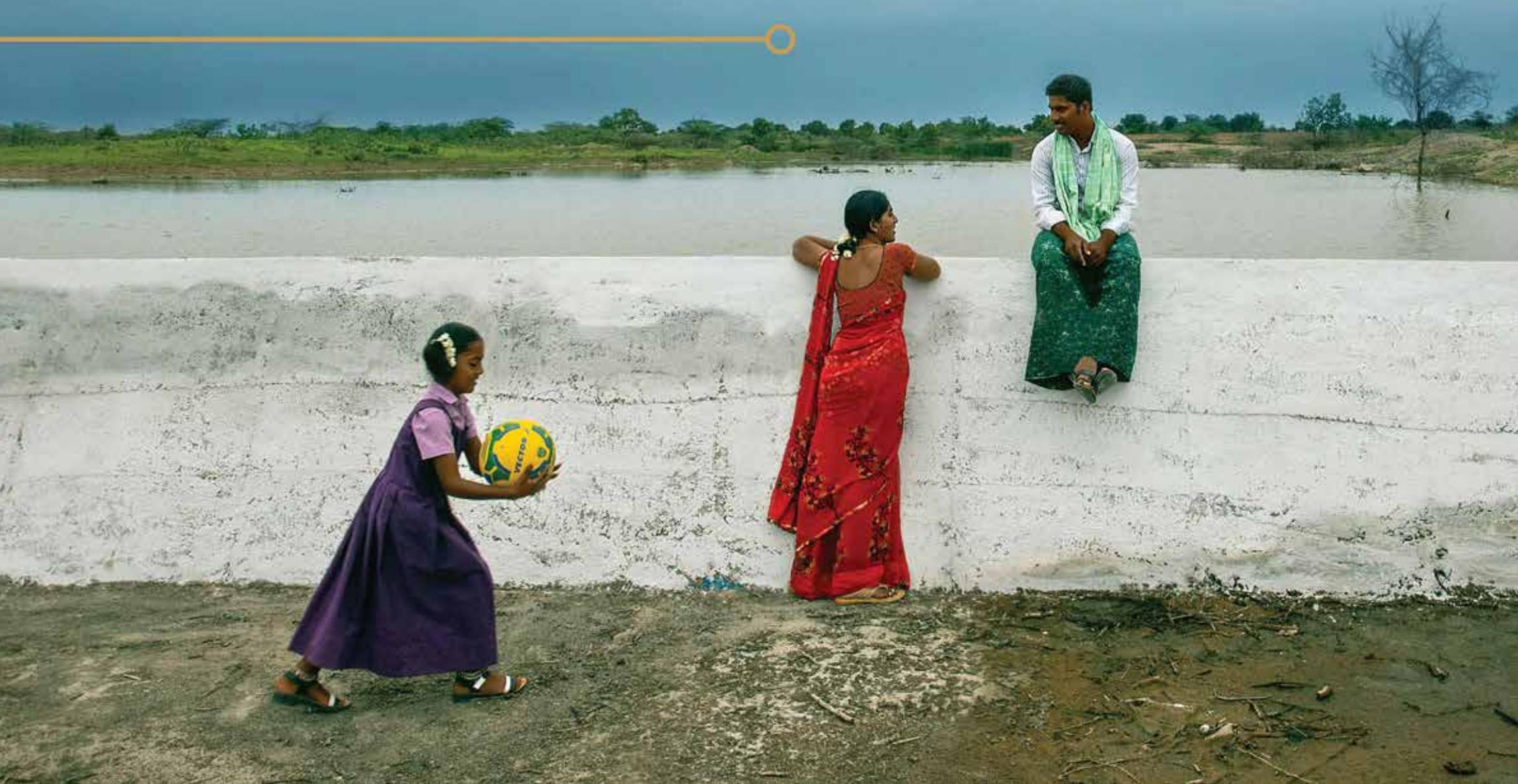




GODFREY PHILLIPS  
—INDIA LIMITED—

# Together for **Better** | CSR Report 2021-2022





Godfrey Phillips India Limited, one of India's leading FMCG companies with iconic brands to its name, and a turnover of over approx INR 3200Cr (2021-22), has over 1000 employees, 4 manufacturing locations in Navi Mumbai, Guldhar, Ghaziabad, Uttar Pradesh and Ongole, Andhra Pradesh, offices pan-India and internationally. The Company's strength also lies in its state-of-the-art manufacturing facilities, process-driven mindset and extensive pan-India distribution network comprising over 800 exclusive distributors, a 6000-plus strong secondary sales team, and 800,000 retail outlets.

