



# ENDEAVOUR

Affirmative Action Initiatives in Southern Region



Empowering the Underprivileged

# CONTENTS

Message .....	5
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Foreword .....	6
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CII Code of Conduct .....	7
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## **CII (SR) Initiatives**

CII SR Demography Dividend - Manpower Mix .....	8
Nurturing Entrepreneurship .....	9
Creating Gainful Employment for the Under-privileged youth .....	10

## **Industry Stewardship on 4 Es**

ABB Ltd .....	11
Amararaja Batteries Ltd .....	13
Ashok Leyland Ltd .....	14
AT&S India Pvt. Ltd .....	15
Bangalore International Airport Ltd .....	15
Bannari Amman Apparel Pvt. Ltd .....	16
Bhoruka Power Corporation Ltd .....	17
Bosch Ltd .....	19
Carborundum Universal Ltd .....	20
Chandra Textiles Pvt. Ltd .....	21
Corporation Bank .....	22
Dr. Reddy's Foundation .....	23
Equitas Microfinance India Pvt Ltd .....	24
Erin Consultants Pvt. Ltd .....	26

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Fowler Westrup (India) Pvt. Ltd .....	26
GMR Varalakshmi Foundation .....	27
HLL Lifecare Ltd .....	28
Indelox Services Pvt. Ltd .....	29
Infosys Technologies Ltd .....	29
Infotech Enterprises Ltd .....	30
Ingersoll-Rand (International) Ltd .....	31
Integra Software Services Pvt. Ltd .....	32
Jubilant Life Sciences Ltd .....	34
Lanco Infratech Ltd .....	35
Larsen & Toubro Ltd .....	35
LM Wind Power Blades India Pvt. Ltd .....	36
Loyal Textile Mills Ltd .....	37
Mahindra Satyam Foundation .....	38
Manipal Foundation .....	40
Michelin India Tamil Nadu Tyres Pvt. Ltd .....	41
Michell Bearings (India) Pvt. Ltd .....	41
Mindtree Ltd .....	42
MphasiS Ltd .....	42
NTTF .....	43
Pegasus Institute for Excellence .....	43
Ramky Foundation .....	44
Rane Group .....	45
RHI Clasil Ltd .....	46
Rubfila International Ltd .....	47
Sagas Auto Tec Pvt. Ltd .....	47
Saint Gobain Glass India Ltd .....	48
Tata Projects Ltd .....	50
The Visakha Container Terminal Ltd .....	51
Titan Industries Ltd .....	52
Toyota Kirloskar Motor Pvt. Ltd .....	54
VA Tech Wabag Ltd .....	55
Volvo India Pvt. Ltd .....	56
Weir Minerals India Pvt. Ltd .....	56
<b>CII (SR) Code of Conduct Signatories .....</b>	<b>57</b>



# Message

In Indian history, certain sections of our society have not been able to realize their potential only due to lack of opportunity. CII has taken the lead in offering opportunities to members of this community to rise above their current levels, and take their rightful place in the National Economy.

In early 2006, in response to Prime Minister's call to impose job reservations in the Private Sector for members of the SC/ST community, CII proposed that industry would adopt Affirmative Action initiatives to help members of the SC/ST community. A task force under the Chairmanship of Dr. J. J. Irani was set up to come up with a list of proposed actions by the industry.

Subsequently CII and ASSOCHAM presented a report to the Prime Minister Dr. Manmohan Singh, outlining the concrete steps Industry would take for Affirmative Action, with specific targets that would be achieved in different areas.

We are today in the process of implementing these actions, grouped under the following four broad areas:

- Ethics @ Workplace - to practice non-discrimination in the workplace, with an extra effort to identify and employ qualified SC / ST candidates.
- Entrepreneurship development.
- Employability and capacity building.
- Education.

Our member companies do not discriminate against members of any particular community or segment of society. Instead, members have been continuously working towards the upliftment of the underprivileged sector through various initiatives.

During the last few months of my Chairmanship, I had extensively interacted with members across the region and reiterated the importance of following AA practices in their companies. I have also personally sought the support of members in terms of extending scholarship to deserving candidates and to mentor and nurture more number of entrepreneurs.

I commend the initiative taken by the Southern Region Affirmative Action Task Force chaired by Mr C R Swaminathan to bring out a compendium highlighting the success stories of members companies in the Southern States in the field of Affirmative Action. This is indeed a great opportunity for us to showcase our best practices taken towards 'reaching the unreached' and what has been achieved so far.

Finally I would like to reiterate that by helping the under privileged, indeed we help ourselves; because Affirmative Action can lead to considerable benefit not only to the society but to the bottom lines of the corporates as well.

Let us work together towards achieving an 'Inclusive Growth'

**T T ASHOK**

Chairman CII SR &

Managing Director, Taylor Rubber Pvt. Ltd



# Foreword

CII at the national level has taken up the agenda of ‘**Business for Livelihood**’ for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, during the year.

Aligning with national agenda of CII, CII SR also has chartered its agenda to:

- Create awareness and enhance the participation from industry for affirmative action
- Enhance employability through Skill Building
- Creating the budding entrepreneurs
- Leverage and enhance the education of the socially disadvantaged youth.

The second thrust area of CII is skill building. CII SR in collaboration with its stakeholders has taken various initiatives which will transform the underprivileged unemployed youth by equipping them with conventional or non-conventional skill training.

Continuing our drive to ‘Nurture Entrepreneurship’, we have provided experiential training in Entrepreneurship to more than 500 SC / ST candidates from Tamil Nadu. This model is getting replicated in other States to have greater impact.

I have great pleasure in bringing out this compendium of best practices and initiatives taken by our member companies in Southern States. I thank all the contributors for sharing their case studies.

I would like to urge all the member companies to take concrete steps to adopt the Code of Conduct on Affirmative Action and implement it as an important & integral part of your CSR Activity.

I am sure, by doing so, we industry as a whole will play a vital role in contributing towards ‘Nation Building’.

**C R Swaminathan**  
Chairman, Affirmative Action Task Force &  
Chief Executive, PSG Institutions



Confederation of Indian Industry

## CII Code of Conduct for Affirmative Action

1. The Company affirms the recognition that its competitiveness is interlinked with the well being of all sections of the Indian society.
2. The Company believes that equal opportunity in employment for all sections of society is a component of its growth and competitiveness. It further believes that inclusive growth is a component of growth and development of the country.
3. The Company affirms the recognition that diversity to reflect socially disadvantaged sections of the society in the workplace has a positive impact on business.
4. The Company will not practice nor support conscious discrimination in any form.
5. The Company does not bias employment away from applicants belonging to disadvantaged sections of society if such applicants possess competitive skills and job credentials as made public.
6. The Company's selection of business partners is not based on any considerations other than normal business parameters. In case of equal business offers, the Company will select a business partner belonging to a socially disadvantaged section of society.
7. The Company has / will have a written policy statement on Affirmative Action in the workplace.
8. The Company has / will have an employment policy that is in the public domain. It may place such policies and employment opportunities on its website to encourage applications from socially disadvantaged sections of society.
9. The Company makes / will make all efforts for upskilling and continual training of employees from socially disadvantaged sections of society in order to enhance their capabilities, and competitive skills.
10. The Company has / will have a partnership programme with educational institution/s to support and aid students from socially disadvantaged sections of society.
11. The Company has / will have a senior executive accountable to the CEO to oversee and promote its Affirmative Action policies and programmes. The senior executive presents / will present a biannual report to the Board of the Company about such policies and programmes.
12. The Company further has a policy to maintain record on Affirmative Action
13. The Company makes available its learning and experiences as a good corporate citizen in Affirmative Action to other companies desiring to incorporate such policies in their own business.

# CII SR Demography Dividend - Manpower Mix

The Confederation of Indian Industry (CII) - SR initiated a study to understand the manpower mix among the CII member companies. It was designed to enhance the Affirmative Action among companies in Tamil Nadu, Karnataka, Andhra Pradesh, Kerala and Pondicherry. The objective of the study was to collect details of employees, which would help initiate the skills development program. The employee details covered the following:

- White v/s Blue collar
- Employees from different ethnic groups – SC/ST and other backward classes
- Men v/s Women
- Challenged employees

About 10% of the member companies were considered as a sample for the study. The table below gives the details of the sample coverage:

## The survey revealed the following key findings

Around 5.82 lakh employees were estimated to be working in the 2,599 CII member companies based in south India. These estimations

had been arrived based on sample surveyed

Of the estimated 5.82 lakh employees, about 15% belongs to SC/ST category, with the highest in Tamil Nadu at 18% and lowest in Karnataka at 9%. Most of the employees under this category were primarily in the blue collar level, with < 1% in the senior level.

- Textiles & Apparel segment has the highest level with about 32% of SC/ST category employees, while IT/ ITeS has the lowest with just 5%.

- Small and medium size a organizations had about 18% of employees in the SC/ST category.

- Of the estimated 5.82 lakh employees, about 15% was estimated to be women, with the highest in Kerala at 22% and lowest in Karnataka at 10%.

- High presence of women population, about 33%, was seen in IT/ITeS segment, while it was just 2% in the automobile segment. Presence of women employees was high in smaller organisations.

The survey clearly envisaged that the private sector had strengthened

their human resources and provided opportunity to SC/ST community based on their competency and enabling them for lateral carrier growth.

*This study was designed to enhance affirmative action among companies in Tamil Nadu, Karnataka, Andhra Pradesh, Kerala and Pondicherry. The objective of the study was to collect details of employees, which would help initiate the skills development program.*



State	CII member companies	Number of relevant companies	Sample covered
Tamil Nadu	1,569	1,276	130
Andhra Pradesh	474	418	50
Karnataka	617	565	55
Kerala	301	265	25
Pondicherry	75	75	10
<b>Total</b>	<b>3,036</b>	<b>2,599</b>	<b>270</b>

# Nurturing Entrepreneurship

Historically and socially the SC/ST community has been excluded from trading and running enterprises. As a result these communities have been slow to develop the relevant managerial and risk capacities as well as to accumulate funds to finance economic enterprises. Although many programs and financial institutions have come forward to provide them funds for starting a business but their lack of training and role models deters them from taking advantage of these options.

The changing times have made them realize their hidden potential and slowly they are coming forward to test the taste of success. Taking control of their own destiny is the best way for marginalized communities to enter the economic mainstream.

The Confederation of Indian Industry supported Entrepreneurship Development Institute (EDI) GOTN in partnership with TAHDCO and rolled out a pilot 30-day residential program on entrepreneurial development for the youth. This program provided training in enterprise management to selected candidates as well as linking them with markets and financial institutions to help set up business enterprises. It also focused on Mentorship.

This training program was a step forward for these entrepreneurs to get equipped with a set of comprehensive skills that would enable them to start a business on their own. The objective of this initiative is to create a pool of young talent endowed with strong entrepreneurial skills and the knowledge of how to become a successful one.

This first of its kind residential program was inaugurated by the Chief Secretary, GOTN on 1<sup>st</sup> June 2010. CII played a critical role in the mentor board to structure the syllabi and enabled to get 42 first

these 50 students, 32 are from the SC/ST community.

CII facilitated to link these students for the internship with our member companies after the training and



time entrepreneurs as resource persons. The Mentor Board was chaired by Mr C K Ranganathan. - Immediate Past Chairman CII - Tamil Nadu and supported by Mr PK Mohapatra - Chairman - Subcommittee on Inclusiveness and Affirmative Action. Eminent persons in the fields of education and industry like Prof Jhunjhunwala, IIT Madras; Father Christie- Director LIBA; Mr Ramaraj, President TIE Chennai; Prof Jayshree from SRM University mentored this exclusive program.

