



**GODFREY PHILLIPS**  
—INDIA LIMITED—

# TOGETHER FOR THE BETTER

**CSR REPORT 2015-16**



# CONTENTS

*Every right implies a responsibility;  
every opportunity, an obligation;  
every possession, a duty.*

**John D. Rockefeller**

---

INTRODUCTION  
Page 1

---

MESSAGE FROM THE CEO  
Page 2

---

OUR CSR POLICY &  
GUIDING PRINCIPLES  
Page 3

---

OUR FOCUS AREAS,  
CSR COMMITTEE & BUDGET  
Page 4

---

OUR CSR PROGRAMMES  
Page 5-46

---

CSR EXPENDITURE  
Page 47

---

REPORTING, MONITORING AND  
EVALUATION, SELECTION  
OF IMPLEMENTING AGENCIES  
& OUR PARTNERS  
Page 48

## INTRODUCTION

---

Godfrey Phillips India Limited is the flagship company of Modi Enterprises with over 1200 employees, five state-of-the-art manufacturing units in Mumbai, Ghaziabad, Guldhar, Bazpur and Kolkata, a Leaf Division in Andhra Pradesh and eight branch offices in 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

---

I am happy to present our annual Corporate Social Responsibility Report for the year 2015-16. Unlike several other organisations, we don't see CSR as a legal necessity but an ongoing process that has been a crucial part of our business decisions. As our company has grown, so have our brands and our dedication to act responsibly and serve the community that has helped us grow, a fact that has been reaffirmed by our CSR efforts.

The CSR Report is an in-depth glimpse of what Godfrey Phillips has done in 2015 for the community.

This report provides a detailed look into how our work is changing the lives of those who could use our help the most. Any meaningful impact requires commitment and perseverance. We have created long term plans for our CSR programmes to ensure our efforts are consistent, address a variety of issues and create sustainable change in partnership with the communities that can eventually own it.

Our programme for women tobacco graders has, in the three years of its implementation, seen significant changes in the lives of the women involved, as well as the communities to which they belong. Today the programme has effectively impacted over 10,000 individuals, directly and indirectly. Flushed with the success of the programme that has been appreciated both internally and externally, we have now turned our focus to one of our other important stakeholders – the farmer. The newly introduced programme may have had a small beginning but the impact has provided us the confidence to scale it up substantially over the next year.

As a company, we are touched by the stories of change, some of which we've included in this report. Though they may seem small in a myopic view, they stand as testament to our commitment and our sincerity.

I take this opportunity to thank our partners, our team and the communities who have come together to chip away at the problems that looked unsurmountable some years ago.

Together for the better.

**Bhisham Wadhwa**  
CEO, Godfrey Phillips India Limited

## OUR CORPORATE SOCIAL RESPONSIBILITY POLICY

Godfrey Phillips India Limited firmly believes and lives the values of corporate social responsibility and pledges to sustain its effort towards being responsible and accountable for its business at all times. The policy displays our and our employees' commitment to the community we work with and the environment from which we extract resources. We will ensure that our CSR initiatives integrate social and environmental considerations into our businesses which apply to all our operations and is incorporated into our governance, management, business strategy, daily decisions and actions.

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

### OUR GUIDING PRINCIPLES

- We will be responsible for the development of our co-communities and work towards improvement of their quality of life.
- 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 for a better and sustained livelihood, infrastructure development, healthcare, sanitation, 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, outcome 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.

## OUR FOCUS AREAS

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. The prioritisation and focus areas that emerged were education, sustained livelihood, improved quality of life, rural development, and empowerment of marginalised sections of the community.

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



Promoting education



Empowering the vulnerable population through education, health, life skills and livelihood support



Model village/habitation development - Co-community development



Good agricultural practices



Prevention of HIV/AIDS and support to people living with HIV/AIDS

### OUR 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**

### BUDGET

The Act lays down mandatory requirements with regards to CSR spends for larger companies (those with at least Rs. 5 crores net profit/Rs. 500 crores net worth/Rs. 1,000 crores turnover). The same is pegged at a minimum 2% of the average annual net profit (average of three preceding years) on CSR activities.

**Therefore, the gross amount required to be spent by Godfrey Phillips India Limited (calculated as per Section 198 of the Companies Act) for 2015-16 is : Rs. 496 lacs.**



## OUR CSR PROGRAMMES REPORT FOR 2015-16

### ONGOLE WOMEN GRADERS PROGRAMME

Godfrey Phillips believes that the empowerment of women, unlike any other demographic, impacts not just the individual but also the whole family while affecting the nation at large.

The programme for the women tobacco graders of Ongole endeavours to generate happiness and better standards of living for hundreds of women. Conceived in February 2013, the community programme for these women was designed for enhancing work-life conditions and promoting sustainable development in the communities these women belong to.

The project adopted two different approaches - the integrated area-specific approach and the individual approach.

The Programme Objectives Were:

- To improve the working and living conditions of women workers in the three grading centres and prevent occupational health hazards thus contributing to work continuity.
- To raise community-wide awareness on Water, Sanitation and Hygiene (WASH) practices and facilitate the provision of necessary infrastructure for the well-being of the targeted families, enabling better work participation.
- To raise awareness in the community about the importance of child education and create a community-driven system for the effective elimination of child labour.
- To reform and strengthen Self Help Groups (SHGs) of women and facilitate their transformation into larger community-based organisations to be competitive in the markets.
- To facilitate the convergence of services between the government, employers, and workers towards best practices contributing to the economic well-being of the target population.



### Our Partner

ASSIST, our non-profit partner is responsible for facilitating the implementation of different initiatives in the communities.

### Areas of Work

The programme has been intensively implemented in 3 contract tobacco grading centres and 4 target communities (out of the 8 villages the women came from). These communities were identified because the maximum number of women graders were from these villages.