While we are a high performing organization, we take greater pride in being defined as an empathetic and progressive Company. Our 'People First' philosophy is an integral part of our core business strategy and we make consistent efforts to be committed to it.

Our people focus ensures that our social responsibilities and commitment to the communities we work with, remain top priority.

Our farmers are the backbone of our economic, environmental and social footprint. Firm in this belief, Godfrey Phillips India is working with marginalized farmers across Prakasam and Guntur district, Andhra to ensure sustainable agriculture and comprehensive development of their communities.

We believe that the journey to progress, growth and profit is only possible with true partnership and collaboration. Our social initiative is our commitment to this journey, with our farmers and community by our side.

It is because we are stronger, better together.





## **Dr. Bina Modi**

Chairperson & Managing Director

“We don't have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by people, can transform the world.”

- Howard Zinn



I am proud to say that over the years, we have built just such a community at GPI.

A community that has sustainability at its core - shareholders, investors and employees working towards a common purpose of the greater good; alongside our retailers, farmers, labourers and their communities who make it all possible on ground. We take immense pride in encouraging and creating sustainable development and livelihood for communities that are not only integral to our business, but also whose dedication and hard work help us achieve greater heights together.

Our motto to put 'People First', balances short-term and long-term goals on bettering the lives of our communities. The short-term goals ensure better health, access to safe drinking water, awareness of rights, assistance for sustainable livelihood, augmenting earnings, trainings and best practices. The long-term plans focus on environment conservation, water and soil conservation to combat climate change. We aim to preserve the environment, while enabling sustainability within the process of tobacco agriculture and production.

I am happy to reconfirm our dedication and our consistent contribution through our comprehensive social development projects while highlighting the progress and impact made by our CSR programs.

The ongoing pandemic has diverted everyone's attention towards being ecologically responsible. It has made everyone acknowledge the need to work together as a community, protect, support and enable each other, and keep empathy, compassion and humanity above all.

The desire to give back to the society, and uplift those who are partners in our journey, has always been the cornerstone of our Company, and a commitment endorsed wholeheartedly by my family and me. I am proud to carry this legacy forward and steer the Group's Corporate Social Responsibility to ensure that the community and the planet are safeguarded to the best of our abilities, while making our business sustainable and profitable, and all our people more prosperous.

Being engaged and working towards creating a difference in the lives of the underprivileged is an augmentation of our 'People First' philosophy, and one of the reasons that makes us a Great Place to Work in.

We have grown manifold not just in volume of work but also in the way we perceive the world, more humanly.

As without the humanity, we truly cannot prosper.





## **Sharad Aggarwal**

Chief Executive Officer

"Goodness is the only investment  
that never fails."

-Henry David Thoreau



The last couple of years with unprecedented challenges created by COVID have impacted everyone across the globe.

The pandemic left all sections of the society under severe strain – physically, emotionally, and economically. Since then floods, droughts, forest fires and many other human tragedies have tested our faith.

However, our country has emerged out of this testing time more resilient and kinder towards each other and the environment. As we become cautiously optimistic about the waning of the COVID severity, we have resolved to be even more mindful of the environment, cognizant of sustainability and committed to ensuring the wellbeing and prosperity of our farmers and the people who contribute to our growth.

Today, Godfrey Phillips India is more determined than ever to work towards a common purpose of bringing about sustainability and wellbeing within its network of stakeholders; farmers, suppliers, employees and business associates across India. We have partnered with various organisations, NGOs and government bodies to improve the life of marginalised communities in India.

We have constantly evolved our farmers' program from accommodating basic objectives of providing clean drinking water, sanitation, primary medical care for their families, access to better educational facilities, livelihood opportunities, to enabling a larger purpose of mitigating risk of climate change impact, ensuring water, soil and environment conservation.

We have stayed true to our 'People First' philosophy, as for us, our commitment to CSR is beyond just 'doing business'. It is our endeavor to ensure that our priority stakeholders in the rural communities are equal partners in our growth and progress. Because together we can be better.

I am happy to share our CSR Report 2021-22, which displays our small but intensive and consistent initiatives that have created direct and positive impact in the living standards of our farmer and worker families. We take immense pride in all that has been achieved.

While our effort towards creating a sustainable and a better world is reaping results, we are aware that this is just the beginning. There is a lot more to be done and we stand committed to our cause. Together. As always.