50 students from various educational institutions who were in their final year of graduation/ post graduation were selected through a rigorous selection procedure for this program. Out of

has also taken a lead in facilitating the link between these budding entrepreneurs in the supply chain with the big companies.

Following the success of this programme CII went on to train 700 rural youth out of which 370 were from deserving segment.

*The changing times have made them realize their hidden potential and slowly they are coming forward to test the taste of success. Taking control of their own destiny is the best way for marginalized communities to enter the economic mainstream.*

# Creating Gainful Employment for the underprivileged youth

With a view to upgrading the skills of large number of unemployed educated youth, in close collaboration with the private sector. “Employable Skill Training for Educated Unemployed Youth” was launched coinciding with the United Nations Organisation declaring the year 2010 as the International Year of Youth.

The objective of this mission is to train one lakh youth and provide opportunity, with industry support, for jobs. A Rs. 50-crore budget was allocated. This skill mission envisages private sector participation in training and employment. Government played a key role as a facilitator for mobilization and identification of the deserving candidates.

CII was engaged as the State level consultant, to implement the process and bring the forward linkage of the industries for curriculum, standards, training,



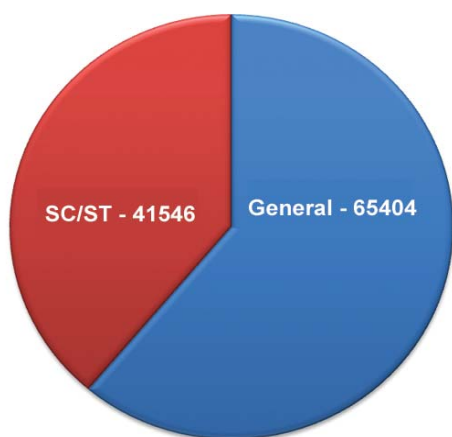
certification & employment linkage. The skill mission also focuses on enhancing the quality of the ITI faculties and leveraging technology for imparting skill training.

CII facilitated organizing 10 Skill Fairs covering 13 districts and

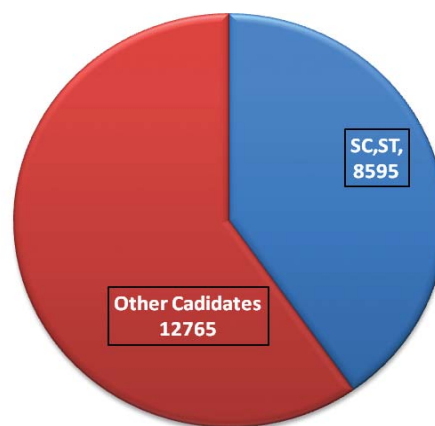
more than 1 lakh educated youth registered online out of which 40% are from SC / ST category.

CII has taken special effort to hand hold and counsel these candidates to take up the opportunity given to them by the private sector.

Candidates Registered for TN Skill Mission



Selected Candidates TN Skill Mission



# ABB LIMITED



ABB operations in India includes 14 manufacturing facilities with over 7500 employees. Customers are served through an extensive countrywide presence with more than 18 marketing offices, 8 service centers, 3 logistics warehouses and a network of over 800 channel partners.

The ABB Group is increasingly leveraging the Indian operations for projects, products, services, engineering and R&D.

### ABB's School Projects across India

As a part of its sustainability policy of supporting schools for under-privileged children, ABB in India, across different cities, adopts government schools in close proximity of its manufacturing locations.

ABB India has continued to support 6 schools around ABB's facilities in Vadodara, Bangalore, Nashik and Faridabad - Located nearby all major manufacturing locations of

ABB. Vadodara – 2700 Students, Bangalore – 1670 Students, Nashik – 250 Students and Faridabad – 1000 girl students. All the schools are government schools and mainly for children from under-privileged families.

Major infrastructure developments in 2010 included building renovation & providing of further facilities. Maintenance of infrastructure facilities involving school authorities and children was





carried out as a regular exercise in all the schools. Water proofing work done and new water pump provided at NGH School, Bangalore

### Mid-day Meal programme

As part of sustainability we coordinate with Akshaya Patra Foundation, a reputed charitable organisation in supplementing nutritional mid-day meal to the economically backward children in two schools and nearly 1670 children are benefited from this scheme. This scheme indirectly promotes the education of the economically backward children. Also, this year midday meal scheme is extended to one of the Industrial Training Institute for the Deaf which consists of about 70 deaf students. 100% of the fund is contributed by ABB employees

**Community Initiative:** ABB has tied up with HOPE Foundation conducts weekly medical camps to provide primary level medical consultancy and medicines to the residents of a village on the outskirts of the manufacturing facility (Nelaghadaranahalli) in Peenya, Bangalore. - Average of 160 patients from economically backward families is benefitted per week.

ABB's Work for Underprivileged - Project - Roshini

In Bangalore, ABB supports an organization called Prerana wherein 120 physically challenged girls and women do various jobs for

ABB. The persons are provided with necessary tools & tackles along with the Workstation & thorough training for the job they are involved in.

In Nashik, ABB supports an organization called Prabodhini wherein 60 physically challenged people do various jobs for ABB. The persons are provided with necessary tools & tackles along with the Workstation and thorough training for the job they are involved in.

In Vadodara, ABB supports an organization called Sevathir where 25 physically challenged people do various jobs for ABB. The persons are provided with necessary tools & tackles along with the Workstation & thorough training for the job they are involved in.



In 2010 the volume of work is the same as that of 2009, in all 3 set-ups benefiting approx. 200 differently abled workers. ABB also donated small tools and fixtures required to carry out the jobs. Supported the National Association for the Blind by distributing sweets to 40 Persons on the occasion of Diwali at Nashik Location.

### Helen Keller Award

ABB India has been awarded the prestigious Helen Keller Award in recognition of its efforts in promoting the cause of facilitating gainful employment for people with disabilities.

*ABB India has continued to support 6 schools around ABB's facilities in Vadodara, Bangalore, Nashik and Faridabad - Located nearby all major manufacturing locations of ABB. Vadodara - 2700 Students, Bangalore - 1670 Students, Nashik - 250 Students and Faridabad - 1000 girl students.*



# Amara Raja Batteries Limited (ARBL)

Amara Raja Batteries Ltd. (ARBL), an Amara Raja – Johnson Controls Company, is the largest manufacturer of Standby Valve Regulated Lead Acid (VRLA) batteries in the Indian Ocean Rim comprising the area ranging from Africa and the Middle East to South East Asia.

ARBL believes in transforming its spheres of influence to improve the quality of life by building institutions that provide better access to better opportunities, goods and services to more people all the time.

There is no bias in employment away from applicants belonging to disadvantaged sections of society if such applicants possess competitive skills and job credentials as made public, thus does not practice or

support conscious discrimination in any form.

The company has been making all efforts for up-skilling and continual training of employees, including those from socially disadvantaged sections of society in order to enhance their capabilities and competitive skills.

## AMARA RAJA BATTERIES LTD:

In the beginning stages of the company's establishment, the workforce was basically drawn from the additional numbers employed in the agriculture. Most of them did not have a college degree or a technical qualification leave alone any kind of work experience. Employee education was the primary focus then and remains to be the core guiding principle in employee development

within the group.

The company promotes its Affirmative Action (AA) activities to ensure an equal footing for socially and economically disadvantaged sections in the country at large, and specifically the Scheduled Caste and Scheduled Tribe Communities.

Further dwelling down, the composition of SC / ST strength in various levels of the company's hierarchy is as below:

Management Staff	33
Non-Technical Staff	13
Technical Staff	21
Workman	360
Others / Mgmt.Trainees	- 05

## The ARBL employee workforce profile for the last 3 years:

Months	Jan - 2008			Jan - 2009			Jan - 2010		
	HC	SC/ST	%	HC	SC/ST	%	HC	SC/ST	%
ARBL	1766	233	13.1937	2030	256	12.6108	2559	373	14.576
ARPSL	245	11	4.4898	327	17	5.19878	404	21	5.19802
MPP1	208	25	12.0192	269	25	9.29368	324	32	9.87654
MPP2	172	15	8.72093	249	32	12.8514	324	43	13.2716
AREL	135	2	1.48148	222	7	3.15315	197	15	7.61421
GFL	81	6	7.40741	154	6	3.8961	36	8	22.2222
	<b>2607</b>	<b>292</b>	<b>11.2006</b>	<b>3251</b>	<b>343</b>	<b>10.5506</b>	<b>3844</b>	<b>492</b>	<b>12.7992</b>

## Education & Training promoting Employability & Entrepreneurship :

As the part of the Affirmative action the Employability and Entrepreneurship Training was given to the weaker session and Rural Youth's:

The period of training is 24 months during which the trainees are paid stipend. In addition to the stipend, a special attendance allowance is also paid to the trainees, to encourage good attendance and learning. At the end of the course examination was conducted.

Under the ARTS program, the 24 month training comprises of two

phases which includes class room and on the job training.

As on 30.04.2011, total 1463 number of unemployed Rural youth has undergone quality training under this scheme of the company. Of these, 1393 have been employed by Amara Raja in various departments.

Currently, 1364 unemployed youth are undergoing training under the ARTS scheme in the company as on 01.05.2011. Out of the present trainees, who are undergoing training, 320 trainees belong to SC/ST community.

### Education:

As a part of Corporate Social Responsibility, The Management is organising education facilities, at

primary and secondary level by establishing fully equipped Educational Institutions in remote villages in the vicinity of company premises. One such institute is at Karakambadi and the other at Petamitta of Chittoor Dist.

On the affirmative action side, the company has provided 100% concession in tuition fees to 20 students belonging to SC /ST communities, studying in primary and secondary levels.

As per the directions of Government of Andhra Pradesh the reservations as are applicable in Apprenticeship Training, 03 numbers of SC Candidates are undergoing App. Training in the company.

## Ashok Leyland

Ashok Leyland recognizes the importance of Inclusive growth. Keeping in mind such concerns as making sure that it addresses the problem of correcting an historical imbalance without sacrificing merit, and creating an enabling environment for the marginalized sections to access opportunities with dignity, Ashok Leyland has put in place an Affirmative Action Plan.

The company has also voluntarily introduced a code of conduct that would ensure a degree of social diversity in its workplace.

However, an analysis of caste/ community - wise data of Ashok Leyland's employees (caste/ community information has never been collected thus far and it is done now to understand the situation and put in place an Affirmative Action Plan) shows that there already exists social diversity among the workforce.

Employee details in manufacturing units as on March 2007

Total Employees - 12,836

Percentage of employees from the notified Tribes, and the SC, the ST, the MBC, the BC and the OBC communities- 83.97%

Break-up of Employees from the various communities

Employee details of recruitments made in 2006-07

Total Employees recruited- 2,826

Percentage of employees from the notified Tribes and the SC, the ST, the MBC, the BC, and the OBC communities – 78.14%

With a focus on "Inclusive Growth" some of the concrete steps for Affirmative Action that Ashok Leyland pursues are:

- Driver Training in AL's Driver

Training Schools in Namakkal (Tamil Nadu) and Burari (Near Delhi)

- Takes into the Apprenticeship programme in Ashok Leyland's manufacturing units at least 75% of youth are from the SC/ST community and explore opportunity for their placement with automobile dealers

- Identify economically marginalized High School Children and train them in Basic computer education

Ashok Leyland Limited has signed the CoC, and they articulate it by email and by pasting the CoC on the department notice board.