- 3 GRADING CENTRES - Sri Rama Uma Maheshwari Tobaccos, Murali Krishna Tobaccos, Vishwanath Tobaccos
- 4 VILLAGES - Endluru, Edugundlapadu, Mukhthinathulapadu, Pernamitta

## Project Details

According to the report released by UNICEF, “Constituency-wise Water and Sanitation Analysis for Andhra Pradesh”, only 35.8% of the households have drinking water connections in their homes and 47.5% have individual household latrines.

Studies show that safe water and sanitation are vital for poverty reduction and are drivers for development. There is compelling evidence that these bring the greatest public health returns on investment when compared to any other development of intervention.

In the 36 months of the programme, the company is happy to report that each one of the 650 tobacco leaf graders are enjoying access to safe drinking water and toilets, both at home and the work place. Following are the details of the initiatives:

### Promoting WASH and Health

- **121 Individual Toilets** were constructed with additional support through finance and resources along with government schemes in the 4 selected communities. The toilets are now functional and 100% of the recipients with their families have stopped open defecation. The positive outcome of constructing toilets have been felt not only by the graders families, but the entire community has accepted its need across all homes. The villages have asked the company to help all homes get toilets in the upcoming plans.

- **Drainage in 2 Villages**, Christian Palem in Pernamitta and backward class localities in Mukthinuthalapadu were provided with canals on both sides of the existing road thus avoiding stagnation, flooding and contamination through sewage water that used to spread diseases and aid mosquito breeding. Today over 300 families enjoy clean environment and the impact has been positive on both health and happiness.

- **6 Community Potable Water Pipe Extensions** Two each in Edugundlapadu, Mukthinuthalapadu and Endluru villages were provided and public tap systems were established in the SC/ST hamlets so that women got quick and easy access to clean drinking water. From a time when they had to trudge long distances to get water and carry back large quantities on their heads, even in unfavourable weather conditions, today over 800 families have water outlets close to their homes.





- **58 Community Dustbins** in each village along with **3700 individual dustbins** were distributed across 4 villages besides augmenting wet garbage disposal practices. Regular awareness sessions conducted on having a specified area for garbage dumping also contributed to reduction in littering and a cleaner environment for the communities. 78% (5169) of the families in the 4 villages are observing hygienic practices, using dry and wet dustbins, and the camps are continuing to push for change.

- **12 Health Camps** were conducted through the year. These health check-ups enabled basic treatment for ailments of women graders and timely advice and precautionary steps to prevent many serious diseases. As the food patterns had indicated poor nutrition and health, the programme actively aided women to develop kitchen gardens and maintain backyard poultry

to have easy access to nutritious food. A marked improvement in BMI of the women over the past three years can be attributed to the initiatives and better awareness through health camps. Interim survey from health camps show a clear reduction in leaves due to illness and visibly less expenses incurred on the treatment of water borne diseases (stomach ailments). 70% (335 of the 478) women have utilised all free health check-ups.

- **16 Awareness Camps Across 4 Villages** were held per quarter in the form of sessions and street plays and are still being organised regularly for awareness generation on health care practices. Nutritious food, potable water, better hygiene and sanitation practices are covered intensively to enable the community to become independent in maintaining provisions.

## Promoting Education

The problem analysis in 2013 had indicated that the social, economic and topographical situation of these communities was highly conducive to promoting child labour. Children often accompanied their mothers to the work place which had adverse consequences on their well-being. The programme took the importance of child education and the women's ambitions for their children into account while designing initiatives that ensured better infrastructure within the community but also provided opportunities for the children not only to stay in school but also pursue higher education.

- **2 Preschools (Anganwadis) and 1 High School were fully overhauled.** The High School work included construction of toilets for boys and girls, repairing of the roof, walls and staircases, creation of playgrounds, sports equipment and classroom facilities, provision of drinking water and an aesthetic landscape to beautify the school. Today, this school in Pernamitta is recognised as the best school in the vicinity, boosting the morale of teachers and the students alike. The 2 Anganwadis set up under the Central Government's Integrated Child Development Scheme (ICDS) were supported with infrastructural repairs and wall paintings to make the crèche look attractive. Learning tools, kits, books and play materials were provided along with aid for healthy snacks.

Improvements made in the infrastructure of Anganwadis under the project have helped a lot of working mothers. The women are now keen to utilise the facility for the care of their children while they work. The government run Anganwadis for children in the age group of 3-5 years are running in packed strength indicating that inculcation of school going habits among the early age group children has picked up pace. We are proud to report that in the 4 villages we have been working in, 100% of the 3-5 age group children are utilising the Anganwaadi. The school enrollment rate in Anganwadis has improved to 100% from that of 82% prior to the project.

- **13620 Notebooks for 1816 Children** were distributed in 3 High Schools, 2 Aided Schools, 7 Primary and Upper Primary Schools and it included 128 children of women graders studying in private schools as well.

- **125 Scholarships of INR 3000** each were provided for meritorious students amongst children of the leaf grading women labourers to enable them to pursue higher education. Amongst these, 6 children have completed their higher studies with the scholarships provided and have entered into white-collar jobs.



The initiatives have led to a hike in enrollment rate in class I of schools in the target communities. Enrollment percentage in the Pernamitta School especially has gone up post infrastructural development. Coupled with this, the dropout rate in classes I-V has come down to 0.5% from 3% within 2015-16. Dropout rate in class V, that is the most susceptible, has come down to 0.5% from 10.4% within the 3 year period and overall attendance has improved by 15%.



## Sustainability through Empowerment

- **2 Skill Training Centres** ensured that **70 women were trained** with the agenda of providing additional income and generating alternative livelihood. Many of the adolescent girl children who had dropped out of school are now utilising this to explore non-hazardous and non-risky occupations and even possibilities of non-tobacco jobs.

- **242 SHGs or Self Help Groups** with **10 members each (2420 women)** were formed, and **4 Village Development Societies (VDS) in 4 villages** are being trained on sanitation & hygiene, health & nutrition, importance of education, mobilising the community etc. so that they are able to take responsibility of their own communities and sustain the efforts made under the project. Most importantly, training on government policies and schemes meant for their benefit and how to mobilise these to acquire better services has been provided so as to ensure sustenance of the programmes.