# Socially Responsible Together

## CORPORATE SOCIAL RESPONSIBILITY POLICY

Godfrey Phillips India Limited firmly believes and lives the values of Corporate and Social Responsibility and pledges to sustain its effort towards being Responsible and Accountable for its business at all times. The Policy displays the Company and its employee's commitment to the community they work with and the environment from which they extract resources. We ensure that our CSR initiatives integrate social and environmental considerations into our businesses, apply them to all our operations and incorporate these measures into our governance, management, business strategy, daily decisions and actions.

Our vision is to continually strive to be a good Corporate Citizen by investing in constant improvement and focus on education and HIV/AIDS, contributing to the community through holistic welfare activities, safeguarding the interest of the farmers and helping women to enhance their livelihood opportunities, developing educational infrastructure in backward regions, so as to meaningfully contribute not only to the community but to the nation we proudly belong to.

## GUIDING PRINCIPLES

1. We will be responsible for the development of our co-communities, not only reducing the negative impact if any, but also working towards improvement of their quality of lives.
2. We will leverage our resources, expertise, services, relationships and influence for the benefit of our communities and our community partners.
3. We will take our stakeholder/community interests into account in our decision making in the short and long-term.
4. We will strive towards improving accessibility to education amongst underprivileged communities.
5. We will actively work towards the welfare of the society by promoting education, providing solutions for better and sustained livelihood, infrastructure development,

healthcare, sanitation and hygiene and limiting/eradicating prevalent social issues in our community.

6. We will contribute towards prevention of the spread of HIV/AIDS, enhance awareness and erase the myths and misconceptions surrounding it.
7. We will regularly monitor implementation of this policy, outcomes of our initiatives and publicly report on our progress in a transparent and effective manner.
8. We will continually review our CSR policy, business practices and governance to encourage evolution.

## AREAS OF CSR ACTIVITIES

The areas identified for focus by the Company have emanated from the core value of 'support and participation in addressing societal and environmental concerns'. The areas have been solidified with the participation of the business units, employees and the community they work with and the prioritisation and focus areas that have emerged are education, sustained livelihood, improved quality of life, rural development, and empowerment of marginalised section of the community.

Therefore, we have chosen to work for any one or all of the following causes in alignment with our businesses and values:

1. Promote education, including special education and employment enhancing vocational skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.
2. Empower vulnerable sections of the population through education, health, life skills and livelihood support - eradicate hunger, poverty and malnutrition, promote health care including preventive health care and sanitation as well as contribute to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and availability of safe drinking water.
3. Model Village/Habitation Development, Co-community Development, Rural Development Projects.
4. Good Agricultural Practices, Agriculture Labour Practices, and reduction & elimination of Child Labour while ensuring compliance of the provisions under the law ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.

5. Prevention of HIV/AIDS and Support to People Living with HIV/AIDS - eradicating hunger, poverty and malnutrition, promoting health care including preventive healthcare and sanitation including contribution to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and availability of safe drinking water.

6. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Govt. for socio economic development, relief and welfare of the scheduled caste, tribes, other backward classes, minorities and women.

## THE CSR COMMITTEE

As per the Companies Act 2013, the Company has to set up a Corporate Social Responsibility Committee with representation by a minimum of three Directors of the Board, with at least one of them being an Independent Director.

The CSR Committee will be responsible for formulation of the Company's CSR Policy, formulate and recommend to the Board an annual action plan, which shall include a list of projects or programs that are approved to be undertaken in areas or subjects specified in Schedule VII, the manner of execution of project, modalities of utilization of fund and implementation, monitoring and reporting for the projects including assessment.

The members of the CSR Committee are:

<b>Mr. R.A. Shah</b>	<b>Chairman/ Non-Executive &amp; Non-Independent</b>
<b>Dr. Bina Modi</b>	<b>Member/ Non-Executive &amp; Non-Independent</b>
<b>Mr. Lalit Bhasin</b>	<b>Member/ Non-Executive &amp; Non-Independent</b>
<b>Mrs. Nirmala Bagri</b>	<b>Member/ Non-Executive &amp; Non-Independent</b>

## BUDGETS

The Act lays down mandatory requirements with regard to CSR for larger companies (those with at least INR 5 Cr net profit/INR 500 Cr net worth/INR 1,000 Cr turnover), which includes a requirement to spend at least 2% of the average annual net profit (average of three preceding years) on CSR activities.

