



GODFREY PHILLIPS
— INDIA LIMITED —

CSR REPORT 2016-17

Harvesting Prosperity



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Godfrey Phillips India Limited

Godfrey Phillips India Limited is the flagship company of Modi Enterprises, with over 1000 employees, five state-of-the-art manufacturing units in Mumbai, Ghaziabad, Guldhar, Bazpur & Kolkata, a Leaf Division in Andhra Pradesh and eight branch offices at Delhi, Mumbai, Hyderabad, Ahmedabad, Jaipur, Chandigarh, Kolkata and Chennai. With headquarters in Delhi, our product range includes renowned cigarette brands, chewing masala, tea and confectionery, manufactured and marketed both in India and abroad.

As a successful cigarette manufacturing company we feel an even greater obligation to take our social responsibility efforts further.

Besides strong, internal, responsible marketing policies that govern all our actions, our CSR initiatives span a wide spectrum of social issues. One of our focus areas is to be an active and committed participant in enhancing the communities we work with, especially by supporting and improving the lives of women and farmers.

Message from the CEO



Dear Friends,

With our roots dating back over 80 years, we have grown and flourished; now with our pan-India and International presence, and impact on the lives of several thousand people involved in the industry, we take our social responsibilities very seriously. We are especially committed to the communities that are the backbone of our business and an inherent part of our family, the tobacco farmers.

Godfrey Phillips India focus CSR program spans a large section of the tobacco farmers who have been bearing the brunt of the challenges associated with the industry. Our focus on the farmers is not only about contributing to their socio-economic growth, but is also raising awareness on the grassroots level in the industry.

These farmers, especially the Burley tobacco growing farmers, operate in the drought prone areas and there are inadequate investments in soil and water conservation. With low and irregular income, these farmers live a frugal, and sometimes, unhygienic life for themselves and their families, with little scope of education for their children.

Our key initiatives focus on bringing farmers together in development societies to protect them from debt, provide aid with farming implements, create awareness on good agricultural practices and in helping with water and soil conservation. We are installing community ROs for safe drinking water, creating awareness on issues pertaining to hygiene, health and sanitation. We are also building toilets to eradicate the practice of open defecation, spreading the message of child education and working towards eliminating child labour. These are all small steps in order to realize a larger dream.

Like individual pieces of the larger jigsaw that come together, we believe that these tiny steps will go a long way towards strengthening the community we work with, building trust, faith and most important of all, sharing the wealth that we are all creating together.

I do urge all of you to join us by doing whatever little you can to take this forward with the end objectives of making our larger family richer and aiding them to live a more fulfilling life, by expanding our myriad programmes that are our small contribution to a community that has given us so much success through the years.

Bhisham Wadhera

CEO, Godfrey Phillips India Limited

Our 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 each individual employee's commitment to the community we work with and the environment from which we extract resources. Our CSR initiatives don't just integrate social and environmental considerations into our businesses or apply to all our operations, but are also incorporated into our governance, management, business strategy and daily decisions and actions. Our vision is to continually strive to be a good Corporate Citizen by investing in constant improvement and community upliftment. The aim being to focus on education and HIV/AIDS, contribute to the economically weaker community through holistic welfare activities, safeguard the interest of the farmers and help women to enhance their livelihood opportunities, strive for developing educational infrastructure in backward regions so as to meaningfully contribute not only to the community but to the nation at large.

Our Guiding Principles

- We will be responsible for the development of our co-communities, to not only reduce the negative impact if any, but work towards improvement of their quality of lives.
- We will leverage our resources, expertise, services, relationships and influence for the benefit of our communities and our community partners.
- We will take our stakeholder/community interests into account in our decision making in the short and long-term.
- We will strive towards improving accessibility to education amongst underprivileged communities.
- We will actively work towards the welfare of society by promoting education, providing solutions to better and sustained livelihood, infrastructure development, healthcare, sanitation and hygiene and limiting/eradicating prevalent social issues in our community.
- We will contribute towards prevention of the spread of HIV/AIDS, enhance awareness and erase the myths and misconceptions surrounding it.
- We will regularly monitor implementation of this policy, outcomes of our initiatives and publicly report on our progress in a transparent and effective manner.
- 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 focus areas such as education, sustained livelihood, improved quality of life, rural development and empowerment of the marginalised section of the community have all emerged and been identified with the participation of all business units, employees and the community they work with.