## Enhancement of Work Place

Besides community initiatives, the programme continued to maintain the work place and facilities built in the past 3 years. The toilets, garden and lunch space created are being maintained fully by the women graders reflecting their need and the pride they take in it. Even after work hours it remains clean. 100% of the women graders are using bathrooms and the RO facility, including carrying back water for homes too.

- **100 Lunch Boxes and Water Bottles** were distributed amongst women to promote personal hygiene and community hygiene as well. The RO plant at Vishwanath Grading Centre was upgraded in capacity to 500 litre per hour due to increased consumption.



Basic assessment has already shown that the social interventions have increased workers' productivity and enhanced labour continuity. There is a visibly improved dialogue and communication between women workers, staff and employers. Absenteeism due to ill health and switching grading centres for work has dropped.

The programme has been appreciated by local politicians, village leaders and the community.

## Case Studies

### THE INSPIRATIONAL HEADMISTRESS

Head Mistress of Pernamitta Z. P. High School, Gogineni Devasena, is an inspiration to her students. Not only has she overcome her physical challenges to become a leader, her contribution in enabling education for all, especially that of girl children in her school is commendable. While the company along with ASSIST was planning the intervention, it was her insistence that put her school on priority.

Ms. Devasena's conviction increased the scope of work from repairs and toilets to inclusion of drinking water, playground, and landscaping. She was sure that a fully developed school would enable her targets of higher enrollments, reducing school dropout rate and encouraging better teachers to join for imparting quality education. Today, Pernamitta not only has a higher status amongst the other government schools in the vicinity but has also managed better results in the Boards.



*I could not have done it alone. We want organisations to partner with us to build a solid foundation for the nation and that is possible only with better schools, better infrastructure and better quality of education. All are linked. We are all linked."*

**- Gogineni Devasena**



## THE ASPIRING CHILD

The nagging backache owing to the constant bending whilst studying cross-legged on the floor of a school had the 12-year-old Muppavarapu Amulya from Endluru consider giving up her education. It took a small but timely intervention in the form of desk-cum-benches, free notebooks and school bags for the primary school, to change Amulya's mind.

“

*I love my new school bag and notebooks. I love going to school because I have my friends there. And I have written my name on the bench.”*

- Amulya



SCHOOL INFRASTRUCTURE  
Improved by \_\_\_\_\_  
GPI-ASSIST



**Kongara Kasthuri of Endluru** tells us that “for years no doctor could tell me what was wrong with my back. Then it took a health camp that I almost did not go to, to find the problem. I could not work at home or in the Anganwadi I manage. Today I am playing with the children. Catch catch! Who would have thought?”

## OF TOILETS AND DIGNITY

The women of Endluru lamented the lack of sanitary toilets at home and since most of them were using the toilets provided in the grading centre, the difference in the situation seemed harder. The indignity of open defecation was not all they had to grapple with. Often there were scares in the form of poisonous snakes and insects along with the issue of safety since they would go for their ablutions at dawn or dusk when the area would be deserted. When the project completed the toilets in the communities, many women like Dasari Prasanna celebrated the change.

“

*I am happy that my daughters will not have to go through this humiliation. Thanks to Godfrey Phillips India and ASSIST, we have toilets in the work place, schools and now homes. Every woman should have a toilet. I hope they can do this for everyone.”*