Therefore, as a requirement, minimum 2% of average annual net profit of Godfrey Phillips India Limited shall be spent on CSR activities.

## OUR CSR BUDGET FOR FY 2021-22 WAS INR 7.76CR

# Together for Transparency

## IMPLEMENTATION PROCESS

The projects identified and covered under the areas of CSR activities are implemented by the Company in partnership with non profit organizations established under Section 8 or a Registered Public Trust or a Registered Society, registered under Section 12A and 80G of the Income Tax Act, 1961 having a track record of minimum three years in the focus areas.

## REPORTING, MONITORING & EVALUATION

The CSR policy, the details of the projects and expenditure are available on the corporate website, and reports are released annually by the Company to maintain transparency and accountability.

The Company also complies with the reporting mandate of Section 135, on their website and Annual Report.

Detailed documentation is also provided by implementing agencies covering project, challenges, outcomes, beneficiaries, fund usage, impact, etc. along with a stringent system of monitoring. Financial usage is duly certified by a credible CA firm.

The NGO implementation partners work in close conduit with the local team. A monthly report is created by the implementation partners along with quarterly reporting on KPIs. The CSR Head visits all installations to monitor activity progress, challenges and expenditure in monthly visits. A combined report is also created quarterly for the CSR committee meetings and annually for the Board.

Third party impact assessments are undertaken periodically to evaluate the project and its impact on farmer communities.

## OUR PARTNERS

**ASSIST**, established in 1985, is a not-for-profit organization working for the development of poor and marginalised communities in the rural areas of Prakasam, Guntur, Krishna and Ranga Reddy districts in Andhra Pradesh. The organization is currently working for sustainable development in over 350 villages with corporate, international NGOs and local governments.

**EFFORT** is a micro-level voluntary organization engaged in the field of social development for over 20 years. Founded in the year 1999, EFFORT strives for self-empowered community based organizations and promotion of sustainable livelihoods of small and marginal farmers, landless agriculture labor, women, youth, the upholding of natural resources, sustainable agriculture and ecological balance in Andhra Pradesh. EFFORT is working in Andhra Pradesh, Maharashtra and Punjab covering 1,000 villages and over 1.50 Lakh farmers families.

**Modicare Foundation** was established in 1996 with a core focus area of developing a holistic approach towards education, life skills and leadership for empowerment of children, adolescents and women. A multi disciplinary, highly skilled and well trained team ensures effective implementation of Modicare Foundations vision.



## The family of 156. **Together in purpose.**

The villages identified are from Prakasam and Guntur District in Andhra. The area is drought-prone and water-stressed and the crops grown in this region are mainly tobacco, chilli, cotton and pulses. Godfrey Phillips India has identified 156 villages for various initiatives to ensure comprehensive development. The program was initiated in 2015 and since then we have impacted over 89 villages and continue to build on the program.

**156**  
VILLAGES  
IDENTIFIED

**89**  
VILLAGES  
IMPACTED



Together to Meet  
**Common Goals**

# Sustainable Development Goals (SDGs)

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The 17 Sustainable Development Goals (SDGs), adopted by all United Nations Member States in 2015, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. India has also signed the declaration for sustainable development along with other countries. While the government initiatives in India are linked to achieving SDGs, we believe, that as a responsible corporate citizen, our Corporate Social Responsibility program can be effectively leveraged to assist the Government in meeting the goals. The social initiatives of Godfrey Phillips India are in line with the following UN SDGs.







Together for Our  
**Family**

# The Farmers Community Program

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The marginalized farmers of the Prakasam and Guntur district especially the Burley farmers face various challenges besides poverty and low economic strength. These farmers with a low land holding ranging from 1-5 acres are situated in a drought-prone area. With tobacco as an eight-month crop, farmers and workers are caught in the trap of seasonal employment, low incomes, lower bargaining power, and increasing debts. The area also suffers from poor infrastructure development. Due to the pandemic, there is also an upward trend in labour and material prices. Larger community issues arising from drought such as low access to safe drinking water and high fluoride contamination in groundwater impacts health and therefore livelihood; poor housing and lack of hygiene and sanitation, limited access to education and skills lead to a host of other social issues such as victimization, gender disparity, domestic issues, addiction, and child labour.

Godfrey Phillips India is working closely with the farmers in the region to address these challenges through a program that aims to provide a better life standard through access to safe drinking water, health & hygiene, awareness about the importance of education, elimination of child labour, and women empowerment programs for livelihood augmentation.