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



Promoting Education



Empowering



Habitation Development



Agriculture



Prevention HIV/AIDS

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 CSRC will be responsible for formulation of the Company's CSR Policy and the activities to be undertaken, recommending the expenditure to be incurred on each of these activities and monitoring the CSR Policy from time to time.

The members of the CSR Committee are:

Mr. R.A. Shah - Chairman

Mr. K.K. Modi

Mr. Anup N. Kothari

CSR Expenditure During the Financial Year 2016-17

S. No.	Name of the Party	Amount
1.	ASSIST	24,089,000.00
2.	Help Foundation J & K (was utilized to exit from programme)	421,500.00
3.	ModiCare Foundation	23,000,000.00
4.	Administrative expenses (restricted upto 5%)	2,376,000.00
	Total	49,886,500.00

Godfrey Phillips India spent Rs. 498.86 lacs in 2016-17.

CSR Initiatives of Godfrey Phillips India Limited

To create maximum impact and ensure sustainable development and livelihood for local communities that are crucial to our business, Godfrey Phillips India Limited designed two strategic programs under CSR Initiatives.

1. **Vinukonda Burley Tobacco Farmers Community Program**
2. **Ongole Women Tobacco Graders Community Program**

ASSIST, an NGO based out of the region with over 30 years of experience, is our partner in implementing change.



CSR Programme Report 2016-17



Vinukonda Burley Tobacco Farmer's Community Programme

Godfrey Phillips India Limited continued their strategic CSR program for the marginalized Burley Tobacco Farmers from the Guntur district in Andhra Pradesh. These farmers with land holdings between 1 to 5 acres continue to struggle with the drought like condition that allow them to only grow a single crop- and that is tobacco.

Given this context, farmers are caught in the trap of seasonal employment, low incomes, lower bargaining power, increasing debts and a downward trend in labour prices. Along with these issues, there are larger community issues arising from drought such as low access to safe and potable water, high fluoride contamination in groundwater, poor access to toilets, lack of community sanitation and hygiene.

Besides these issues, limited access to education and skills beyond farming, and non-availability of social protection, children of farmers and labourers' inadvertently get pushed into child labour.

Godfrey Phillips India Limited is working closely with the farmers in the region to address these challenges through the Vinukonda Burley Tobacco Farmers Programme since 2015.

Associated with over 4700 farmers cultivating Burley tobacco in approximate 3900 hectares, the Company has designed the programme with the objective of creating a safety network for these farmers who are mostly crippled with debts, have poor access to good agricultural practices, knowledge and equipment. Their low income has a further spiral effect on the family and community.

2016-17 had the majority of the activities implemented in over 20 villages and the programme objectives were to:

- **Improve earning capacity of the farmers**
- **Improve working and living conditions of the farmers**
- **Raise awareness on water, sanitation and health & hygiene**
- **Raise awareness on child education and elimination of child labour**

The programme component also included collectivisation of farmers into Farmers Development Societies, providing revolving fund support, access to credit, water and soil conservation, exposure to good agricultural practices and systems and protocols for the institutional development of the farmers' collective as cooperatives.

There are two types of activities that were carried out under the program - community focused and individual activities.

Community based activities included provision of Reverse Osmosis (RO) plants, de-siltation of village ponds, awareness on sanitation and hygiene, setting up of health camps and after-school programmes for children.

Individual focused activities included Farmer Development Societies, curing barns for tobacco leaf, farm ponds / irrigation wells, household toilets.

Community based activities.

Included provision of Reverse Osmosis (RO) plants, de-siltation of village ponds, awareness on sanitation and hygiene, setting up of health camps and after-school programmes for children.

Individual focused activities.

Included Farmer Development Societies, curing barns for tobacco leaf, farm ponds / irrigation wells, household toilets.