**- Dasari Prasanna**



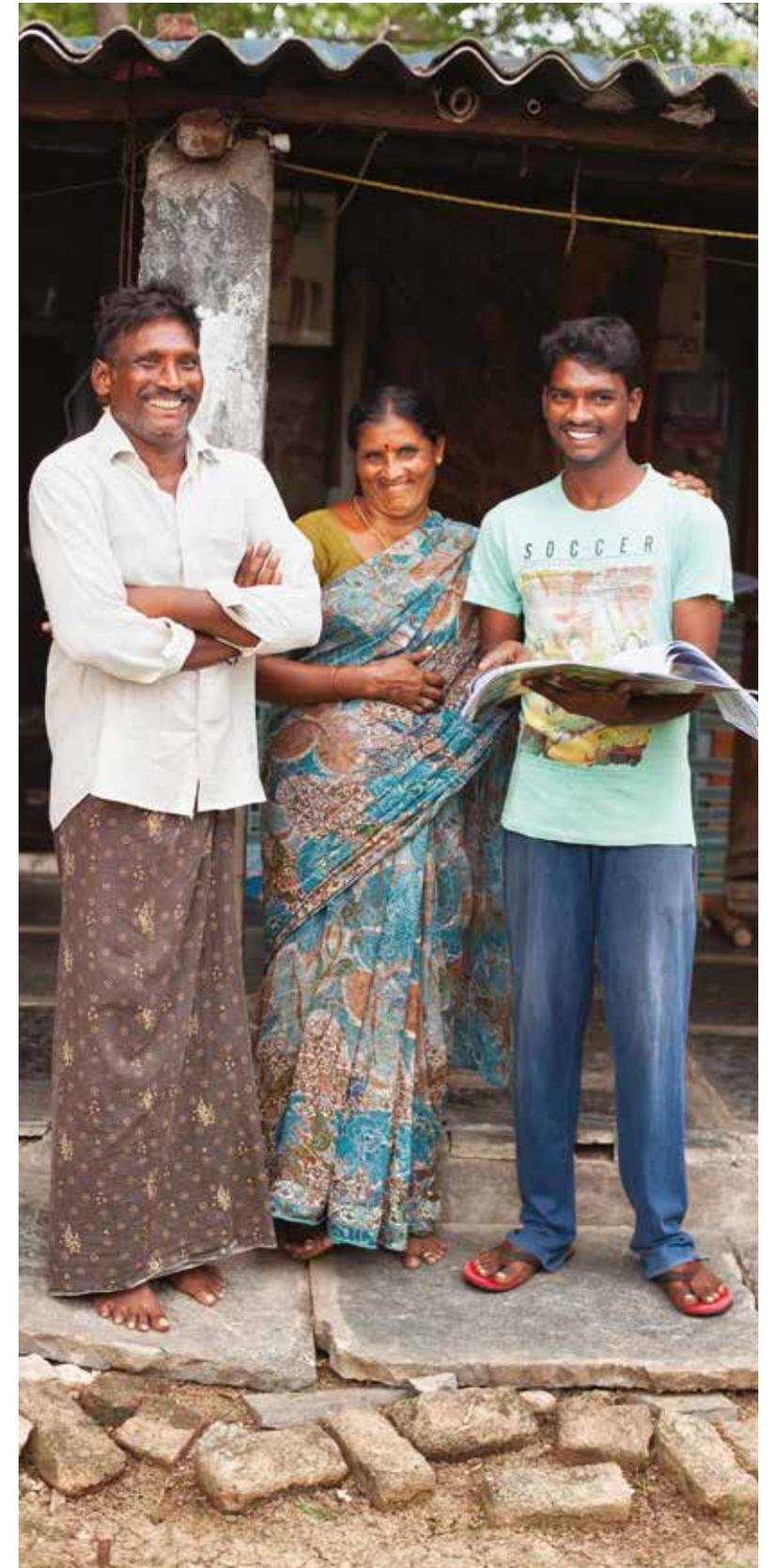
## A NEW HORIZON

Kandra Koteswaramma of Muktinuthalapadu village works at Uma Maheswara Tobaccos in Throvagunta and her husband Brahmaiah is an agricultural labourer. He earns for only 8 months in a year and their meagre incomes put together was inadequate for funding the education of their two sons. Most of their savings have also been used up in the marriage of their daughter. But their struggle has not stopped their sons from dreaming of a better life. Srinivas, the older son is studying M.Pharmacy while his younger brother Srikanth is pursuing a B.Tech course at Ongole. In spite of being a meritorious student, Srikanth almost had to discontinue studies due to the lack of funds. But thanks to the scholarship programme, Srikanth got the fees to join the B.Tech course.

“

*All I ask is for a chance. I just want to study well. I want to fulfill my dreams and my mother's wishes with my hard work. I don't want them to be short of money once I get a job.”*

**- Kandra Koteswaramma**





Dandu Keerthi from Endluru is a proud girl. She has done better than all the boys and cousins in her family and is now pursuing MPC thanks to the scholarship provided under the project. As her mother looks amused at her daughter's audacious dreams and plans, Dandu tells us:

“

*I hate it when people tell me poor girls have no option. I won't marry until I finish my studies and have a good job. Once I start earning well, I can make my parents' worries go away.”*



## THE CHANGEMAKER

It was only three years ago that village Edugundlapadu was full of filth, garbage and unsanitary conditions. Villagers also had no access to safe drinking water and were regularly battling diseases like malaria, typhoid, fever, and diarrhoea. The village elders had approached government officials to improve the unsanitary conditions prevailing in the village but there was only a promise of action. With a large number of women graders based in the village, the need assessment saw community sanitation and hygiene as a top priority. The programme took on the fervour of the village Sarpanch, Ms. D. Soba Rani who was the collective voice of the village women. She drove the change at the grassroots level with her participation in every mobilisation camp, where she encouraged the villagers to take up their own causes and help themselves instead of depending on the project. A true leader, she practices what she preaches. She has donated 4 dustbins for the community besides holding regular meetings with villagers on educating them further on health and hygiene.

“

*I have to thank ASSIST and Godfrey Phillips India in introducing me to the possibilities. Everything is possible if one is determined. I want every home in my village to have a toilet, every home to have a water connection, every area to be clean and beautiful and every person to be healthy. Why not?"*

**- D. Soba Rani**



“

*My village appears new to me. When I wake up in the morning and see people cleaning the roads in front of their houses and all the women dumping the rubbish in the community dustbins, the trees we have planted growing, I feel happy. Sometimes, every day! My village is beautiful now."*

**- Kolakaluri Srivani, Edugundlapadu**

# SNAPSHOTS OF PROGRESS

Construction of toilets



Installing a drainage system



Reconstructing & renovating schools



Potable water pipe extension



Hygiene and sanitation camps



Skill training centre



Self Help Group meeting



Increased enrollment of children in renovated High School



Village Development Society meeting



Health Camp





### The Programme Objectives Were:

- To improve earning capacity of the farmer through interventions in the agricultural practices, water conservation, provision of materials, implements and the creation of Farmers Development Society to create safety network for farmers and many more.
- To improve the working and living conditions of the farmers by preventing occupational health hazards and assisting in better health thus contributing to work continuity.
- To raise community-wide awareness on Water, Sanitation and Hygiene (WASH), Health and facilitate the provision of necessary infrastructure for the well-being of the targeted families, enabling better work participation.
- To raise awareness in the community on the importance of child education and work towards effective elimination of child labour.

## VINUKONDA FARMERS PROGRAMME

Vinukonda, a town situated in Guntur district of Andhra Pradesh, is predominantly known for the burley tobacco growing farmers of the region, with 90% of these agriculturists being small and marginal farmers having tiny land holdings, measuring between 1 to 5 acres. This has been a rain shadow region for the last 10 years which has led to drought like conditions prevailing that only allowed the cultivation of a single crop - tobacco. A vicious cycle where farmers are trapped in the seasonal nature of occupation, the agriculture production offers low incomes, prolonged periods of drought reduce profit margins, increase loans, push down labour prices and prevent workers from seeking alternate means of employment. Besides these the village community is also struggling with various issues ranging from a lack of safe drinking water, high fluoride content in ground water leading to medical problems, poor or no access to

toilets, lack of community sanitation and hygiene along with other social issues and stigmas such as no access to education and limited skills besides farming and no safety net for children who get pushed into child labour.

Godfrey Phillips India has taken up the Integrated Production System (IPS) to produce burley tobacco in the Vinukonda area in the past 5 years.