With global warming and climate change, extreme weather patterns, soil erosion and scarcity are looming dangers. Farmers are at the frontline of the impact. Godfrey Phillips India CSR is aiming to mitigate these risks by working in close collaboration with the farmers and the community on water, soil and biodiversity conservation. A collaborative conservation program approach helps us bridge need gaps, and ensure a participative and responsible community that can go on to become strong advocates.



Together to Preserve  
**Our Biggest Treasure**

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## WATER CONSERVATION

Water scarcity affects all social and economic sectors and threatens the sustainability of the natural resources base.

As all across the world, water scarcity is also emerging as a concern for India, a scarcity that is capable of creating conflict, impacting economy, livelihood and health of citizens. With groundwater as the primary source of freshwater that is catering to a constantly increasing population with its expanding domestic use, to agriculture and industries with their increased dependency on water, India needs not only to conserve water on priority but also reduce wastage and increase efficiencies.

Rainwater harvesting, heavily promoted by the government, is a simple method by which rainfall is gathered and stored for future usage. The process involves collection and storage of rainwater with help of designed systems that run off natural or man-made catchment areas e.g. rooftop, compounds, rocky surfaces, hill slopes or artificially repaired land surfaces.

With fast depleting groundwater levels, effectively reserving rainwater can help recharge local aquifers and ensure water availability through longer period in drought prone areas.

## CHECK DAMS

The Vinukonda region suffers from a low groundwater table due to persistent arid conditions and lack of rainfall. To help mitigate this concern, Godfrey Phillips India has been consistently constructing check dams over the past few years. Check dams are simple and effective soil and water conservation structures used since olden days. Series of check dams constructed across small streams will reduce the water velocity, prevent run off, stabilize soil sedimentation, stop erosion and build capacity for holding water. With very little rainfall through the year, these check dams are now providing water for communities surrounding the area and have helped boost groundwater levels drastically. The access to water has now facilitated the farmers with adequate irrigation water that has not only improved the yield, but has also helped farmers increase earnings through second crop plantation. The community is also able to access the water for other household and domestic purposes along with cattle maintenance. Vegetation has also grown in these areas.

VILLAGE  
BASIREDDYPALLI-I

**950** BENEFICIARIES  
**45,00,000 Lts**  
OF WATER STORAGE

VILLAGE  
CHATRAGADDAPADU

**3188** BENEFICIARIES  
**80,00,000 Lts**  
OF WATER STORAGE

VILLAGE  
NALLABOTHULAVARI

**1425** BENEFICIARIES  
**64,00,000 Lts**  
OF WATER STORAGE

VILLAGE  
GANGADEVPALLI

**3150** BENEFICIARIES  
**315,00,000 Lts**  
OF WATER STORAGE

VILLAGE  
BATTUVARIPALLI-II  
(PULIMIVARIPALEM)

**539** BENEFICIARIES  
**60,00,000 Lts**  
OF WATER STORAGE



Together in  
**Harmony with  
Nature**

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## SOIL & ENVIRONMENT CONSERVATION - BIODIVERSITY

Growing population, habitat fragmentation and overuse is stressing out the already squeezed natural resources. Deforestation, foreign or invasive species proliferation, change in indigenous and native culture and methods, climate alteration have played havoc in the balance of the ecosystem.

Biodiversity is an all-encompassing concept that describes the expanse of ecological diversity. Conservation includes not only encouragement and protection of native species of flora and fauna, but also creates a sustainable ecosystem that provides crucial services such as pollination, seed dispersal, climate regulation, water purification, soil conservation, nutrient cycling, and control of agricultural pests.

## BIODIVERSITY PARKS

Biodiversity Conservation Parks were established under the CSR initiative in:

**Darsi** - The Darsi Park covers a total area of 7.25 acres with 2045 trees.

**Kurichedu** - Kurichedu Park is over 8 acres with 2815 trees planted.

**Vitamrajapalli** – This park, created for recreation of the community is in 0.70 acres with 30 varieties.

The parks have over 26-30 varieties of trees that range from fruit-bearing trees to medicinal ones and is equipped with drip irrigation system, farm ponds and borewell with a recharge pit to ensure easy upkeep and sustenance.