Ashok Leyland

Employee details in manufacturing units

Community	Percentage
SC	13.98
ST	2.14
BC	40.48
MBC	17.60
OBC	8.87
Notified Tribes	0.90
Total	83.97

Employee details of recruitments made

Community	Percentage
SC	18.47
ST	6.44
BC	2.80
MBC	2.87
OBC	43.35
Notified Tribes	4.21
Total	78.14

# AT&S India Private Limited (AT&S)

**AT&S India Private Limited (AT&S)** started its operation in 1989 as a business division of M/s Indian Aluminium Company Limited. It became a separate legal entity by the name Indal Electronics Ltd in April, 1996. In the year 1999, M/s Indal Electronics Limited was acquired by AT&S AG, Austria, the largest supplier of Printed Circuit Boards in Europe.

The company has brought in approximately 305 crores of investment. AT&S has 1626 employees (including sub contract employees like transport, canteen etc). 99% of the employees are sourced locally and approximately 300 belong to SC/ST category.

**Employment and Employability:**

ITI passed candidates are recruited as apprentice and on-the job training is given for one year.

It provides apprentice training for about 850 ITI candidates. These apprentice trainees are given on the job training, and they get employment after their training.

**Education:**

The company had adopted a village, and sponsors for Medical and Education of the villagers and village school respectively to improve the condition of socially backward classes.

**Ethics:**

AT&S has a code of conduct and business ethics policy in place.

**Other Initiatives:**

Free Medicines are provided by the company to the nearby villagers and also regular medical camps are conducted in association with JSS Institute and also Rotary Club.

*Had adopted a village, and sponsors for Medical and Education of the villagers and village school respectively to improve the condition of socially backward classes.*



## BANGALORE INTERNATIONAL AIRPORT LIMITED

Bangalore International Airport Limited is a public limited company registered under the Companies Act. Majority of its stake (74%) is held by private promoters - Siemens, GVK and Flughafen Zurich Airport. The rest is held by the government - AAI and KSIIDC.

BIAL currently employs around 670 people and has generated employment for about 7000 at the airport.

**Activities**

Programs for the benefit of the community are managed at the corporate level. BIAL sets a structured program and goals to encourage high standards and coordinate improvement across all stakeholders. The Corporate Communications team leads and implements key objectives, taking

into account airport specific issues and local stakeholder needs. It reflects in programs like eco-friendly initiatives, in caring for citizens of Bengaluru International Airport, its environment, its clients and travelers.

It also reflects in our brand tonality and training – Being a caring organization is one of BIAL’s six strategic values.

Our mission is to periodically promote our local relationship thus

*BIAL sets a structured program and goals to encourage high standards and coordinate improvement across all stakeholders.*

strengthening the societal confidence in us as a caring organization.

- Under our skill development and training initiatives we have directly undertaken Basic firefighting and first aid techniques to the Govt. schools around Devanahalli. We have so far covered about 500 students and hope to reach out to about 1000 pupils this year.

- We have a full time Airport visit activity under the umbrella to offer schools and colleges for an Airport tour and so far have covered over 5000 children in the last 3years. In addition to the regular visits we also undertake vocational airport tours to benefit students pursuing the right career path in the aviation industry.

## BANNARI AMMAN APPAREL PVT LTD

Bannari Amman Apparel (BAA) is a professionally managed joint venture company of Bannari Amman Group of India and Brandot International of USA. Bannari Amman Group manufactures and trades in a diverse portfolio of products including sugar, alcohol, granite, cotton yarn and woven fabric. It is also actively involved in the service

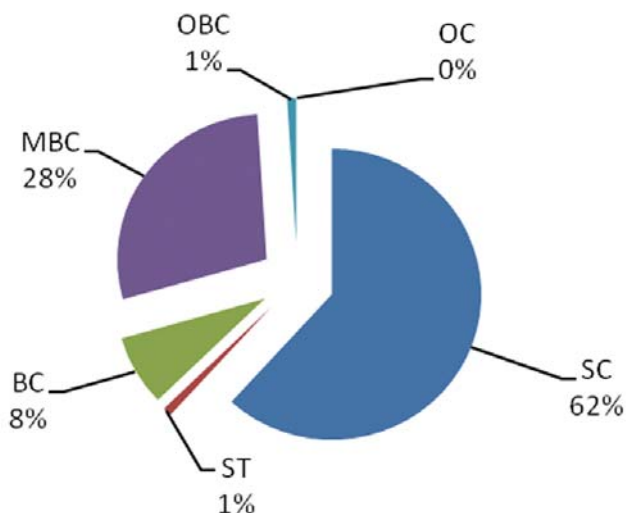
to the women joining the company. So far more than 2000 women are trained and employed. The company has also internally promoted about 70 operatives as Team Leaders through various levels of training in less than one year of Operations.

So far 20 fresh ITI's are trained and are employed as machine mechanics. The company has a plan

them have one or two vehicles. 13 out of 20 Transport Service Providers belong to SC/ST (they are owners of the vehicles)

Apart from the above, BAA has provided indirect employment opportunities for Gardeners, Drivers, Security and House Keeping personnel who are also predominantly from the SC/ST Community.

### Employment Direct & Indirect



*At entry level, a one-month class room training and two-months' on-the job training in employability with wages and benefits are given to the women joining the company. So far more than 2000 women are trained and employed.*

sector, and has invested in the fields of education, healthcare, real estate and finance.

Bannari Amman Apparel was started in March 2008 creating employment opportunity to about 1300 socially disadvantaged women.

Majority (about 65%) of the employees belong to SC/ST.

At entry level, a one-month class room training and two-months' on-the job training in employability with wages and benefits are given

to scale up the manpower by 200 monthly.

Apart from engaging quiet a number of small time Civil and Electrical Contractors during project stage, the company has 2 Civil Contractors (SC/ST) in the Facilities Management.

BAA provides transportation facility to all the employees. Instead of going for big logistic provider, BAA has promoted a number of local male populations to buy vehicles and they are driver cum owner of many vehicles. Most of



# BHORUKA Power Corporation Limited



Bhoruka Power Corporation Limited is a leading Renewable Energy Developer in the country. It currently operates a capacity of close to 120 MW through 15 Small Hydro Stations & 3 Wind Farms delivering over 400 million units of Green Energy per annum.

Sustainable development being the watchword, apart from the business of Renewable Energy the company spends substantial time, money &

efforts in development of the community around the projects. The Rural Eye Hospital in Gulbarga is the latest addition to the other activities such as Rural schools, Self Help Groups, Adult Literacy programs. Vocational Training for Rural women etc.,

The company has received several awards in the field of Renewable Energy, Safety & Corporate Social Responsibility activities

Bhoruka Power Corporation is contributing towards the Community development for extending various facilities to the rural poor students at various places in Karnataka. Bhoruka Power Corporation is having its own charity in the name of Bhoruka Welfare Activities and it runs nearly 3 schools to extend modern education to the rural poor students. In our schools SC/ST

## Bhoruka Power Corporation Ltd. Bangalore 560 001 Sc/ST Employees as on 24<sup>th</sup> April 2011

Sl No	Designation	Man Power	Corporate	Shivapur	Sugar	Shahapur	Rajankollur	Madavanab	Mandagere	Neria	Chayadevi	Sattegala	Manianadak	Dadapur	SRD Kate	Total	%
1	SC	Regular (247)	2	1	1	7	1	1	1	0	0	0	1	0	0	15	6.07
		Contract (263)	1	3	1	4	0	2	8	2	1	7	1	0	1	31	11.79
2	ST	Regular (247)	0	2	0	1	1	0	0	0	0	0	0	0	0	4	1.62
		Contract (263)	0	4	0	0	1	4	0	5	4	2	4	0	3	27	10.27
	SC Total	R+C	3	4	2	11	1	3	9	2	1	7	2	0	1	46	8.68
	ST	R+C	0	6	0	1	2	4	0	5	4	2	4	0	3	31	5.85

### Details of SC/ST Students at Bhoruka Schools

School	Total Strength			SC/ST Students		
	Boys	Girls	Total	Boys	Girls	Total
Shivpur	535	335	870	79	48	127
Shahapur	342	204	546	61	36	97
Rajan Kollur	64	41	105	15	14	29
Total	941	580	1521	155	98	253

## Details of SC/ST Students at Bhoruka adopted Schools

School	Total Strength			SC/ST Students		
	Boys	Girls	Total	Boys	Girls	Total
<b>Rajan Kollur</b> High School	386	264	650	115	80	195
Middle School	424	276	700	127	82	209
<b>Hemmige</b> Middle School	96	74	170	35	22	57
<b>Dakshina Karnataka</b> High School	98	82	180	30	24	54
Middle School	56	66	122	13	11	24
<b>Total</b>	<b>1060</b>	<b>762</b>	<b>1822</b>	<b>320</b>	<b>219</b>	<b>539</b>

### BHORUKA WELFARE ACTIVITIES

Programmes	Income Generating Activities	Bhoruka Netralaya Gulbarga	ITI Management
Health Awareness Camps - General	Agarbathi Manufacturing	State of art Eye Hospital at Gulbarga catering to the Rural poor by conducting camps at various villages in Gulbarga and Yadgiri Districts and bringing them to our hospital, Conduct free Cataract surgery with free food and conveyance	Chairmanship of two it is at Koppal and Belgaum under Public private Partnership scheme of the Government.  To Provide Quality Education  To develop infrastructure  To support in on job training  To meet the training needs of instructors
Adolescent Health Awareness Camps	Compost production		
School Children Eye Camps	Flouriculture		
Shramadaana (afforestation, Cleanliness Etc)	Automobile Shop (Boys)		
Animal Health Camps	Cattle Raring		
Child Health Camps	Sheep Raring		
Skill Training Tailoring	Diary Programme		
Skill Training Computer (Boys & Girls)	Diary Programme		
Skill Training Automobile repairs (boys)	Soap& Phenol Making		
Women Empowerment (entrepreneurship) Programms			

students are getting the maximum benefits for availing the education facilities. Apart from the school run by charity, Bhoruka have adopted another 3 schools at various places in Karnataka to extend the modern education facility to the rural students . The company trains the SC/ST employees and have their

own training policy to develop the employee's skills, attitude and personality development. They have conducted first-aid, fire fighting and safety training. Apart from this, camp skill training, tailoring course, and computer course for boys and girls and Women Empowerment Programms are organised.

The Bhoruka Power Corporation takes immense interest in developing the rural human recourses which includes SC/ST communities and under their Corporate Social Responsibility, they are constructing 113 houses for the flood affected villages at Koppal Districts.

# BOSCH Limited

Robert Bosch GmbH holds 71.81% stake in Bosch Ltd., The company is headquartered in Bangalore having its manufacturing facilities in Bangalore, Nashik,

diagnostics to Institutes, ITIs, Polytechnics in custom made modules to enhance employability covering more than 10000 participants.

users such as truck drivers, auto rickshaw drivers, KSRTC bus drivers, car owners in corporates around Bangalore with own pollution checking devices and education modules covering more than 5000 people in Bangalore

### Other initiatives:

- Child Health Improvement Program with annual Health check up for school children around Bangalore works covering 300 students. Regular follow up by providing medical treatment (Dental, Eye, Dermatology) etc. and improving ratio of healthy children at schools on a regular basis.
- Providing clean drinking water by installing a 8000 litre Reverse Osmosis plant at Goner village in Jaipur – Rajasthan where the contaminants in ground water is high.
- Construction of houses for the people affected by flood in Kairwadgi Village at Bagalkot - Karnataka



Naganathapura, Jaipur and Goa. These plants are TS 16949 and ISO 14001, OHSAS certified. Bosch limited has its presence across automotive technology, industrial technology and consumer goods and building technology, with strength of over 10,300 associates. It manufactures and trades products as diverse as diesel and gasoline fuel injection systems, automotive aftermarket products, auto electrical, special purpose machines, packaging machines, electric power tools and security systems.