As burley producing farmers are important stakeholders of the company and there is a direct impact on the business due to the various issues plaguing the farmers, the Vinukonda Farmers Programme was designed specifically with the objective of improving the earning of the farmer, improving his work, personal and community life.

## Our Partner

ASSIST, our non-profit partner is responsible for facilitating the implementation of different initiatives in the communities.

## Areas of Work

The programme has started with 10 villages on a small scale to check for feasibility and will continue to add more villages under the programme in the next 3 years.

- **10 VILLAGES** - Chalivendram, West Gangavaram, Gangadonkonda, Upparapalem, Kambhampadu, Abbaipalem, Bodhanampadu, Basireddypalli, Mulakaluru, Kummaripalrm

## Project Details

The project has started with the critical intervention of creating a safety network for the farmers who are mostly crippled with debts and thus have poor access to good agricultural practices, knowledge and equipment. The programme concentrated first on improving productivity to create interest and generate motivation.

## Empowering Farmers

- **10 Farmers Development Societies (FDS)** with **623 farmers** as members were created, registered and trained under the project. Rs. 2 lacs were allocated to each FDS as corpus that serves as a revolving fund to provide loans that can be utilised for procuring agricultural implements, equipment such as sprayers, irrigation pipes, fertilisers and pesticides from wholesale markets. These materials are available on a pay-and-hire basis for the members and also for external hire to improve seed capital. The societies are also enabling them to access credit, thrift, savings and gain managerial and operational skills to develop into a full-fledged cooperative besides creating awareness on the latest systems/methods, training programmes and exposure to better agricultural practices.



## Water Conservation

- **5 De-siltation of Tank and Pond Projects** were carried out in the five identified villages of Chalivendram, Abbaipalem, West Gangavaram, Bodhanampadu, and Basireddypalli which helped in retaining soil moisture capacity and increased the ground water table by increasing the storage capacity and improving the percolation process. The soil from the de-siltation process also serves as rich top-soil for the farms.

- **1 Farm Pond** (size 42' X 36' X 26') was constructed in Brammanapalli village under special consideration to enable the farmers to harvest rain water and facilitate retention of soil moisture and ground water table.

## WASH, Health and Safe Drinking Water

- **20 Health Camps** held across 10 villages ensured that 19760 people had access to the professional diagnosis of experienced doctors, free medicines and tests along with awareness on the importance of health, sanitation and hygiene.

- **1 Community Reverse Osmosis Plant** was installed in Kambhampadu and serves 2500 people in and around the village. Villages in Vinukonda region are fluorine affected, ground water is contaminated with fluorine deposits and fluorosis is rampant in this area. Access to de-fluorinated mineral water for daily consumption is a dire need of the area and the programme will be increasing RO installations over the next few years.



## Case Studies

### A FERTILE FARM AND HAPPY FARMERS

Vema Veeranjanyulu, from Bodanampadu village sleeps peacefully these days. De-siltation is an expensive proposition due to the hiring costs of heavy machinery and it being a time consuming process. Thanks to the de-siltation drive in his village, all farmers got the opportunity to share the haul which not only helped make everyone's land far more fertile but also had the farmers coming together as a team and working out the challenges of planning and sharing the community initiative.

“

*I am expecting good crop this year with the help of FDS and de-siltation. I hope to have some extra money to spend on my children and wife, maybe buy them new clothes.”*

*- Vema Veeranjanyulu*





## FREE FARMER

The Farmers Development Societies (FDS) have freed 32-year-old Vema Venkateswarlu of Bodanampadu. Once dependent on rogue moneylenders, today Vema has an alternative, his own Farmers Development Society that protects the interest of its members.

“

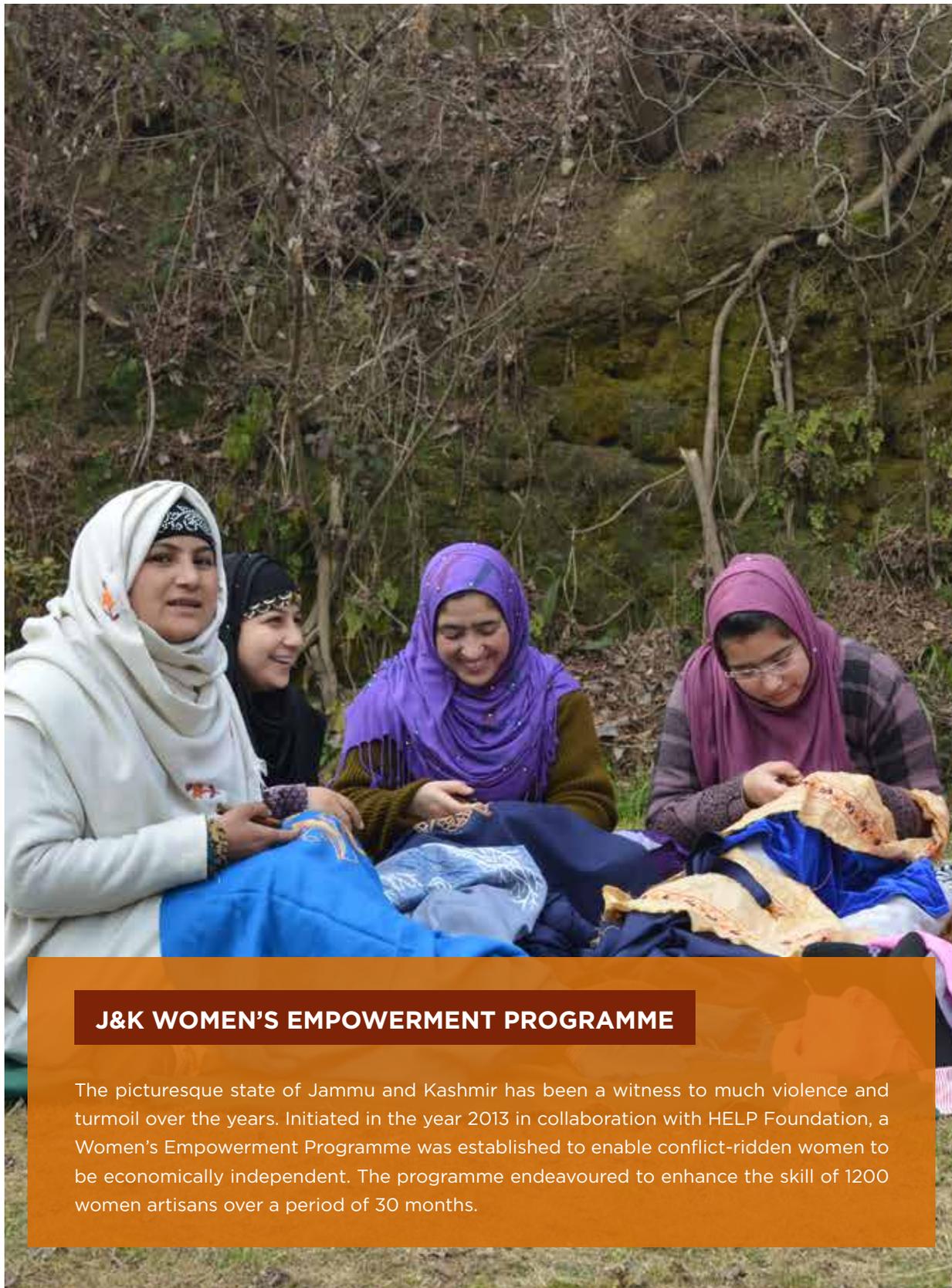
*I cannot explain the fear one feels when debt is slowly squeezing you tighter and tighter. Now we all meet in the Farmers Development Society, discuss our problems, get all our materials at reduced costs, and not be afraid to borrow. This has been a good thing for all of us.”*



