 to 24 years i.e., school going, dropouts, married or unmarried. “The first two phases of this project covered 661 villages and 34 semi-urban slums from seven blocks of East Singhbhum and 305 villages from six blocks of Seraikela-Kharsawan respectively reaching out to more than 40,000 adolescents.” (Tata Steel , 2011) (Tata steel, 2013)

In the year 2013 the third phase of project RISHTA was launched by tata steel in other blocks covering 239 more villages of the Rajnagar block. The nodal agency appointed was TSRDS (Tata Steel Rural Development Society) and the implementing partners were Family Planning Association of India (FPAI), TSFIF, Tagore Society for Rural Development (TSRD), Association for India’s Development (AID), Krishi Gram Vikas Kendra (KGVK), Society for Participatory Action and Reflection (SPAR) and other non-government organisation.

The primary objective of project RISHTA during the 3<sup>rd</sup> phase was to increase awareness and change beliefs about sexual and reproductive health of boys and girls in the age group of 12-19 years. The project gave special focus on menstrual cycle and hygiene, functions of reproductive organ, gender equality, understanding changes during adolescence, conception and use of contraception, prevention and treatment of HIV/AIDS, Infection of Reproductive tract and Infections which are sexually transmitted, nutrition and health, safe abortion care services, how and why to delay age of marriage, delaying first pregnancy etc. (Tata steel, 2013)

Achievements documented by SPAR (Society for Participatory Action and Reflection) are as follows: -

- 770 adolescents participated in 30 awareness programs.
- 10 Youth Resource Centre (YRC) were formed in project reference area.
- Peer Educators build awareness among the junior peer educators.
- Total 456 numbers of patients were present in 6 health camps organised.
- 216 adolescents were treated in health camps. (SPAR)

The number of adolescents benefitted from the project RISHTA are in the form of a chart C-17.

The number of beneficiaries is the highest in the year of 2009-10 i.e., 53596 adolescents. Whereas the lowest number of beneficiaries were in 2020-21 i.e., 3770 adolescents. The average number of beneficiaries come to 30000 beneficiaries per year. The number during 2020-21 may be low due to the fact that programme tempo might have reduced due to lockdown on account of corona pandemic.

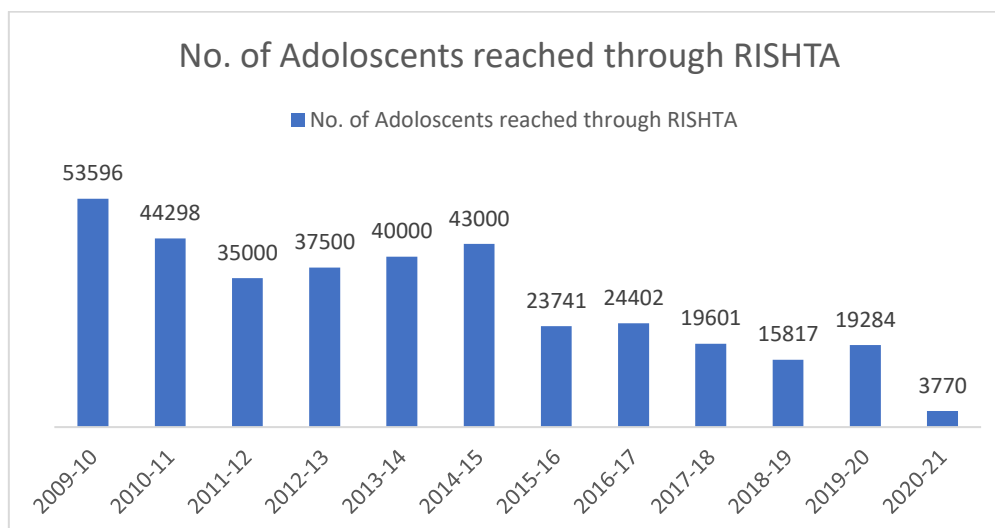


Figure C-17 Number of adolescents benefitted from project RISHTA from 2009-10 to 2020-21 (source: sustainability reports of Tata Steel and Tata Steel website)

Most of the projects and health initiatives and their outreach have been described above. However, initiatives and the reach of such initiatives which could not be clubbed above are presented in the table below: -

Year	Initiatives
2009-10	<ul style="list-style-type: none"> <li>• Initiatives for Malarial Control reached 82 villages of Jharkhand and Orissa.</li> <li>• 631 cases of Tuberculosis cured during the year.</li> <li>• 209 surgeries for cleft lip/palate lip were performed during the year.</li> <li>• Blood donation camps were held which helped in collecting 2370 units of blood.</li> <li>• 4129 cases were registered during the year in Life line express and 910 surgeries were done.</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>• The health care network expanded and provided benefits to around 1840000 people consisting of community and employees.</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• ICU added to the tata main hospital during the year.</li> <li>• 1305 HIV/AIDS patient visits were attended in 2011-12</li> </ul>

	<ul style="list-style-type: none"> <li>• HIV/AIDS hospital in Gopalpur in Odisha treated 1000 cases of HIV positive cases.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• A small footwear unit was set up by SPARSH to manufacture Micro Cellular Rubber footwear supplies to the states of Jharkhand, Bihar, Uttar Pradesh, Uttarakhand, Assam, West Bengal and Madhya Pradesh for those who were afflicted with Leprosy</li> <li>• Mega health camps were organized to treat anemia, psychosomatic disorders, dermatological conditions, Diabetes, and general ailments. (Tata Steel , 2012-13)</li> <li>• Provided INR 35 lakhs to Family planning Association of India (FPAI), Singhbhum branch, Jamshedpur for upgrading Operation Theatre and procuring stretcher lifts and other equipment etc. (India CSR Network, 2013)</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Laid foundation for the construction of 500 bedded hospital at Gopalpur and 200 bedded hospitals at Kalinganagar</li> <li>• Added a 5 bedded Trauma Resuscitation Bay at Tata Main Hospital, Jamshedpur</li> <li>• Lifeline express touched 5000+ lives in Odisha</li> <li>• 46 surgeries for cleft lip/palate lip performed during the year.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• Multi-specialty camp benefitted 48000 people during the year.</li> <li>• Leprosy control initiatives benefitted 2200 people.</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• Started setting a 100-bed super specialty eye care hospital in Ganjam.</li> <li>• 129 Health camps benefitted more than 30537 people.</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• Held 7 camps, screened around 3,700 people, conducted close to 600 cataract surgeries and dispensed spectacles to around 350 people in some of the poorest and tribal-dominated areas</li> <li>• 87 specialized camps were held benefitting 23631 people</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>• 700 peer educators developed from adolescent population.</li> <li>• Launched the RISHTA mobile application for profiling adolescents in FY 2017-18</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>• Launched a real time digital tracking system to provide vital support to Sahiyas resulted in identifying 1855 high risk mother and child identified.</li> <li>• 990 peer educators developed from adolescent population</li> </ul>

	<ul style="list-style-type: none"> <li>• 1905 leprosy cases availed awareness, treatment and rehabilitation including 31 surgeries.</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>• Reached 58,620 mothers and children and enabled the reach of ASHA system to their homes</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• Under digital intervention of project MANSI (Maternal and Newborn Survival Initiative) name operation “Sunshine” 3,101 high-risk cases were tracked till the fourth quarter of 202.</li> </ul>

The amount of CSR spending on Health initiatives by Tata Steel in comparison to the total CSR spending in INR crores can be understood from chart given below: -

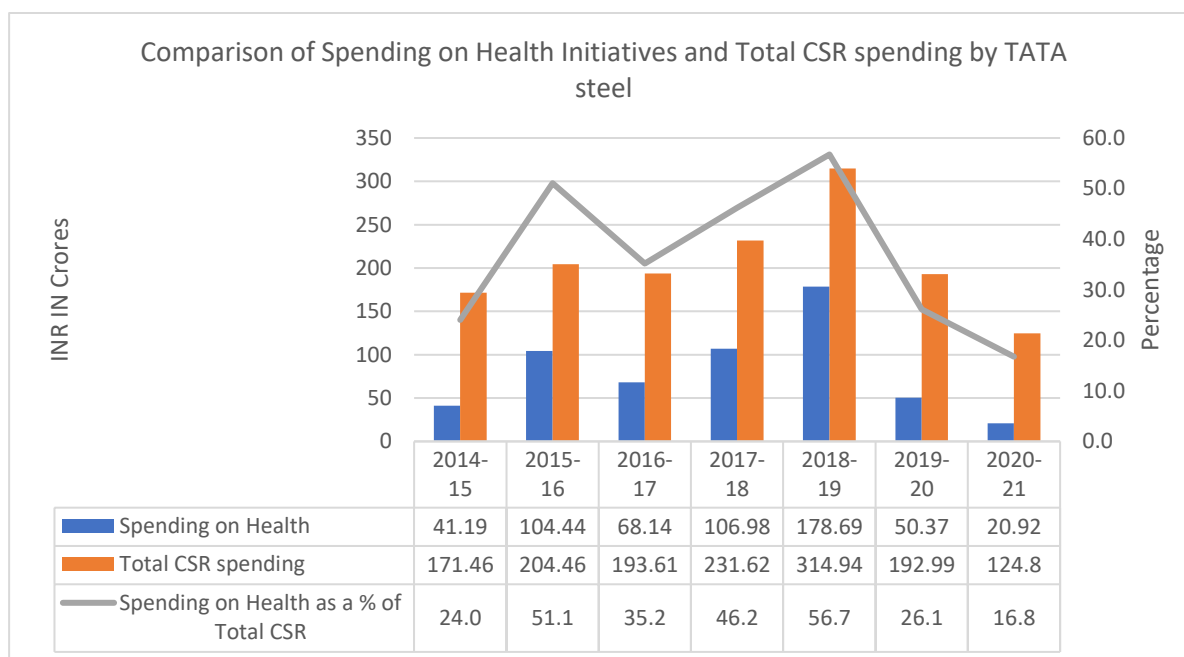


Figure C-18 Spending on health initiatives as compared to total CSR spending (Source: Annual CSR reports of Tata Steel)

The CSR spending on health was 24 % of total CSR spending in 2014-15, whereas it was 51.1 % in 2015-16. In 2016-17 the % of CSR spending on health was 35.2% of total CSR spending which becomes 46.2 % in 2017-18, 56.7% in 2018-19, 26.1% in 2019-20 and 16.8% in 2020-21. The average percentage of spending on health initiative as compared to the total CSR spending during the 7 years has been around 30% approximately.

### 5.3.3 Education (including vocational training):

The initiatives of the company in the focus area of education consist of provision of scholarships, coaching, Vocational training, adult literacy, and support to government schools.



#### A. Scholarships:

Tata Steel provides scholarships under the name of Jyoti Scholarship and Moodie endowment. The Jyoti scholarship is an initiative of Tata steel foundation which provides financial support to meritorious SC/ST students of the Singhbhum (East and West) and Seraikela Kharsawan who study in Class 7, 8, undergraduate, postgraduate, diploma and vocational (1st and 2nd year). “The amount of scholarship awarded ranges from INR 3500/- to INR 25000/-depending upon the criteria and eligibility.” (Tata steel press release, 2011)

The Moodie Scholarship is programme funded by Mr. Finlay Moodie and Mrs. Sheila Ann Moodie, philanthropists from Great Britain. The scholarship is provided to the SC/ST students from the region of Bankura, Midnapur, and Purulia districts of West Bengal. It is provided to the students opting different streams like MCA, Medical, Polytechnic, Engineering, Biotechnology and Microbiology. “The amount of scholarship depends on the level of the degree i.e., Diploma Level INR 8000/-, Degree Level INR 12000/- and P.G level INR 12000/- to INR 15000/-.” (Tata steel press release, 2011)

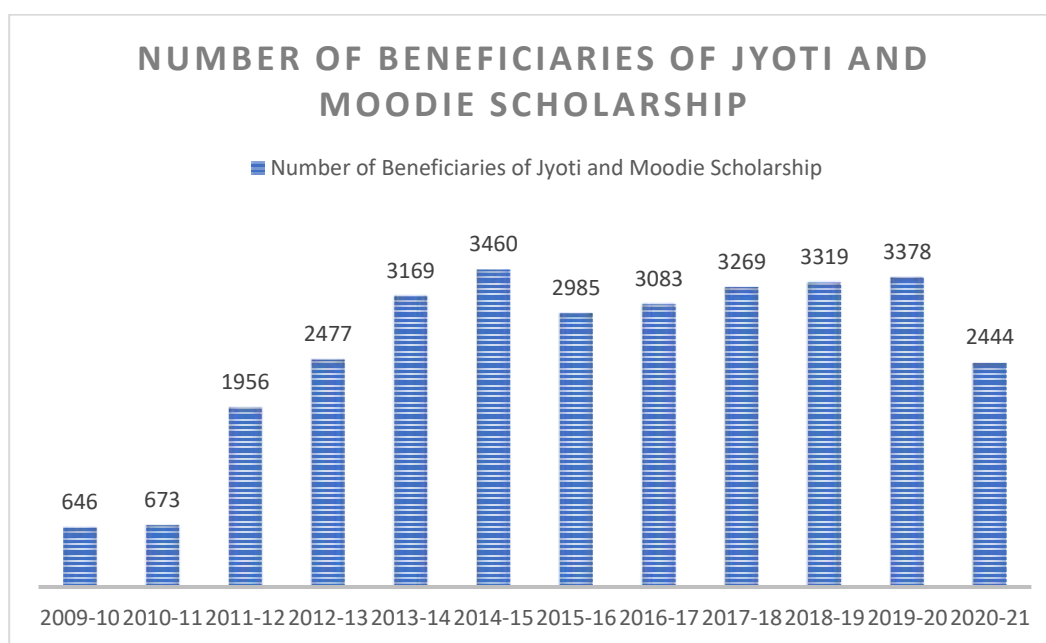


Figure C-19 Number of Beneficiaries of Jyoti and Moodie Scholarships. (Source: Tata Steel website and Sustainability reports)

The number of students provided with scholarships in 2009-10 were 646, in 2010-11 the number was 673 , in 2011-12 it was 1956 and in 2012-13 it was 2477. The number of students provided with scholarship in 2013-14 was 3169, in 2014-15 it was 3460 students , in 2015-16 it was 2985 students, in 2016-17 a total 3083 students, in 2017-18 a total 3269 students , in 2018-19 a total of 3319 students , in 2019-20 a total of 3378 students and in 2020-21 a total of 2444 students were provided with scholarships.

### B. Pre-Matric Coaching:

In order to increase confidence of the tribal students and prevent dropouts pre- matric coaching is provided by the company in West Bokaro division. These efforts have been initiated since 2012-13 in the subjects of Maths, Science and English.

The indiاعر website has published a report regarding the prematric coaching initiated by Tata steel in the west Bokaro division. The website had also published the data regarding the batches of four year i.e., from 2012-13 to 2015-16. The following table explains the data published on the website:

Year	No. of students provided coaching (VIII to X)	No. of students appearing in Xth Exam	Division obtained			No. of pass	No. of students failed	Pass %
			First	Second	Third			
2012-13	502	334	195	88	44	327	7	97.90
2013-14	504	374	153	173	38	364	10	97.33
2014-15	601	452	168	180	86	434	18	96.02
2015-16	564	356	211	120	25	356	0	100

Source: (indiاعر network, 2016)Table 18 Data regarding prematric coaching

	Percentage (%)			
	First	Second	Third	Fail
2012-13	58.38	26.35	13.17	2.10
2013-14	40.91	46.26	10.16	2.67
2014-15	37.17	39.82	19.03	3.98
2015-16	59.27	33.71	7.02	0.00

Table 19 percentage wise result (source: indiاعر 2016)

The above data shows that the % of students passing in 2012-13 were 97.90% whereas those who failed were 2.10%. During the year 58.38% of students got 1<sup>st</sup> division, 26.35 % of student got 2<sup>nd</sup> division and 13.17 % of students secured 3<sup>rd</sup> division.

During 2013-14, 40.91% got 1<sup>st</sup> division, 46.26% got 2<sup>nd</sup> division and 10.16% students got 3<sup>rd</sup> division. The total pass percentage was 97.33% whereas the failure percentage was 2.67%.

During 2014-15, 37.17% got 1<sup>st</sup> division. 39.82% got 2<sup>nd</sup> division and 19.03% students got 3<sup>rd</sup> division. The total pass percentage was 96.02% whereas the failure percentage was 3.98%

During 2015-16, 59.27% got 1<sup>st</sup> division. 33.7% got 2<sup>nd</sup> division and 7.02% students got 3<sup>rd</sup> division. The total pass percentage was 100% whereas the failure percentage was Zero.

The data above shows that the programme was tremendously successful and helped the tribal needy students to perform well in their matriculation exam. The number of students benefited by pre matric coaching since 2012-13 to 2020-21 can be known from the chart C-20.

The data clarifies that looking at the success of the initial years the number of students provided with prematric coaching was increased for the period from 2016-17 to 2019-20. i.e., 6021 in 2016-17, 5769 in 2017-18, 5968 in 2018-19, 4798 in 2019-20. The number has decreased substantially in 2020-21 to 1315. Again this may be due to the fact that due to the corona pandemic the matriculation exams were not taken and many students dropped out from studies.

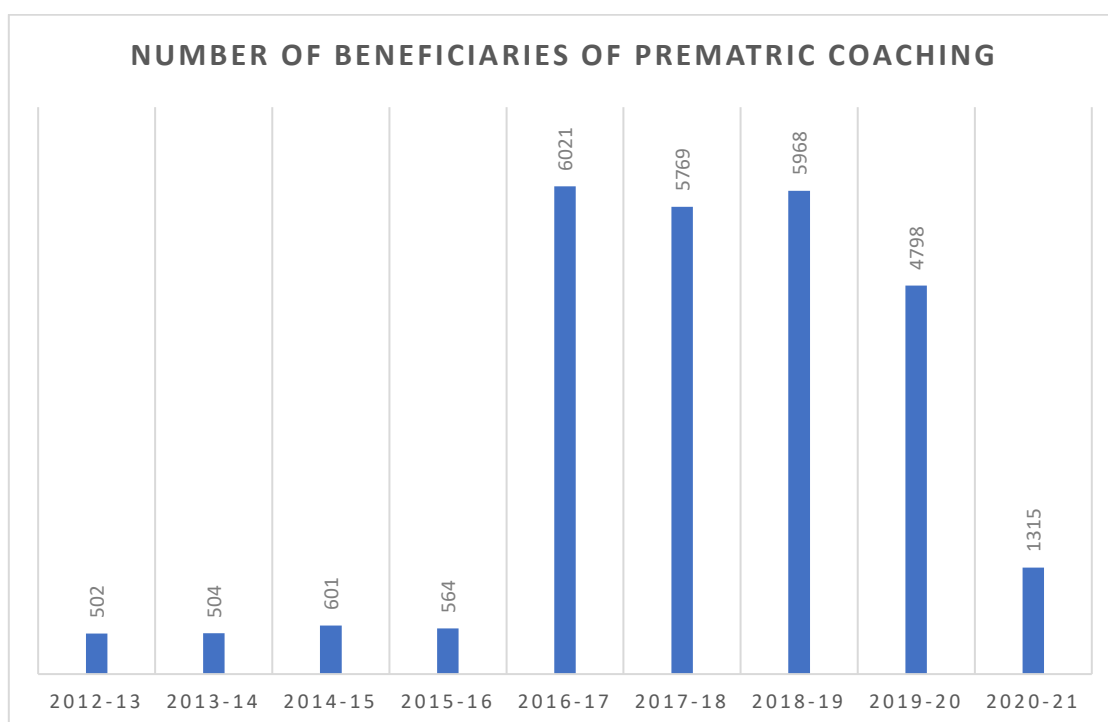


Figure C-20 Number of beneficiaries of pre matric coaching from 2012-13 to 2020-21

### C. The Camp School initiative:

The camp school, is an educational initiative by Tata Steel which is unique in nature. The company through this initiative tries to bring back to school the drop out girls of the tribal community of Noamundi. The school dropout children are mentored with 1-year or 9-month residential bridge course and then they are main streamed to the normal education system. Every year 100 to 125 girls are included in such camp school. Presently there are two camp school supported by Tata Steel, one at Noamundi and one at Pipla catering to girls' education. The number of girls benefited by the camp schools can be known from the chart C-21:

The number of girls in the camp school range from 100 to 200 during these years. The highest number of girls students were 440 in the year 2018-19 while the lowest number was in the year 2011-12 i.e., 100.

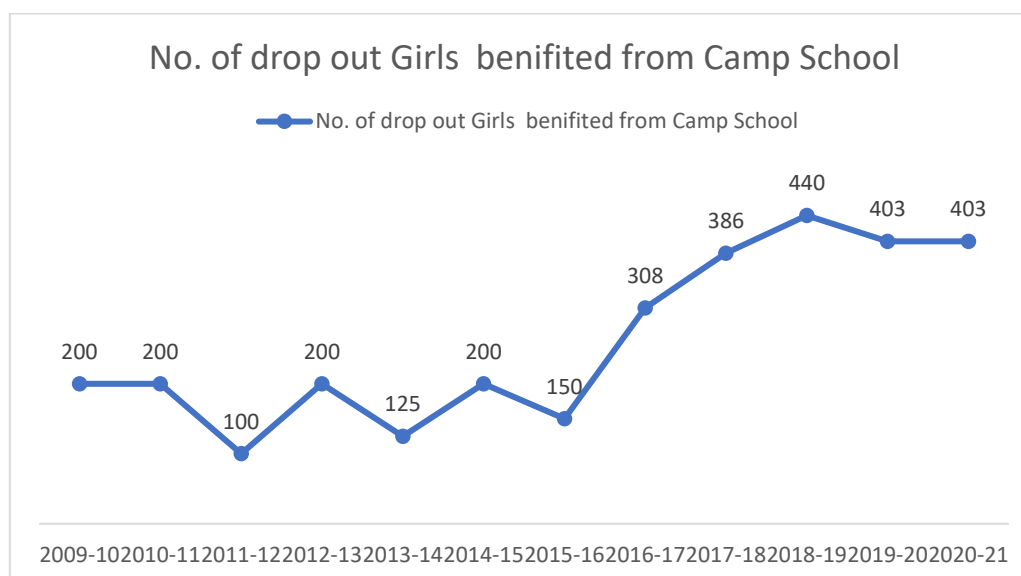


Figure C-21 Number of drop out girls benefitted from camp school initiative from 2009-10 to 2020-21

#### D. Masti Ki Pathshala

“Masti Ki Pathshala is a residential bridge course (RBC) for all-round development of street children and child labourers with the goal of making Jamshedpur a child-labour free city.