A vermicompost shed was also created in Vitamrajapalli to help provide better nutrients. We have also piloted the Miyawaki technique, by Japanese botanist Akira Miyawaki, to build dense, native forests in small areas. The Kurichedu park has a mini forest with a total of 300 saplings in a 100 square meter area.

We aim at 100% survival through the adoption of intensive protective measures by ensuring plantation in the right time and season, using drip irrigation for sustainable use of water, trained caretakers, involving and ensuring participation of important stakeholders like the community, government departments such as forestry, agriculture and horticulture and taking their knowledge and know-how for efficient management of the plantation.

With growth of trees, the areas have already seen proliferation of insects, birds and small animals. The local community has also started to use the area for recreation and show their pride in the park by keeping it clean and garbage free.

రక్షిత తాగునీటి కార్యక్రమము  
**SAFE DRINKING WATER PROGRAMME**  
A CSR Initiative of Godfrey Phillips India L.t.d Implemented by EFFORT.

Together in  
**Purity**



## SAFE DRINKING WATER

Less than 50% of India's population has access to safe drinking water. Not just scarcity in most regions, water in India also suffers from high bio and chemical contaminants like bacteria, viruses, parasites, fluoride, arsenic, mercury etc that make safe drinking water a significant challenge.

While UN SDG hopes to provide safe quality and adequate quantity of drinking water to all households by 2030, for India it continues to be a complex issue riddled with technological, environmental, and socio-politico-economic challenges.

With various large scale awareness and implementation programs on water, hygiene and sanitation, collectively driven by the government, profit and non profit organisations, there has been a significant impact.

## COMMUNITY RO PLANTS

Godfrey Phillips India, with its focus on WASH, has been installing Community RO Water Plants, to enable communities with access to safe drinking water, right from the start of the program.

Vinukonda region of Guntur District, Andhra Pradesh is a fluorosis-prone area. Groundwater is the main source of usage and drinking water for many of the villages in Vinukonda area. Various physio-chemical parameters such as pH, EC, TDS, TA, TH, turbidity, Ca<sup>2+</sup> Mg<sup>2+</sup>, Na<sup>+</sup> etc, along with fluoride have been assayed. The results have indicated that the groundwater is unsuitable for drinking as it has fluoride concentration ranging from 3.28 to 4.27 mg/lit.

Elevated fluoride intake has serious effects on skeletal tissues. Dental and skeletal problems have been observed at various levels in many community members who did not have access to safe drinking water.

The water from these Community Plants is available at a very affordable cost of INR 5 for a 20 litre can so that beneficiaries across all economic strata can afford high quality drinking water and at the same time the cost covers all operational and maintenance costs. These include water tests, quality checks and audits, replacement of parts, operator salaries, electricity charges, etc.

Every RO plant is outfitted with a smart card reading device linked to the water dispenser. Residents are issued smart cards which they can swipe at the water ATMs at any given time.

This reduces wastage while also helping us with information on the usage rate and assistance in measuring impact.

VILLAGE  
**PUVVADA**  
RO PLANT  
**825**  
BENEFICIARIES

VILLAGE  
**MUNAGAPADU**  
RO PLANT  
**2338**  
BENEFICIARIES

VILLAGE  
**NARAGAYAPALEM**  
RO PLANT  
**1786**  
BENEFICIARIES

VILLAGE  
**SUREPALLI**  
RO PLANT  
**625**  
BENEFICIARIES

VILLAGE  
**DODDAVARAM**  
RO PLANT  
**4760**  
BENEFICIARIES

VILLAGE  
**WEST VENKATAPURAM**  
RO PLANT  
**1368**  
BENEFICIARIES

VILLAGE  
**RAJUPALEM**  
RO PLANT  
**1700**  
BENEFICIARIES

VILLAGE  
**MYLAVARAM**  
RO PLANT  
**633**  
BENEFICIARIES

VILLAGE  
**VAGUMADUGU**  
RO PLANT  
**2023**  
BENEFICIARIES

With an RO plant, there is considerable quantity of water going waste. To ensure that the water is not fully wasted, site specific waste water tanks are also constructed besides the plants. The waste water coming out from the RO Plants collects in the tanks that are used by the community for domestic purpose ranging from washing the external part of house, spraying to keep dust down, washing tractors, vehicles and cattle. 5 waste water tanks were constructed with the RO plants.

# Together in Health

The COVID pandemic was an unprecedented challenge to the society. 2021 saw the Delta variant emerge that had a devastating impact on the society. The marginalized were especially under severe strain from lack of health infrastructure and care, lockdown and joblessness that increased economic insecurities. For the farmers, agricultural workers and labourers, awareness and prevention measures were paramount to reduce risk of infection and spread.