The programme has impacted 144411 direct and indirect beneficiaries in over 45 villages in the past 2 years.

Empowering Farmers to Increase Yield

10 Farmers Development (Co-operative) Societies - With credit playing an important role in increasing agriculture production, availability and access to adequate, timely and low cost credit from institutional sources is of great importance especially to small and marginal farmers. 10 FDS with 772 farmers as members have been created, registered and trained under the project as on date. Along with a nominal membership fee from each farmer to raise seed capital for the society, a corpus fund was provided by the program that is serving as a revolving fund to provide loans that

can be utilized for procuring agriculture implements, equipment such as sprayers, irrigation pipes, fertilizers and pesticides from wholesale markets. These materials are available on pay and hire basis for the members and also for hire externally to improve seed capital. The societies are also enabling them access to credit, thrift, savings while helping them gain managerial and operation skills to develop into a full pledged cooperative. They also help create awareness about the latest systems/methods, training programs and exposure to better agricultural practices.



Desiltation was undertaken in 7 villages - While the rain shadow impacts crops due to poor rainfall, the erosion of undulating and rocky soils even when it rains, leaves poor quality soil behind. Moreover, the eroded soils are deposited in existing ponds and tanks, causing further damage. De-siltation is undertaken to retain soil moisture capacity, increase the ground water table and the storage capacity, while improving the percolation process. The deposits are also highly fertile and are spread over the farms to increase the fertility of the soil thus impacting yield. 102400 cubic meters of silt was transported to increase the fertility in 1276 acres of farmland, benefitting 392 farmers. These highly fertile deposits were spread over the farms to increase the fertility of the soils and enhance yield.





25 Farm Ponds were built providing irrigation facilities to 176 acres of land. The region suffers from low groundwater table due to over exploitation and persistent arid conditions, pushing the irrigation potential to their lowest limits. While the canal irrigation by Nagarjunasagar Project provides water to farmers, the Burley growing region is at the tail end where the canal water supply barely reaches. Many farmers have started cultivating alternative crops including social forestry while tobacco, continues to be cultivated as rain fed crop. Even with this little improvement in irrigation facilities, the farmers can utilize the same for wetting the crop once or twice and obtain higher yields. To change the dependency on rainfall and help conserve water during monsoons, the CSR program has aided farmers in 20 villages to construct 25 farm ponds. The ponds, in a standard size of 60ft x 45ft x 40ft can store enough water to irrigate up to four short-term crops in a five-acre area over a span of six months. More and more farmers are opting for farm ponds and it has helped them to cultivate a second crop in addition to the traditional burley tobacco. The second crop has helped farmers achieve better crop yield and additional income, as it is more viable commercially.

35 permanent curing barns have been provided for safe storage of crops. Sun curing, is a popular method to cure tobacco leaves and is used by majority of the Burley tobacco farmers in Vinukonda region. With lack of any effective method to protect their tobacco during drying period from strong winds, gale or rains, the program aids the farmers with tarpaulin covered sheds that are permanent in nature in an effort to prevent destruction of crops and therefore livelihood. The farmers contribute partially for these sheds to ensure responsibility for their upkeep.



Uplifting Community

5 Community ROs - Villages in Vinukonda region are fluorine affected and there is fluorine contamination of ground water, which has led to health problems for people in the area. Access to de-fluorinated mineral water for daily consumption is a critical requirement and the programme has been addressing this problem. 5 RO Plants are serving a population of 7890 villagers.



26 individual toilets have been constructed in Jarlaparlem. This village is committed to be open-defecation free and will continue to strive for toilets.



38 health camps have been set up, benefitting 12864 people with free health checkups and medicines in 22 villages. These health camps also include awareness sessions on linkage of health with safe water, sanitation and hygiene.





Towards Eliminating Child Labour

10 After School Programmes to reduce child labour were run in the government schools directly impacting 1059 children. A baseline study revealed that during the peak tobacco agricultural season, parents remain at work over extended hours leaving children without supervision, resulting in increased absenteeism in school along with an increase in child labour. The After School Program was especially introduced to keep children back in school until their parents return from work. The program provides nutritious food, classes in yoga, dance, coaching and help with homework etc. With 10 ASPs conducted, the program has already shown results with reduced dropouts for labour.