“The project initiated in the year 2016 with 100 boys in the school and faced a lot of obstacles and set back initially. (Tata Steel, 2020) “The tata steel team started to reach out such children who had no family, no protection, and no home. They reached out to railway stations and slums and reached out to children who were rag pickers, beggars or slag pickers or addicted and homeless fellows who were involved in small crimes and went to jail.”

A team of doctors was appointed by Tata steel. This team attended to several medical problems like common ailment, skin infections and other faced by the street children. The Tata Steel team took support from the thousand school project teachers to include such students in learning mode. The number of students benefited by Masti ki Pathshala are given in chart C 22. According to the chart the number of children was 100 in 2016-17 which increased to 432 in 2020-21. During the period of bridging a child the cost per child was Rs 35,000 per child per year and the same increased to Rs 60,000 per child per year after mainstreaming that child. (Tata Steel, 2020)

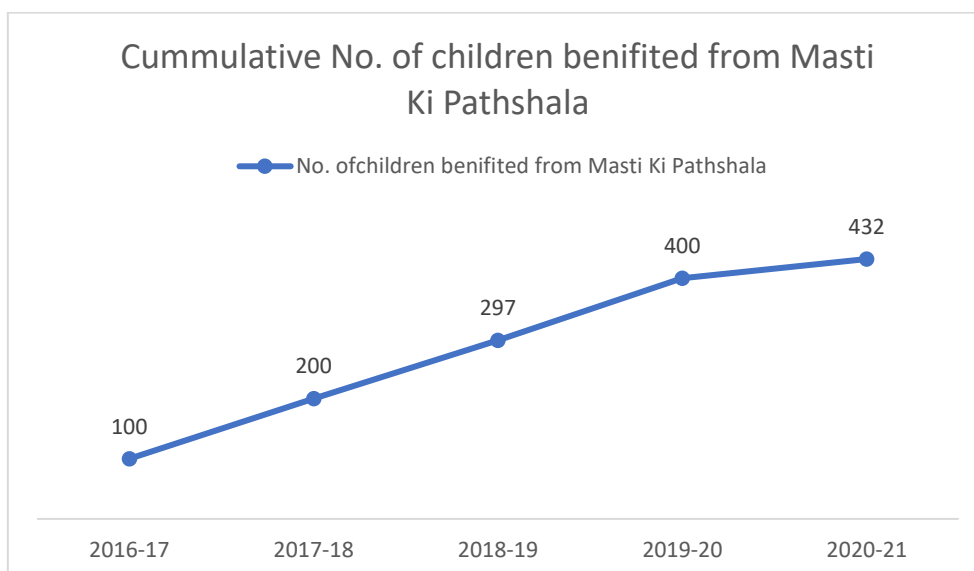


Figure C-22 Cumulative number of children benefitted from masti ki pathshala since inception.

#### E. Adult Literacy Programme:

The Adult literacy programme of Tata Steel aims to make adults functionally literate. Main focus is given on the poor illiterate women member of SHGs so that they could carry on their functions properly. The data regarding number of beneficiaries of Adult Literacy programme is available till 2014-15 only. Accordingly, the following chart has been prepared-

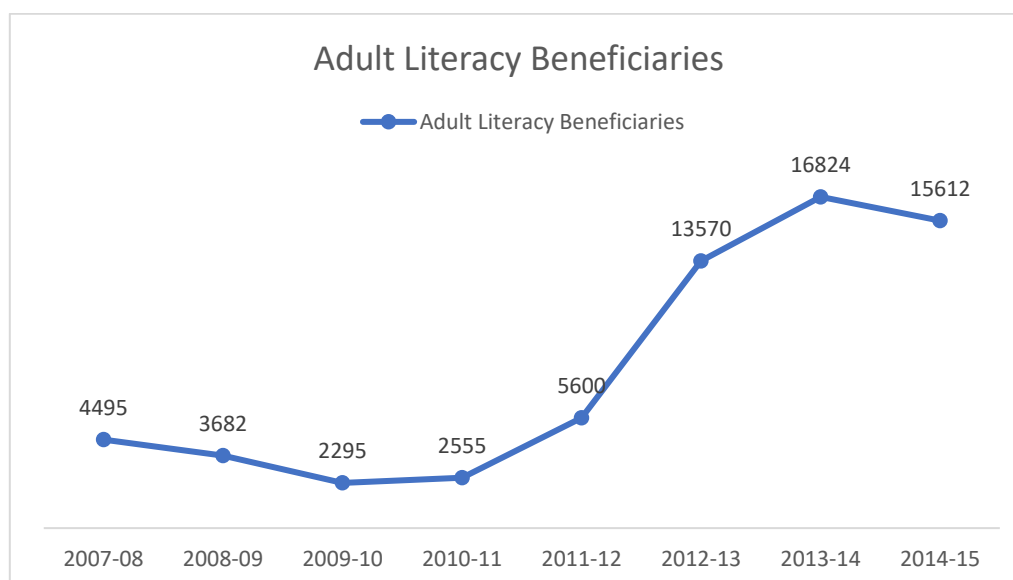


Figure C-23 Beneficiaries of Adult literacy programme. (Source: Tata Steel Website)

Earlier the Adult literacy programme was open for all. However, after 2010-11 the programme was restricted to poor illiterate woman of SHGs only. The average number of beneficiaries of the adult literacy programme comes to 8079 per year.

#### F. The Thousand School Project:

Tata steel company initiated the 'Thousand School Project' in January 2015. The main aim of the project was to strengthen education in the area of its operation. The programme works within the framework of Right to Education Act and create a model of universal elementary education. Three main aspects of schooling are addressed by the programme which are stated as mentioned by Tata Steel Annual CSR report 2019 as below: -

1. Access: The company would ensure that all the children participate in schooling and complete secondary education.
2. Learning: The company would ensure that all the learning gaps would be addressed, and all the children would get education according to their age.
3. Governance: The company would aim at empowering the Parent Teachers Association (PTA), School Management Committees (SMCs), Self Help Groups (SHGs) and Youth groups and Gram panchayats. This would mobilise them to play their respective roles in improving the performance of the school system.

The main target beneficiaries of this program are the children and youngsters from tribal communities. The program is implemented in Six blocks (Joda, Harichandanpur, Danagadi, Sukinda, Koida and Kutra) of three district – Jaipur, Keonjhar and Sundargarh of Odisha. In Jharkhand the program was implemented in two blocks in West Singhbhum district. Initiatives such as summer camps to address learning gap, working towards strengthening governance against child labour and increasing access to the schooling system have benefited the children. (Tata Steel, 2019)

The website of Tata Sustainability group list down the impact of these programme since the year of its implementation. Similarly, the Annual Report 2020-21 also give the following information

- Nearly 2,51,000 children (6-16 years) and 6000 pre-primary children were directly benefitted from the initiative.
- 6 entire blocks of Odisha became Child Labour Free Zones (CLFZ).
- Out of 14,335 drop outs nearly 99% were brought back to school due to the programme.
- 564 SMCs prepared School Development Plans as stipulated under the RTE, 454 were ratified by panchayats. INR 54.80 crore were generated by the local people with the help of the Panchayats in order to repair and modernise school facilities.

- A network of 54 Community Education Resource Centres (CERC) equipped with rich online and off-line resources were established across 8 blocks to serve as a 'Window on the World' for the students reaching 4600 youth and a footfall of more than 23000.
- Utilised the learnings from the Thousand Schools Programme to roll out the Education Signature Programme across Keonjhar district and achieved visible progress in shorter time frame (Tata Sustainability Group, 2019)

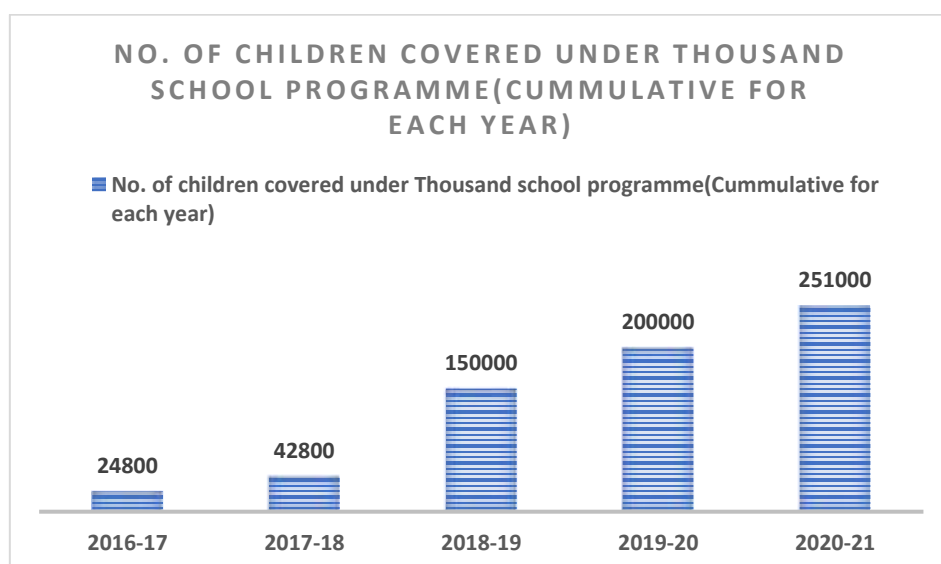


Figure C-24 Number of children covered by thousand school programmes

In the initial year 24800 students were covered which increased to 42800 in 2017-18, 150000 in 2018-19, 200000 in 2019-20 and 251000 in 2020-21. “A bridge language inventory app has been developed for Odia and Hindi speaking teachers to ease communication with children from the Ho and Santhal communities. A Learning App has been developed for the classroom containing a range of content. The programme is increasingly connecting children with online open-source content.” (Business India, 2020)

#### G. Vocational Training/Skill development.

It is very important to ensure that the youth of today have the skill set which the industrial world requires. The industries today have a high demand for skilled work force which the present education system fails to provide. To address the problems Tata Steel carries on various initiatives to provide employability training to the youth. The employability initiatives can be divided into 4 parts-

1. In house employability programmes- The resources with the company are used to provide training to the students in safety, supervision, motor driving, need base

training programmes, construction training programs, technical and IT based training programs.

2. To link the youth with external employability programs-Tata steel have entered into partnership with various institutes which provide training to the youth. “This includes various Hotels, PRATHAM, Anudip Foundation, PanIIT Alumni Reach for India (PARFI), Aide-et-Action and TBSS” (Tata Business Support Service)
3. Establishing Industrial Training Centre: The company has established an Industrial Training Centre at Jharkhand in partnership with the Jharkhand Government and “Nettur Technical training foundation”. Similarly, a new training centre has been inaugurated at Odisha which was named ‘Prerna’. The Prerna centre is established to provide skill training to the people who are total illiterate or partially literate. The company also run R D Tata Technical Education Centre at Jamshedpur and Technical Education Centre at Gopalpur in Odisha in collaboration with NTTTF. The company also runs training at the JN Tata Technical institutes at Gopalpur. The Shavak Nanavati Technical Institute is also supported by Tata Steel.
4. Programs at skill development Centres: Youth are sponsored to attend training programs of skill development centre. These programs range from hospitality, training in textile skill, Advanced plastic technology, forklift operation, nursing to tribal girls etc. Other courses like courses in the trade of construction, automobiles, motor driving, welding, computer hardware and software housekeeping, cosmetology, plastic technology, apparel design etc are also offered by tata steel at various skill development centres. (Tata Steel, 2013-14)

Tata Steel Rural Development Society (TSRDS) has collaborated with CMC Ltd and established a skill centre namely- ‘Samarth Skill development Centre’ at Berhampur to train the youth by providing them technical job enabled training.<sup>93</sup> tribal girls living in the Naxalite area Saranda were provided with nursing training at various colleges in Ranchi and Lohardaga.

The following chart gives the details of the number of youths who have completed their training and the number youth successfully placed after the completion of training.



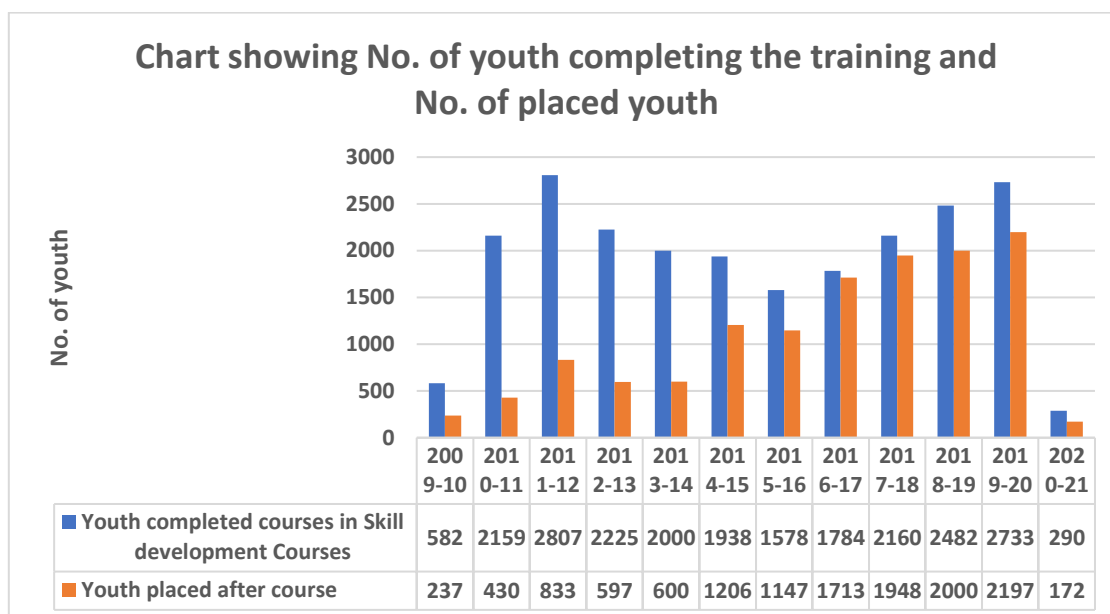


Figure C-25 Number of youths completing training and placed since 2009-10 (source: Tata Steel website)

The number of youths completing the training was 582 in 2009-10 and those who were placed were 237. This number gradually increased to 2159 and 430 in 2010-11; 2807 and 833 in 2011-12; 2225 and 597 in 2012-13; 2000 and 600 in 2013-14; 1938 and 1206 in 2014-15; 1578 and 1147 in 2015-16; 1784 and 1713 in 2016-17; 2160 and 1948 in 2017-18; 2482 and 2000 in 2018-19; 2733 and 2197 in 2019-20 and 290 and 172 in 2020-21.

The lowest number was seen in the year 2020-21 which is due to the fact that the year is marked with the corona pandemic. If we look at the percentage of students placed in comparison to total students completing the training, we find that the highest percentage of placement was in 2016-17 i.e., 96% approximately whereas the lowest was in 2010-11 i.e., 20% approximately.

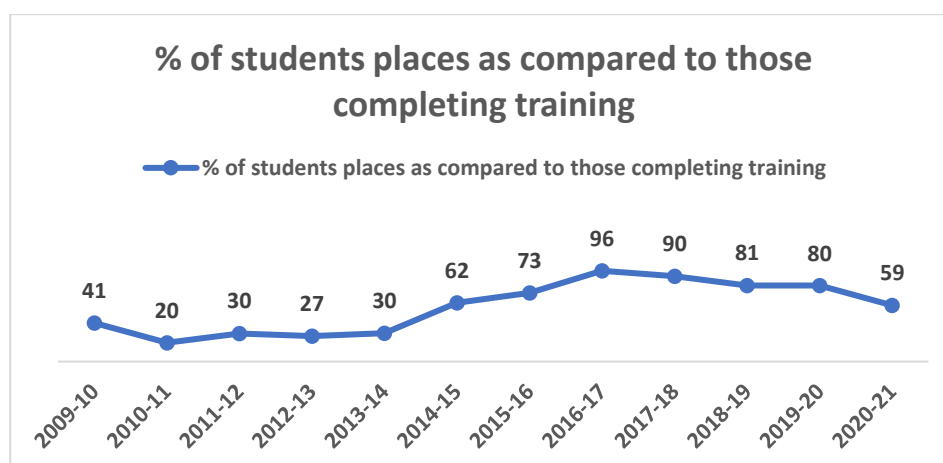


Figure C-26 Percentage of students placed as compared to those completing training.

The average percentage of youth placed per year comes to 57%. Thus, the company has performed appreciatively in the field of skill development and vocational training.

Other various initiatives and their impact which are not included in the above description are presented in the form of a table year wise-

Year	Initiatives
2009-10	<ul style="list-style-type: none"> <li>• Coaching for competitive examination provided to total 63 students and 30 students were placed-</li> <li>• 29 were trained for government jobs of which 8 were placed</li> <li>• 21 were trained in professional courses of which 10 were placed</li> <li>• 13 were provided training for admission in Nursing institutes of which 12 got admission.</li> </ul>
2010-11	<ul style="list-style-type: none"> <li>• Signed a MoU with the government of Jharkhand and ISKCON to run a mid-day meal kitchen on PPP basis to provide nutritious meal to around 50000 needy children in 1<sup>st</sup> phase and then scale it up to 100000 children.</li> <li>• Grant in Aid provided to 58 schools in Jamshedpur and 12 schools around the mining sites of the company.</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• Constructed a library at Kalinga Institute of Social Sciences (KISS) in Bhubaneswar</li> <li>• The company constructed a 5 to 6 kms long road from villages around its ore mines and quarry so that children could reach school safely and also introduced a bus service for them</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• Financially supported 183 Schools and 13 colleges in Jharkhand</li> <li>• Supported the Xavier Institute of Tribal Education in Shavak, RD Tata Technical Institute, Jamshedpur School of Arts and Nanavati Technical Institute.</li> <li>• Aided the construction of school buildings of more than 200 schools in Odisha</li> <li>• Provided mid-day meal to more than 49000 students.</li> <li>• Mainstreamed 127 children from primitive tribal groups through bridge courses and non-formal courses</li> <li>• Assisted in capacity building initiatives of teachers in 3 Bal Vikas Kendra</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Paid the third and final instalment to Xavier Institute for Tribal Education (XITE), Gamharia (last instalment from the total amount of INR 3.39 crores)</li> <li>• Assistance of INR 1 crore provided to DBMS English medium school of Jamshedpur to set up audio visual learning set up and digital library.</li> <li>• Provided an assistance of INR 2.37 St. Xavier's High School Lupungutu in</li> </ul>

	<p>Chaibasa to build a new Inter College block</p> <ul style="list-style-type: none"> <li>• Assisted improvement in infrastructure of tribal schools by adding class rooms to Adivasi Vikas Samiti, Kainshi Vidyamandir</li> <li>• Sponsored 24 poor tribal student from 7 villages to get enrolled at Ashram schools or government schools.</li> <li>• TSRDS set up a non-formal school in Bamnupal and assisted 21 tribal students to move to formal schooling.</li> <li>• Initiated educational project eEDUCATION wherein two computers were installed in two schools each which benefited over 600 students</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• Strengthened government schools through construction of school libraires and students' activity center in 30 villages Noamundi, Jharkhand (in association with Eklavya foundation-Bhopal)</li> <li>• Read Improvement initiative carried on in association with PRATHAM in West Singhbhum district Jharkhand which covered 60 schools.</li> <li>• 13000 students of middle and high schools were provided with remedial coaching in English, Science and Maths.Out of 2999 students who appeared for matriculation exam 88% (2639 students) passed and 945 got 1<sup>st</sup> dvision.</li> <li>• Supported the coaching of 31 engineering aspirants during the year.</li> <li>• Launched the Tata steel Scholars program to provide financial assistance specifically for higher studies covering tuition fees, admission fee, food and boarding expenses, travel expenses and medical expenses along with a stipend.53 SC/ST students supported during the first year.</li> <li>• Provided learning facilities to 234 of particularly vulnerable tribal group in 7 residential schools under the project Akanksha</li> <li>• 350 youth trained in IT skills and English skills in 6 skill centers</li> </ul>
2015-16	<ul style="list-style-type: none"> <li>• Mid-day meal initiatives reached 50000 children in 383 schools</li> <li>• Scholarship under Tata Steel Scholars Program given to 83 SC/ST students during the year</li> </ul>
2016-17	<ul style="list-style-type: none"> <li>• Signed a MoU with government oof Jharkhand to develop 30 model schools at a cost of INR 29 crores- 3 completed and handed over in 2016-17</li> <li>• Scholarship under Tata Steel Scholars Program given to 95 SC/ST students during the year</li> </ul>
2017-18	<ul style="list-style-type: none"> <li>• 6 model school completed and handed over to government during the year.</li> </ul>