### Employability:

- Training in Plumbing, Carpentry, Electrical, etc. to the children of REDS (Rag Pickers Education & Skill Development), an NGO, is being given.
- Vocational training related to automobiles, diesel, petrol engines,

- Project on ‘Ability In Diasability’ which looks at providing employment to physically challenged in terms of indirect employment and direct employment at Bangalore works.
- Continuous support with manpower, donation and office facility to ‘Multiple Scelerosis Society of India’ since 20 years supporting about 200 patients.

### Education:

- Providing Books, Stationeries, School Uniforms to the school children in and around Bosch, Adugoddi plant.
- Adopted two villages in Nashik with Adivaasi habitats with poor living conditions and improving living standards in these villages including primary education.
- Environmental education using ‘Clean Air Campaign’ to automobile

*Vocational training related to automobiles, diesel, petrol engines, diagnostics to Institutes, ITIs, Polytechnics in custom made modules to enhance employability covering more than 10000 participants.*



# Carborundum Universal Ltd.

## CUMI- RANIPET (Super Refractories)

CUMI, **Super Refractories** is part of the Cearamics division of CUMI, a market leader in the manufacture of specialty refractory products in India since 1965. Super Refractories plant was established at Ranipet in Vellore District, Tamil Nadu in the year 1991.

## BTC

**BTC (Basic Training Center)** was established in the year **2006** with the permission of Regional Joint Director of Employment & Training with the vision of utilizing our resources and facilities to impart technical training to the talented rural students, who cannot afford to pursue their higher education. BTC offers **2 years Apprenticeship training for rural youths in Ceramic Trade** & enable them for a sound carrier in ceramic industry.

After completion of the course more than 60% of the students have been observed as Trainees in our plant and as well as group companies. This gives additional benefits to the organization as students are already familiar with our organization's vision, culture, process & machineries since they are linked with our organization from beginning of their course. Moreover the students are also groomed according to our organization's requirements.

## Skill Development

CUMI, Ranipet plant is committed to develop the Apprentices through integrated skill development

process due to following reasons such as;

- No other Industries come forward to train the Apprentices other than their requirements
- Normal trend is to go for training candidates from the technical institution
- Youngsters with technical qualifications are normally employed in unskilled areas
- The practice of Engaging rural ITI students in Apprenticeship training is not followed in our region
- Scarcity of Institutions offering courses in Ceramic trade in the region
- To fulfill the internal requirements with competent persons in ceramic trade

## ELIGIBILITY CRITERIA

- Youngsters with the minimum qualification of 8<sup>th</sup> standard
- Rural students who could not afford to continue their education due to family background
- Candidate should have a rural background (SC/ST)

## BENEFITS FOR COMMUNITY

- Employment generation.
- Educational opportunity for 100 rural youth.
- Two years of full-fledged apprenticeship training in Ceramic trade
- Enabling students to get employed.

▪ Trained them to be technically skilled.

▪ After completion of two years training they have to appear for All India Trade Test conducted by Department of Employment and Training, Govt. of India.

Successful Apprentices will be awarded with NATIONAL APPENTICESHIP CERTIFICATE (NAC).

## FACILITIES PROVIDED

- Monthly Stipend with attendance bonus
- Uniform and Safety Shoes
- Canteen
- Practical training at Shop Floor
- Class Room Session
- Computer Skills
- Training on Industrial Safety, Fire Safety, First Aid & 5S
- Resulting in improvement of standard of living

Impact of the BTC on Rural Community /Employment/ Environment

- Creating an opportunity for the rural youth to enhance the personal capabilities
- Create a high caliber technical work force that meets the requirement of modern competitive and quality conscious industries.
- Imparting multi functional training on industrial safety, fire safety, first aid, 5S and TQM activities to ensure professional advancement and a wide range of employment opportunity.



industries, Refractories and other ceramic related industries. Out of the 35 Apprentices who had completed their training in the last few years, we have absorbed 18 among them as Trainees in our plant and some of them in group companies.

- CUMI has paved the way for the upliftment of the education & employment opportunities to those who were not able to afford to continue their higher studies.

- At the end of the 2 years apprenticeship training, they are able to get Government certificate without any investment.

If they had chosen some other ITI instead of BTC, they would have experienced the financial barriers being economically backwards section to complete their 2 years of technical education. Whereas under BTC, they were given monthly stipend & practical trainings in our own organization.

- Develop a sense of excellence by inculcating skills of co-operation, problem solving, motivation etc.
- Updated technical skills and knowledge.
- Economic independence with education

### EVALUATION

As the apprentices have been trained on “Ceramic Operation”, there is a wider range of opportunities for the Ceramic Trade Holders in sanitary ware

## Chandra Textiles Pvt Ltd



The management at Chandra Textiles Pvt Ltd has disseminated the code of conduct to the Heads of Departments and personnel in HR Department. A periodic review is conducted by Management to check the progress of the Action plans.

- Chandra Textiles Pvt Ltd has carried out community Development activities pertaining to Entrepreneurial Skill Development, Sensitisation Programme in connection with women CNC Operators Training, hundreds of SC/ST women.
- Remedial Coaching Programmes are being carried out for SC/ST

students at PSGR Krishnammal College to ensure that they come up to the required level.

- 5 SC/ST students of PSGR Krishnammal College are being given free education, boarding and lodging.
- GRG Memorial Higher Secondary School, Vazhaithottam, mainly consisting of tribal children from Nilgiris, is run by our Group. The school has about 650 children and is equipped with state-of-the-art equipment to bring out the best in the children.
- Chandra Textiles Pvt Ltd is supporting the education of 5 students of GRG Memorial Higher

Secondary School, Vazhaithottam, and every year to appear in entrance exams for professional courses.

- Promising children from Guild of Service are given free education in higher classes.
- We are also providing free education to 1 SC/ST student in GRG Polytechnic College and one in PSGR Krishnammal College to help them build specific skills.

There are 250 Apprentices, out of which 210 belong to SC/ST/ OBC. Selection of these workers is mainly done from areas with a predominant SC/ST population.

## CORPORATION BANK

**Corporation Bank** came into being as Canara Banking Corporation (Udipi) Limited, on 12<sup>th</sup> March, 1906, in the temple town of Udipi in Karnataka, by the pioneering efforts of a group of visionaries.

Corporation Bank has formulated a broad policy confining its CSR activities, in terms of the guidelines in vogue, towards supporting various societal concerns aimed at overall welfare of the society in the sphere of Health & Hygiene, Environment, education, Promotion of Art, Culture and Sports, Public Utility Service Projects, Rural Development and Others.

Considering the response of students/educational institutions and in order to promote the idea of excellence among students, the Bank has instituted awarding of gold medals to the best out going students of select colleges in major cities.

As a part of the Centenary celebrations, the Bank set up fully equipped Rural Libraries in 100 villages in the country to develop them as Knowledge Centres. Every year new books worth Rs.10,000 each are being supplied to these libraries to develop these libraries on periodical review.

Besides the above listed activities Bank continues to support institutions catering to the blind, deaf, physically handicapped, aged, destitute, education, health and hygiene, empowerment of women, providing training in self-employment, rural development, infrastructure development, support to educational institutions, etc.

### ■ Corporation Bank Self-Employment Training Institute, Chikmagalur:

Corporation Bank has set up a training centre for the rural youth and established Corporation Bank Self Employment Training Institute (COBSETI) on 22.03.1996 in Chikmagalur as a society, registered under Karnataka Societies Registration Act, 1960. The Institute has conducted over 526 batches of training programmes involving more than 16,052 trainees and helped the youth of these districts to pursue gainful self employment opportunities.

### ■ Inclusive Growth: Branchless Banking to reach the unreached:

The Bank has successfully taken the banking to the doorsteps of the villagers in the remote rural areas through technology assisted branchless banking. The innovative biometric smart card has brought the unreached rural mass under the preview of banking and has facilitated an array of possibilities to improve the economic and social status of the rural mass.

### ■ Instituting National mSME Awards :

Corporation Bank has instituted National Awards for Outstanding Entrepreneurs under mSME category [Branded as Corp Excel 2008], for the second year in succession. This is a rare initiative, first of its kind by any Public Sector Bank. Among other things, the basic objective of this initiative is to encourage and recognize some of the best mSMEs in the country.

The Selection was based on “Triple Bottom Line” criteria, Financials

and Growth Pattern, Eco-friendly Initiatives, Contribution to Social Development & Development of Talent & Human Resources. The Bank received 12,690 Entries vying for these national awards.

The Bank during the year 2010-11 has initiated the following CSR activities:

- Donation of Books and Uniforms to the poor students of rural and backward areas belonging to various SHG groups through Sarvodaya Jagrathi Trust, Thannirbavi.

- Funding the construction cost of a hygiene toilet for the benefit of students at Sagardighi Hr. Sec. School in West Bengal

- Donation of ‘ 2.00 lakh to Arogya Sandhan Charitable Trust, Kolkata for construction of school building for the benefit of students belonging to poor and socially backward families

The Bank, as in the past, would continue to serve the society as per the approved Donation Policy as a responsible Corporate citizen in the years ahead.

*Considering the response of students/educational institutions and in order to promote the idea of excellence among students, the Bank has instituted awarding of gold medals to the best out going students of select colleges in major cities.*

# Dr. Reddy's Foundation

Dr. K Anji Reddy's brainchild - Dr. Reddy's Foundation was set up in the year 1996. DRF, A non-profit organization funded by Dr. Reddy's Laboratories has grown into one of the biggest Corporate Social Organizations in India today. It focuses on Poverty alleviation and has been successful in providing sustainable living for the economically underprivileged youth.

DRF strives to create sustainable livelihoods by providing quality opportunities for learning for the marginalized youth through its innovative programs.

Dr.Reddy said, "The Foundation had become the laboratory for catalyzing reproducible, sustainable and innovative experiments for social change". DRF has set an example for the rest of corporate India to emulate working in partnership with all concerned in this endeavour.

The social interventions of DRF are primarily in the following sectors:

## Livelihoods Creation Education

The Livelihood Advancement Business School (LABS):

LABS has impacted 204,578 youth by March 2010. According to Mr. Jithendra Kalra, CEO, DRF, 'Our programs have always kept up with the times.

To cater to the everchanging requirements of the market, we have constantly revisited our training curricula by incorporating industry-relevant inputs from various corporate professionals.

We have also developed new curricula to tap emerging opportunities in India's new economy.

We held a series of capacity building programs, so that we could effectively address subtle shifts in the LABS process and handle the various challenges faced in implementing it in diverse geographies and demographics. We

are today at a juncture that is full of exciting possibilities.

Our past success in creating over 200,000 livelihoods gives us the confidence and hope that we can do much more in the coming years for the betterment of the lives of marginalized sections of society.

And, as always, it is our partners and co-stakeholders who are our biggest strength and support'.

## DRF'S REACH TO SC/ ST CANDIDATES IN %

Location	SC (%)	ST (%)
India	28.4	8.1
AP	29.7	9.4

DRF is running exclusive LABS for tribal youths (at present Rampacheduvaram and Parvatipuram) in Andhra Pradesh ; Earlier DRF had been doing programmes at ARAKU.