Impact of Vinukonda CSR Programme

A recent survey was conducted where farmers' perception of the overall programme was very positive for the interventions and activities undertaken.

The RO was the most popular with farmers reporting tangible benefits from the RO plants installed. 47% of respondents reported RO water as their main source of drinking water after the intervention, compared to 15% before the intervention and 61% of the respondents showed willingness to pay for RO water in future. There has been a reduction in health issues after the availability of clean water, which has also reduced the medical expenses in the family. The health camps are further assisting in improved wellbeing with 97% of the community attending the Health Camps.

FDS was also deemed helpful to the community in terms of learning new farming techniques and also in getting funds that could help them buy better farming equipment. Exposure to better farming techniques (71% after intervention compared to 58% before) and benefits received through FDS (42% after intervention compared to 11% before intervention) were two main reasons for increased income for farmers. Farm ponds and de-siltation along with ASP also received community support with more villages asking for the same activities in their villages.

Case Studies



Safe Childhood

Charan Babu has desires like any 10 year old. He wants to play with his friends, climb trees, eat ice-cream, go to school and not have to study too much to pass. Unfortunately poverty had other plans. Son of poor daily tobacco labourers, farming season would mark the dreadful time when he had to lend a hand to his father with the work. Couple of times Charan Babu was pulled out of school for days on end and he worked through the day at the farms. And then the ASP came to his village. The program raised awareness in his school and the village on the harmful impact of child labour, the issues that cropped up because of it, the importance of education and slowly his parents were convinced of the value of the education that was being offered. They did want the best for him and the After School Program ensured that he stayed safe until they came back, got healthy food, had friends to play with and got help with his homework. He even learnt Kolatam (a folk dance) and has gotten very good at it! Charan Babu now desires bigger things. Education and a worthy job when he grows up.





Safety Net

Poojala China Venkaia, 46 years old, from Battuvaripalli village is a poor farmer; burdened with a caste that puts him lower in the community rung without a choice, a geographical area that is drought prone and debt that he is unable to control. The program introduced FDS in many villages and luckily Poojala China was included in the program. Farmers were selected to be members, trained, registered, and provided a corpus to start up. Within a year, Poojala China has seen a tangible difference. He has access to agricultural implements at a lower rental cost, to credit, small loans at lower interest and he feels secure in the supportive brotherhood that is formed within the cooperative. He is paying off his earlier debts slowly, but Poojala China Venkaia is a lot more hopeful than he was before.



Fresh Drop of Water

Chinni Atchaiah is almost 45 years old. He has not seen much beyond his village and has only occasionally ventured into the town close by. He has seen his village and his life change over time with electricity, motorized equipment, pucca house and his sons dreaming of life beyond farming. But he laughs out loud, when he is asked about what amazes him the most. His answer 'that we had to wait so long to get a simple thing like clean drinking water'. Flouride contaminated water was a part of the life in Bodanampadu village. Residents did boil the water to make it safer but they had no way of removing the flouride or the hard minerals from the water. The health camps helped Chinni Atchaiah realise that his bones were slowly getting affected, that his teeth would never fully recover but he is happy that his children will get a chance at safe drinking water. It was no wonder that at the inauguration of the RO, he broke the coconut enthusiastically and murmured a small grateful prayer for the RO plant.



Ongole Women Tobacco Graders Community Program

The community program was designed to enhance work life conditions and promote sustainable development in the communities of women who earn their livelihood from tobacco grading.

These women, working under contract with Tobacco Grading units that Godfrey Phillips India Limited sources from, are minimum wage earning and mostly from marginalized communities (SC/ST). Before the programme started, these women were bereft of any facilities or benefits at their working place and communities. Seeing that they had no access to safe drinking water, no toilets, poor sanitation and hygiene, low level health care and poor access to good education for their children due to lack of infrastructure in govt. schools; the program attempted to address these issues through a dual approach - the integrated area-specific approach and the individual approach.