	<p>Total beneficiaries were 5000 students</p> <ul style="list-style-type: none"> <li>Scholarship under Tata Steel Scholars Program given to 101 SC/ST students during the year</li> </ul>
2018-19	<ul style="list-style-type: none"> <li>Launched one more masti ki pathshala. 40 boys were mainstreamed during the year</li> <li>Scholarship under Tata Steel Scholars Program given to 92 SC/ST students during the year</li> </ul>
2019-20	<ul style="list-style-type: none"> <li>Scholarship under Tata Steel Scholars Program given to 61 SC/ST students during the year</li> <li>All the blocks of Odisha became child labour free zone due to various initiatives like masti ki pathshala, 1000 school program etc.</li> <li>The initiatives reached 25% of the government schools in Keonjhar . The initiatives had an impact on 5,900 school management committee members, 10,000 children and 2,500 children through non-residential bridge courses under the model of district saturation (Keonjhar, Odisha) (Tata Steel, 2019-20)</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>187 children mainstreamed during the year through 13 residential and non-residential bridge schools</li> <li>Mid-day meal reached up to 63000 students</li> </ul>

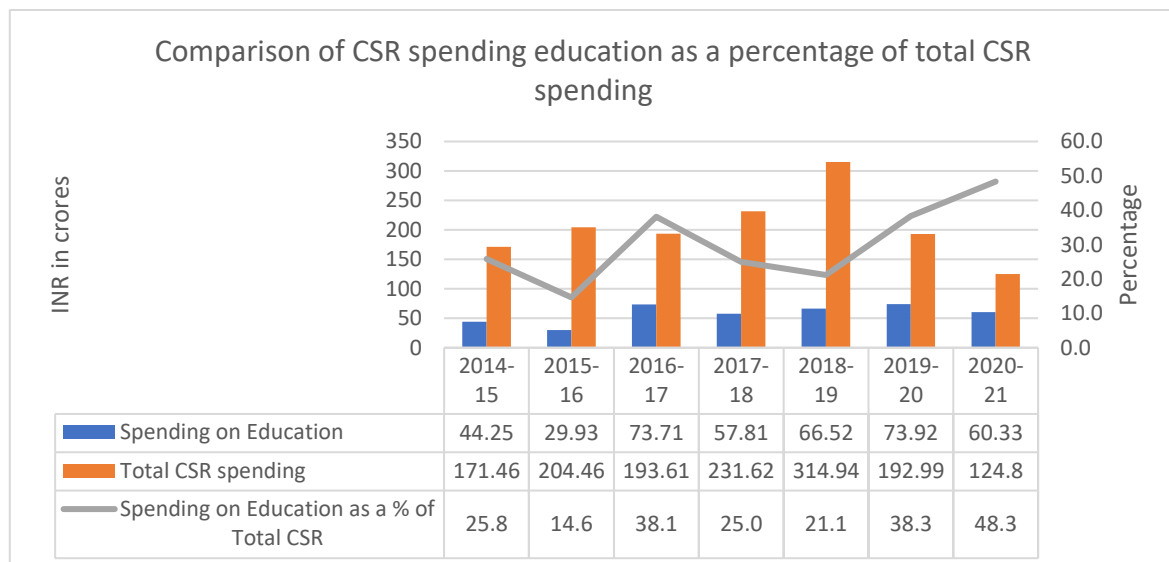


Figure C-27 CSR spending on Education as compared to total CSR spending (Source: Tata Steel Annual Report)

The amount of CSR spending on Education initiatives as compared to the total CSR spending of Tata Steel company from 2014-15 to 2020-21 is as given in the above chart C-27.

In 2014-15 around 25.8% of the total CSR spending was on Education, whereas in 2015-16 it was 14.6%; in 2016-17 it was 38.1%; in 2017-18 it was 25%; in 2018-19 it was 21.1%; in 2019-20 it was 38.3 % and in 2020-21 it was 48.3%. On an average 30.2% of total CSR spending is done on education by Tata Steel during these years.

#### Conclusion:

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Spending on Rural transformation	51.77	48.57	35.28	42.71	40.7	35.9	26.49
Spending on Health	41.19	104.44	68.14	106.98	178.69	50.37	20.92
Spending on Education	44.25	29.93	73.71	57.81	66.52	73.92	60.33
Total of three focus area	137.21	182.94	177.13	207.5	285.91	160.19	107.74
Total CSR spending	171.46	204.46	193.61	231.62	314.94	192.99	124.8
Total of the three focus area as a percentage of Total CSR spending	80.0	89.5	91.5	89.6	90.8	83.0	86.3

The table shows that the total spending on the three-focus area -Rural Transformation, Health and Education amounts to majority spending when compared to the total CSR spending of Tata Steel Company. In 2014-15 the combined spending was 80% of the total CSR spending. In 2015-16 it was 89.5% whereas in 2016-17 it was 91.5%. During 2017-18 the combined spending is 89.6 % and in 2018-19 it is 90.8% of total CSR spending. In 2019-20 the combined spending was 83% and in 2020-21 it was 86.3%.

Thus, Tata Steel is also no exception and has spent major portion of their CSR spending on the three areas- Rural transformation, Education and Health. The average percentage of combined spending comes to 87.2% during these years.

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## D. ULTRA TECH CEMENT

### About the company:

The biggest company manufacturing grey cement, ready mix concrete and white cement in India, Ultratech Cement Ltd is the flagship company of the Aditya Birla Group. The company has a manufacturing capacity of more than 100 MTPA of cement. It can be considered as the only company in the world (excluding China) to have this production capacity and the third largest producer of Cement in the world (excluding China). The Company's business operations are spread over UAE, Bahrain, Sri Lanka, and India. It is also the largest single brand retail chain with over 2500 stores across India providing a one-stop-shop solution for individual home -builders. The company's Net sales as on 31<sup>st</sup> March 2021 was INR 44239crores and the Net Profit was INR 5463 crores.

### The Philosophy and the Brief Outline of the CSR Policy:

The CSR policy of the company is in line of the vision of the of the Aditya Birla Group. The company had a CSR policy well in place since 2010. The policy clearly defines the scope of the CSR activities to be undertaken by the company. Over years the company has aligned its initiatives along with the millennium goals and thereafter the new Section 135 and Schedule VII of the New Companies Act 2013 and Companies (CSR policy) Rules 2014.

*“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 and marginalized sections of society and raise the country's human development index”*

*- Mrs. Rajshree Birla (Chairperson)*

*“Aditya Birla Centre for Community Initiatives and Rural Development”.*

The CSR policy of Ultratech Cement clearly describes the focus area of the company's CSR initiatives, The company's focus area -

- Health care
- Education
- Infrastructure
- Sustainable Livelihood.
- Social Reforms



However other issues like women empowerment, water and sanitation are also included. The coverage of the CSR initiatives of the company since 2014-15 can be known from the following table-

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Villages covered	407	407	407	407	502	502	507
States Covered	13	13	13	13	16	16	16
Beneficiaries(lakhs)	13	13	13	13	14	16	21

#### The CSR core Model for Engagement

The CSR initiatives of the company are targeted towards the community around the plant locations of the company. Most of the location consist of poor and tribal community in far of rural areas. The initiatives are carried under the aegis of The Aditya Birla Centre for Community Initiatives and Rural Development.

The company follows a participatory method for identifying the requirement of a project. A bottom-up approach ensures that the beneficiaries are consulted before selection and implementation of any social project. The company CSR team also interact with the village panchayat to know the location specific issues and decide upon a strategy to implement the CSR initiative. Once a project is implemented and reaches a self-reliant level the ownership of the project is transferred to the village which make them independent. The company collaborates with other Aditya Birla group companies, NGOs, institutes etc if required for the projects which help it to increase its reach.

The company has defined the key areas of initiatives in Education, Healthcare, Sustainable livelihood, Infrastructure and Social Reforms.

#### Healthcare:

To provide good quality health facilities to people living in rural areas and elsewhere through-

- Primary health care centres and Hospitals
- Projects related to Mother and Childcare
- Polio Eradication and other Immunization programmes
- Removal of malnutrition.
- Supporting Anganwadi
- Providing Adolescent health care

- Providing facilities of Health care to visually impaired, and differently abled
- Awareness camps and providing Preventive health care
- Treatment of Non-contagious diseases
- Providing adequate and safe drinking water
- Provision of Sanitation & hygiene facilities

#### Education:

To develop the thirst for knowledge and learning through -

- Supporting Formal schools
- Operating and supporting Balwadis
- Ensuring provision of Quality elementary education
- Maintaining and providing primary education through “Aditya Bal Vidya Mandirs”
- Support and encourage female child education
- Providing informal education.

#### Infrastructure:

To set up services which are necessary so that it helps in attaining sustainable development.

This will be through

- Providing basic infrastructure facilities in the plant vicinity
- Support during construction of Residential facilities

#### Sustainable Livelihood

Strive to provide regional and environment friendly livelihood solution through

- Empowering women by supporting “Self-Help Groups”
- Ensuring developing Skill and providing Vocational training
- Partnering with Industrial Training Institutes
- Help in development of agriculture development
- Promote Animal Husbandry
- Make efforts for Soil and Water conservation
- Support Watershed development.
- Develop “Agro Forestry”
- Provide Renewable sources of energy to people.

#### Social Reforms

To support and encourage

- Marriages without dowry
- Remarriages of Widow
- Conduct various awareness programmes on anti-social issues
- Conduct De-addiction campaigns and programmes
- Embracing basic moral values.
- Work for Gender equality. (Ultratech Cement , 2014)

#### The CSR and Sustainability committee:

The company has formed a CSR and Governance committee in accordance with the provision of Section 135 of the New Companies Act 2013. The committee has the following members as on 31<sup>st</sup> March 2021:

- Mrs. Rajshree Birla –Chairperson
- Mrs. Sukanya Kripalu
- Mr. K.K. Maheshwari
- Permanent invitee: Dr. (Mrs.) Pragnya Ram, Group Executive President, CSR, Legacy, Documentation & Archives

#### The CSR initiatives:

The initiatives described here are divided into three parts-

- Rural transformation (including rural infrastructure and sustainable livelihood initiative in rural areas)
- Health
- Education (including vocational training and education to differently abled.

##### 5.4.1 Rural Transformation:

###### A. Agriculture

The initiatives in agriculture development include providing training to the farmers regarding advance farming techniques and other processes, crop diversification, floriculture, integrated pest management and post harvesting technology. The area under these initiatives were Khor, Kharia, Sambhupura, Malkhed, Rawan, Jharsuguda, Jafrabad, Awarpur and Hirmi.

- 50 Farmers who lived in Awarpur were taken to exposure visits during 2015-16 to show them modern cropping pattern. The visit was to Nagpur and Chandrapur district in Maharashtra.
- Similarly, 22 farmers from khor were taken to Chittaurgarh to learn about organic cultivation at Krishi Vigyan Kendra. Agricultural equipments were distributed to 340 farmers of Khor and Malkhed. Similarly, every year farmers were provided with training and visits were arranged to different places. The company also engaged small and scattered farm owners in crop diversification and resource management. In the year 2015-16, 1,400 kg of Foundation Seeds of Soya Bean, Wheat and Mustard were distributed, 150 sets of PVC Pipes, 7 Spiral Graders and Seed Treatment Drums, 10 Sprinkler Systems, 300 Spray Pumps, 30 Motor and Engine Sets were also distributed.

## B. Farmers Club

The company has also helped in promoting farmers club which help the farmers to optimise the procurement cost and earn better profits as they are able to take advantage of collective marketing of agricultural products. These clubs also help them to take advantage of different facilities, schemes, and exchange various ideas. Farmers benefited from these activities are as follows-

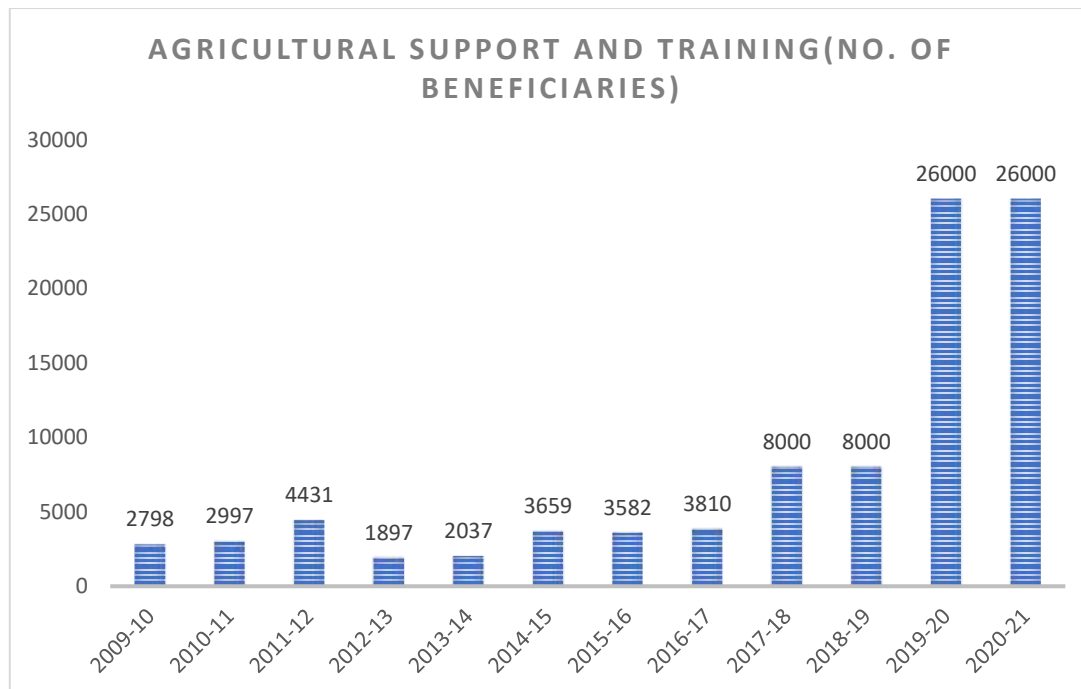


Figure D-1 Number of Beneficiaries of agricultural support and training (Source: Ultratech Cement Annual CSR reports.)

Number of farmers who gained from the training and agricultural support were 2798 in 2009-10, 2997 in 2010-11, 4431 in 2011-12, 1897 in 2012-13, 2037 in 2013-14, 3659 in 2014-15,

3582 in 2015-16, 3810 in 2016-17 and 8000 in 2017-18 and 2018-19. This number increased significantly to 26000 in 2019-20 and 2020-21.

### C. Green Energy to Rural people

Efforts were made to provide green energy by the ways of constructing Biogas plants at Jafrabad, Kovaya and Neemuch. About 40 biogas plant were established in 2014-15, 68 in 2015-16 and 121 in 2016-17 and 124 in 2019-20

### D. Social Forestry

The company also promoted social forestry by increasing more and more land under plantation by initiating plantation drive besides the roadside, farm boundaries and the wasteland areas. The plantation drive has been encouraged in Rawan, Hirni, Sambhupura, Kotputli, Awarpur, Ratnagiri and Aligarh

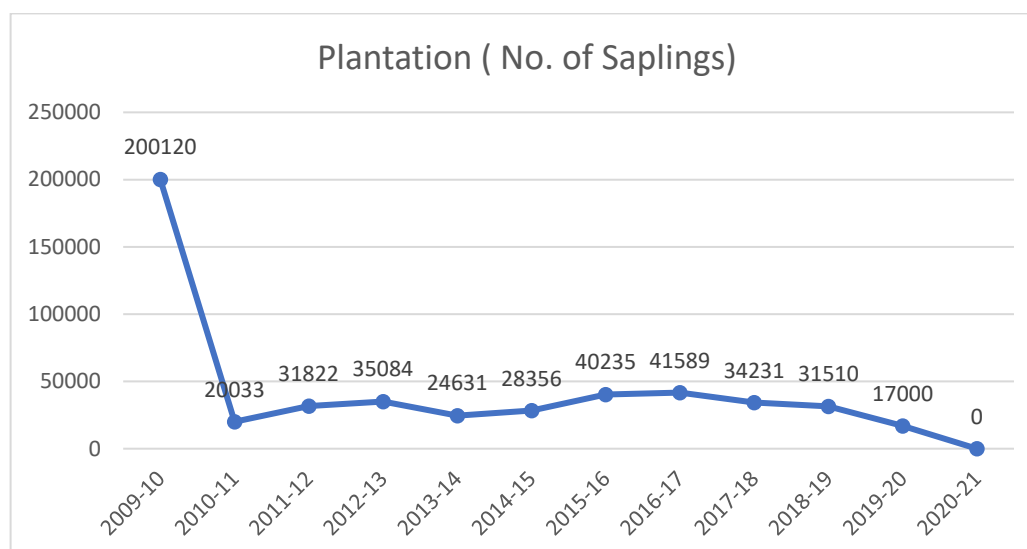


Figure D-2 Number of saplings planted year wise. (Source: Annual CSR reports of Ultratech Cement Ltd.)

In 2009-10 highest number of saplings were planted i.e 200120 however then the number of plantation has remained low with an average plantation of 30449 saplings planted every year from 2010-11 to 2019-20. The annual report of 2020-21 is silent about the number of plantation done during the year. It may be assumed that as funds were diverted for combating covid, plantation drive might not have taken place in 2020-21.

### E. Wasteland Development/Demonstration plots

The company has also initiated demonstration plots in wasteland to demonstrate the horticulture process of farming to small farmers to increase their income.

#### F. Watershed Management Project:

The company is undertaking a watershed development project under public private partnership project in collaboration with the Government of Madhya Pradesh at Neemuch and works in line of the National Watershed Mission. This project involves training the farmers and making them aware of water harvesting techniques and the ways to support watershed management. The project targets to irrigate 5742 hectares of land and directly benefit 20000 people surrounding the location.

The chart D-2 shows the year wise beneficiaries of the activities related to watershed development and providing safe drinking water to the people. The highest number of beneficiaries are in 2011-12 i.e., 145366 where as it is lowest in 2012-13 i.e., 67000. From 2017-18 to 2020-21 the number has remained constant to 124000. Around 75 structures (65 stop dams, 1 farm ponds and one staggered contour trench) have been constructed. The initiative has helped to create water user groups and watershed 'samitis' from 540 farmers. The project has significantly impacted the villages-

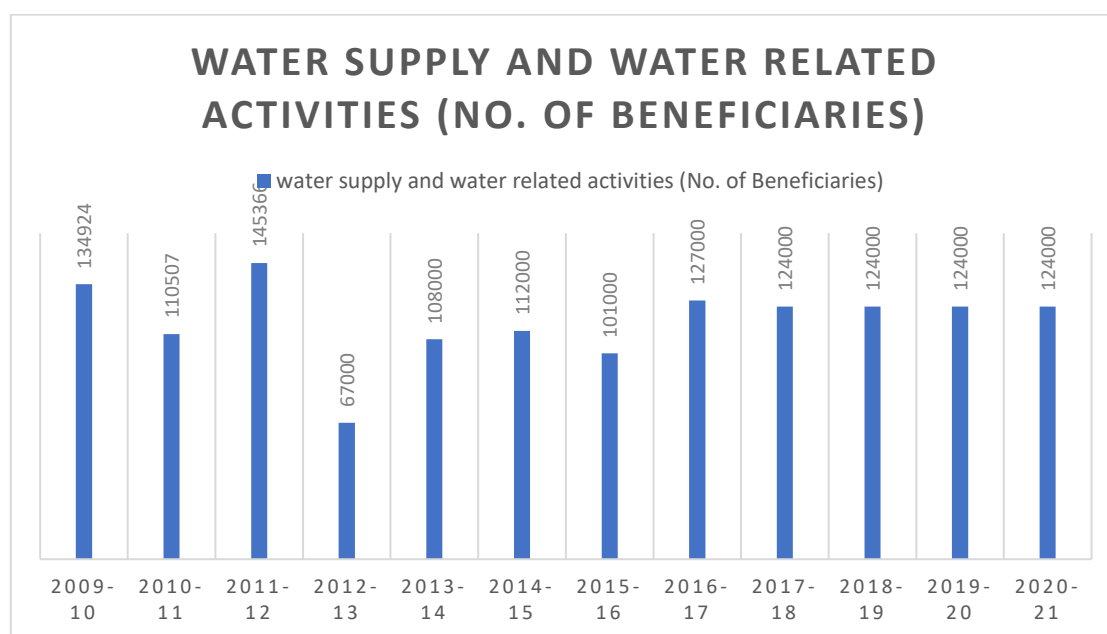


Figure D-3 Number of beneficiaries of water supply and other water related activities. (Source: Ultratech Cement Ltd. annual CSR report.)

The annual CSR report of Ultratech Ltd list down the positive impact of the project as follows-

1. The agriculture man days were increased to more than 60000 days due the CSR initiatives.
2. Due to intensified production the income of farmers increased by 30% i.e., INR 20000 per acre.
3. The total area under irrigation increased by more than 804 hectare per year
4. The water holding capacity also increased substantially (Ultratech Cement Ltd., 2018-19)

5. The cropping pattern changed from single to triple crops per annum.
6. Increase in Kharif crop by 30% and Rabi crop by 35%
7. Increase in water holding capacity by 3.02 million M3 through watershed
8. Decrease in migration to 5% from 15% and increase in groundwater table from 1.5 to 2.0 metre due to enhanced recharging by watershed interventions

The company also signed a MoU in 2018-19 with NABARD for providing partial fund for a watershed project at “Udgi gram panchayat of the Sedam Taluka”. The project targeted to cover 1149 hectares of land of 5 villages .