## COMMUNITY COVID PREVENTION PROGRAM

The remote villages of Vinukonda have little or no accessibility to a reliable medical facility and lack overall awareness and management for better health and nutrition.

Cultural Teams were sent to the communities to raise awareness on preventive measures for the recurring waves of COVID - like wearing a mask,

use of sanitizer, maintaining social distance, the importance of cleanliness and hygiene, etc. Street plays were shown to generate interest and buzz in 20 villages. For awareness, posters were put up, 30,000 pamphlets were distributed, 20 rallies were conducted, and 25000 disposal masks were distributed to the farmers and worker families. Multivitamin and Vitamin 'C' tablets for increasing immunity levels are still being provided on an ongoing basis.

Specific to Kashmir, an important market for Godfrey Phillips India, the Company tied up with the local authorities (Police and DM) to distribute safety relief materials ranging from masks, sanitizers to oximeters. GPI also made safety kits for distribution across other areas with gloves, masks, and sanitizers. They were distributed to various vulnerable stakeholders who are exposed due to their field of work - from truck drivers, external workers to labourers and retailers. The Company also provided oxygen concentrators, oximeters, thermometers and blood pressure equipment to the needy.



# Together for Prosperity

Agriculture is most vulnerable to climate change. High temperature, changes in precipitation with sudden or untimely rains or droughts, directly impact crops. The recent past has seen sudden and massive cyclonic winds and rains creating major socio economical impact through damage to not only crops' yield and quality, but also to property and infrastructure.

## COMMUNITY AGRICULTURE PRODUCE STORAGE SHED

Marginalized farmers do not have any storage facilities or access to godowns, sheds or safe areas for drying, segregating, or protecting their produce. The produce is more vulnerable post the period of harvesting. As most of the farmers grow tobacco, chilli, cotton and pulses, etc, natural

disasters cause great losses. Last year, due to cyclonic rains many farmers lost their produce due to unsafe storage.

Moreover, the temporary sheds installed by farmers also lead to cutting down of trees for holding up the structures. Godfrey Phillips India is trying to reduce deforestation through sustainable measures.

Basis the need assessment, a large size permanent shed was designed for the community to help farmers keep their products safely. This Community Agricultural Produce Storage Shed was built in Gangadevipally village. The Gram Panchayat allotted a community land for 10 years for the utility of the farmers.





Together to  
**Better the Future**

## CHILD LABOUR

Children should not be bearing any burden in life. They deserve access to good education, play time, food and nutrition and their dreams.

According to the ILO, there are around 12.9 million Indian children engaged in work between the ages of 7 to 17 years old. While most of the children are between 12 and 17 years old, many children in India can start even earlier.

Child labour deprives children of their right to go to school, acts as a major barrier to education, affecting both attendance and performance in school and continues the cycle of poverty.

## AFTER SCHOOL PROGRAM

Godfrey Phillips India has a zero tolerance policy against child labour. Elimination of child labour is a fundamental pillar of our CSR program.

Our baseline study had revealed that during the peak tobacco agricultural season, parents remained at work over extended hours which would mean leaving children without supervision. Many parents would then resort to making children miss

school, take them to the farms and make them do small chores. Over time this would lead to dropping out and induction into full time labour.

The After School Program (ASP) was designed basis inputs from the women and school teachers on the challenges of keeping the children in school. It amounted to a very simple program that kept children back in school until their parents returned from work. The program provided nutritious food, classes in yoga, dance, coaching in sports and assistance with homework. It went on to become a successful program and the past few years, including the pandemic period, has seen zero incidences of child labour.

After School Program was conducted in 20 villages for 61 school days this year. The initiative helped in providing a safe space for 2610 vulnerable children, studying in 20 government schools. Besides other activities, awareness workshops were also held in high-risk 20 villages where the vulnerability of child labour was high.

As the program is combined with infrastructure development that looks at repair and restoration of schools, landscaping and playgrounds, making toilets for boys and girls and distribution of school material, over the years there has been a direct impact on admission in government schools and lowering of dropping out rates.