“

As **Kanaka Srinivasa Reddy** says, *“I am able to earn Rs. 50,000 extra now. The project by Godfrey Phillips India and ASSIST gave us enough water and now I am slowly repaying my debts and have been able to keep reserve for the next round of crops.”*

Kanaka Srinivasa Reddy, Bhuvanam Venkatakoti Reddy, Gottam Srinivasa Reddy, Yeruva Srinivasa Reddy and Buvanam Srinivasa Reddy are happy farmers. Now, 14.92 acres of land in total between them in Brahmanapalli has uses other than the seasonal tobacco crop. The farm pond has helped the farmers with easy access to water and now they are growing cucumbers as a gap crop.



## J&K WOMEN'S EMPOWERMENT PROGRAMME

The picturesque state of Jammu and Kashmir has been a witness to much violence and turmoil over the years. Initiated in the year 2013 in collaboration with HELP Foundation, a Women's Empowerment Programme was established to enable conflict-ridden women to be economically independent. The programme endeavoured to enhance the skill of 1200 women artisans over a period of 30 months.

### Our Partner

Human Effort for Love and Peace (HELP) Foundation, our non-profit partner is responsible for the implementation of the programme.

### Areas of Work

Srinagar and the suburban areas around

### Project Details

The women were trained in Aari embroidery, cutting, tailoring and fashion designing in the training and production centre based in the periphery of Srinagar city. The women who enrolled for training underwent several stages of skill development. At every stage, trainees were introduced to new design concepts and skill level. Based upon their performance evaluation, grading was done to identify potential artisans. This was done as per the interest and potential of trainees. After completion of the training, highly skilled women were introduced to the commercial production of Aari embroidered products. All the products created were marketed under the brand name of SHEHJAR.

- **1000 Women Enrolled for Skill Enhancement Training**, of which 942 women finished their training. The target was to have 30% women gainfully employed. However, only 200 girls augmented and developed their skills while 75 women were inducted in the production centre as 'B+' grade workers earning more than INR 156 per day. Only 40 women made it to the top grade being provided premium work. Various channels for marketing the products of "Shehjar" were explored and developed to enhance sales revenue. Online fashion site like Kashmir Box, besides exhibitions, handicraft fairs, and local markets for tourists, retail outlets and corporate gifting were utilised.

- **30 Women Received Customised Entrepreneurship Training** by IIM alumni that included planning, compliance and legal aspect, financial training and production planning. The training enabled women to form groups and venture into business with 5 boutiques.



## THE MODICARE FOUNDATION

The Foundation has a long history of reaching out and enriching lives of the most vulnerable communities. The core focus areas are empowerment of children, adolescents, women and the underprivileged by developing a holistic approach towards education, health, nutrition, life skills and leadership. A multi-disciplinary, highly skilled and well-trained team ensures effective implementation of the Modicare Foundation's vision, in tandem with the government, NGOs, dedicated institutions and industry leaders with a vision.

The Foundation is driving the programmes to empower urban poor youth, children and women in the city and works across Delhi/NCR and in the immediate vicinity of the corporate office of the company.

The programmes supported by Godfrey Phillips India are:

- **Khwabgah Taimur Nagar (K1):** Comprehensive child and community development
- **Khwabgah Resource Centre (KRC):** Remedial teaching, English course, recreational activities, and youth club
- **Ambassadors of Change (AOC):** Life skills programme for adolescents and adults
- **Ehsaas:** Care & support for HIV infected and affected children and families

### Areas Of Work

Slum and urban poor of Delhi City/NCR



### Project Details

• **The Khwabgah (K1), MCD School** was established in Taimur Nagar and shifted to New Friends Colony in April 2015 and has a total of 500 students under the programme. Having facilities for kindergarten, bridge courses and regular classes for standards I to V, remedial support was provided from April to November 2015 with regular classes commencing from December 2015.

Co-curricular activities such as music, dance, art & craft, physical education and extra classes for under-performing children were arranged that resulted in a visible improvement in the learning levels of students.

To improve awareness and promote good health practices, a health clinic was established at Taimur Nagar with 70 children as beneficiaries. Training sessions on POCSO were also conducted with schoolteachers and in order to create awareness around sexual abuse and promote healthy interaction between the children, "good touch and bad touch" programmes were also conducted.