Another MoU was signed in collaboration with “International Crops Research Institute for the Semi-Arid Tropics” for a watershed development in Anantapuramu district in Andhra Pradesh. The project was completely funded by Ultratech and implemented by ICRISAT. The project targeted to irrigate 1750 hectares of land and increase agricultural productivity and water availability.

The teams of Ultratech cement at Jafrabad, Sewagram and Kovaya assisted in survey , designing and construction of water harvesting structure in Amreli and Bhuj districts in Gujarat to support a population of more than 7500 people and around 3200 population of Madhya Pradesh, Rajasthan and Maharashtra.

#### G. Animal Husbandry:

The company regularly organise veterinary camps for the cattle health check-up and immunization. It also supports the shelters for stray cows at Kharia khangar. The shelter’s named Navjivan Gaushala shelters 740 stray cows and oxen and till date has rehabilitated 150 cattles. The company have a tie up with a development support organisation BAIF (Bhartiya Agro Industries Foundation) for the integrated breed improvement programme at Kovaya and Jafrabad. Additionally, the company also carries on an infertility treatment programme for cattle at Sambhupura, Rajasthan. The program led to an increase in the milk yield of the 1813 cattles and thus increased their income. The company also supports the fodder support program at Sewagram.

The number of animals immunised at the cattle development camps organised by the company are given in the below chart. In 2009-10 around 24897 cattle were immunized while in 2010-11 26547 cattles were immunised. In 2011-12 the number of cattle immunised was 31522 and in 2012-13 it was 36436 while in 2013-14 it was 35207. In 2014-15 about 40386 cattles were immunised and in 2015-16 the number was 40500. In the 2016-17 about 37811 cattles were immunised while in 2017-18 the number of cattles immunised were 47175. The

number of cattles immunised in 2018-19,2019-20 and in 2020-21 was 49650, 53400 and 55640 respectively.

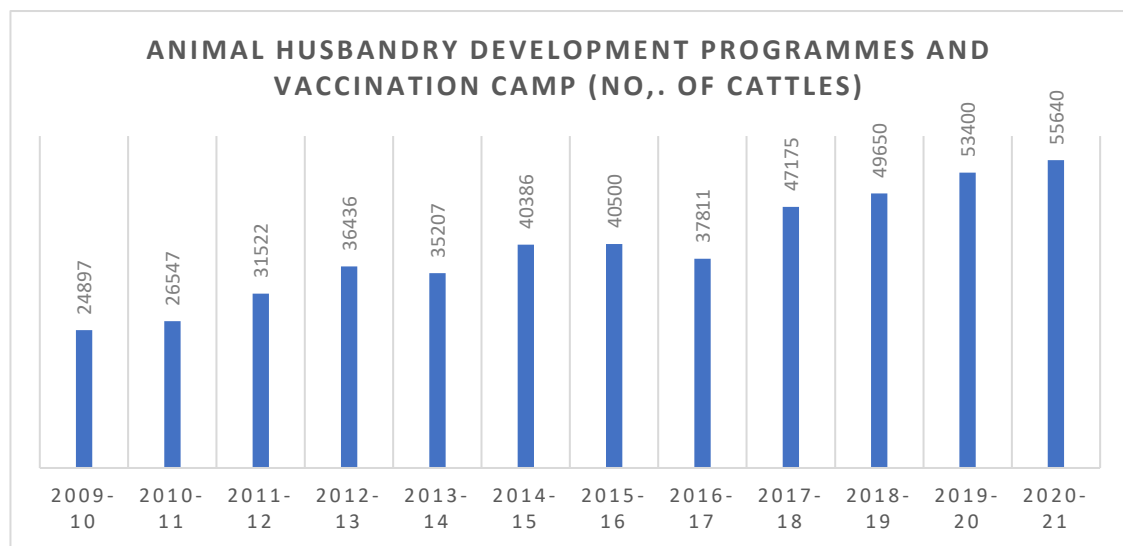


Figure D-4 Number of Cattles benefitted from animal husbandry development programme and vaccination. (Source: Annual Sustainability reports of Ultratech Cement Ltd.)

#### H. Formation of Self-Help Groups (providing alternative livelihood to women in rural area and small poor farmers)

Many self-help groups were formed for promoting the education of the girl child and to train women in the vocation of beautician, tailoring, applicator, embroidery, computer typing, goatery, phenyl and washing powder making, weaving, knitting, tie & die, handicrafts, mushroom cultivation, food processing, carpet making and other small business.

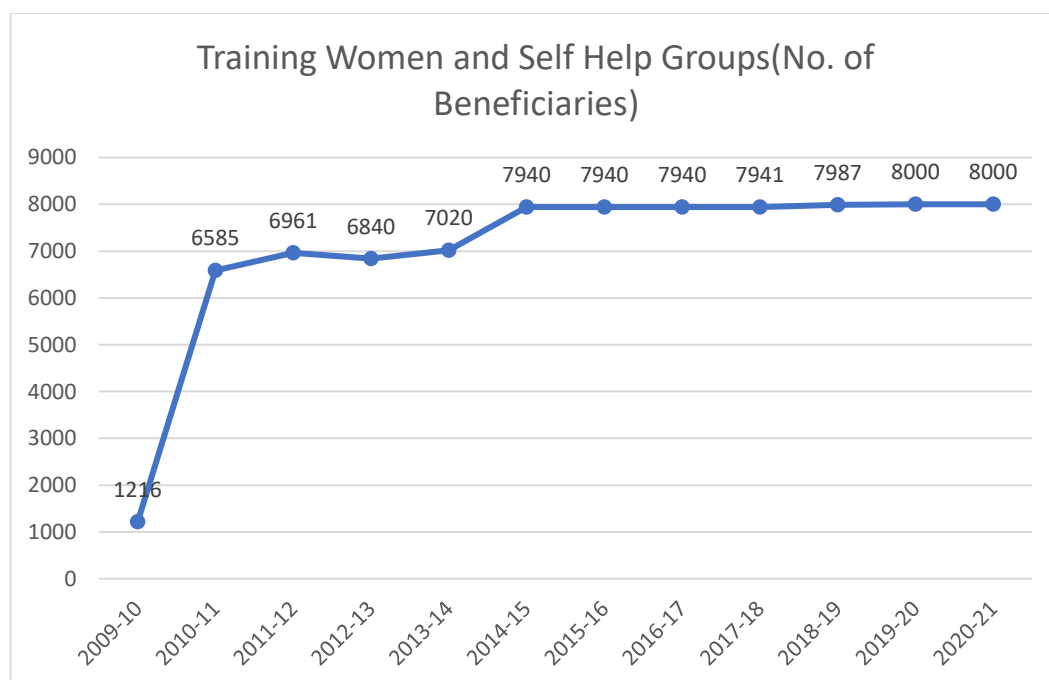


Figure D-5 Number of beneficiaries of SHGs and training to women. (Source: Annual Sustainability reports of Ultratech Cement Ltd.)



The above chart shows the number of women in SHGs who were provided training during various years. The number of women provided with training was 1216 in 2009-10 which rose to 6585 in 2010-11 and 6961 in 2011-12. However it reduced to 6840 in 2012-13 then again it rose to 7020 in 2013-14. The number of women empowered remained constant for 2014-15 to 2016-17 at 7940. In 2017-18 it was 7941 and 7987 in 2018-19. Finally the number increased to 8000 women in 2019-20 and 2020-21.

### I. Rural Infrastructure.

Development of infrastructure is very crucial in development of any rural area. Ultratech Cement Ltd has continuously made efforts to create infrastructure facilities in rural areas which would increase the productivity of the people, reduce hardships, improve health and wellbeing.

During these years the company has supported the communities surrounding its plant location with housing facilities, school blocks, playgrounds, community halls, installing solar lights, building approach roads, creating water harvesting structures, installing hand pumps etc. These initiatives have helped in making the life of people more productive and comfortable. The number of beneficiaries from rural infrastructure can be known from the following chart.

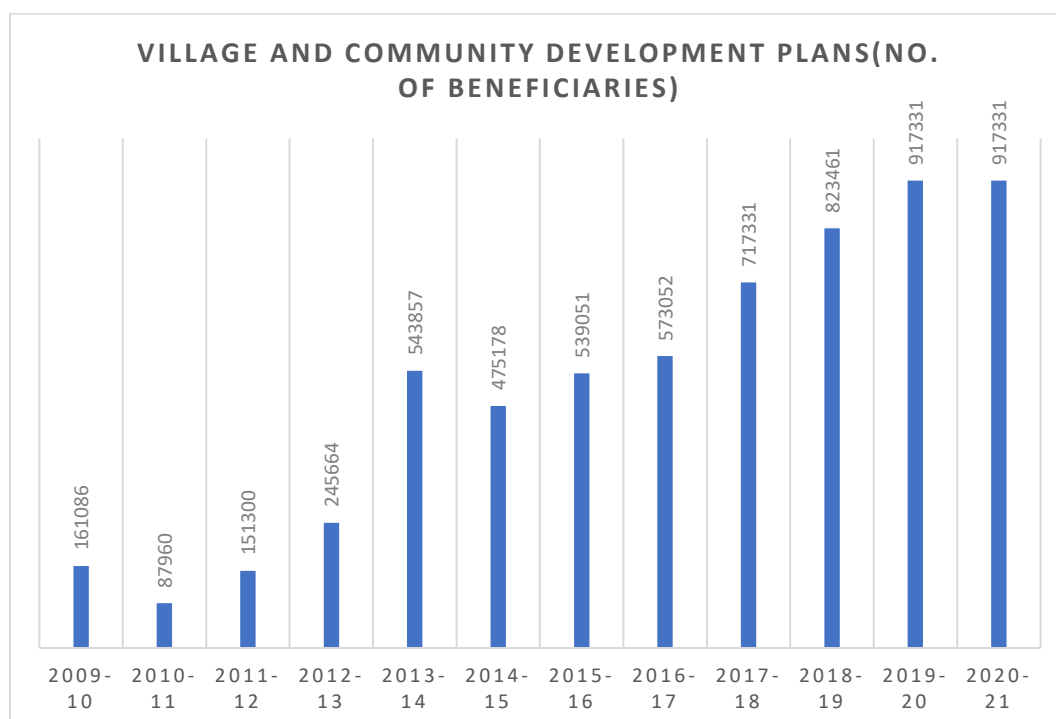


Figure D-6 Number of beneficiaries of community development plans. (Source: UltraTech Ltd. Annual Sustainability reports)

It is clear from the chart that number of beneficiaries from rural infrastructure development in 2009-10 was 161086, 87960 in 2010-11, 151300 in 2011-12, 245664 in 2012-13, 543857 in

2013-14, 475178 in 2014-15, 539051 in 2015-16, 573052 in 2016-17, 717331 in 2016-17, 823461 in 2017-18 and 917331 in 2019-20 and 2020-21.

The total spending by Ultratech Cement Ltd. On Rural transformation every year as compared to the total CSR spending can be understood from the following chart-

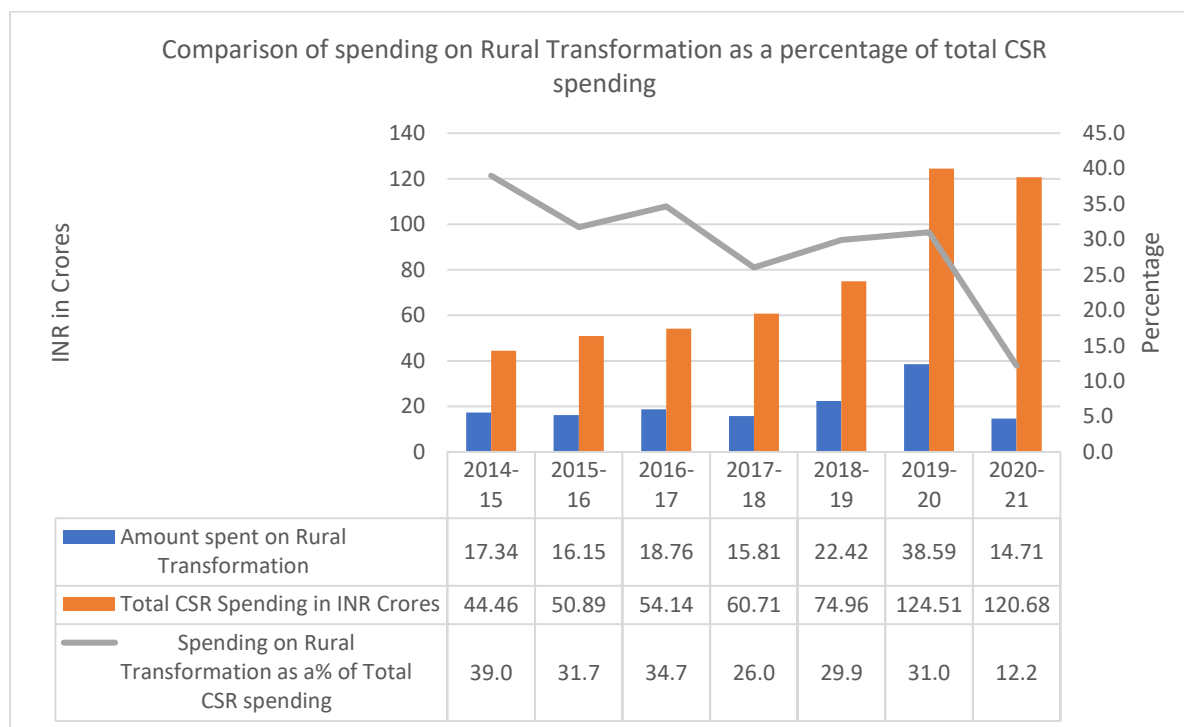


Figure D-7 CSR spending on rural transformation as compared to total CSR spending by Ultratech Cement Ltd

The percentage of spending on rural transformation was 39% of the total CSR spending in 2014-15 while it was 31.7% in 2015-16. The spending was 34.7% in 2016-17 which changed to 26% 2017-18, 29.9% in 2018-19, 31% in 2019-20 and reduced to 12.2% in 2020-21. If we consider the average then 29.2% of the total CSR spending are spent on rural transformation every year.

#### 5.4.2 Health:

The initiative in healthcare by the company take the form of conducting general health camps, specialised health camps, eye camps, blood donation camps, company hospitals and sanitation.

##### A. General Health Camps:

The company conducts general health check-up camps in the areas of operation of the company. Through the general check-up camps the company reaches to about more than 1.5 lakh people in the rural areas annually

The chart D-8 shows that the number of beneficiaries from several general check-up health camps and mobile medical camps has been on an average 140751 people every year. During the year of 2018-19 the number of beneficiaries has been the lowest i.e., 69432 only. The number of beneficiaries in 2009-10 was 198387 and in 2010-11 was 168557. In 2011-12 the number of beneficiaries were 131694, in 2012-13 the number 105953 and in 2013-14 it was 133453, in 2014-15 it was 134643 and in 2015-16 it was 134995. The number of beneficiaries from 2016-17 to 2019-20 was 144334 people, 174820 people, 69432 people and 152000 respectively

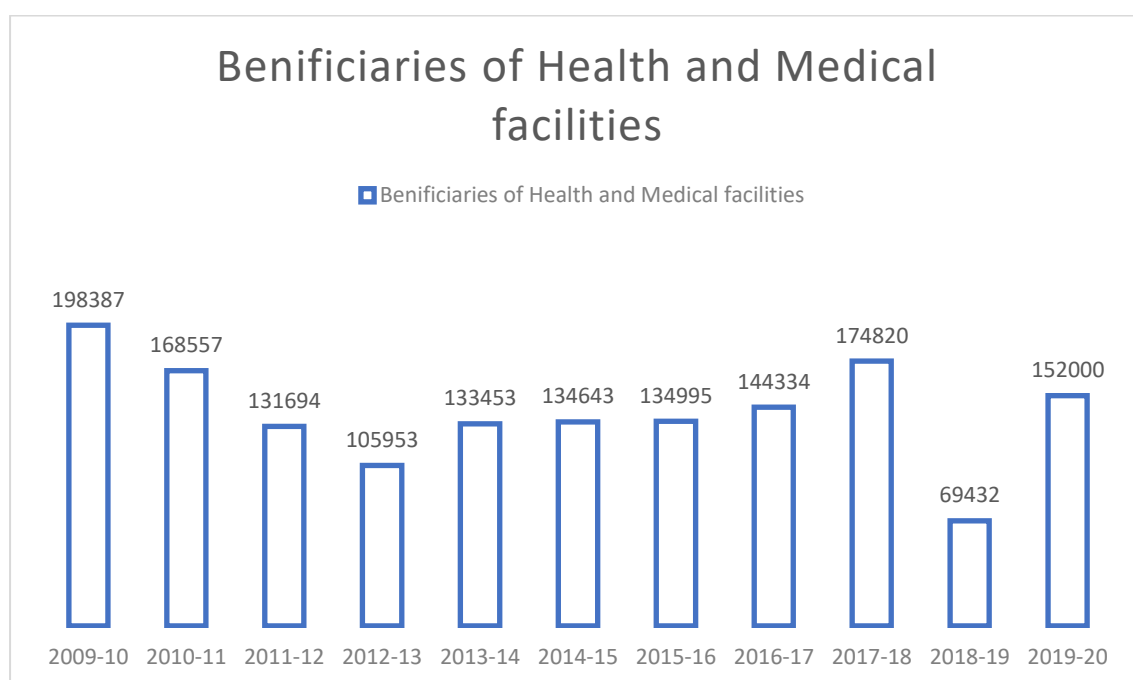


Figure D-8 Number of beneficiaries of health and medical facilities (Year wise) (Source: UltraTech Ltd. Annual Sustainability reports)

## B. Specialised Camps:

The company has also conducted various specialised health check-up camps over the years to treat orthopaedic, cardiac, skin and ENT related diseases. Those suffering from serious ailments are treated in the company hospitals. The beneficiaries of the speciality camps conducted over the period of 2012-13 to 2019-20 are given below in the form a chart. The number of beneficiaries in 2012-13 were 10828 persons, 2013-14 was 13000 persons and in 2014-15 it was 13100 people. While the number of beneficiaries was 13273 in 2015-16, was 13417 in the year 2016-17 and 13865 in 2017-18. This numbers increased to 14235 in 2018-19 and 16532 in 2019-20.

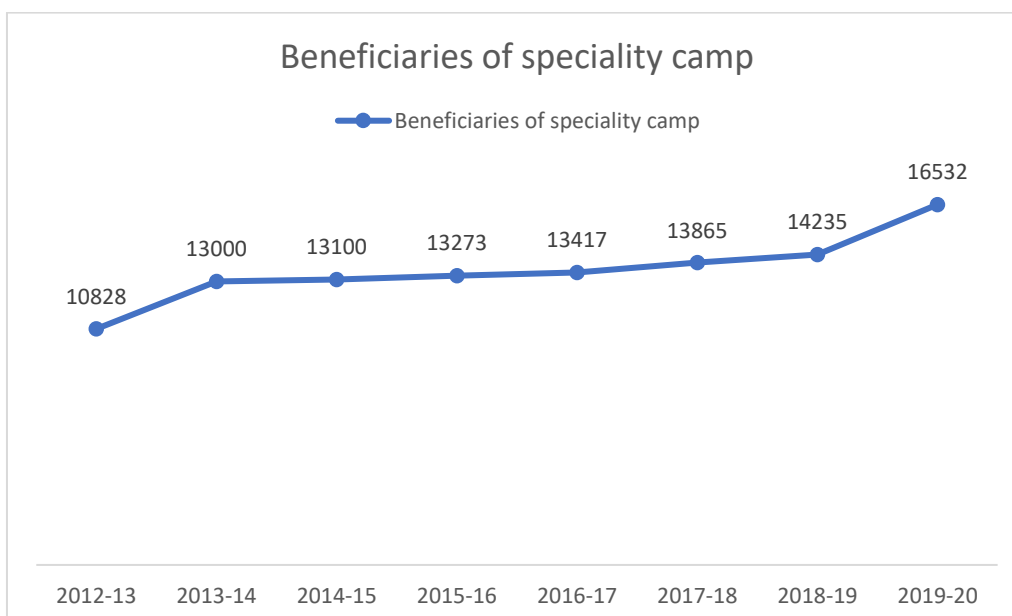


Figure D-9 Number of beneficiaries of speciality camps. (Source: Sustainability annual reports.)

The average number of beneficiaries has been 13531 annually. The highest number of beneficiaries are registered in 2019-20 was 16532 and the lowest were recorded in 2012-13 i.e., 10828.

### C. Eye Camps

The company also organise eye check-up camps frequently at different plant locations at Madhya Pradesh, Rajasthan, Chhattisgarh, Karnataka, and Gujarat. These camps treat the eye ailments and provide free cataract surgeries every year.

The number of beneficiaries of the eye check-up camps, number of cataract operations done free of cost every year and number of patients provided with spectacles is clear from the chart D-10. The number of beneficiaries of the camp was 2500 in 2010-11 and 100 free cataract surgeries were performed. In 2011-12 around 1500 people were benefitted from the camp and 847 free surgeries were performed. In the year 2012-13 about 10325 people were benefitted from the camps. 5315 free cataract surgeries were performed, and 1032 spectacles were provided to the poor people. During the 2013-14 about 13462 people were benefitted from the camps. 4115 free cataract surgeries were performed, and 3500 spectacles were provided to the poor people. For the year 2014-15 the data shows that about 16851 people were benefitted from the camps. 6869 free cataract surgeries were performed, and 3700 spectacles were provided to the poor people. For the years from 2015-16 to 2019-20 the number of people benefitted from the camps were-13045, 12651, 12256, 11092 and 12064. Similarly for the same period the number of free cataract surgeries recorded were 4903, 3249, 3064, 2848 and 2632. The number of persons provided with free spectacles during these years were 3500, 3732, 3834, 4122 and 4453.