The formulation and design of this programme concentrated on individuals, their families, and the institutions and organisations attached to them, so as to help them derive the same benefits as that of the area specific approach.

The individual approach concentrated on work place enhancement by building toilets, providing access to safe drinking water, running health camps, providing protective materials like nose mask, caps, towels etc., clean lunch and recreation area, scholarships for children of graders so they could pursue higher studies, awareness camps and meetings on timely payments, benefits, conflict management etc.

The area specific approach aimed at raising the community standards by providing access to safe drinking water, providing necessary infrastructure to enable better sanitation, education, health and hygiene.

Now in its 4th year, the programme is working towards creating a model village that is open defecation free, open garbage free, has access to safe and potable water for the entire community, constructed drains to remove all stagnant sewage water, regular health camps, fully overhauled schools and anganwadis equipped with all study material required to retain children in school and eliminate child labour.

Empowering Women

2 VDS (Village Development Society) and 111 SHG (Self Help Groups) were set up with 10 members each to raise community-wide awareness on Water, Sanitation and Hygiene (WASH) and facilitate their transformation into larger community-based initiatives.



5 Health Camps in grading units and 6 Health Camps were conducted in 2 villages. Most of the inhabitants come from financially weak backgrounds and cannot afford private healthcare when they are unwell. The health camps enabled such households to not only seek free medical advice but also access medicines for free. This program has contributed greatly to improvement in the health of the entire community.



W.A.S.H & HEALTH

51 individual toilets were constructed in Edugundlapadu village. The village has been earmarked for open defecation free village. With the awareness camps coupled with strong advocates for toilets, the village is being prepared for the shift. Thanks to the tangible results of the intervention, the community is also able to link improvement in health with sanitation and hygiene.



4 Sanitation Awareness camps were held in 2 villages in the form of sessions and street plays, and are still being organised regularly for generating awareness on health care practices; WASH, nutritious food, better hygiene and sanitation practices are covered intensively in these sessions.



1 Drainage Construction and 1 Community Potable Water Pipe Extension was provided. The drainage is to ensure that there is no sewage water retention, which in turn leads to contamination, water borne diseases and mosquito breeding. The water pipe extension enabled the marginalized community (mainly SC/ST) to access clean drinking water, which was a clear departure from the time they had to travel to the main village to get water. Thus saving the women time and effort, while enabling their families and the whole community taccess to clean water.





Promoting Education

Both focus programs of farmers and women graders have elimination of child labour as an important part. These communities are highly susceptible to child labour as children often accompany their mothers to the work place, which besides having a negative impact on the wellbeing and health of the child, also exposes the child to various other risks. The program strives to provide opportunities for the children not only to stay in school but to also pursue higher education. All achieved by making education attractive through good infrastructure, study and play material, scholarships etc.

1 Anganwaadi and 1 Primary school infrastructure was undertaken with toilets for students, construction of a mid-day meal kitchen, ceiling repairs, floors and overall classrooms, creating a play area and landscaping with tree plantation. 5840 notebooks were distributed for 520 children and 87 scholarships of Rs. 3000 each were provided for meritorious students.



Sustainability Through Empowerment

Skill Training Centre in Edugundlapadu was created for young girls who were mostly school dropouts or were seeking alternatives to working in the tobacco industry. 58 women were trained to tailor blouses & clothes along with handicraft and embroidery. These young girls are already earning a basic income through small personal orders and have saved money by stitching clothes for themselves and their family.

Impact of Ongole Women Tobacco Graders Community Programme

Recent results from this programme assessment clearly indicate the significant impact that the intervention has had on the lives of its grading workers. There are high satisfaction levels with the program especially in the area of workplace enhancement, health camps, education and RO. The grading unit has shown a drop in absenteeism, reduced work place conflict, lesser health issues due to provision of toilets, RO, clean recreational areas and the protective gear provided. The grading workers have unanimously agreed that they would like to see the program replicated in all other grading units.