**Modicare**  
FOUNDATION

*Celebrating*

Modicare  
FOUNDATION  
15  
YEARS  
OF SERVICE  
KHWABGAH

Modicare  
FOUNDATION  
15  
YEARS  
OF SERVICE  
KHWABGAH

# Together to Make a Difference

## THE AMBASSADORS OF CHANGE (AOC)

This flagship program by Modicare Foundation provides life skills training to adolescents and primary school children with the objective of enabling them to prepare, understand and accept the physical, emotional and mental changes associated with the adolescent phase of life and equip them with the skills to make informed choices for responsible behaviour. The program also seeks to enable primary school children to lead a safe, healthy and hygienic childhood, while building capacities of institutions to help adolescents integrate life skills in their day-to-day activities.

Today the program, continuing to reinvent itself to adapt with changing times, has developed a full online life skills training module with videos, which has been disseminated through the new YouTube channel. This has assisted the program in gaining a larger reach, greater awareness and a better impact. The AOC team conducted both online and offline training and utilized resources to the maximum to effectively run this hybrid model. Last year, the AOC team collaborated with the Government of Delhi to train Anganwadi workers.

Lastly, the program has contributed immensely to creating awareness on social issues in the community through partnerships with institutions, ensuring a more sustainable impact of the program.

With the philosophy of improving lives of our communities, Godfrey Phillips India is also working with the marginalized and economically backward urban communities close to the corporate office in Delhi. We are working in partnership with Modicare Foundation to empower children, adolescents, women and the underprivileged by using a comprehensive approach to education, health, nutrition, life skills and leadership building.

## KHWABGAH

This program was carried out in partnership with the South Delhi Municipal Corporation (SDMC) for the overall development of students in two SDMC schools in Jasola - SDMC Pratibha Vidyalaya Jasola Girls and SDMC Pratibha Vidyalaya Jasola Boys, as well as two schools in Noor Nagar - SDMC Primary School Noor Nagar Girls and SDMC Primary School Noor Nagar Boys.

Right to education is a fundamental right of children and an integral part of not only the child's but the nation's future. We are determined to make sure the next generation has an uncompromising access to it. To facilitate learning under appropriate conditions, the Company worked with MCD and government schools to promote quality education, develop and upgrade the school infrastructure and create a friendly, safe and a conducive learning environment for children. Over time we have been successful in improving the mental, physical, creative and social mindset of the students leading to increased connection, higher and active participation. The program has also led to increased involvement of the parents in child development, which is critical for the success of the education system.

With extensive work implemented in partnership with the SDMC and the Foundation, the learning levels and enrolment numbers of the schools have improved considerably and there has been a direct impact on every child's development.

It is due to the transformational work done by the Foundation, SDMC provided more schools for adoption to replicate the success of the schools in Jasola; mainly SDMC Primary School Noor Nagar Boys and SDMC Primary School Noor Nagar Girls .

## ROOPANTAR

There was a scarcity of classrooms in the two schools in Jasola because of the high enrolment numbers of students. While the fact that more and more students were willing to study was good news, the need to build proper infrastructure also came to the forefront. This problem led to the launch of a new project called Roopantar - an infrastructure improvement project for government schools. Today, the KK Modi Khwabgah Block, dedicated in the name of our Founder and erstwhile Chairman, Late Mr. KK Modi, is being built in SDMC Jasola with eight classrooms. The school block will be donated to SDMC and will be an environment friendly, sustainable and learning friendly building, designed to benefit the students of SDMC Jasola and the community. Apart from the new school block, a new toilet block and playground for the students of Jasola will also be constructed.



## HIFAZAT

As the name suggests, good health and wellbeing of a community is critical for progress and economic growth of a country. While there have been great strides in overall development and health of communities, the pandemic brought focus on the need for a more robust healthcare system and an easy access to it. Moreover, for the economically challenged communities, lack of awareness relegates health, nutrition and hygiene to the background, especially for women and children. Hifazat focuses on preventive healthcare and promotion of health and hygiene seeking behaviour with a comprehensive community healthcare initiative for the students of Khwabgah and their community. The project aims to encourage the community to adopt and follow health-appropriate behaviour. Under this project, an online webinar on dental hygiene, a health mela for the students of Jasola SDMC schools and their mothers was organised.





## PARTNERS IN CHANGE

Partners in Change is an initiative to encourage learning through collaboration, while enabling training and awareness building that is provided to organizations on critical social issues. Technical support is provided to corporates/industries, institutions, and NGOs to develop a comprehensive program on HIV/AIDS, Reproductive Health, Gender Issues and Prevention of Sexual Harassment at Workplaces (POSH) within their workplace.