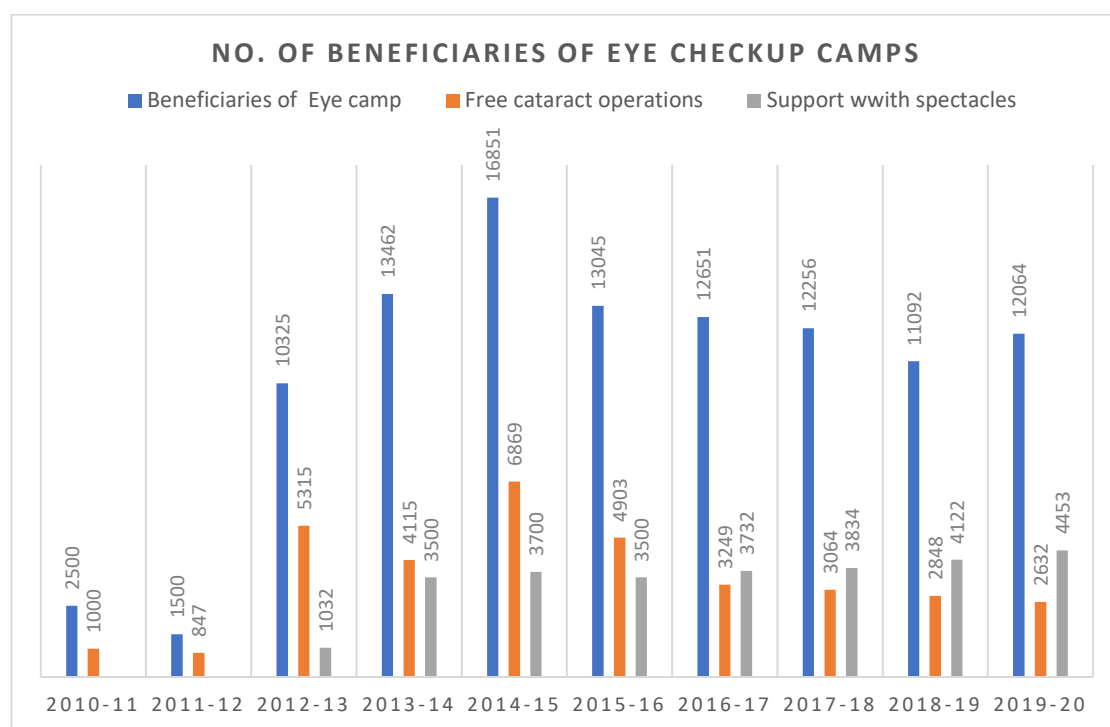


Figure D-10 Number of beneficiaries of the eye check-up camps held by Ultratech Cement Ltd. (Source: Annual CSR and sustainability reports.)

#### D. Health awareness programmes.

The rural population needs to be made aware of various disease that can affect them. Awareness programmes regarding HIV/AIDS, Swine flu, tuberculosis etc are conducted frequently by the company. The annual reports and the sustainability report of the company gives information about the number of programmes and the number of beneficiaries for the year from 2009-10 till 2011-12. The later years report does not provide the data.

	2009-10	2010-11	2011-12
Beneficiaries of Awareness Programme	86	130	136
No. of awareness programme	61506	56597	68893

Table 20: Number of awareness programme and the beneficiaries.

#### E. Camps for physically challenged people.

The company conducts camps for physically challenged people and support them by providing artificial limbs/aids. This initiative has helped in creating a sense of independence and confidence in the beneficiaries. In the year 2011-12 the company provided artificial limbs to 230 physically challenged people. Additionally in 2013-14 the company also supported 15 cleft lip surgeries at Jafrabad camp.

## F. Dental Check-up camps

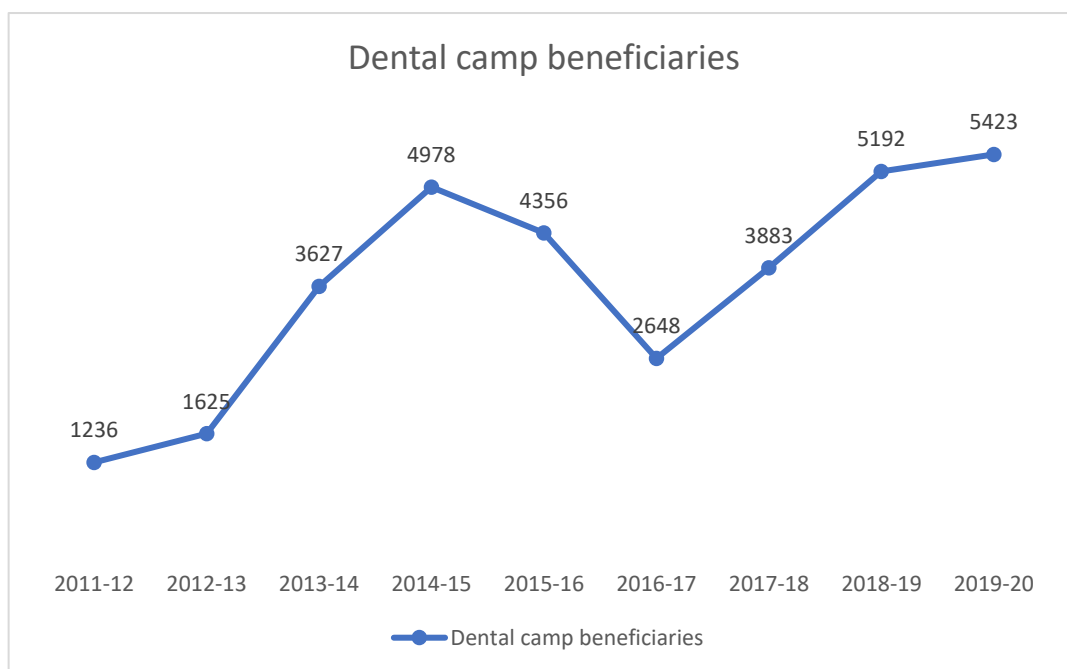


Figure D-11 Number of beneficiaries of Dental check-up camps. (Source: Annual sustainability reports.)

The company also frequently organize dental check-up camps at various location and provide free dental treatment to the needy ones. The beneficiaries of the free dental camp are given by the chart above. The number of beneficiaries of the dental camp in 2011-12 were 1236 which increased to 5423 in 2019-20. The average number of beneficiaries comes to 3663 people per annum.

## G. Smart Medicare

The company has launched a medicine service based on hi tech telephone services and in association with “Aditya Birla Memorial Hospital (Pune)” and the “Apollo Hospital (Hyderabad)”. These initiatives cover the remote rural areas around the plant locations. If any complicated case has to be delt with in the remote areas and the doctors require guidance, then this service connect them to experts’ doctors and help in getting best possible services.

## H. Immunization and health check-up of children

The company in association with the government conducts 100% immunization programme for immunization against polio. The company also provides immunization against other diseases. Health check-up and de worming camps are also conducted specially for children.

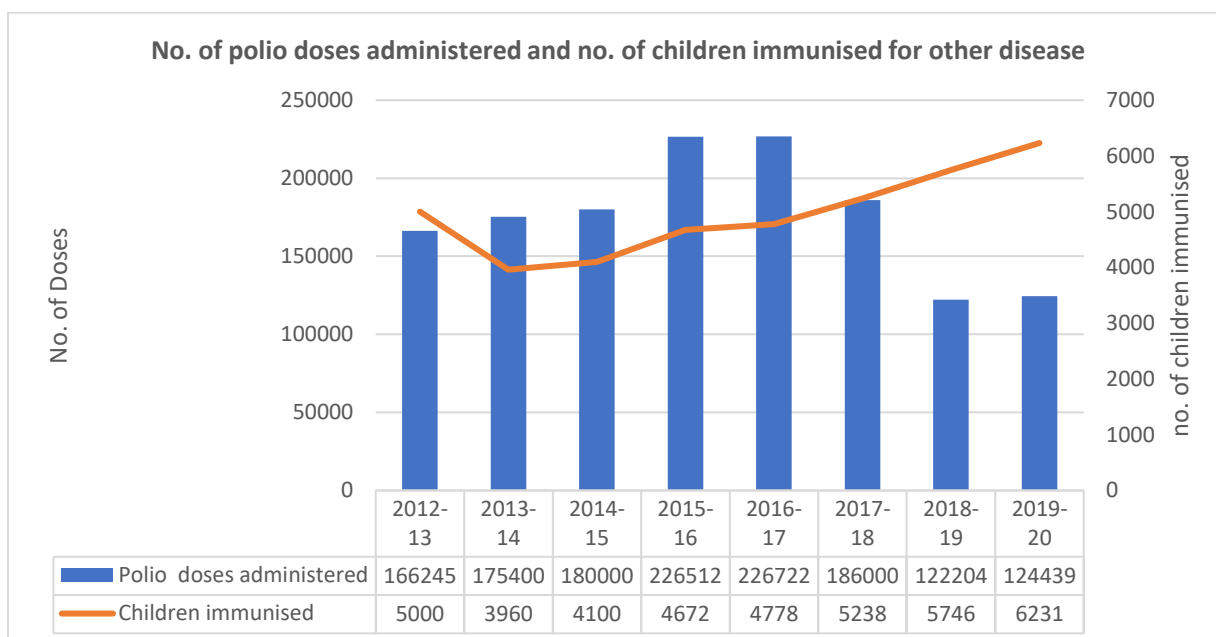


Figure D-12 Number of polio doses administered and children immunised. (Source: Annual Sustainability reports.)

The above chart gives the data regarding total pulse polio doses administered during a year and the number of children immunized for other diseases.

The number of polio doses are maximum in the year 226722 and the lowest in 2018-19 i.e., 122204. The average number of doses given comes to 156391 doses per year considering that no information is available for the year 2020-21.

Similarly, the highest number of children immunised were in the year 2019-20 i.e., 6231 children whereas the lowest number of children immunised are recorded in the year 2013-14 i.e., 3960 children. The average number of children immunized every year comes to 4414 considering that no information is available regarding the immunization done during 2019-20.

## I. Maternal and Child health

The company also undertakes special initiatives for health check-up of women, and which includes antenatal, postnatal, mass immunisation, nutrition, and escort services for institutional delivery. Guidance and orientation are provided regarding family planning and adolescent health. Similarly, health check-up camps for school children are also organised every year. The number of beneficiaries of the health check-up camps for children are given in the chart D-13. The chart clearly shows that the highest number of check ups in children camps was done in 2019-20 i.e 5512 children where as the lowest number are in 2012-13 i.e 4370 children. The average number of children getting benefitted from health check up camps for children comes to 4773 per year. The number of check ups during 2013-14, 2014-15 and 2015-16 were 4500, 4400 and 4416 check ups respectively.

During the years 2016-17, 2017-18 and 2018-19 the number of child health check ups conducted were 4800, 4996 and 5192 respectively.

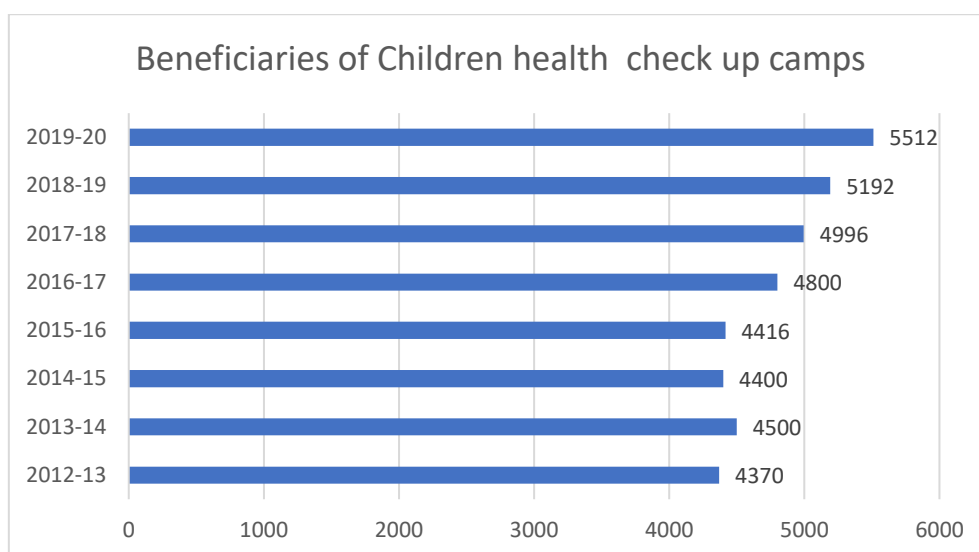


Figure D-13 Number of beneficiaries of child health check-up camps. (Source: Annual Sustainability reports of Ultratech Cement Ltd.)

Similarly antenatal and adolescents' health check-up camps conducted by the company benefit the population around its plant location.

The chart D-14 shows that the highest number of women benefitted from antenatal check-up services were in the year 2019-20 i.e., 13122 and the highest number of adolescent health camp beneficiaries is in the year 2013-14 i.e., 4200. The lowest number of women getting benefit of antenatal check-up was in 2012-13 i.e. 5662 and the lowest number of beneficiaries of adolescent health camp is in 2015-16 i.e. 2270. The average number of women benefiting from antenatal camp is registered at 9025 and average number of beneficiaries of adolescent comes to 3104 children.

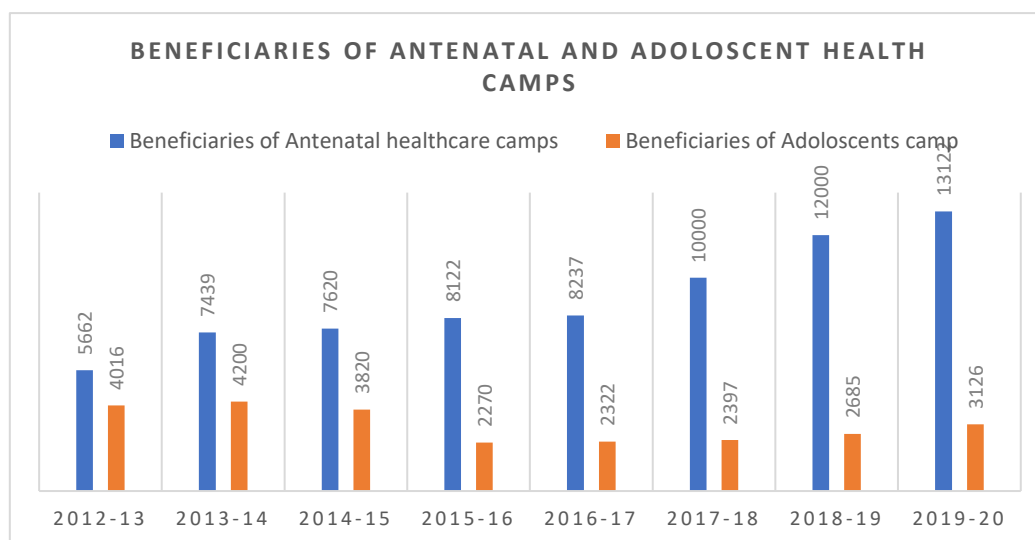


Figure D-14 Number of beneficiaries of Antenatal and Adolescents health check-up camps.



## J. Sanitation:

Sanitation is a basic requirement which affects the general health of individuals. The company is actively involved in construction of sanitation facilities at various plant location.

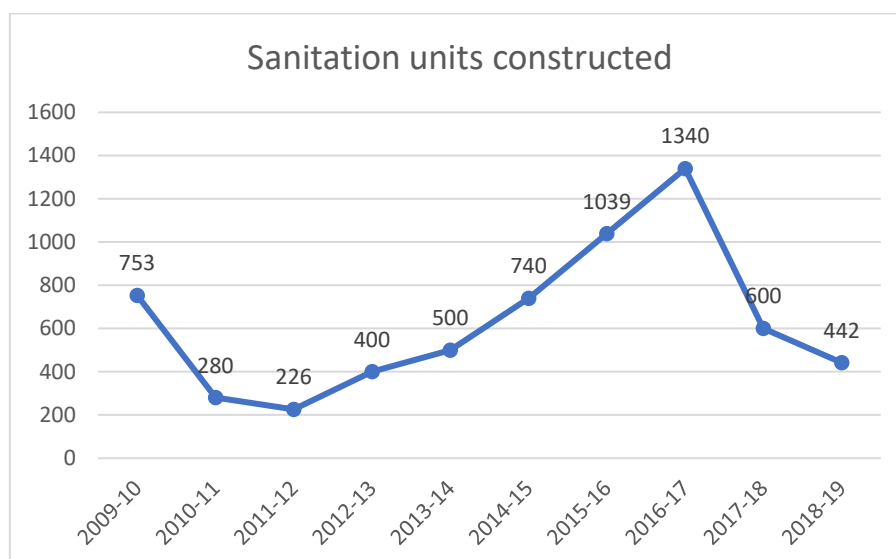


Figure D-15 Number of sanitation units constructed. (Source: Annual Sustainability reports.)

The number of toilet units constructed by the company during the years is presented in the chart above. The company has constructed the highest number of sanitation units in the year 2016-17 i.e., 1340 and lowest number of units are constructed in the year 2011-12 i.e., 226. The average number of units constructed by the company annually comes to 632 units considering the fact that the sustainability reports or the annual reports or the websites do not present the information regarding the number of units constructed during the years 2019-20 and 2020-21.

## K. Special initiative to reduce smoke for better health:

Many people in the rural areas depend on wood for cooking. The smoke formed during cooking is injurious to the health of the women and the family around them. The company undertake initiatives to create awareness regarding usage of low smoke wood stove and distribute low smoke stoves to the households to prevent diseases caused due to smoke.

	2012-13	2013-14	2014-15	2015-16
No. of low smoke stoves distributed	2000	200	200	100

Table 21 Number of low smoke stoves distributed by the company during 4 years.

The data available shows that the company distributed 2000 low smoke stoves during 2012-13 and then 200 stoves in 2013-14 and 2014-15. During the year 2015-16 the company distributed only 100 low smoke stoves.

#### L. Hospitals and plant location:

The company operates hospitals at various plant location at Khor (Madhya Pradesh); Sambhupura and Kharia Khangar (Rajasthan); Kovaya, Jafrabad and Sewagram (Gujarat); Rawan (Chhattisgarh) and Malkhed (Karnataka).

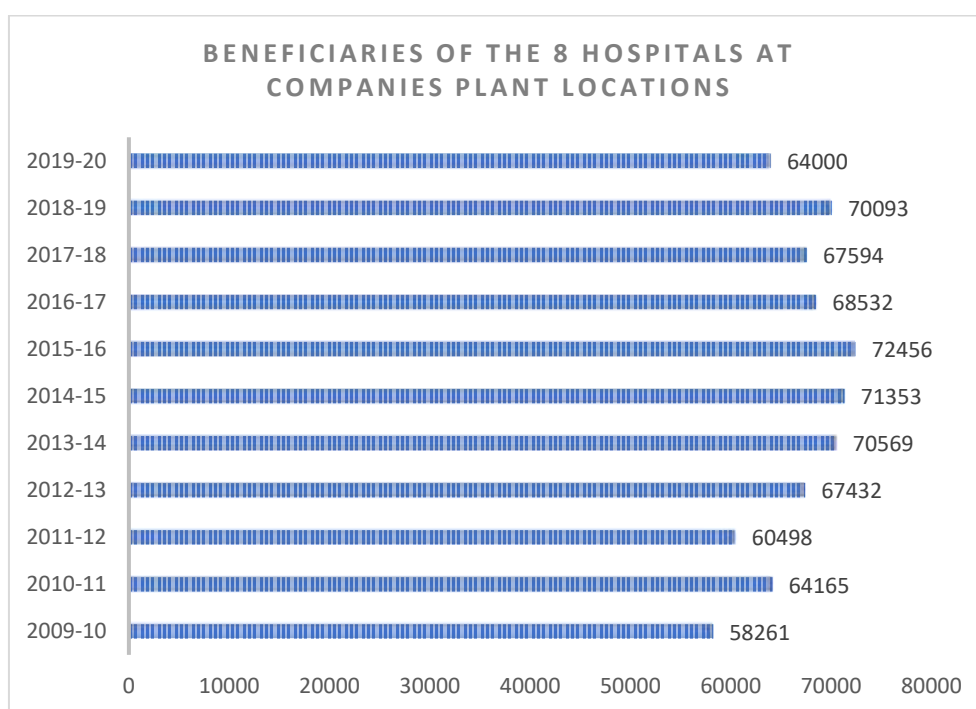


Table 22 Number of beneficiaries of the 8 hospitals at the companies' plant location. (Source: Annual Sustainability reports)

The eight hospitals located at various plant location benefitted the communities around the plant locations. The highest number of consultations were in the year 2015-16 amounting to 72456 patients (total patients at all the sites together) whereas the lowest number of patients were in the year 2009-10 i.e., 58261 patients (total patients at all the sites together). The average inflow of patients works out to 68813 patients per year.

#### M. Infrastructure support to Government health programmes:

The company provides support to the various health initiatives of the Government and the Primary Health care centre of the government. The company provided two dialysis machines to the Chittorgarh's district hospital. Similarly, it supports the Malkhed PHC on a continuous basis.

#### N. Alternative therapies

The company provides treatment to patients with the help of alternative therapies like Yoga, Ayurvedic and Homeopathy at Hirmi, Kovaya and Jafrabad location. The table no.23 gives the details of the number of people cured using alternative therapies.