The health camps have received a strong and positive feedback from the beneficiaries. Not only has attendance at these camps been extremely high at almost 95%, 88% of the respondents feel that their health has improved after attending these camps. The study findings also clearly indicate an improvement in school infrastructure and facilities as a result of the intervention. These improvements along with the school material (bags and notebooks) and financial assistance being provided is slowly motivating children and their parents to ensure that children go to, and stay in school.

Case Studies



Empowered with Dignity

Marripudi Anjammagot married at the age of 14. She and her husband are daily labourers and they get by on the minimum wages they earn. Not having much for herself since she remembers, she spins most of her dreams around her children. Her expectations were never very high, until toilets were built under the GPI project in the grading unit she worked in. Her experience of the dignity, the privacy and the benefits it provided, led her to demand one for her home. Marripudi Anjamma now looks back and laughs at the quarrels she had with her husband for the toilet. He did not want to 'waste' money on one. Thankfully the project was present in her village and now she has one in her home and her workplace. The toilet represents dignity, safety and privacy and Anjamma looks forward to the time when everyone has toilet available to them, especially women.





Reaching for the Stars

Daggupati Jhansi Rani, 23, has an added dose of confidence these days. She grew up in poverty. Her mother is a tobacco grader and her late father, a tailor. Her oldest memories are of her mother putting away rupee after rupee for her children while denying her own self even the basic necessities. Her father did not allow his daughters to learn tailoring should they be tempted to drop their studies. Her parents had only one dream - that their children get good jobs and have better opportunities, better life. Her father's death a few years ago and her sister's separation from her husband have added to the burden of her single earning mother. Jhansi was relieved to hear that GPI was offering scholarships to meritorious children of graders. She was eligible for one and the money has not only helped her buy books, study material and pay fees, but taken off some of the burden from her mother. Studying MBA in QIS College of Engineering and Technology, Ongole, Jhansi hopes to finish her degree and go to Hyderabad for a job that will help her family lead an easier life.

Hope

Koniki Narayana Murthy, 76 years, and his wife, Seshamma, 65 years old, are an elderly couple with no savings, no family support and suffering from various ailments. They lost their only son in a heart attack and their adopted daughter is married and lives far from them. With a meagre pension of Rs. 1000 and 10kg of rice from the government, the couple is mostly dependent on their daughter-in-law's occasional help and on the neighbors' for their food and daily needs. They live in an old dilapidated hut, with no toilet, leaking roof and what's worse, the hut is divided in the middle for the younger brother of Koniki Narayana. As if life could not get any harder, the younger brother decided to build himself a new house and broke down his part of the house along with the dividing wall of the hut Koniki Narayana and Seshamma live in. That ruined the whole hut and suddenly they were living in a hut with no wall and precarious roof. While they were not included under the project, budget was sanctioned to build toilets and we pushed for aid under the government schemes to build a new house. Work on the hut will start within August and Koniki Narayana and Seshamma will not only have a secure place but finally have access to a toilet - at the very end of their lives. Their tears of gratitude are, unfortunately, symbolic of our failure as a society - to protect the elderly.





Building a Foundation

The primary school in Edugundlapadu over time saw 50 students dwindle to 9, teacher reduce to 1, building go to total disrepair, so much so that cattle and goats were housed in the building at night by the villagers. People starting using the ground for open defecation and young men used it as a drinking den. The anganwaadi close to the school was also in a low-lying area. Rains would result in the ground becoming muddy slush, which was made worse with the manure from the buffaloes that were tied there. The ceiling and floors were cracked, unpainted and there was no provision for toilet. The children who could not afford better, stayed in that unhealthy condition on a regular school day.

Until, the 2 schools and anganwaadi were placed under the program on the request of the Sarpanch and the teachers who had heard about the good work being done in the other villages.

Today, the schools and anganwaadi have been repaired, painted, fenced, landscaped with trees and flowering plants, and toilets have been constructed. The playground was equipped with swings and slides and play material was provided for the anganwaadi.

Enrollment for anganwaadi went up to 25 children and the primary school enrollment, now at 15, is steadily increasing.