The programme is an example of a successful Public Private Partnership (PPP) model with MCD School. With effective implementation of the various initiatives, better health and hygiene practices among 90 percent of the children has been established - as was evidenced from the feedback survey. Owing to better facilities, behavioural changes have also been observed in terms of improved attendance in school and centre. More than 80% of the parents are taking interest in their children's education.

The gender and rights meeting organised for the community's women and men, hosted at the MCD School, was a success with more than 50 women actively participating. Owing to effective work under the project, the allotment of Basti Vikas Kendra, Taimur Nagar has been given to Modicare Foundation for community development. Overall, 3000 people have benefitted through the community events and youth group rallies.



• **The Khwabgah Resource Centre (KRC)** undertook several educational and social welfare activities that saw over 188 students attend the senior remedial classes, 75 people participated in the English speaking classes and 150 members participated in nutrition support programmes. 70 people attended recreational activities, the youth group saw 80 young boys and girls join up while the theatre workshop had a robust participation of 50 individuals.

The programme enrolled trained, experienced and dedicated teachers for all the education-oriented initiatives. Intensive workshops were organised during summer vacation for subjects such as Mathematics, Hindi and English for poor students, where emphasis was laid on a multifaceted approach, i.e., reasoning, lateral thinking, syntax, sound recognition and mathematical operations vis-à-vis rote learning. In order to ensure maximum participation and keep the young ones motivated, badges were awarded on a monthly basis to students who were punctual, helpful, proactive, etc.

In order to improve awareness regarding health and nutrition, health camps in association with Fortis Escorts Institute of Heart were held where some 100 community members registered for heart check-ups and CPR sessions. Vibrant youth groups were engaged in community action including encouraging enrollment of children in the MCD School, enacting street plays on social issues, cleanliness drives etc. Other creative yet meaningful activities involving art & craft, dance, theatre and so on enabled the young ones to boost their morale and confidence. With recreation being a gap for the poor, film shows were organised for the community that drew an encouraging audience of 300 members.



• **Ehsaas** Is a holistic care and empowerment model programme for the HIV infected and affected children and their families. It strives to provide nutritional supplements for afflicted children to meet their special health requirements and some 58 kids have benefitted so far. 60 families have been provided access to protein powder whilst remedial support has been provided to 24 infected and affected children. Life skill trainings were conducted for 32 adolescents and a monthly support group meeting was initiated under the programme, wherein, on an average, 100 people were in attendance. The programme is also helping connect the afflicted people with government schemes and avail benefits from them.

These initial steps have generated encouraging results. The HIV afflicted persons under the programme are living with more self-esteem and have been accepted by not only their families but by the society at large, despite social stigmas associated with the malady. Moreover, immunity levels of these patients have improved and less incidents of diseases have been observed thereby providing dignity in daily life. They are focusing better on their education curriculum and are also availing benefits of governmental schemes dedicated to the cause.



• **Ambassadors of Change (AOC)**, a flagship programme initiated in 2000, is essentially a life skill education programme for adolescent boys and girls to help facilitate their smooth transition from childhood to adulthood. The main objective of the programme is to help this impressionable age group to understand and accept physical, emotional and mental changes that occur during adolescence.

The focus is mainly on core life skills, besides growing up issues. Another important aspect of this programme is gender sensitisation along with addressing sexual awareness at this critical age. It addresses the common but unspoken issues of bullying, both physical and cyber, along with the dangers of peer pressure. Associated issues of substance abuse, sexual abuse and child abuse are addressed to help strengthen self-preservation skills and safety. HIV/AIDS and awareness around it is also tackled by AOC.

Out of a target of 3500 boys and girls, the achieved number far surpassed this figure with 4345 adolescents, including 2663 girls and 1682 boys, who were trained as youth facilitators. Peer education through youth facilitators had 7000 students as target but the members enthusiastically reached out to 47795 children.

The programme benefitted **4200 adolescents** every month and **1,54,960 adolescents across 130 institutions** were directly benefitted as of 31st March 2016. According to a survey conducted to assess the impact of our programmes at the grassroot level, statistics reveal that 92% of the children feel that their self confidence has improved while 86% of the children were able to identify all forms of sexual abuse and understand the difference between a genuine and an abusive touch. Moreover, 85% of the children are able to say NO to peer pressure and not succumb to the lure of drugs and other forms of substance abuse. They attend classes with diligence and 82% adolescents report that their understanding on menstrual hygiene has improved.

We realise that the youth are the future of our country and empowering, educating and strengthening their skills will secure the future of India.

## Case Studies

### A RAY OF HOPE

On a bright sunny day in 2014, Kashish walked into Khwabgah with her mother. She had a sharp mind and big dreams, but her weak eyesight posed a problem and her family was discouraging her from studying further. The Modicare Foundation intervened and following a series of counselling sessions, convinced her mother to allow Kashish to join Khwabgah centre for study. Kashish was enrolled in class III with remedial classes. Her treatment was started after a visit to the health camp. With prescription glasses and medicines, today Kashish attends school regularly.



*School is so much fun. And I like my new look in my new spectacles. I am enjoying myself."*

- Kashish

### A HERO IS BORN

Five-year old Ravi dwells in the IG camp at Taimur Nagar and is a rickshaw puller's son. Born underweight, his visit to the Khwabgah centre at the age of four, found him at a low weight of just 9 kgs. He was undernourished, very weak and was unable to walk properly. As a child, Ravi hardly spoke or played and sat alone at all sessions. Today, in just one year's time he is bright, cheerful and full of mischief. He is performing well in studies and in sport and has many friends.



*I will be a film hero when I grow up and shine like a real star."*

- Ravi



### THE GREEN CRUSADER

Satish is a trainee who underwent post life skill training under Modicare's AOC programme. He recalls the time when his school would conduct plantation drives but how he would never participate. He was completely unaware of a citizen's responsibility towards the environment. But post this training, his thinking and perception have undergone a complete changeover.