No. people cured with Alternative Therapies like Yoga, Ayurveda, and Homeopathy	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
	7000	2346	3674	1677	3133	3340

Table 23 Number of people treated using alternative therapies. (Sources: Annual Sustainability reports)

The company has done well to promote alternative therapies of treatment to communities surrounding its plant location. The table shows that around 7000 people were treated with alternative therapies in the year 2014-15 which reduced to 2346 in 2015-16 and then 3674 in 2016-17. About 1677 people were provided treatment through such alternative therapies in 2017-18 while 3133 in 2018-19 and 3340 in 2019-20 were provided with alternative therapies.

#### O. Family planning and blood donation drives.

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Beneficiaries of family planning	2436	2805	1991	1126	1147	1045	1259	1473
Blood donation camp donors	---	----	240	----	-----	2357	1776	1776

Table 24 Number of beneficiaries of family planning beneficiaries and number of blood donors.

The table above shows that due to rigorous efforts and campaigning of the company many families had taken resort to a planned family. In 2012-13 2436 people were benefited by the family planning initiative. In the year 2013-14 and 2014-15 the numbers were 2805 and 1991 respectively. For the years 2015-16 to 2019-20 the numbers were 1147, 1045, 1259 and 1473. Similarly, information about blood donation camps is available for 4 years only. The number of donors in the 2014-15 camp were 240 which increased to 2357 in the camp of 2017-18. During the camps of 2018-19 and 2019-20 the number of donors were 1776 and 1776 respectively.

Thus, it is clear that the company has made efforts in diversified areas to create an overall impact of its health initiatives. The below chart shows the comparison of spending on health initiatives as compared to the total CSR spending of Ultratech Cement Ltd.

The CSR spending on health initiatives comes to 22.1% of the total CSR spending by Ultratech Cement Ltd during the year 2014-15, 28.6% in the year 2015-16, 18.5 % in the year 2016-17 and 9.9 % duiring the year 2018-19. In the year 2019-20 and 2020-21 the spending on health initiatives as a percentage of total CSR spending work out to be 12.1% and 16 %.

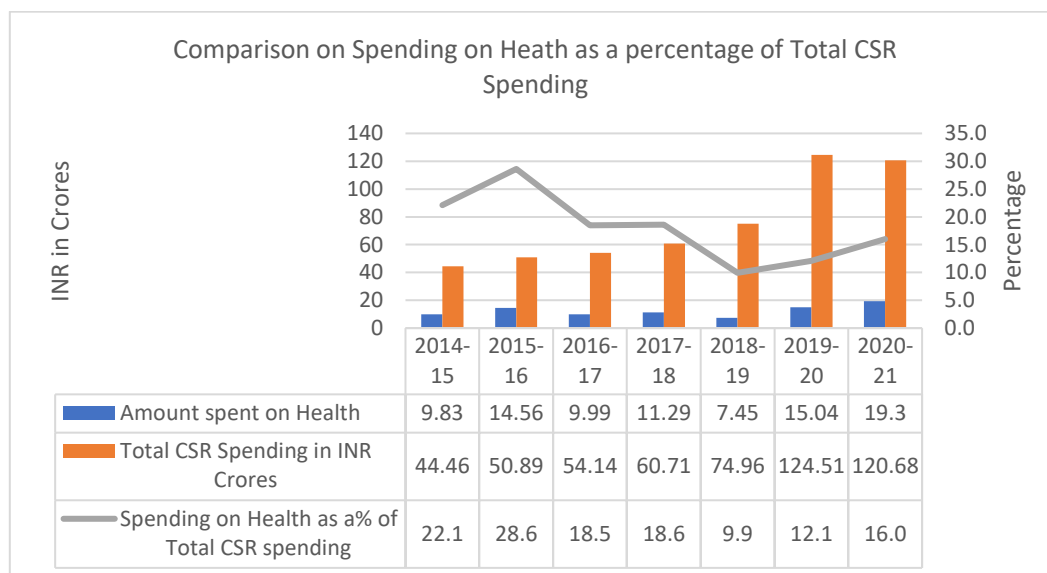


Figure D-16 CSR spending on Health initiatives as compared to the total CSR spending of Ultratech cement Ltd.

The average percentage of spending on health comes to 18% of the total CSR spending of Ultratech Cement Ltd. during any year.

#### 5.4.3 Education

Ultratech's Education initiatives are in conformity with the SDG-4 of "providing equitable and inclusive quality education and lifelong learning opportunities for all"-The key area of focus in case of education can be described as follows-

##### A. Strengthening of preschools:

The pre-school is the foundation of a strong educational system. The company has made continuous efforts to strengthen the Anganwadi, playschools, Balwadis and Creches. One such initiative is carried on by the Sambhupura plant in Rajasthan where the plant coordinates the Bal Sanskar Kendra where children of 3 to 6 years of age get pre-primary education. The children from adjoining villages also attend the Kendra. These initiatives have increased the enrolment in the primary school in the area. (Ultratech Cement Ltd, 2009-10)

The plant has also adopted a Balwadi centre and provides free schooling and medical check-ups to the students. The company provides support to the pre-primary education by the way providing education and sports material to the schools, theme-based painting in the nursery

classes, whitewashing the school buildings, construction of classrooms if required, providing safe drinking water facilities, providing furniture to the schools etc.

The company has collaborated under ‘Sarva shiksha abhiyan’ with 54 primary school at Kovaya, Jafrabad, Sewagram, Malkhed, Khor, Rawan, Hirni, Tadipatri, Shambhupura, Kharia Khangar, Kotputli, Awarpur, Ratnagiri, Magdalla, Reddipalayam, Jharsuguda, Hotgi, Pataliputra, Wanakbori, Panipat, Bhatinda, Jhajjar, Jharsuguda, Dadri and Durgapur.

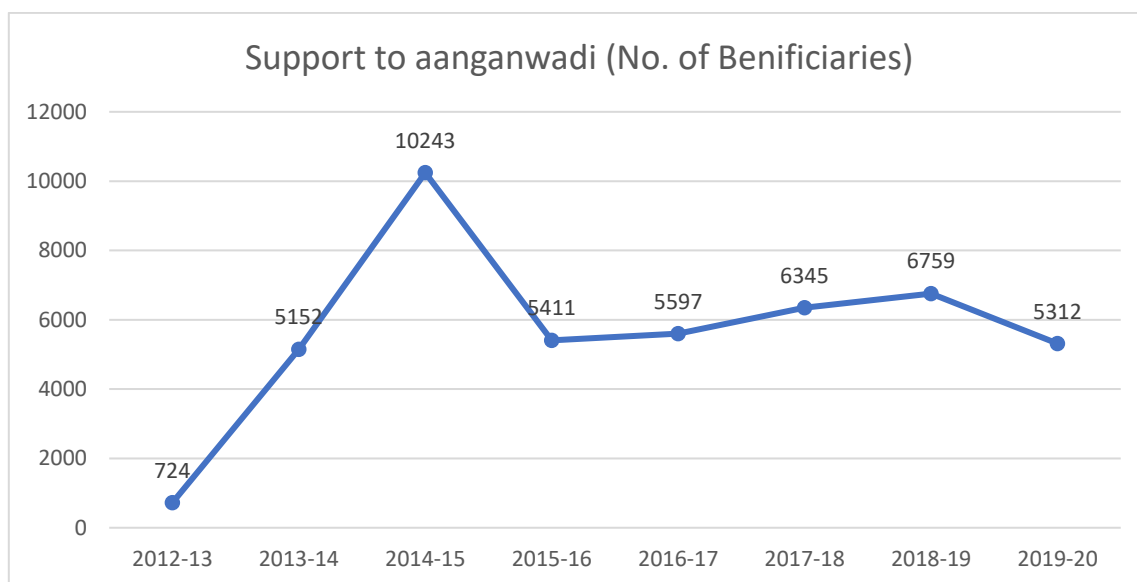


Figure D-17 Number of beneficiaries of Aganwadis supported by Ultratech Cement Ltd. (Source: Annual Sustainability Reports)

No. of beneficiaries Support to Mid-day meal	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
	1235	1364	1256	1518	1670	1500	1694	1732

Table 25: Number of Mid-day meal beneficiaries

The above chart D-17 shows that the initiatives to support Aganwadis has benefited many children during these years. The highest number of beneficiaries were in 2014-15 i.e., 10243 and lowest in 2012-13 i.e., 724. The average number of beneficiaries come to 5693 per year. Similarly, the table 25 shows the number of beneficiaries of the mid-day meal programme of the company. The mid-day meal beneficiaries are highest in 2016-17 i.e., 1732 and lowest in 2009-10 i.e., 1235. The average comes to 1496 per year.

## B. Support the education programmes and Scholarships:

The company provides support to various government school by the way of providing study materials, uniforms, and books etc to the children. During 2012-14 the company provided educational material like books, uniforms etc to villages near the plants at Kovaya, Jafrabad, Khor, Rawan, Hirni, Tadipatri, Malkhed, Sambhupura, Kharia Khangar, Kotputli, Awarpur, Ratnagiri, Magdalla, Reddipalayam, Jharsuguda, Hotgi and Durgapur.

The company has been giving scholarships based on merit to the children around the plant location so that bright children do not remain away from education due to the want of money. Merit scholarships are also provided to children who are physically challenged. The chart D-18 depicts the number of beneficiaries of educational material provided by the company and the beneficiaries of scholarships given by the company.

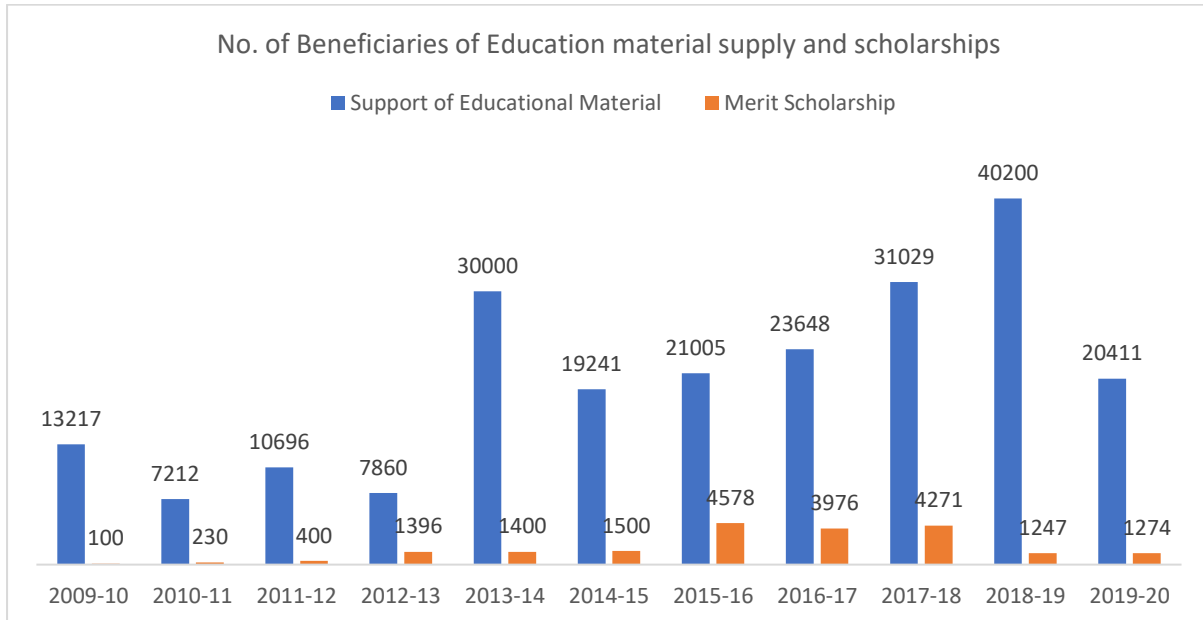


Figure D-18 Number of beneficiaries of Education material supply and scholarships (Source: Annual Sustainability Reports)

The highest number of beneficiaries from support of educational material was 40200 in 2018-19 and the lowest was in 7212 in 2010-11. The average number of beneficiaries comes to 20411 per year. Similarly, the highest number of scholarships are provided to 4578 in 2015-16 and the lowest number was 100 in 2009-10 while the average comes to 1852 per year.

### C. Support to residential Schools

The company supports residential schools which educate the visually impaired students of Kovaya and Gulburga. The two residential schools named 'Kasturba Gandhi Balika Vikas Kendra' have 960 girl students enrolled during the years 2012-13 and 2013-14. Other Six residential schools at Malkhed, Kharia Khangar, Khor, Kovaya, Jafrabad and Durgapur are also supported by the company. The company efforts helped in mainstreaming 240 girls during 2012-13 and 2013-14.

The beneficiaries of the residential school programme are depicted in the chart D-19 given below. The number of beneficiaries in 2012-13 was 388 which rose to 579 in 2013-14 and 600 in 2014-15. In the year 2015-16 this number further increased to 660 and it remained 660 till 2018-19.

The information regarding the number of students in residential schools is not available in the sustainability reports after 2018-19 hence the information presented in the chart D-19 is only till 2018-19 only.

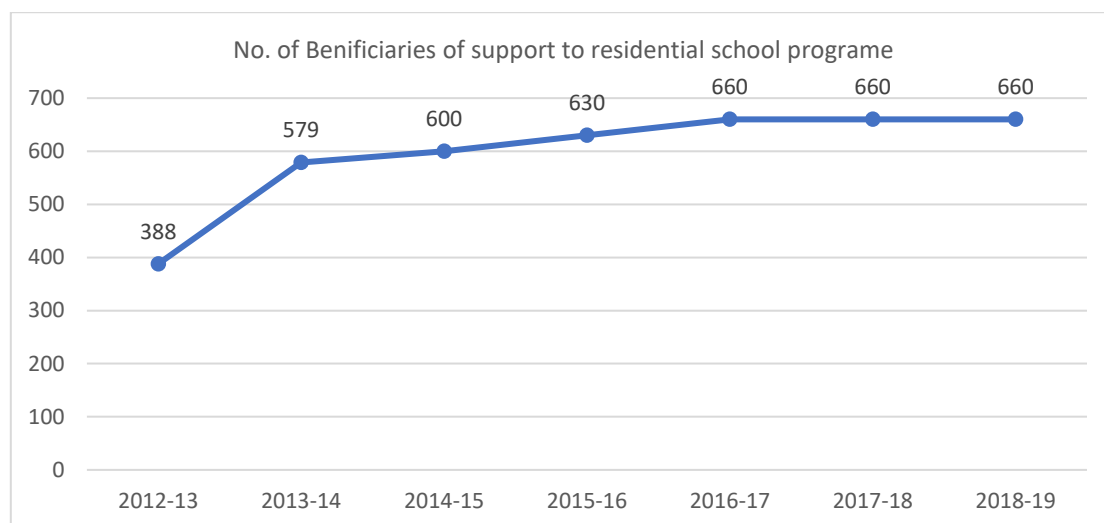


Figure D-19 Number of beneficiaries of residential school programme. (Source: Annual Sustainability Reports)

#### D. Competitions at schools:

To improve the quality of education provided in various schools the company conducts various competitions for the school children. They are provided with lifelong experiences like going for picnics, drawing competitions, dancing competition etc.

#### E. Education support programmes

The CSR initiatives by Ultratech Cement continuously strive to improve the education system by providing all the necessary support like opening libraries and knowledge centres, on-formal education to adults, instilling a habit of celebrating the national festivals and days of importance among the children. The company has also started many computers training centres at various locations. The Awarpur plant of the company in the Chandrapur district Maharashtra have supplied 60 computers to 15 Zilla Parishad Schools during the corona pandemic in 2020-21. This would benefit 1700 students at the schools. Similarly, many libraries are constructed, and books are donated at the schools at different location. The company has undertaken to convert many schools as model schools.

The chart D-20 shows that the number of beneficiaries from computer training were highest in 2018-19 i.e., 3866 while that from competitions were highest in 2016-17 i.e., 6672. The lowest number of beneficiaries of computer training was 548 in 2015-16 and in case of competition it was 1396 in 2012-13.

The sustainability reports of the years 2017-18 to 2019-20 do not provide information of beneficiaries of the school competition after the year 2016-17. The average number of beneficiaries from computer training comes to 2051 students per year. Whereas the average number of beneficiaries of school competition comes to 3625 per year.

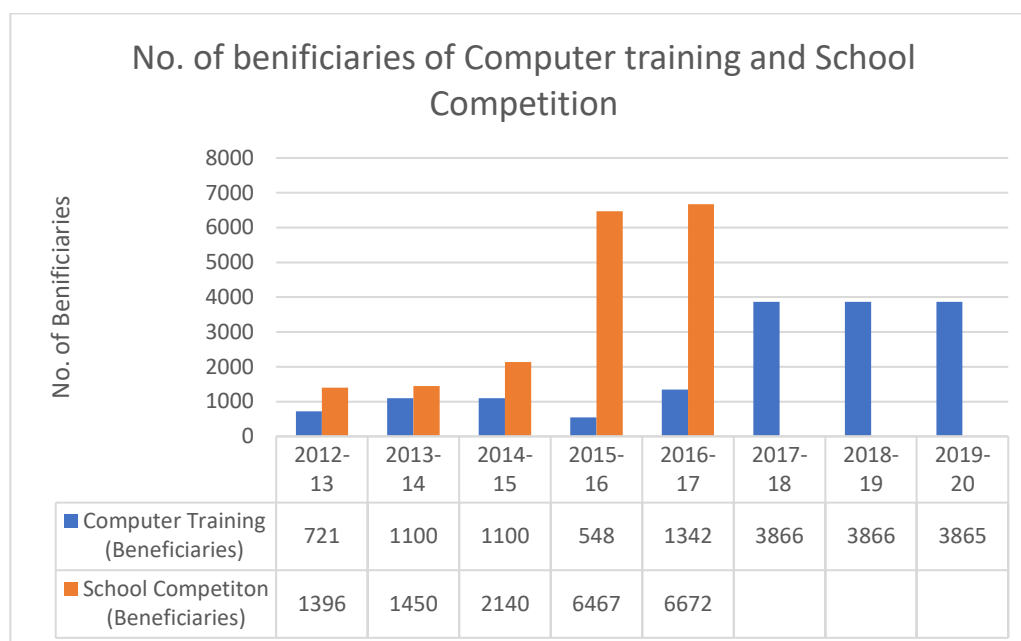


Figure D-20 Number of beneficiaries of computer training and school competition.

## F. Reducing dropouts

Children dropping out from schools has been a grave problem for schools in India. Ultratech Cement's CSR initiatives are aimed at reducing the dropout of children and increase enrolment in schools. For this purpose, the company carries special enrolment drives which has yielded positive results.

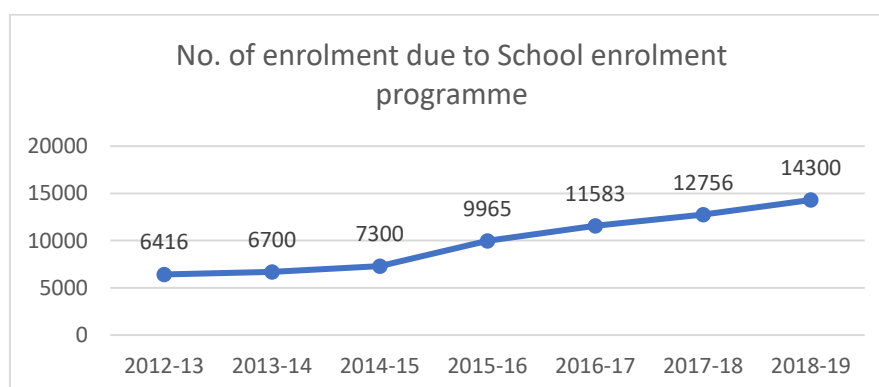


Figure D-21 Number of enrolments under the school enrolment programme. (Source: Annual Sustainability reports)

The highest number of beneficiaries of enrolment boosting programme was in 2018-19 at 14300 while the lowest was in 2012-13 at 6416. The average enrolment comes to 9860 per year.



## G. Other initiatives.

These initiatives include conducting career counselling sessions, supporting mid-day meals by providing utensils or constructing kitchens etc and providing value education to students. In the year 2009-10 the Sambhupura plant in Rajasthan has contributed INR 1 crore to construct and start a hi-tech kitchen in Madfiya village in collaboration with Nandi foundation and Government of Rajasthan. This initiative benefitted more than 22000 children from over 320 villages. Similarly, the company also provide special coaching for entrance in Navodaya school, competitive exams, board examination etc. Smart class initiatives have also benefited many students in the areas around the plant locations.

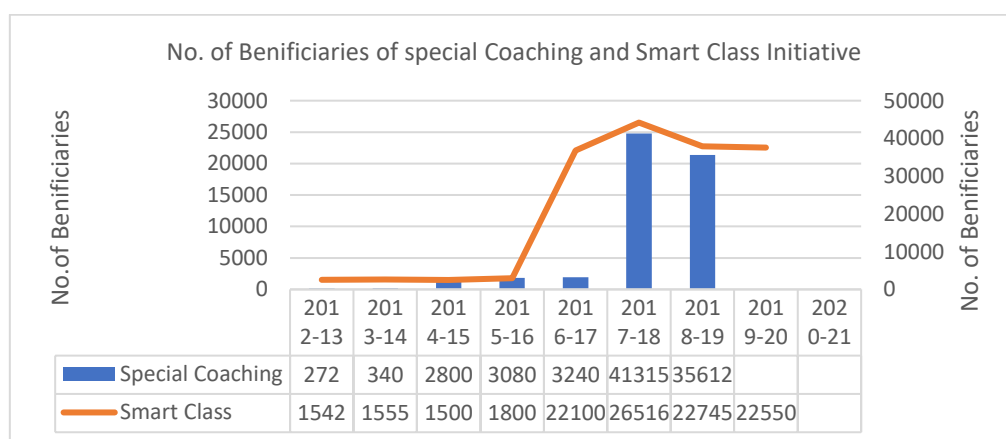


Figure D-22 Number of beneficiaries of special coaching and smart class initiative. (Source: Annual Sustainability reports)

In case of special coaching the highest number of beneficiaries are 41315 in 2017-18 and the lowest are in 272 in 2012-13. While in case of smart class initiatives highest number of beneficiaries are 26516 in 2017-18 and the lowest in 2014-15 at 1500. The average comes to 12380 per year for special coaching and 12539 per year for smart class.