Modicare Foundation

Modicare Foundation, established in 1996 with the core philosophy to engage and empower the lives of people, has been working with people living in difficult circumstances, viz., homeless children, out of school adolescent children susceptible to sexual and drug abuse, unemployed and unskilled youth and marginalized women. The Foundation directly empowers them using a comprehensive approach of education, health, nutrition, life skills and leadership development.

The Foundation is driving the programs across Delhi/NCR and in the immediate vicinity of the Corporate Office of the Company.

- **Khwabgah** at Khijrabad, SDC School Taimur Nagar and Jasola
- **Khwabgah Resource Centre (KRC)**
- **Ambassadors of Change**
- **Partners in Change**



Child Development

The **Khwabgah** programme is an example of a successful PPP with MCD School. With the success of the Taimur Nagar, the Foundation took on educational and co-curricular support for Govt. School at Jasola and for pre-school at Khijrabad. The Foundation conducted regular classes during school hours and provided remedial support to those in need, and organised a bridge course for the out of school children to facilitate an easy transition into the school system. 184 students in MCD School, Taimur Nagar and over 2000 children were positively impacted by the Jasola intervention alone.

The program moved to pre-school and NFE (non-formal education) to generate interest in education and prepare them for mainstreaming in regular schools. Over 112 children enrolled in the program last year.

The program also supports better health and hygiene practices for children, and provides additional nutritious food to supplement their diet. The programme has also helped make education interesting with co-curricular activities and physical education. Investments were also made to improve school infrastructure and reduce the dropout rate. Just building toilets has encouraged students to stay in school. School sanitation and hygiene were also

ensured with cleaning up, teaching children to practice good personal hygiene, providing hygienic areas for midday meals, installing waste bins etc.

Skill building for academic counsellors was carried out with workshops on innovative teaching methodologies, classroom management, ways to handle diverse students, differential learning etc. and the program ran training camps for teachers on POSCO too.

The Foundation strongly believes that a good education system and support will not only develop a strong linkage with the community, but will reduce the vicious cycle of poverty due to lack of education. As a part of the community engagement plan, the Modicare team made regular field visits to connect with parents and discovered that, contrary to popular perception, people do want education for their children. Working on causes responsible for low attendance and dropouts, mainly the poor opinion the parents have about government school system, its infrastructure and slow progress of the child due to poor teaching system, the program is trying to dispel and reinforce the value of good education by providing appropriate teaching learning aids and conducting extra-curricular activities, besides infrastructure upgradation.



Khwabgah Resource Centre provides comprehensive development opportunities to children, adolescents/young adults and their families. It offers a platform and a range of support and opportunities for children, youth and their families to become active and engaged citizens.

For children, effort was to make learning inquisitive, curious and enjoyable through various educational and extracurricular activities and the program also promoted healthy living, developing life skills and leadership, community participation and action besides others. Various community events were a regular feature in Khijrabad and Taimur Nagar. 177 students enrolled for the remedial classes.

As a part of the intervention a youth group was elected in May 2016 and the mission was to develop and engage diverse young people to positively impact the community. The objective of the program was to provide a space for youth to come together, multi-cultural bridge building, promote gender equity and leadership development. Out of the total strength of 35, around 25 members were very active. The group had been further divided into sub groups, viz., sports groups, education groups, etc. These sub groups had weekly meetings. They played an active role in the summer camps held at Khwabgah centres and MCD School. An energetic sports group was nurtured and are now playing tournaments with other youth clubs.



Bringing Change

Ambassadors of Change – AOC, a flagship programme started in 2000, is based on life skills education for in and out of school adolescents. The objective is to enable adolescents to recognize and accept the physical, mental and emotional changes associated with this phase of life. The programme is supported by a well-designed training module and highly skilled trainers to help teachers, care givers & NGO staff in integrating life skills in their day to day activities. The objectives of the program is:

- **To enable adolescents to understand and accept the physical, emotional & mental changes associated with this phase of life.**
- **To equip adolescents with skills enabling them to make informed choices for responsible behavior.**
- **To build capacities of NGO staff to help them integrate life skills into daily activities with adolescents and young adults.**

The program addresses day to day challenges faced by adolescents like bullying/peer pressure, body image and changes, responsible behavior with peers, gender discrimination, child/substance abuse, HIV/AIDS.