## FY 2010 - 2011

Trained	Placed	% of Placements	Assessed	% of Assessed	Dropouts	% of Dropout
209	91	44%	187	89%	22	11%

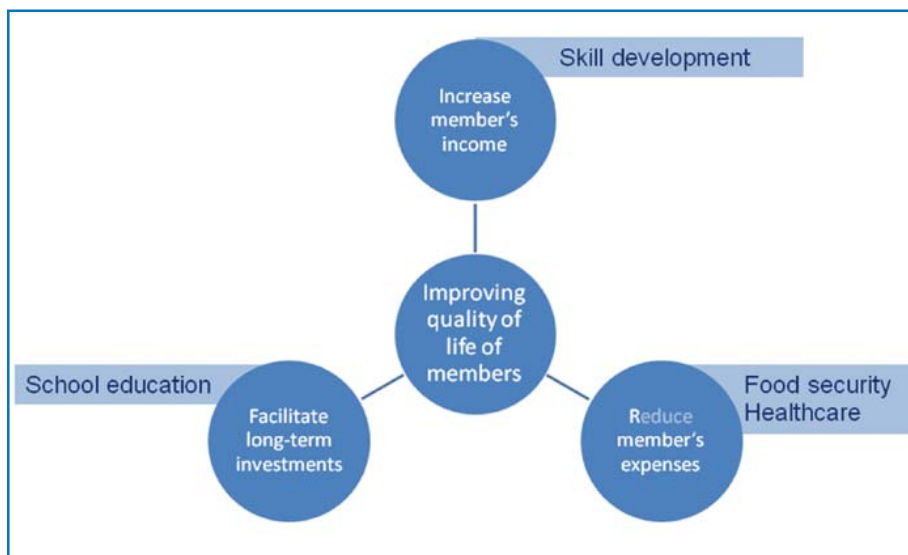
TRAINED - CASTE WISE - 2010 - 11				PLACED - CASTE WISE - 2010 - 11			
BC	SC	ST	OC	BC	SC	ST	OC
106	57	8	38	51	25	1	14
51%	27%	4%	18%	56%	27%	1%	15%

# EQUITAS MICROFINANCE INDIA PVT LTD

Equitas was established for extending business loans to women micro-entrepreneurs with limited access to formal financial services through the Grameen model. Equitas appreciated the need for an efficient back-end system to enable rapid scalability in order to serve the needs of credit-thirsty micro-entrepreneurs. As a result, Equitas has developed a business model and demonstrated its success by reaching over 1.5 million members within three years of operations.

The company has committed to contribute 5% of its annual profits to the Equitas Development Initiatives Trust. The trust is a not for profit organization formed to promote education amongst poor children and community development where their customers reside.

## The Equitas Ecosystem



Equitas has made the following commitments for its Ecosystem:

- 5% of the company's profits is donated to its Trust for education initiatives

- 15% of the company's network may be utilized for purchase of land and construction of building for the purpose of schools
- Monthly budget of Rs 2000 (\$25) per branch is allocated for health-camps.



## Skill Development

**Purpose of the initiative:** Under the aegis of its Trust, Equitas has imparted training to over 193692 members in skills such as tailoring & embroidery, agarbathi/candle

making, detergent/phenyl manufacturing and preparing processed food such as pickles & jams. These training programs are structured as 1-week long programs.

## Skill Development Training On Washing Powder

**Impact of the initiative:** The skill development program has helped improve the income of the beneficiaries. As per a study commissioned by Equitas, the median value perception of beneficiaries for the skill development program was Rs 200; or twice the fee charged to the member.

## School Education

**Purpose of the initiative:** Education is a key lever to enable upward social mobility for our members' children. The quality of education provided at public schools is suspect; and some members are willing to bear the financial burden of sending their children to private schools.

## Equitas Gurukul

Unfortunately, the quality of education provided at these private schools is also limited. To address this gap, Equitas has rolled out its Gurukul & Shiksha initiatives to provide high quality education to its members' children at an affordable price under the aegis of Equitas Development Initiatives Trust.

**Impact of the initiative:** At Equitas Gurukul schools, Equitas provides the best quality of education in these schools comparable with the best of schools in India. It conforms to the Matriculation syllabus and is imparted in English medium. During every school's launch, it will cover LKG to V standard only.

Inducting students at a higher level will make it difficult for them to manage their shift into this school. With every passing year, the school

will start providing education for the next grade/standard. There is no upfront donation and the fees are structured to ensure it is affordable for members and break-even is achieved in a 10-12 year period.

Equitas has launched 2 pilot Gurukul schools at Trichy & Dindigul. In the coming academic year, 4 more schools are planned. The company has board approval for investing 15% of its networth to purchase land & construct buildings for its schools.

The company leases the building to the Trust for it to operate the school. The company donates 5% of its profits to the Trust; which is used to subsidize the operations of Equitas Gurukul & Shiksha.

Apart from Equitas Gurukul, Equitas has also rolled out Equitas Shiksha – a network of after-school tuition support centres.

These centres augment the school-education of children. The advantage of Shiksha over Gurukul is the rapid scalability of its model. Every Shiksha can provide education support to 100 children and currently 49 Shiksha centres are operational.

### **Pavement Dwellers Rehabilitation Program**

**Purpose of the initiative:** As a mark of its commitment to the down-trodden sections of the society, Equitas is piloting its “Equitas Bird’s Nest” program to rehabilitate pavement dwellers. As per the 2001 Census conducted by Government of India, over 9000 families reside in the pavements of Chennai.

Governmental interventions on providing alternative housing for these families have not worked since they disrupt the daily economic life of these families. In light of this, Equitas partnered with Unitus in rolling out the Equitas Bird’s Nest program.



### **Equitas Birds Nest - Rehabilitation of Pavement Dwellers**

**Impact of the initiative:** A dedicated team setup by Equitas identified 112 families residing in the pavement for the pilot phase of this initiative. The program was presented to these families and was launched with their support.

As a first step of this program, financial support for housing was provided to these families. The financial support met the expenses of rental advance and the first 6 months’ rental expenses. During this period, Equitas also provided skill development training to the adults in the families.

*Agarbathi* (incense sticks) rolling, phenyl manufacturing and trading of fruits-and-vegetables were two vocational skills imparted to these families. The families used these skills to augment their income. With this increased income, these families are expected to afford their housing expenses.

Equitas also do significant number of social initiatives, under aegis of EDIT (Equitas Development Initiatives Trust) all on not-for-profit basis

**Primary Health Care:** Our primary health care medical camps done free has benefited around 425663 clients

so far which is a record in the MFI sector globally – CSR Division

**Secondary Health Care:** Our tie up with large number of hospitals helps our clients get treated for serious illness at a discount to normal cost – Done by CSR Division

**Health helpline:** Members call this line for serious illness and the operator guides them

**Livelihood support:** We have given skill development (vocational training-Equitas Gyan Kendra) to over 193692 people so far which is also a global record – Done by CSR Division

**Education:** Around 3000 children are studying through 50 tuition centres (Equitas Shiksha) we run as an after school education support – run through Equitas Trust

**Schools:** We have commenced two regular schools called Equitas Gurukul, (in Trichy and Dindigul) and will start another 4 for next academic year – run by Equitas Trust

**Retail:** We run a chain of grocery stores where our clients can buy groceries. Benefit of aggregation is passed on to them. They also get a card from us with a limit loaded in it which acts just like a credit card to them – run by Equitas Dhanyakosha, a Sec 25 Company

**Ultra Poor Programme:** We have commenced a programme for Rehabilitation of Pavement Dwellers in Chennai and identified 115 families in the first phase. We have moved 53 families into houses and imparting them skill development training. 24 families have attained self sustenance status. Houses being identified for remaining – run by Trust

**Physically Challenged people:** We have financially supported, so far, 5050 physically challenged people in setting up some livelihood activity so that they can stand on their own feet

## ERIN Consultants Pvt. Ltd

ERIN was incorporated in 1984 as a consulting company. The Company has assisted over a hundred SMEs to start their enterprises. Services included company formation, project scouting and appraisal, DPR, clearance from state authorities, funding, design and supervision of works and even support in promotion and marketing. The company has also conducted prestigious studies and training, funded by World Bank and ADB.

The Company also has a track record of Event Management / PR/ Liaison assignments for large private corporations and PSUs,

Trade associations, Sports bodies and innovative product companies.

The Company is in the process of establishing a CSR and Training Centre in a rural area in Bangalore urban district which boasts of stupendous developments, and yet far from development for the predominantly underprivileged communities in the area. At the CSR Centre, all the employees except one, have not even completed PUC, all the staff being from SC/ST and minorities.

### Affirmative Action Project:

Apart from passion to work with the under privileged, ERIN is keen

on specific projects for Affirmative Action. One of the programmes in tune with the CII's thinking on working on the 4-Es for Affirmative Action. Fifth to eighth semester Engineering students are to be trained on four Es: Education, Employability, Employment and Entrepreneurship. In each semester the student gets 60 hours of soft skills and technical coaching, most of which is delivered at the residential training centre of ERIN which is spread over an eight acre campus in sylvan surroundings on the border of Karnataka and Tamil Nadu.

## FOWLER WESTRUP INDIA PVT LTD



Fowler Westrup (India) Ltd (FWL) was incorporated in the year 2000 and commenced operations in the year 2001. It is a joint venture between John Fowler (India) Ltd and Westrup A/s Denmark.

The Company manufactures Post harvest machineries like Pre-cleaners, fine cleaners, gravity separators, destoners, indented cylinders, grain storage silo systems and variety of conveyors, bucket elevators etc.

In addition to these the Company also produces transformer oil filtration and regeneration machines under the brand name NIRMAL which can also handle capacitor oil and silicone fluids. The Company has also started colour sorter division as part of its expansion. The Company has around 200 direct and 50 indirect employees.

### Initiatives through Namma Halli:

Fowler Westrup Ltd (FWL) believes in the vision of 'hunger free greener world'. Hence the CSR activities are an important activity undertaken by the Organization. Fowler Westrup (FWL) under the CII project 'Namma Halli' has adopted a village panchayat called 'Deburu', 30 kms from Mysore for developmental works. This panchayat comprises of four villages - Byalaru, Handuvinahalli, Kathwadi pura and Kallalli. The implementation of various CSR programmes is taken up by Srinivasan Services trust of the TVS Group. The financial support provided by the company in the project 'Namma Halli Project' has helped in the overall development of the villagers in terms of economy, health, education and infrastructure.

### Skill Development:

- 37 self Help Group (SHG) were formed and 635 (88%) women members are enrolled from the target families of 720 from the project villages. The members are trained on regular savings, periodic meeting, accounts and bookkeeping.
- 344 members were involved in income generation activities and earn an additional income of Rs.1200 to 2500.
- 5 Farmers' associations with 100 members formed. The members are trained in scientific and improved agriculture practices.
- Quality seeds supplied for 1322 hectares and inter cropping in 77 hectares.
- 25 awareness programs conducted on effective utilization resources,

proper manure, pest management and crop protection.

- Training provided for 79 youths on local skills and made employable. They earn an average of ₹ 2000/- per month.

#### **Other Initiatives for the Communities:**

- 448 children at the age group of 1 to 5 were tested on nutrition level
- Awareness provided to parents of 137 under nourished children.
- Awareness created among villagers on the importance of health and sanitation and motivated to construct individual toilets.
- Women members of 387 were screened for anemia.
- 835 women members enrolled in the adult education classes 545 of them improved to class 2 level.
- 738 kitchen gardens created on the back yard of the houses. These

utilise the wastewater of the respective households and grow fresh vegetable.

- 51 soak pits formed in the village. This is to prevent sewage water from flowing on the roads.
- 3km of road was kept free from garbage.
- Solid waste generated from 561 houses was collected segregated and treated properly.
- Liquid waste from 935 houses was disposed through soak pits or kitchen gardens.
- Gravel road formed in Debur village to a length of about 0.46 kms
- Additional class room constructed for the higher primary school with 50% contribution.
- Monthly meetings were held in all anganwadis to involve the mother volunteers in anganwadi for effective monitoring and functioning.



- Regular parent-teacher Association meeting held every month in all schools. This enables the parents to know the level of their children and motivates the teachers to take active role in school improvement.