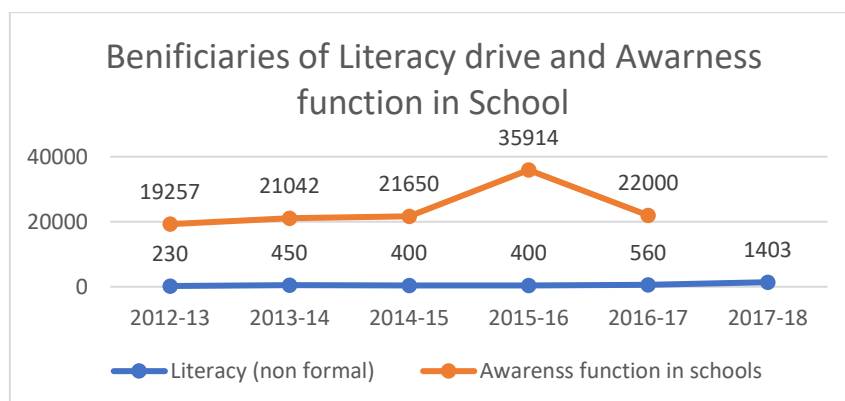


Figure D-23 Number of beneficiaries of literacy drive and awareness functions conducted in schools. (Source: Annual Sustainability report)

Similarly, when we look at the trend in literacy drive and the number of beneficiaries of awareness functions at schools, we find that the highest number of beneficiaries in case of

literacy drive is 1403 in 2017-18 and the lowest is 230 in 2012-13. While the highest number of beneficiaries in case of awareness functions at schools are 35914 in 2015-16 and lowest was 19257 in 2012-13.

## H. Aditya Birla School

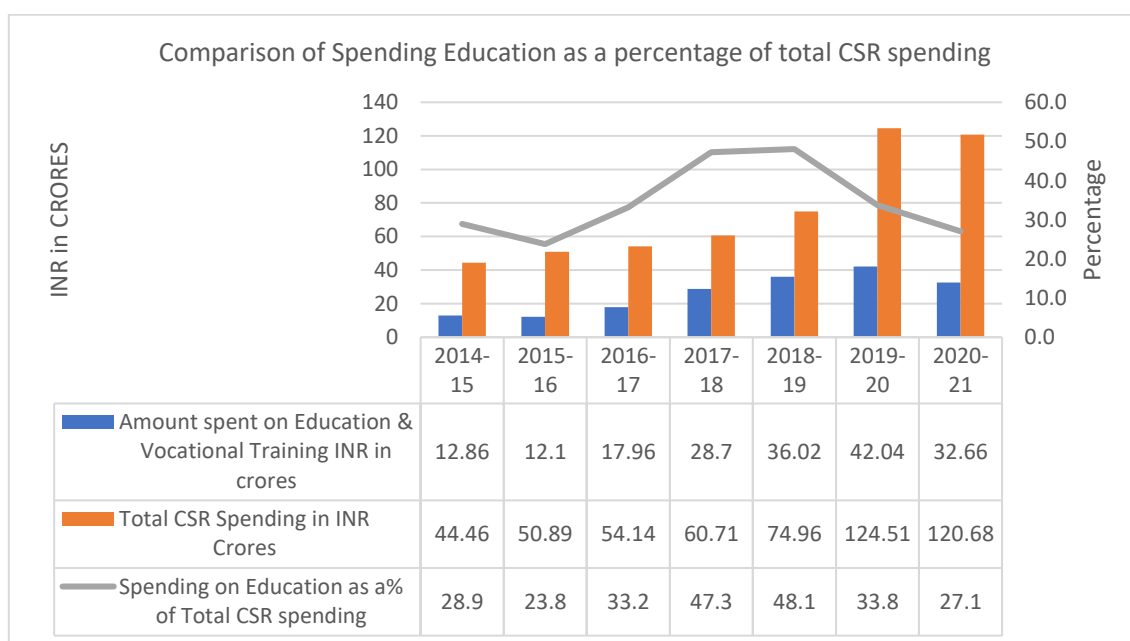
The company runs the Aditya Birla school in the residential premises of the Sambhupura plant which has classes from 1<sup>st</sup> to 12<sup>th</sup> for the children of the employees and the children of community surrounding the plant as well.

Another school is managed by UltraTech Siddhi Cement Works, Madhya Pradesh by the name Aditya Birla Higher Secondary School (ABHSS). The students are charged a nominal fee of INR 5/- per day and the remaining fee is paid by the company.

Similarly, the company manages and run around 18 schools at different plant locations.as per the data available during 2011-12 there were 347 teachers and 8048 students in these schools and now it has reached to more than 15000 students and more than 800 teachers (as per the details available on various school websites)

Thus, the company has implemented diverse initiatives in the field of education to create maximum impact.

The chart D-24 given below gives the comparison of the spending on Education as a percentage of the total CSR spending of Ultratech Cement Ltd.



The chart shows that the spending on education was 28.9 % of the total CSR spending in 2014-15, 23.8% in 2015-16 and 33.2% in 2016-17. The percentage spending on education was 47.3% in 2017-18, 48.1% in 2018-19, 33.8% in 2019-20 and 27.1 % in 2020-21. The average percentage of CSR spending on education comes to 34.6% per year.

### Conclusion:

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Spending on Rural transformation	17.34	16.15	18.76	15.81	22.42	38.59	14.71
spending on Health	9.83	14.56	9.99	11.29	7.45	15.04	19.3
Spending on Education	12.86	12.1	17.96	28.7	36.02	42.04	32.66
Total of three focus area	40.03	42.81	46.71	55.8	65.89	95.67	66.67
Total CSR spending	44.46	50.89	54.14	60.71	74.96	124.51	120.68
Total of the three focus area as a percentage of Total CSR spending	90.0	84.1	86.3	91.9	87.9	76.8	55.2

The above table clearly shows that the CSR spending on the selected three focus areas in case of Ultratech Cement Ltd amounts to 90% of the total CSR spending in 2014-15, 84.1 % in 2015-16, 86.3% in 2016-17, 91.9 % in 2017-18, 87.9% in 2018-19, 76.8% in 2019-20 and 55.2% in 2020-21. The average spending on the three focus areas together comes to 81.8% of the total CSR spending every year. The percentage seems to be lower in 2020-21, that may be because resources were diverted towards combating the corona pandemic.

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## E. TECH MAHINDRA LIMITED

### About the Company:

Originally established in 1935, the company is a US\$ 5.2 billion company as of April 2020 with 125236 employees across 90 countries (Wikipedia). The company is a technology company which offers customer oriented digital solutions world over. The annual turnover of the company as on 31<sup>st</sup> March 2021 was INR 29640.90 crores and the Net profit reported for the same period was INR 4239.10 crores. The company is a part of Mahindra Group and one of the top 15 IT service providers in the world. The company has also been recognised as ‘2021 Global 100 Most sustainable corporations in the World’ by Corporate Knights.

### The Philosophy & Brief Outline of CSR Policy:

*“Empowerment through Education.”*

*-CSR Vision of Tech Mahindra*

*“Educated, skilled and able women and men are a country’s true strength. We aspire to see children who are purposefully engaged, youth that is constructively employed and a society that provides equal opportunities to people with different abilities.”*

*-Tech Mahindra CSR Mission.*

*The company strongly espouses the belief that Education is the cornerstone for the progress of any individual, community, or nation.*

*- Tech Mahindra*

The CSR policy of the company is aligned to its CSR vision and Mission. The policy clearly defines the following focus areas for its CSR Programmes based on comprehensive need assessment surveys of its stakeholders:

The specific focus area of Tech Mahindra is –

- Promotion of Education
  - School Education
  - Employability
  - Technical Education
  - Volunteering of employees and associated.

The CSR policy of the company was originally framed in 2013 and further revised in 2016 and lastly in March 2021. It is important to note that Tech Mahindra has specifically adopted Education as the core area in which it would divert its majority CSR initiative.

The CSR core Model of Engagement:

The CSR initiatives of the company are implemented through Tech Mahindra Foundation, Mahindra Educational Institutions and Tech Mahindra Ltd itself.

- Tech Mahindra Foundation is a registered charitable company (Section 25 -Now Section 8 Company) wholly owned by Tech Mahindra and established in 2006.
- Mahindra Education Institutions is (MEI) also a wholly owned subsidiary of Tech Mahindra Ltd., established in 2013 as a Section 25 company (Section -8 under the new Companies Act 2013).
- MEI sponsored Mahindra University (MU), a Private University established under The Telangana State Private Universities (Establishment and Regulation) Act, 2018 for offering Certificate, Diploma and Degree programs in all areas of higher education and will comprise various Schools in Engineering, Management, Law, Education, Media & Liberal Arts, and Design. MU was notified by the Government of Telangana on 20th May 2020. (Tech Mahindra , 2021)

The CSR policy of the company states that the CSR initiatives of the company will be targeted to the marginalised communities with special focus on women and persons with disability. The target was that out of total beneficiaries 50% should be women beneficiaries and 10% should be people with disability.

The CSR policy of the company defines the following Key areas in Education: -

- School Education: Tech Mahindra Ltd (TML), through Tech Mahindra Foundation (TMF), aims to improve the quality of school education in India by primarily focusing on enhancing capacities of teachers in the government school system, and also working on a few schools' improvement projects.
- Employability: Tech Mahindra Limited intends to support the Government of India's Skill India mission for skill development of youth through Tech Mahindra Foundation's initiatives in Skill Development. It seeks to benefit school dropouts, people with disabilities, and those unable to go into higher education, among others with specific focus on women.

- Technical Education: Mahindra Educational Institutions shall work towards establishing institutes of higher learning and promote research and development, and associate with other premier institutions in order to improve the quality technical education systems in India.
- Promotion of Volunteering is one of the core human resource strengths at all the Mahindra Group companies. Tech Mahindra encourages its associates to volunteer time in CSR activities being carried out by Tech Mahindra Foundation and its NGO partners. (Tech Mahindra , 2021)

#### The CSR Committee:

- Mr. C.P. Gurnani -Chairman
- Ms. Rajalakshmi Rao
- Mr.V.S. Parthasarathy (upto 31<sup>st</sup> January 2021)
- Mr. Haigreve Khaitan
- Dr. Mukti Khaire.

#### The CSR initiatives:

For the development of education and the employability skills the company has undertaken many initiatives. The different initiatives under different names are explained in detail below: For the development of education three main programmes are initiated by Tech Mahindra for the improvement of school, improvement of teachers and enriching the education.

#### 5.5.1 Education

##### A. ARISE (All round Improvement in School Education)

The ARISE programme of tech Mahindra foundation are targeted at long term improvement in the school education. The programmes aim at transforming the schools into schools of excellence. The main methodology of intervention is to collaborate with state Governments and local governments and adopt government schools to initiate the desired changes. The targeted population is the marginalised community studying in government schools.

The main strategy under the programme is to include all the major stakeholders like the students, teachers, families, Principals, and the society and bring about a holistic change in the government school structure and environment. The main objectives of the programme are-

1. To make the schools child centred and fully functional
2. Ensure increase in opportunities for integrated personality development

3. To initiate systematic changes, good governance, and increased accountability
4. To develop such a model which can be replicable in future.

Thus, the CSR initiatives works towards the target that the school children should have knowledge appropriate to their age and the parents, teacher and the society plays an active role in the same. On the other hand, the infrastructure of the school should be safe, health and child friendly and the management of the school should be effective for the proper development of the students.

The Tech Mahindra foundation is working with schools affiliated to-

1. Greater Chennai Corporation,
2. Pune Zilla Parishad Education Department,
3. Telangana Education Department, and
4. Anekal Education Department (in Bengaluru, Karnataka)

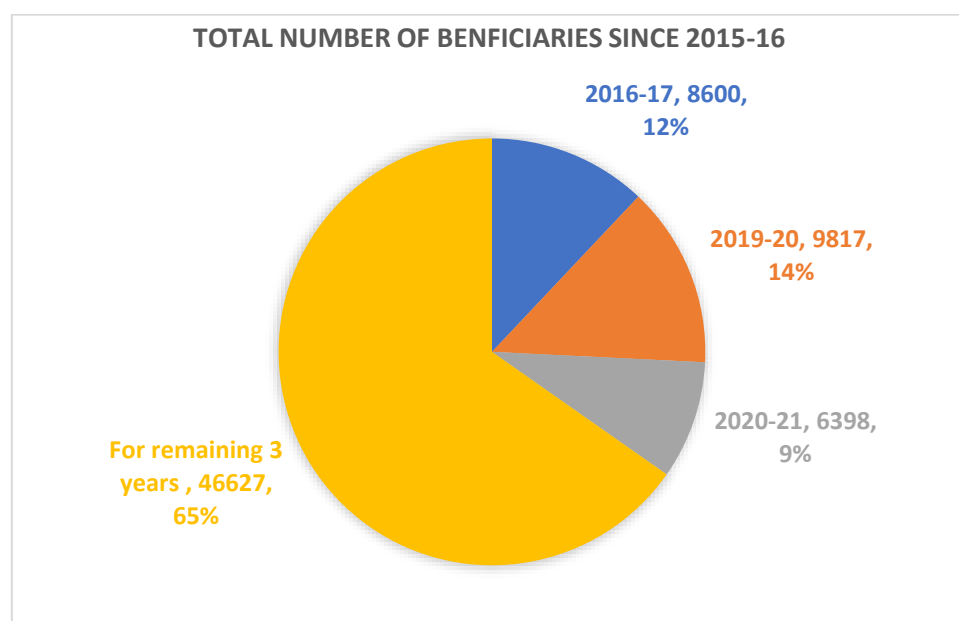


Figure E-1 Total beneficiaries' year wise of ARISE programme.

Since 2015-16 the total number of beneficiaries of the ARISE programme comes to 71442 out of which during the year 2016-17 the total number of beneficiaries are 8600, in 2019-20 the number of beneficiaries is 9817 and during 2020-21 the total beneficiaries are 6398. The remaining 46627 refers to the total beneficiaries for the year 2015-16, 2017-18 and 2018-19.

#### B. Shikshantar

To bring a desirable change in education system a change is required in the Teachers, Educators and School administrator. For this purpose, TMF has launched the 'Shikshantar' programme. It is a teacher's capacity building programme which aims at making a

fundamental shift in the education system. The capacity building programme is initiated in two modes-

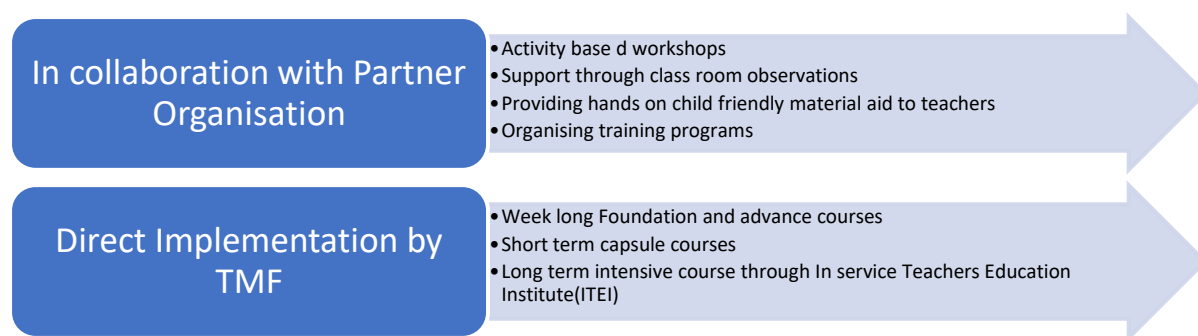


Figure E-2 Model of Shikshantar (Source compiled by the author based on the CSR reports of Tech Mahindra)

#### In collaboration with partners: -

The partners of TMF provide in-person workshops to the teacher and provide them with material support and suggestion through classroom observation. The foundation along with the project partner Sahatya Trust established a ‘Science Academy’ in 2017 in Hyderabad. This academy has provided training to 1000 science teachers till 2020-21. Similarly, training is provided for English improvement of teachers under the aegis of ‘English Winglish’, and training on cyber security etc. The training on cyber security commenced since November 2020 and till November 2021 it has trained around 1500 teachers from Uttar Pradesh, Bihar, Uttarakhand and Maharashtra in Digital Literacy and Cyber Security modules. (Tech Mahindra Foundation, 2021)

#### Direct Implementation: -

To run the programme directly the TMF have established ‘In-Service Teacher Education Institute’ (ITEI). There are two ITEIs one in collaboration with East Delhi Municipal Corporation (EDMC) and the other in collaboration with North Delhi Municipal Corporation (NDMC).

These ITEIs work to create more imaginative and innovative teachers who would instil such positive attributes in the students also. This institutes arrange workshops in Spoken English, Information and Communication Technologies (ICT), Early Childhood Care & Education (ECCE), Physical Education, Inclusive Education, School Leadership, Focused Group Teacher Training, and much more (Tech Mahindra Foundation, 2021)

The syllabus of this courses is designed by expert advisors appointed by the foundation in alignment with the National Education Policy and the national curriculum framework. These



ITEIs are have libraries enriched with relevant teaching material. A very good infrastructure with spacious training room, open spaces audio visual system and Computer labs

- ITEI- EDMC:

This ITEI was established in the year 2013 and has completed almost 8 years of its working. The institute has trained 12000 participants ranging from primary school teachers to principals and education inspectors etc.

- ITEI- NDMC:

This ITEI was established in 2018 and has completed 4 years of its working. The institute has trained 4500 participants ranging from new recruits to School Principals, Primary teachers, Physical Educators, ECCE teachers, School Inspectors, Special Educators.

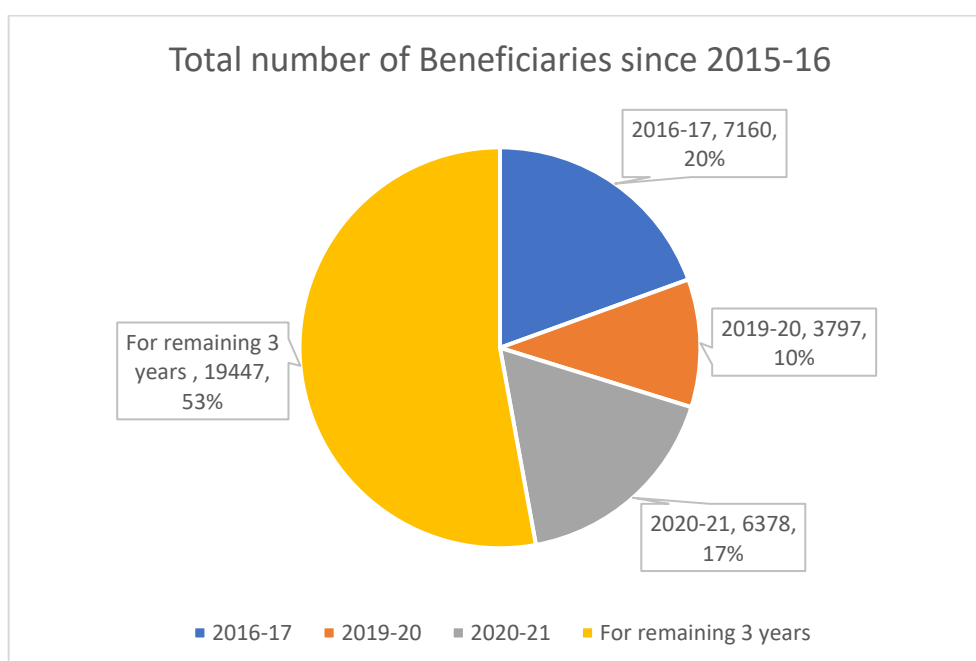


Figure E-3 Total number of beneficiaries of in-service teachers training programme) (Source: Annual CSR report of Tech Mahindra)

### C. Mobile Science Lab: -

The “mobile science lab” is new and creative initiative of the foundation which started in 2019. The project specifically targets children of 3<sup>rd</sup> to 5<sup>th</sup> standard of the EDMC government schools. The main aim of the project is to create an environment of experimenting and innovation. The main target was to improve the scientific attitude of the children. It was anticipated that the activity-based learning would nurture a scientific mind in the students from a very early stage of their education. The following points as described in the annual CSR report highlight the outreach of the mobile science lab.

- The mobile science lab reaches 19 EDMC schools every month and engage 57 classroom of grade 3 to 5

- It conducts nearly 200 experiments monthly and trains and facilitate around 57 teachers at government schools.

The mobile science lab is in the form of a bus procured from Mahindra Truck and Buses and the lab is developed by the Stem Lab and has the following facilities-

- The lab can conduct a class of 45 students at a time.
- It has a smart LCD screen of 43 inches with the features of smart board.
- It has multiple posters to teach different concepts to the students.
- There are folding tables to suit the height of the primary students.
- The bus is air conditioned and has generator support.
- For security purpose it has CCTV and GPS tracker
- A first Aid Kit, Fire Extinguisher and Oxygen cylinder are also installed in the bus for any kind of emergency.