59 NGO's/Schools were covered with 5620 youth facilitators trained in Life Skills. Under the Child Protection and Safety Programme, awareness was created about the issue of sexual abuse (good touch bad touch), the program conducted 56 sessions and 1900 children were successfully covered.

New linkages were developed with organizations like United Way of Delhi, GMRV Foundation, Joining Hands, Nai Disha Educational and Cultural Society, Vidya Foundation, Sumermal Jain Public School, Somerville Public School and New Horizon Public School.

Building Capacities

Partners in Change - Over the years, many national/international agencies, the government and corporates have been collaborating to leverage resources, stimulate innovation and maximize impact. Modicare worked with Global Dent Aid for trainings on workplace intervention on HIV & AIDS, along with gender sensitization, sexual harassment and laws, formation and monthly meetings of the internal committee. 270 members participated in the program.

Case Studies

Saying No

Geeta (name changed), is a young curious 13 year old adolescent from Bhijwasan, New Delhi. Her best friend studies in the same class as her and they personify a storybook like friendship. They share everything that happens in their lives. One day, Geeta was quiet, reticent and seemed to be avoiding her best friend. After much persuasion, Geeta shared with her friend that a boy from another class was constantly trying to talk to her, get close to her and was making her feel very uncomfortable. She felt guilty and confused and was afraid to share this information with her family or inform the teacher. Geeta eventually asked her friend for advice. They went together for the Life Skill 'Decision Making' workshop that taught girls and children to say no and take action like asking the boy to stop harassing her and put in a complaint to the school authority. Geeta and her friend were not only able to overcome this problem but they also learned self-respect and confidence in themselves.

In Diversity

Rahul (name changed), is a 14 year old adolescent from Sangam Vihar, New Delhi. He studies in a class that has Hindu and Muslim students. They were mostly friends but occasionally, Rahul felt that the Hindu students were being discriminatory on the basis of religion and were saying things that made the Muslim students feel uncomfortable and left out. Rahul was disturbed as some Muslim boys were his good friends and he felt they were no different. All religion teaches equality but it is not practiced. Rahul was more empathetic than others as he had had the good fortune of attending the Life Skill 'Empathy' workshop. It is a skill that is difficult to practice, but in this situation Rahul stood up to the students because he was sure he would be distressed if somebody behaved with him in such a manner. Rahul began to sit at the same desk as them and began sharing his lunch. It took time but gradually, the entire class came around. Rahul feels good about his action and talks about his experience to everyone he meets.



J&K Help Foundation

Basis the Feasibility Report by a professional agency on the Help Foundation Women's program and their way forward, it was concluded that with the various environmental challenges that the state faces, it will be difficult to continue a comprehensive program that meets its main objective, that of financial independence and employment. Exit strategy was employed while ensuring that the impact and sustainability of the program would not be affected.

Reporting, Monitoring and Evaluation

The CSR policy, the details of the projects 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 on the project details, outcomes, beneficiaries etc. along with a stringent system of monitoring. 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 created quarterly for the CSR committee meetings.

Annual impact assessments are done by a third party for internal evaluation and as the projects are long term, an intensive impact assessment has been conducted for Ongole women tobacco grading community program.

Selection of Implementing Agencies

For selecting the implementing agencies (NGOs and CSO at AP and J&K), the Company CSR Manager surveyed the geography of the CSR projects, found references from creditable sources, and zeroed in on the partners basis their capabilities and capacity and on the basis of their past work and successes.

Our Partners

ASSIST, established in 1985, is a not-for-profit organization working for the development of poor and marginalized communities in the rural areas of Prakasam, Guntur, Krishna and Ranga Reddy Districts in Andhra Pradesh, India. The organization is currently working for sustainable development in over 350 villages with corporates, international NGOs and local government.





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