## **GMR Varalakshmi Foundation**

Girijana Institute of Rural Entrepreneurship Development (GIRED)

Girijana Institute of Rural Entrepreneurship Development (GIRED) is a unique initiative specifically targeting tribal youth. This Vocational Training centre was started in September 2010 by GMR Varalakshmi Foundation in partnership with Integrated Tribal Development Agency (ITDA)-Seethampeta (an executing body of Department of Tribal Welfare, Govt. of Andhra Pradesh) in Addakulaguda village of Seethampeta mandal of Srikakulam district of Andhra Pradesh.

The main objective of GIRED is to provide employment avenues and income generation opportunities for tribal youth. The aim is to

upgrade skills of the tribal youth in various vocations depending on their education, present economic trends and the market potential, which would enable them to gain suitable employment or enable them to become self employed.

#### **Highlights:**

- ITDA is supporting in mobilizing youth for trainings.
- Within a short span of time, GIRED has trained 108 tribal youth in different trades like two wheeler repairing, gents tailoring, taxi driving and mobile phone repairing etc. of whom 89 were settled.
- ITDA has also agreed to provide loans under its TRICOR scheme to the GIRED youth who want to start their own enterprises.

GIRED is an example of how the



GMR Group uses vocational training to promote affirmative action. While the GMR Group's CSR strategy is normally to work with communities around its businesses, GIRED was set up without this context, because of the absolute lack of opportunities or support for youth in this area.

*Within a short span of time, GIRED has trained 108 tribal youth in different trades like two wheeler repairing, gents tailoring, taxi driving and mobile phone repairing etc. of whom 89 were settled.*

## CASE STUDY

### V.M.B Tailors- A Success Story of Three Tribal Youth

Vasu, Mallesh and Bheemudu, the tribal youth from Naidumalli village in Srikakulam district of AP, were unemployed for long time and dreamt of becoming entrepreneurs. However, they hardly had any idea of what kind of enterprise can be started and how. They had the interest but lack of skills, lack of know-how and fear of failure barred them from chasing their dreams.

One day they came to know about GIRED and about the tailoring training program it is offering. They thought this training can give them required skill to start an enterprise and hence applied for the same. They have undergone a 48 days of training which has not only offered them the tailoring skill, but also skills related to communication, marketing, decision making etc.

Focusing on individual development, topics like personal hygiene and sanitation, stress management and interpersonal relationships were also offered as part of the module. This rigorous comprehensive training has increased their confidence and immediately after completing the course they started a small tailoring unit called V.M.B. (Vasu, Mallesh and Bheemudu) Tailors in December, 2010 in their own village by pooling up an investment of Rs 22,000.

As people here celebrate Pongal in January in a big way, they have got good offers for stitching clothes and their talent, manner of adherence to time pleased the people of this locale and their business improved within no time. In just two months they were able to do a business worth Rs 15,000 which is increased their confidence. Recently, the two tribal welfare residential schools of that area agreed to give them an order for stitching the school uniforms for 800 children. They are now proud to be able to stand on their own feet and are thanking GIRED for making their dream come true.

As part of its regular CSR initiatives, the Foundation runs 8 vocational training centres around the country. As a conscious strategy, the more vulnerable and needy groups are given preference for training and employment.

This has resulted in a very good ratio of training being provided to the SC/ST and BC candidates in most of the training centres.

For example, the training centre at Hyderabad which has been in operation since 2006 and has trained more than 1500 candidates, more than 70% candidates come from BC, SC and ST background.

They got good quality training, industry tie-ups with companies like Voltas, Schneider, Hero Honda, Jain Irrigation, etc., and close to 100% placement for all pass-outs.

## HLL Lifecare Ltd



HLL Lifecare Ltd. (HLL), (formerly Hindustan Latex Ltd.), is India's leading manufacturer and Marketer of Contraceptive Health care and Pharma Products. The Company today has six manufacturing units. Apart from increasing the figure in its balance sheet, the Company is also socially committed in helping people enrich their lives in one way or the other.

HLL teamed up with Acumen Fund, a nonprofit venture philanthropy fund, to set up LifeSpring Hospitals (Pvt.) Limited— a joint venture intended to create a chain of small hospitals (20-25 beds) focused on providing the underserved in the country with widespread access to maternal and child health care services at an affordable cost.

In general CSR activities focus on empowerment of women in the nearby villages of the manufacturing units, by providing income-generating job, improving

the infrastructure in the Hospitals and Schools in the neighborhood of our Units/Offices and promoting voluntary blood donation camp by donor motivation and liaison with blood banks and providing Health Checks for Children in schools for underprivileged children and providing education in life skills in Private, Aided and Govt. Schools.



Indelox, an ISO 9001 Certified company has completed 10 years of existence in providing services to various customers with the objective of creating a niche identity in Supply Chain services in International Trade which comprises of materials and compliance functions to add critical value to the customer business in the area of commercial activities.

Headquartered at Bangalore, Indelox is now well established with branches at Chennai and Hyderabad in southern India with

plans to increase the offices on the anvil. Indelox operates with employee strength of 157.

- The company educates its staff and our customers to implement environment-friendly disposal of wastes in an effort to have minimal or no effect on environment. They have commenced an EVM program, a joint initiative of the organization and the staff to contribute to the society. CEO and senior leaders along with the staff actively participated in the program.

- In a recent project, they have distributed 10500 books, stationeries and other necessary items to 700 children in 5 government schools in the neighborhood.

- Indelox is providing resource for teaching at government schools by partnering with NGOs.

- To encourage internal commitment and to enrich education among society the company has appointed its own staff on rotation basis for teaching in government schools.

## Infosys Technologies Ltd



The special training program started as an initiative by Infosys at the leadership of NRN and direction of M D Pai. The project has been termed as very successful.

The program was designed with the objective of showing that given correct inputs and time, any average person can demonstrate learning and perform in challenging situations. Reservations of the sort proposed by GOI are counterproductive.

The first program was run in

Bangalore from 2006 till 2007 June. This program had 89 students with computer science degrees with first class in engineering(> 60% in engineering) having passed exams one to two years before, but have not found suitable jobs. It was run by Prof. Sadagopan, IIIT-Bangalore in collaboration with Infosys. Out of the 89 who completed, 86 found employment within 2 months of completion of the same. They have all performed very well in their jobs as per the information received from Prof. Sadagopan who they are

in touch with. All of them retain the job in the year 2008. *13 of them got performance awards in their respective organizations- eg. SPOT Award, Best Performance Award, Batch Topper.*

Since 2007 and 2008, 5 States have committed to doing these programs. They are Karnataka, Andhra Pradesh, Rajasthan, Orissa and Maharashtra. The organizations engaged in conducting the programs are IIIT-Bangalore, Institute for Electronic Governance-Hyderabad, MNIT- Jaipur, CET-Bhubaneswar and Symbiosis- Pune.

Year	2006 - 2008	2007 - 2008	2008	2008	2008	Aggregate
State	Karnataka	Andhra Pradesh	Orissa	Maharashtra	Rajasthan	
Institute	IIIT, Bangalore	IEG, JNTU & Colleges	CET, Bhubaneshwar	Symbiosis Inst, Pune	MNIT, Jaipur	
Trained	89+67 (156)	474	44	39	26	739
Employed	86+29(115)	411	10	11	15	562
Percentage	73.7	86.7	22.7	28.2	57.7	76

The support given by all has given good results in Andhra and Karnataka. The results are really heartening whereas the same is not true of the other States. This seems to be apparent due to lack or no involvement of the State agencies responsible for the same. This has been compounded by the unfortunate events of the world economy and the recession. Even though the State of Orissa was engaged well in terms of financing, they could not provide the lists of candidates who had first class career. It may be due to the fact that

it has not been maintained. This resulted in spending a lot of precious time and money on advertisements. In case of Rajasthan, the above situation was true and further the program got funding of INR 6, 00, 000. There has been no funding from Govt. of Maharashtra.

The students were from socio-economical backward, and from rural background, and from families which have struggled to make both ends meet. Most of them had a family income of less than 2

lakhs per annum! Also several of them were under employed or unemployed for more than 2 to 3 years before the training. Now, these job seekers have been helped to find jobs in very good companies both Indian and MNCs with salaries ranging from 20000 to 30000 per month.

All the institutions running the program had applied for support from the ministry of social justice under the scheme as per the prescribed format to the relevant section.

## Infotech Enterprises Ltd.



Founded in 1991, Infotech is a US \$193.4 million ('889.75 Crores for FY 2008-2009) Global IT services company with over 7000 people specializing in Engineering Services, Geographic Information Systems (GIS), and IT services. We provide services to a wide range of industries - Aerospace, Automotive, Energy, Government, HiTech Consumer & Medical Devices, Marine, Rail, Retail, Telecom and Utilities.

Infotech believes in giving back to society in some measure that is proportionate to its success in business. CSR aims at balancing the needs of all stakeholders. Infotech's CSR initiative goes beyond charity and believes that a responsible company should take into account its impact on the society besides rewarding its stakeholders.

### Infotech Enterprises Charitable Trust

Corporate Social Responsibility (CSR) programs at Infotech Enterprises Ltd are carried out under the aegis of Infotech Enterprises Charitable Trust.

According to Planning Commission study, poor physical infrastructure

and paucity of teachers continue to mar the performance of the government's schools in India.

As such government of India has established flagship program Sarva Siksha Abhiyan (SSA) scheme for universalization of elementary education. As part of Affirmative action Infotech has signed a MoU with SSA to improve performance of the government's schools by means of "Adopt a school" program.

The programme seeks to provide & strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintenance grant and school improvement grants and with additional teacher support.

### Infotech's Perspective on adoption of schools:

Our corporate leadership team sees CSR as part of their strategic management program and also as a source of innovation.

- Support the school to become a model school with **increased enrolment, good attendance, least drop outs, vocational trainings, high pass outs, good hygiene and**

**improved health** etc. Targeted improvement is 10 to 15% year to year.

- Adopt next school and replicate the process.
- Scale up the activities (2008-09: one school; 2009-10: 2 schools; 2010-11: 3 schools)
- Encourage the support from our customers.
- Encourage the support from our employees in participation in celebrations / festivities

The adoption of Gachibowli School has given us confidence as other schools are showing interest in our adoption.

*CSR aims at balancing the needs of all stakeholders. Infotech's CSR initiative goes beyond charity and believes that a responsible company should take into account its impact on the society especially the deserving segment besides rewarding its stakeholders.*

Infotech was always keen and sensitive towards issues that impact the societal growth.

Works undertaken (Total Amount invested in Gachibowli Govt Upper Primary School is Rs 50 Lakhs in 2 years)

- Constructed 3 new class rooms for higher classes viz 8th, 9th, 10th
- Supplemented mid day meal by providing boiled egg on alternative working days of school
- School building main gate replaced
- Uniforms & Books to school Children
- Appointment of additional teaching staff for Science, Math's and English subjects
- Toilets construction- For girls, boys and staff
- Power connection

School	Student Strength	% SC & ST	Location
UPS	360	19%	Dargah
ZPHS	455	20%	Dargah
UPS	220	12%	Khajaguda
ZPHS	190	14%	Khajaguda
UPS	180	14%	Nanakramguda
ZPHS Boys	1100	16%	Serilingampally
UPS	430	27%	Shamshiguda
ZPHS	480	25%	Shamshiguda
UPS	470	30%	Gachibowli
ZPHS	260	28%	Gachibowli

▪ Modified the Compound wall, Dining & Play Area

**IECT Adopted Schools**

IECT has made a great progress by adopting 6 new schools and now it

has 10 schools in its feather. Currently supporting around 4200 underprivileged students through our adopted government schools.