*I analysed the need for a plantation drive and the reason why our school undertook this drive annually. The training programme made me understand why each one was accountable towards the environment and I recently participated in this drive for the first time in my life. And I thoroughly enjoyed the experience."*

- Satish

### GRACE UNDER FIRE

In February 2003 when Maya was running high fever with diarrhoea, her weight continued to fall gradually even when she recovered after 15 days. Soon, she fell ill again and was given an HIV test among several others. She tested positive. The world seemed to collapse around this 19-year-old and her family. The doctors traced a blood transfusion in her childhood as the source of her virus. Maya regained her courage and in October 2003, she enrolled for the nutritional, psychological and counselling support that the Foundation provided. Today, Maya has completed her graduation, has a job and supports her mother as well. Ehsaas keeps her updated with new information, research and latest treatments on her affliction and enables her to lead her life with dignity.



*I am waiting for a complete cure to help me get rid of this condition. I am a fighter and will not give up no matter what."*

- Maya

### ABC OF LIFE

Anita, a 11-year-old girl, never went to school. Eldest among her 4 siblings, Anita kept busy with household work, taking care of her younger siblings and other domestic chores. Her parents were daily wage labourers and work was not regular either. During a community visit, Anita's parents changed their outlook and pushed her to join the centre. At the time of admission in May 2015, she was completely illiterate. She could neither read English nor Hindi. After a year of studying in NFE classes, today Anita has been mainstreamed in the MCD Primary School Khijrabad. Her success has encouraged her parents to send their other children to school as well.



*I want to be a policewoman when I grow up"*

- Anita



**SNAPSHOTS OF PROGRESS**



Iconic world leader Nelson Mandela stated, “Education is the most powerful weapon which you can use to change the world.”

Most conscientious business houses around the world are supporting educational causes to promote socio-economic development and growth.

Indian demographics reveal that more than 50 percent of India’s youth are under the age group of 25 years and the need of the hour is to educate, skill and train them to ensure better employment opportunities and avenues of livelihood in the future. With an annual surge of 10-15 percent in the population, it has been estimated that India will need some 70 million seats for accommodating all students who wish to pursue higher education by 2030.

In light of this need, the Group as part of its CSR activities is setting up the K. K. Modi University (KKMU) in the rapidly growing twin industrial town of Durg/Bhilai under the aegis of Modi Innovative Education Society with Kalyan Samaj Parishad as the implementing agency. The programme is in the very initial stages but the vision is large. KKMU plans to transform the education system and aims to ensure ‘100% employability’ to meet the varied needs of the globalised market.

The University is all set to become a centre of excellence, imparting quality education in engineering, business management, environment, liberal arts, agriculture science, nursing and other paramedical services.

## CSR EXPENDITURE DURING THE FINANCIAL YEAR 2015-16

S.NO	DETAILS	AMOUNT (INR IN LACS)
1	ASSIST	168.72
2	Help Foundation J&K	43.96
3	Modicare Foundation	150.00
4	Modi Innovative Education Society	110.00
5	Administrative expenses (restricted up to 5%)	23.63
	<b>Total</b>	<b>496.31</b>

## REPORTING, MONITORING AND EVALUATION

Detailed documentation is maintained about the projects provided by the implementing agencies on the project details, outcomes, beneficiaries, etc. The CSR Policy and the projects are available on the corporate website of the company as part of transparency and accountability norms. The company duly complies with the reporting mandate of Section 135, both on the website and the Annual Report.

A transparent and stringent system of monitoring has been put in place within the organisation to ensure effective implementation of the programmes. On-ground checks are conducted by the local team on a fortnightly basis, while the CSR Manager conducts monthly checks on site. Progress and challenges are discussed that are then included in the monthly reports submitted by the implementing agency. These reports are sent forward to the concerned department heads and a combined report is created quarterly for the CSR Committee meetings.

Annual impact assessment is done by a third party for internal evaluation. However, as the projects are long term in plan, an intensive impact assessment is pending.

## SELECTION OF IMPLEMENTING AGENCIES

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

## OUR PARTNERS

**ASSIST** is a not-for-profit organisation working for the development of poor and marginalised communities in the rural areas of Prakasam, Guntur, Krishna, and Ranga Reddy districts in Andhra Pradesh, India. Founded in 1985, ASSIST is today a highly respected, trusted, and capable organisation in the state of Andhra Pradesh. A unique feature of the organisation has been in developing innovative and adaptable strategies based on experience and continuous communication at the village-level. Today it has phased out its support in 130 villages and is currently working to build the foundations for sustainable development in a total of 350 villages.

Contact: G. T. Road, Chilakaluripet, Guntur District, Andhra Pradesh  
For more details: [www.assist.org.in](http://www.assist.org.in)

**HELP Foundation**, J&K, is a Civil Society Organisation (CSO) working for the psychosocial and socio-economic development of the victims of the Kashmir conflict. The core areas of intervention remain education, health care and economic empowerment of women and the youth. It provides relief and rehabilitation to traumatised widows and orphans under the banner of SHEHJAR.

Contact: 50 Tulsi Bagh, Behind Amar Singh College, Srinagar, Jammu & Kashmir  
For more details: [www.jkhf.in](http://www.jkhf.in)

**The Modicare Foundation** has a long history of reaching out to the most vulnerable communities. By directly empowering children, adolescents, women and the underprivileged using a comprehensive approach of education, health, nutrition, life skills and leadership, the Foundation encourages them to act as change agents for themselves and their community.

Contact: Modicare Foundation, 4, Community Centre, New Friends Colony, New Delhi  
For more details: [www.modicarefoundation.org](http://www.modicarefoundation.org)





**GODFREY PHILLIPS INDIA LIMITED**

**HEAD OFFICE:**

Godfrey Phillips India Limited, 49, Community Centre, Friends Colony, New Delhi - 110025  
Tel: +91 11-2683 2155, 2631 8400 Fax: +91 11-2683 5803

**REGISTERED OFFICE:**

Macropolo Building, Ground Floor, Next to Kala Chowky Post Office, Dr. Babasaheb Ambedkar Road,  
Lalbaug, Mumbai - 400 033