Outreach: Since inception this programme has benefitted over 1544 students.

Tech Mahindra foundation has been established in 2006-07 much before the enactment of the New Companies Act 2013 and the mandatory CSR clause. Earlier the company was performing CSR initiatives in the field of education, health, empowerment, and disaster relief. However post mandatory clause it has focused its CSR initiatives in Education and Employability related interventions. The education related initiatives not included in the above description are given below in the table year wise.

Year	Initiatives
2010-11	<ul style="list-style-type: none"> <li>• Operated 6 kidSmart Centres using the latest teaching methodology benefiting about 4700 children of pre and primary schools</li> <li>• 19 under privileged students were provided scholarships</li> <li>• The foundation set up a computer lab at Mazeedpally in Medak District. 15 de-bonded computers were provided to benefit 400 Government school children.</li> <li>• 25,000 notebooks were distributed to 6,503 children of 19 urban Government schools in Hyderabad, Chennai, Bangalore, and Bhubaneswar. 11 rural schools in the Mahbubnagar district of Andhra Pradesh were also benefitted by this drive.</li> <li>• 2948 volunteers from Hyderabad, Bangalore, Chennai, and Bhubaneswar contributed 10100 hours to teach Math, Science,</li> </ul>

	<p>English and Basic computer skill to the children of government schools, streets, orphanage, Juvenile homes etc.</p> <ul style="list-style-type: none"> <li>• The foundation provided facilities like kitchen shed, toilets, drinking water, black boards etc., which benefited about 500 children</li> <li>• 1258 school children were benefitted from water purifiers installed in different schools. (Tech Mahindra , 2010-11)</li> </ul>
2011-12	<ul style="list-style-type: none"> <li>• Improvement in quality of primary education of both government and English medium NGO schools was observed.</li> <li>• Development of Yuva English Programme to empower youth. Both the initiatives benefitted around 10000 students and youths.</li> </ul>
2012-13	<ul style="list-style-type: none"> <li>• Three schools were wholly adopted in association with Aseema Trust and Akanksha Foundation</li> <li>• Shikshak Sanmman award given to 25 primary teachers selected from 1799 primary municipal schools.</li> <li>• Agreement to transform the existing school infrastructure, and then introduce a variety of school improvement initiatives in Kasturba Balika Vidyalaya.</li> </ul>
2013-14	<ul style="list-style-type: none"> <li>• Entered a partnership with EDMC for capacity building of 5000 municipal corporation teachers.</li> </ul>
2014-15	<ul style="list-style-type: none"> <li>• Foundation extended infrastructural and operational support to Mahindra Ecole Centrale, a state-of-the-art technical institution in Hyderabad. The institution offers a four-year B Tech Programme in association with Ecole Centrale, Paris under an industry-academia memorandum of understanding with Jawaharlal Nehru Technological University, Hyderabad (Tech Mahindra , 2014-15)</li> </ul>
2020-21	<ul style="list-style-type: none"> <li>• Distributed more than 430 tablets to students of Arise + (i.e., 86% of total strength) and Some teachers were given laptops.</li> <li>• Conducted workshops for more than 300 teachers of Arise and Arise + to train them in online teaching pedagogy, digital tools, and resources etc.</li> <li>• Child Protection &amp; the Safeguarding Committee of the</li> </ul>

	<p>Foundation organized Child Safety Awareness sessions in Nov 2020.</p> <ul style="list-style-type: none"> <li>• Cross Learning sessions organized for partners to interact with each other and learn or co-design solutions.</li> <li>• Signed MoU with Tripura State Government to build capacity of academic leaders of the state government.</li> <li>• Collaborated with Fortis School of Mental Health &amp; McMillan to train 1,000 teachers on Mental Health.</li> <li>• Teacher Training on Child Safety was initiated in response to the increase in Child Abuse cases.</li> <li>• TMF organized a seminar ‘Saajhi Samaj’</li> </ul>
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#### Impact Assessment by Independent Third Party: -

During the year 2017-18 Tech Mahindra Foundation appointed Grant Thornton India LLP for an impact assessment exercise for its educational project ARISE, ARISE + and Shikshantar. The agency submitted its report in July 2018. Following points of impact are extracted from the report-

1. The assessment covered 537 students of the ARISE programme, 109 students of ARISE+ programme and 46 teachers of the Shikshantar programme.
2. The classification of students selected from NCR, Pune and Bengaluru under study was as follows: -

Programme	2 <sup>nd</sup> Grade	3 <sup>rd</sup> Grade	4 <sup>th</sup> Grade	5 <sup>th</sup> Grade	6 to 10 <sup>th</sup> Grade	Total
ARISE	80	97	89	82	189	537
ARISE +	14	12	16	09	23	109
	94	109	105	91	247	646

3. Post intervention the average scores of the students of ARISE in Math and English were calculated and the result was as under

AVERAGE SCORE IN MATHS in %					
	2 <sup>nd</sup> Grade	3 <sup>rd</sup> Grade	4 <sup>th</sup> Grade	5 <sup>th</sup> Grade	6 to 10 <sup>th</sup> Grade
AVG NCR	90	93	87	63	55
AVG Pune	91	83	84	73	65
AVG Bengaluru	93	77	94	76	79

Table 26 Average scores of students in Math (Source: Grant Thornton India LLP)

AVERAGE SCORE IN ENGLISH in %					
	2 <sup>nd</sup> Grade	3 <sup>rd</sup> Grade	4 <sup>th</sup> Grade	5 <sup>th</sup> Grade	6 to 10 <sup>th</sup> Grade
AVG NCR	94	98	91	74	71
AVG Pune	80	60	70	81	66
AVG Bengaluru	100	100	100	85	98

Table 27 Average scores of students in English (Source: Grant Thornton India LLP)

4. In case of Arise + the sample students belonged to NCR and Pune only. The post intervention result of NCR showed that the average scores of students in Maths was 75.5% and the average score of students in English 88.25. Whereas in case of the reading skills 100% students could recognise and read alphabets, words in Braille. 77.5% could read small sentences and 44.75% could read long sentences. About 14.5% could read small paragraphs and 11.5% could read long paragraphs in English.
5. In case of Pune overall 94% of students studying in class 6<sup>th</sup> to 10<sup>th</sup> had a learning level corresponding to level 2 in Maths and 97% had learning of level 1.
6. All the questions were correctly answered by 77% girls with an average score of 92%.
7. In case of English 97% students were able to read alphabets in Braille and around 91% were able to read whole words.
8. 51% of students in the sample were successful in reading sentences while 23% of students were able to read entire paragraph in English. (Grant Thornton India LLP, 2018)
9. In case of “Shikshantar” all teachers felt that Tech Mahindra Foundation's teacher training program was better as compared to others. TMF's training was better in the areas like quality of trainer, approach which was focused and structured, tools and pedagogy which were relevant and also quality of material and content.
10. 90% of the teachers felt that there was increase and improvement in their knowledge on various subjects as well as methods of teaching.
11. All the teachers experienced improvement in classroom participation of students when they used the new tools and methods. (Grant Thornton India LLP, 2018)

As the report was published in July 2018, we can conclude that in a short span of 4 years the result of the Education initiatives by Tech Mahindra Foundation have been noteworthy.

#### D. Initiatives for Employability Training/Vocational Training

##### SMART Academies (Skills for Market Training):

India has majority of youth in its population. However, we also suffer from the problem of unemployment the main cause being the lack of industry specific education and training. In response of this problem the TMF has been running SMART academies in India.

The goal of these academies is to offer long term specialised courses in selected specialised vocations. At present the foundation is running eight academies in the field of Healthcare, Digital Technologies, and Logistics.

The health care academics are situated at New Delhi, Mohali, Mumbai, and Pune. “These premier healthcare vocational training institutes offer both diploma (certified by the Indian Medical Association (IMA)) and certificate (qualified by the Healthcare Sector Skill Council (HSSC)) courses.” (Tech Mahindra Foundation). All the healthcare academies have modern infrastructure which helps the students to learn the latest techniques. After training the academies also help in providing internship opportunities in renowned hospitals. The health care academics provide around 17 courses. Some of the important ones are listed below:

- Medical Lab Technology
- Medical Record Technology
- X-ray and imaging technology
- Dialysis technology
- Operation Theatre Technician
- Emergency Medical Technician
- Cardiac Technology and more.

The Digital technologies academies are situated at Vishakhapatnam, Hyderabad, and Mohali. The academies aim to train the youth as per the requirement of the new age digital technologies which are required in the fast-changing business world. These academies provide nearly 10 courses, some of which are listed below

- PHP full stack development
- UI/UX development
- Graphic Design
- Motion Graphic
- Digital Marketing
- Visual Effects
- Android development and much more.

The SMART academy of logistics is established at Vishakhapatnam in order to cope up with the demand of professional in logistics and supply chain. Along with soft skill and personality development skills the academy offers two courses namely: - 1) Logistics and Supply chain Management 2) Warehouse Management.

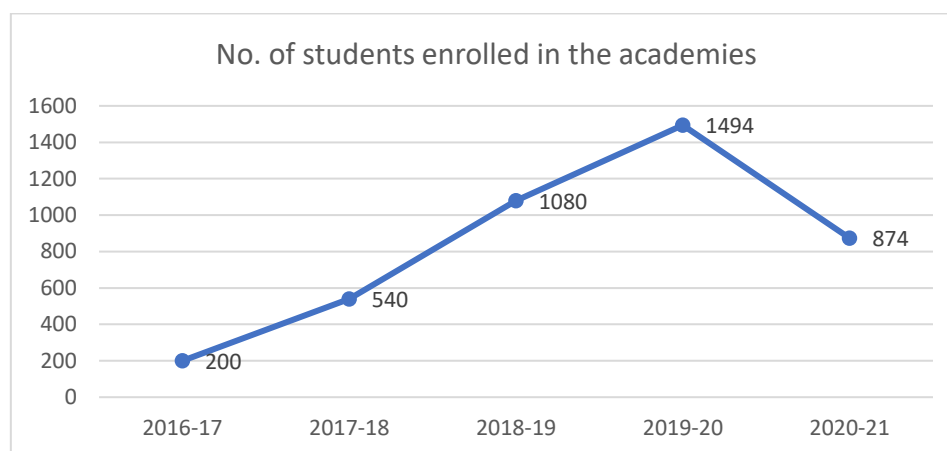


Figure E-4 Number of students enrolled in the SMART academies

The chart E-4 depicts that the academies started with the enrolment of 200 students in 2016-17 which increased to 540 in 2017-18, 1080 in the year 2018-19, 1494 in the year 2019-20 and declined to 874 in the year 2020-21.

During 2020-21 around 50% of the fee was waived in order to reduce the hardships of the students due to corona pandemic.

The academies during the short period have started showing its impact in various ways. The annual report of 2020-21 have listed down the major achievements of the academies. Accordingly-

- The foundation signed a MoU with Andhra Pradesh Skill development Corporation as a knowledge partner
- Collaborated with Nightingales for training and placement of home aide professional. Total 4 girls of Mumbai Health academy got job offers.
- 8 Students were Asst. Nurses at Mahindra COVID Quarantine Centre. 6 of them were placed with Mahindra Business Solutions at Kandivali Plant.
- 1323 nurses from various hospitals like Reliance, Tata Memorial, Bombay Hospital and JJ hospital were upskilled in 'Management of Comorbidities in Covid' in association with the Helping Hand Foundation
- 149 members of 4 hospital and 1 medical equipment company were upskilled in infection control and sanitation Practices.
- Entered into an agreement with Mohan Foundation to start organ transplant coordinator course.

- The American Heart Association authorised the Delhi Healthcare Academy as an international Training Centre.
- The foundation entered into an agreement with Salesian Sisters for opening a 21,000 sq. ft. Healthcare, Digital & Logistics Academy (still under construction) at Chennai in FY22. (Tech Manhindra , 2020-21)

### SMART Program:

The smart program is a flagship program of Tech Mahindra Foundation which consist of three plans-

- SMART Centres
- SMART +
- SMART-T

Initially started in 2013-13 with 3 SMART centres and 1000 youth the programme has grown steadily in the years after that.

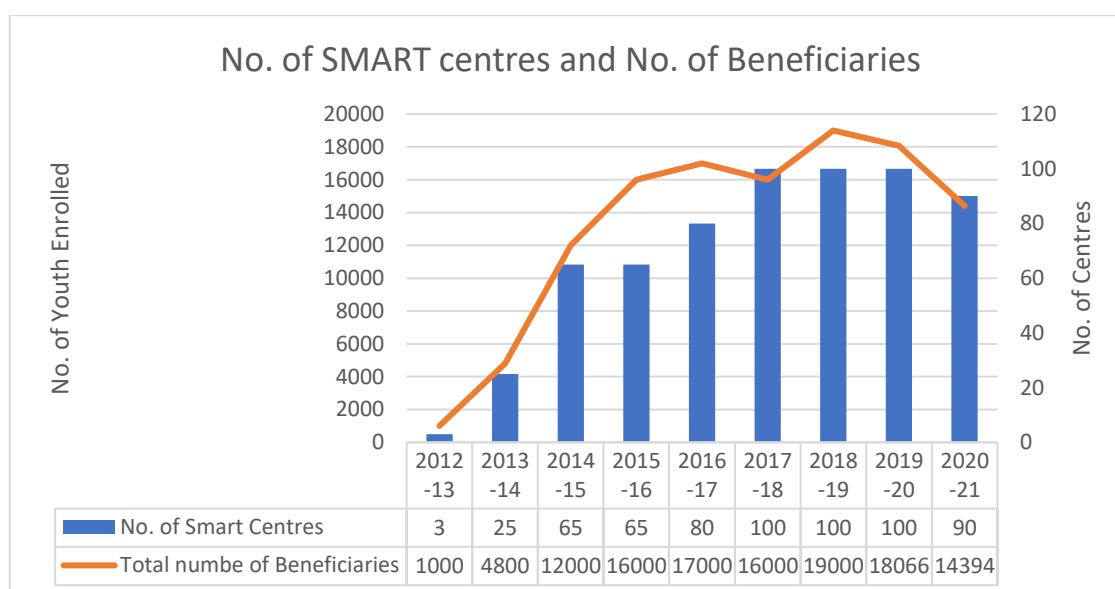


Figure E-5 Number of SMART centres and number of beneficiaries of the centres. (Source: Tech Mahindra Annual CSR Reports)

### **SMART Centres:**

These centres provide employability skills to the youth and assist them to get a better placement opportunity. The SMART centres provide around 50 courses in 15 domains. Some of the sector specific courses are in-Insurance, Healthcare, Capital Goods, Construction, Automobile, Banking and Financial Services, Hospitality sector, IT sector like business process outsourcing, Retail sector, Electrical, Logistics and more. The foundation Skill course given are Basic IT, Spoken English, and Workplace readiness.



## SMART +:

The SMART+ launched in 2013 is a special program to train people with disability so that they can earn their livelihood in a dignified manner. The syllabus of this program is specially designed for the people with disability so that they can learn and communicate effectively. The people with disabilities like sight impairment, hearing/speech impairment and locomotors disabilities are trained with a rich curriculum specially designed for them. The foundation runs 13 SMART + centres under this program. The training is offered in Basic IT and computers, Spoken English, Workplace readiness, Banking, Financial Services and Insurance, Hospitality, IT enabled Services (ITES)-BPO, Retail and Healthcare.

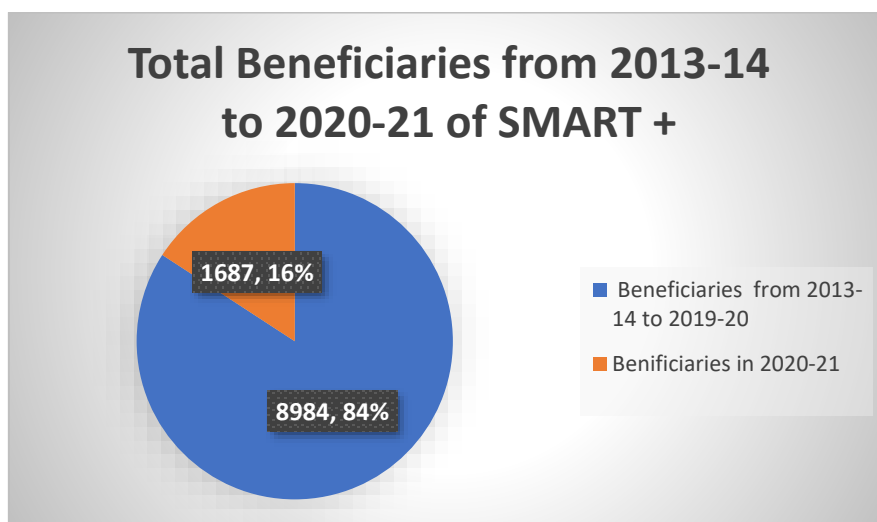


Figure E-6 Number of Total Beneficiaries of SMART+ programme.

The total number of beneficiaries of the SMART + programme from 2013-14 to 2020-21 is 10671 out of which 1687 is from year 2020-21 and remaining 8984 are for the year 2013-14 to 2019-20.

## SMART-T

SMART-T program offers technical training for job opportunities in the manufacturing industry. In addition, the program also offers training in -

- Technician in the automobile sector
- Milling and turning along with Computer Numerically Controlled (CNC),
- Mechanics of air conditioner and Refrigerator
- Electrician/Lineman
- Technician of maintenance and Fitter
- Course in basic and advance Welding
- DTH
- Optical Fibre

### Impact of SMART Program:

Tech Mahindra Foundation got the final Impact assessment report on the SMART programme from KPMG advisory service private Ltd. on May 29<sup>th</sup>, 2020. The agency was appointed to carry on impact assessment of its SMART programme. The conclusion drawn in the report are as follows-

- 6.97 Rupees of social value was generated for each rupee invested in the programme.
- Average salary per month for SMART trainees was around INR 10,142.73
- Percentage of trainees placed from SMART centres came to 86.63%
- Percentage of trainees continuing with the same job placed by SMART centre was 76.74%
- Percentage of trainees experiencing increase in confidence level was 96.69%
- Percentage of trainees receiving information about SMART from friends/ family/ relatives was 40.42%
- The trainees spent around INR 11,674 per year on household goods & on supporting education of siblings. (KPMG Advisory Service Private Ltd., 2020)

### E. Technical Education:

The Mahindra École Centrale (MEC) project provides high quality technical education in engineering and computer technology for the students. “MEC is an international quality, technology school with assured career progression for engineering aspirants.” It focuses on multi-disciplinary knowledge, personality development, and critical-creative thinking. MEC College of Engineering, heralds the Rise of the New Engineer in India. (Tech Mahindra , 2014-15)

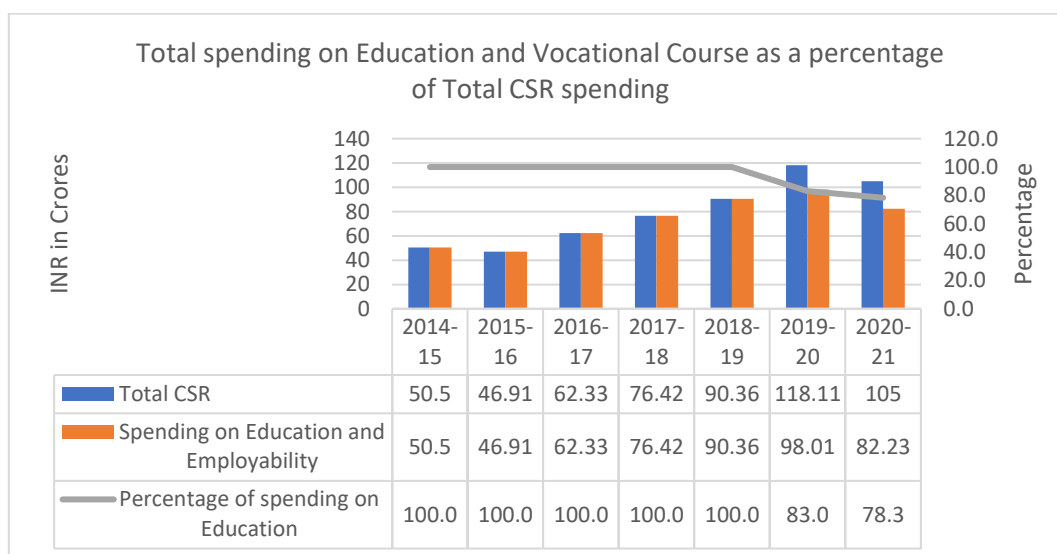


Figure E-7 Total spending on education as compared to total CSR spending.

The chart E-7 shows that during 2014-15 to 2018-19 100% of the CSR funds were spent on School Education and Employability education by the company. However, in 2019-20 an amount of INR 20 crores was donated to PM care fund for combating Covid 19 and INR 0.10 Crores were spent on covid relief initiatives. Hence the percentage on education comes to 83%.

While in 2020-21 actual spending on Education and Vocational training comes to 78.3% because INR 14.47 crores were spent by the company on COVID relief initiatives and other INR 0.30 crores were also spent on relief activities. While INR 8 crores were contributed to a corpus fund as per the Ministry of Corporate Affairs-General Circular no.21/2014.As per the circular- “Contribution to Corpus of a Trust/ society/ section 8 companies etc. will qualify as CSR expenditure as long as (a) the Trust/ society/ section 8 companies etc. is created exclusively for undertaking CSR activities or (b) where the corpus is created exclusively for a purpose directly relatable to a subject covered in Schedule VII of the Act.” (Ministry of Corporate Affairs, 2014)

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