## INGERSOLL RAND



Ingersoll Rand is a \$13 billion global diversified industrial firm providing products, services and solutions to enhance the quality and comfort in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and enhance industrial productivity and efficiency.

**CSR Initiatives:**

Ingersoll Rand is committed to sustainability and our products, services and solutions are at the forefront of environmental stewardship as it tries to minimize the environmental impact of our actions.

The company participated in several voluntary partnerships and initiatives that help drive improved performance for the company and the greater community. Ingersoll Rand employees continued to carry forward our spirit of volunteerism

by working with communities across the country helping the disadvantaged, marginalized and those in distress.

It has been working with old-age homes in Ahmedabad, organized eye donation and blood donation camps in various cities, supported underprivileged children in Bangalore and Delhi, raised funds for AIDS awareness in Chennai as well worked for relief and rehabilitation in times of natural disasters.

A key project that was completed in 2010 was the disaster relief, shelter and settlement project in Karwar district of North Karnataka. North Karnataka was affected by severe floods in October 2009. Ingersoll Rand Bangalore employees volunteered in large numbers to collect and distribute relief materials such as blankets, cooking utensils, food and other utility items.

All Ingersoll Rand India employees donated one day's salary to the Karnataka State Government for relief operations. Ingersoll Rand's India businesses and the global Ingersoll Rand Foundation contributed funds to Ingersoll Rand's NGO partner United Way to launch a rehabilitation program for the displaced.

**Skill Development:**

Ingersoll Rand has been supporting a group of orphaned children from 'Vishwalaya' Ashram, near Bangalore since 2006. The funds donated by Ingersoll Rand help these children gain education through an unconventional system of learning, gaining life skills and sustenance through activities such as traveling and staging plays as part of their learning process.

The company will continue to work within communities in the core areas of health, education and environment.

# INTEGRA SOFTWARE SERVICES PVT LTD

## Sriram Charitable Trust

The founders of Integra Software Services Pvt. Ltd. Mr. Sriram Subramanya and Ms. Anuradha Sriram established Sriram Charitable Trust for the greater good of the society by contributing personal wealth. Strong personal urge for upliftment and contribution to the welfare of the society .

- ITI under PPP mode

Last five years the trust has donated a sum of Rs.26.88 lakhs towards education and development of under privileged children.

- The trust donated lab equipments & 15 computers amounting to Rs. 2.10 lakhs to St. Mathiyas Hr. Sec.



### EDUCATION

At a time when education has become the biggest differentiating factor, Sriram Charitable Trust offers an edge to deprived and rural students through its activities.

### THE FOLLOWING ARE THE FOCUS AREAS IN EDUCATION

- Scholarships for underprivileged students
- IT for semi-urban & Rural Schools (Rural IT)
- School Infrastructure Development
- School for under privileged

School in the presence of Honorable Revenue Secretary Mr. Cholatte Prabhakar IAS and Educational Director Mr. Sundaravadivelu.

- This school is run by nuns for the under privileged children with boarding facilities. There are 650 students are studying here, out of this around 350 students belong to SC/ST community.

- Infrastructure development in Hindu Hr. Sec. School, Maduranthagam. This school serves for more than 1500 economically back ward students. Among this 511 students are from disadvantaged community (SC/ ST).



Donated Rs. 16.8 lakhs, so far. The following aids given by Sriram Charitable Trust to the school.

- Constructed science block worth of Rs. 10 lakhs
- Donated Lab equipments worth of Rs. 1 lakh
- Donated Computer lab worth of Rs. 2.5 lakhs
- Donated 90 sets of benches & Desks worth of Rs. 3.3 lakhs

Toilets, Bath Rooms and Kitchen building sponsored to AnnaiIllam, Kandamangalam

- The inmates of the school are 35 children out of this 19 students are belonging to SC / ST community.

Computer donated to Govt. Middle School, Vinobha Nagar, Pondicherry





■ This school in Vinoba Nagar is located in the under privileged colony, most of the children are from SC / ST community. From 2008 onwards the Trust donates School bags, note books and stationary kid to all the children for an amount of Rs.30000/- per year. So far Rs.1.2 lakhs donated.

- Homes for street boys & girls. There are nearly 130 boys and 40 girls are staying there and
- going to school. Out of this 95% of the students are belonging to SC / ST community.



■ Ms. Neerosha who is pursuing her 2nd year B.Sc Nursing in Indhirani College of Nursing, Ariyur, Pondicherry. The Trust has donated for her college fees. She is belonging to under privileged SC community.



### **Ethics at workplace**

The company has 1005 employees out of which 74 belong to disadvantaged community that includes 59 operators and 15 supervisors

### **Various trainings were provided for their career growth within the organization**

- Composing
- Quality Control
- Graphic Artists
- Copy Editor
- Technical Editor
- Software Programmer
- Project Management Executive
- Interpersonal effectiveness
- Positive attitude and positive thinking
- Communication
- People Management
- Customer Service

### **Etiquettes & Ownership Building**

- Problem Solving Techniques in Work Place
- Soft Skills Programs

# JUBILANT LIFE SCIENCES LIMITED

Jubilant Life Sciences Limited, Nanjangud Plant is a part of Jubilant Bhartia group. JLSL provides comprehensive solutions, services and products covering complete value chain for pharmaceutical industry. The services extend from Custom Research and Manufacturing Services ( CRAMS), Molecular Design, Chemical Synthesis, APIs, Formulations and Clinical trials.

## Initiatives:

### Education

■ Government Schools and angawadis in the focus area namely: Kallahalli, Kanaka Nagar, Kathwadipura, Deboor, Kore Hundi, Handuvina Halli and Chamalapura Hundi are helped improve their infrastructure like drinking water facility, compound wall, painting. The children are provided with note books, foot wear, sport goods, library books, education charts models etc. wherever required, at a cost of around Rs. 5 lacs per year.

### Skill Development Initiatives:

■ JBF had involved in skill development and enhancing earning capacity of the youth and housewives in the area. For this purpose JBF runs a Vocational Training Centre at Nanjangud.

### Livelihood

■ Company has helped to 15 ladies of Kallahalli and 10 of Kathwadipura by training them in stitching and engaging them in stitching uniforms required by the company..

### Building Trust with Community:

Company helps villagers to meet the infrastructural needs by :

■ Providing individual toilets to each household in Kallahalli to supplement the efforts of the Government. Already 87 houses are provided with toilets and around 50 more are to be constructed at a cost of around 4.5 lacs.

■ Supplying water to Kallahalli by reviving defunct system from river Kabini at a cost of around Rs. 3.5 lacs.

■ Constructed of community hall, Rama Mandira in Kallahalli, revamping temples at a cost of around Rs. 4 lacs, and assisting villagers in organizing functions in village.

### Health

■ Mobile Dispensary: The Company is providing medical advice and medicines to 7 villages ( Kallahalli, Kanaka Nagara, Kathwadipura, Deboor, Handuvina Halli, Chamlapura Hundi and Geekalli covering a population of around 12,000. JBF has two qualified Doctors ( one male and one lady )with required paramedical staff. JBF has six dispensaries and one mobile dispensary for this.

■ Company provides free in-patient hospitalization facility to the villagers of Kallahalli with a population of around 2000.

■ Health Check-up: All school and anganwadi children are subjected to quarterly medical check-up to find malnutrition at an early stage and provide suitable medical intervention to prevent it.



*The company helps the community to meet their infrastructure needs. It also involves in skill development and enhances the earning capacity of the youth from the community in and around Nanjangud Plant*

# LANCO INSTITUTE OF GENERAL HUMANITARIAN TRUST (LIGHT)

*Lighting up millions of lives in India .....*

LANCO Infratech Limited (LITL), established in 1993, is an integrated infrastructure developer with interests in Power, Infrastructure, Construction and Property Development. With its 23 subsidiary companies spanning 12 States, today LITL's market capitalization stands around US \$ 4 billion.

LANCO Insitute of General Humanitarian Trust (LIGHT) set up by LANCO as part of its corporate social responsibility in 2000, has succeeded in making its presence felt in a short time. Its programmes are designed to benefit rural communities, especially the underprivileged society.

LIGHT Projects:

**Sujalavahini:** LIGHT provides safe drinking water to about 75,000 people through 800 tube wells covering 500 villages. 40 – 50% of

the beneficiaries are form SC/ST communities.

**Sharddha:** LIGHT has helped more than 10,000 physically challenged people covering 5000 panchayats spanning 30 districts in four states by providing artificial limbs and appliances. The activity has been carried out through four Artificial Limb Fitting Centres (ALFCs), located one each at Vijayawada in Andhra Pradesh, Korba in Chhattisgarh, Kumbakonam in Tamil Nadu and Udupi in Karnataka.

**Satkala:** LIGHT has enabled about 140 Kondapalli artisan families to upgrade the quality of production and marketing of Kondapalli toys, thus keeping alive the age-old cottage industry. 80% of the beneficiaries are from SC/ST Communities. (The case study on this initiative has brought LIGHT

the TERI CSR Award for 2006 – 2007)

**Swa Shakthi:** An initiative to empower unemployed rural youth into employable. LIGHT has trained more than 500 youth in employable skills and facilitated post training placements. The skills and trades include sales and marketing, bed side patient care, motor mechanics, data entry, masonry, bar bending and carpentry.

**Scholarship:** LIGHT has supported more than 210 meritorious students to pursue graduation and under graduation courses

**Sadhana :** LIGHT sponsors sportspersons / Sports activities

**Sreyassu:** LIGHT has extended support to Lepira Society to enable 40 HIV/AIDS patients to take up jute making in Jaggaiahpetta, Krishna District, Andhra Pradesh.

## LARSEN & TOUBRO (L&T)

Affirmative Action Initiatives / Community Development Initiatives

At Larsen & Toubro (L&T), we believe that true and full measure of growth, success and progress of a company lies beyond balance sheets or conventional economic indices. Moreover, we are in business to achieve a larger objective than merely enhance our bottom line. We understand our role that we are morally required to repay our society and the environment for the use of finite resources, fulfilling

the virtuous cycle of social, economic and environmental renewal.

In order to focus our attention and carry out the societal tasks across all geographical locations of L&T covering every workplace such as offices, factories and project sites, the company has identified **three thrust areas: a) education b) mother and child health and c) employee volunteering.** In addition, the spouses of L&T employees with their registered trusts in different locations offer

their services to the underprivileged and vulnerable sections of the society. L&T's continuous and concentrated efforts towards achieving these objectives are in line with the "Voluntary Guidelines on Corporate Social Responsibility" released by the Ministry of Corporate Affairs in December 2010.

### 2010 EDUCATION INITIATIVES

Education represents the most effective empowerment against social and economic backwardness.



Moreover, it is a potent enabler for inclusive and sustained growth.

While the elite in the country enjoy top-end education in private schools, a majority of the country's children especially from rural areas and slums, continue to be deprived of education. During 2010 more than 67000 people benefitted through various education initiatives.

### **CONSTRUCTION SKILLS TRAINING INSTITUTES (CSTI)**

Empowering underprivileged rural youth with skills enables them to become self-sufficient and makes a significant economic impact on the wellbeing of their families, communities and the nation. L&T's CSTIs provide vocational and life skills training to thousands of youth from the weaker sections of the society.

Construction Industry needs a large pool of skilled workmen and unskilled labourers for execution of various projects. However, there is a grave shortage in the availability of the skilled work force, everywhere. In order to meet this growing demand, L&T

established seven Construction Skills Training Institutes (CSTIs), across India for imparting skills training to uneducated and underprivileged rural youth. At present basic training is offered in seven different trades for 3 months with stipend. Well defined infrastructure with modular system of structured training is imparted in *Formwork Carpentry, Masonry (brick work), Bar Bending & Steel Fixing, Plumbing & Sanitary, Electrician & Electrical Wireman, Welding and Transmission Line Construction.*

### **ENHANCING EDUCATION & INFRASTRUCTURE**

In addition to the above L&T has been contributing to enhancing education through upgrading the education infrastructure by building new schools and classrooms for primary schools, balwadis, community learning centers including adoption of village schools and taking care of special children; supporting the schools with educational and audio-visual aids, computer and science labs, etc., teaching English and

Maths; providing computer literacy, career guidance, personality development, music & dance, sports, swimming, health awareness programs etc.,

### **THE PRAYAS TRUST, CHENNAI**

Prayas offers free medical help to the poor and needy, provides counseling services and takes care of destitute – (children, adults and old aged) including differently abled.

### **GREEN HANDS**

Habitat for Humanity International is a global non-profit organization dedicated towards elimination of poverty housing and homelessness, making decent, safe and affordable shelter for poor and marginalized.

The project is being implemented by Government of India in partnership with Women Education and Economic Development Society (WEEDS) - a local NGO, which will facilitate community mobilization. The houses will be built with an average plinth area of 275 sq. feet – hall, room & toilet – with the family members also contributing 200 hours of labour.

## **LM Wind Power Blades India Pvt. Ltd**



LM Wind Power is an Danish Multinational Company. Head Quartered in Amsterdam, Netherlands, LM Wind Power is into manufacturing of rotor Blades and Brakes for wind turbines. We have Manufacturing and also Technology Centre in India head Quartered in Bangalore. Around 1100 people (direct around 750) are employed with LM Wind Power of which 90% of employees are local and 10% non local employees. 20% of employees are graduates and 80% are non graduates having diploma or vocational training background.

### **Employment:**

We provide 7 mandays' training on composite technology and 45 days on the job training for every employee, on world class manufacturing, Lean Management, Waste elimination and quality process.

Through Learn more at LM (LM@LM), employees are encouraged to take up higher education, for which financial and education assistance was given.

We do take up education programs green energy and environmental related aspects among school children on the occasion of World

Environmental day & World Wind Day every year.

### **Other Initiatives:**

Comprehensive medical examination for all employees conducted annually, we have in house medical center with qualified doctor and nurse round the clock for preventive and curative medical assistance. Every employee gets 3 hours training on safe work practices and habits. We have tied up with banks and support employees to get small loans at lesser interest rate, to support them in various personal/social needs of employees.

# LOYAL TEXTILE MILLS LIMITED

## ABOUT US

For over six decades, Loyal Group provides a wide range of products and services to textile and apparel Markets, besides fulfilling its commitments towards socio-environmental development.

Committed to philanthropy and socio-environmental development, Loyal Group is a multi-faceted organization, providing an array of products and services for textile and apparel industries.

In more than its seven decades of establishment, the Group has created several benchmarks and established milestones for the forthcoming generations.

### AFFIRMATIVE ACTIONS:



### Employment Opportunity

■ Out of 3695 workers employed in the manufacturing units, 1436 of them belong to Schedule Caste group. In terms of percentage of employment, it works out 38.86% of total workforce.

## VOCATIONAL TRAINING CUM EMPLOYMENT

Tailor training centre was established in association with Ministry of Rural Department, Government Of India, and IL & FS in the year 2009 with a view to promote economical well being of rural women.

During the year 2010-11, 830 women trainees had acquired requisite skills through structured training and were awarded Diplomas after successfully completing the terms. Around 48.67% of them (404) were from Scheduled Communities.

### GRADUATION SCHEME:

Loyal Mills offer free distance mode Graduation Programs to the

provided by extra additional classes organized by the Management enable them to acquire fairly good knowledge on the subject which they pursue to qualify.



Graduated workmen are employed in higher skill set jobs in the Office and some of them are employed as officers.

As on date 127 scheduled caste community employees are undergoing graduation program.

### LIFE SKILLS:

During the tenure of employment, life skill training in Handicrafts, embroidery etc., are being imparted to them.

*During the year 2010-11, 830 women trainees had acquired requisite skills through structured training and were awarded Diplomas after successfully completing the terms.*

workforce by bearing all fees payable to the University. With good in-built infra structure, eminent teachers from the University conduct their "Contact seminar Classes" in the mill campus and all supplementary knowledge

# Mahindra Satyam Foundation

Mahindra Satyam believes that commercial success in business should be gained through positive practices that aim to promote general welfare and also contribute to the development of society. And Corporate Social Responsibility is an essential part of the wealth creation process. All CSR programs are carried out through Mahindra Satyam Foundation, the CSR arm of Mahindra Satyam.

Mahindra Satyam Foundation supports and strengthens the vulnerable and disadvantaged sections of the society for transforming the quality of life through technology and volunteering. The power of IT is leveraged to bridge the 'digital divide' that limits opportunities for success and prosperity, and thereby, transform lives of the less privileged. All initiatives of the Foundation are targeted towards the disadvantaged population in locations where Mahindra Satyam has a significant presence.

**Core Areas:** – Education, Health (Blood Donation Drives), Livelihoods, Empowerment for Persons with Disability and Disaster Management.

## Education

**IBM KidSmart Program** is an ongoing initiative, with an objective of offering children from low-socio economic communities good quality learning opportunities in their pre & primary school years and to offer teachers of these children access to the latest educational methodology and appropriate use of technology.

- Currently 5 KidSmart centers are operating
- 16 neighbour schools access these centers.

- 4250 primary school children get benefited.

- 19 underprivileged Govt. school children (in Hyderabad and Bangalore), who fared well in the Board exams but could not pursue higher studies due to financial constraints, were given scholarships.

- A computer lab was set up in a Govt. School at Mazeedpally in Medak District. 15 debonded computers were provided to the school which will benefit 400 Govt. school children

## KidSmart Center



## Notebook distribution to Govt. School children



During 2010-2011 more than 20,000 notebooks were distributed to 5,403 children of 19 urban Government schools in Hyderabad, Chennai, Bangalore and Bhubaneswar, and 11 rural schools in Mahabubnagar District in Andhra Pradesh.

As part of Affirmative Action volunteers regularly visit school students, street children shelters, orphanages, observation homes and juvenile homes on weekends. They counsel the children, teach them, organize Motivational Trips, fun and games, and celebrate Independence Day, Children's Day, and other festivals.

## Livelihoods

Mahindra Satyam Foundation is operating 4 IT schools, in Hyderabad and Bangalore.

During 2010-11 a total of 252 candidates, who included marginalized people, were also trained in basic computer skills, Spoken English and Soft skills for 3 months, and placement support given to 125 and is ongoing.

This year 111 candidates were trained and 54 candidates placed under Phase V of HPCL-CII-Mahindra Satyam Foundation "Swavalamban" Project.

Mahindra Sathyam helps persons with Disability by organizing Mela and to develop their skills and training them in making jewellery, bags, pickles, papads, candles, toys etc and also educating them on latest/advanced technology/software available as assistive aids, increase in the number of institutions/corporate participation for Training & Placing PWDs in ITSAP (The IT & ITES Industry Association of Andhra Pradesh) formerly known as HYSEA.

### Capacity building:

To facilitate capacity building,



support was given to PWD institutions in Hyderabad and Chennai by providing them material which is useful for enhancing vocational skills.

In Hyderabad, a Photocopying machine, a flour mill, cots, mattresses, cupboards, book shelves and a water tank were provided to Sadhana Institute for Mental Retardation, which will be beneficial to 156 inmates.

The Photocopying machine and Flour Mill are used to train 30 Mentally Challenged adults and

also helps in generating income for the institute.

**Magnificent Seven:** a unique approach to Volunteering.

In line with Mahindra Satyam's standards for doing quality work, Mahindra Satyam Foundation has initiated a unique process to improve efficiency in volunteering projects, by using the full-cycle leadership concept.

During this year 2,948 volunteers contributed 10,100 hours of volunteering.



*As part of affirmative action initiatives volunteers regularly visit school students, street children, orphanages, observation homes and juvenile homes on weekends. They counsel the children, teach them, organize Motivational Trips, fun and games, and celebrate Independence Day, Children's Day, and other festivals.*



# MANIPAL FOUNDATION

Manipal Education and Medical Group (also known as the Manipal Group) has many institutions in the following sectors – Education, Research and Medical. Manipal Foundation is the Not for Profit Trust founded for various social objectives. The Foundation was established as a registered Charitable Trust by the Manipal Group to carry on activities in line with the Vision of the organisation. The registered office of Manipal Foundation is in Manipal, Karnataka.

The main activities of the Foundation are providing funding support for healthcare, education research and livelihood generation. The foundation also identifies individuals/ groups/ organisations involved in the above activities and tie up with them to extend these activities to persons from economically underprivileged sections of society.

## Key Initiatives:

1855 persons coming from economically weak background were funded for treatment of various illnesses in different hospitals of Manipal group. The funding was to the tune of Rs. 202 lacs.

Two bridge schools for children of migrant labourers are being supported in Bangalore. More than 230 children benefit from this school. 25 children have been admitted to regular mainstream English medium schools in age related classes from I to VI for the next academic year.

One school in Chennai is being supported where the children come from the underprivileged

community. There are also children coming from broken families or orphans. This is a part residential school where 100 out of 390 students are in residential care. The school has upto class 8 and is geared up for Class 9 from the ensuing academic year.

20 one teacher schools run by Friends of Tribals Society are being supported. These are elementary schools upto Class 3 level operated for children everyday after 3 pm. Total number of children benefited is 510.

40 children of lower level employees of Manipal University are being supported in partnership with parents and University for special coaching from Class 9 to PUC II to help them get admission to professional courses.

31 children from Government School in Whitefield in Class 9 are being given special coaching to help them fare better in their examination.

Apart from the above, CSR funding of the Group as a Vocational / skill development trainings to be imparted to 1000 unemployed youth Pan India.

## Skill Development Initiatives:

Skill development programmes are conducted to make unemployed and not very highly educated youth employable. They have been successfully placed in the relevant sector.

250 unemployed youth were trained in retail skills and placed successfully in retail outlets like Reliance Retail, More, Spencer, Megamart, Health & Glow, Foodworld, etc. Programmes were

conducted in Bangalore, Chennapatna, Ramnagaram, Mumbai

150 youth undergoing training in computer skills will be assisted in placement in companies like Croma, BPOs of HCL, Wipro, etc

200 unemployed youth in five centers – Manipal, Bangalore, Mysore, Bellary and Tumkur- were trained in DTH installation and servicing skills to enable them to be assigned to DTH distributors for installations and repair of DTH connections



*Two bridge schools for children of migrant labourers are being supported in Bangalore. More than 230 children benefit from this school. 25 children have been admitted to regular mainstream English medium schools in age related classes from I to VI for the next academic year.*

# MICHELIN INDIA



## TAMIL NADU TYRES PRIVATE LIMITED

### Socio-economic Survey:

Michelin was one of the sponsors for the household socio-economic survey conducted by FORRAD (Foundation for Rural Recovery and Development) in 31 villages on the periphery of the site. A comprehensive door-to-door survey covering 5724 households was conducted in 31 villages and hamlets surrounding the site. This empirical survey sought draw out demographic details, assess employability and socio-economic status of each individual of every household in the area.

### Education:

Michelin have sponsored 7 students (2 in 2009 and 5 in 2010) for their PG program in France.

Michelin have sponsored two students last year (for the academic year 2010-2011) for their school studies (10th, +1 and +2) in French International School, Pondicherry.

Michelin strongly believes in community development and will now work on education for the community also.

### Employability:

The Training centre at our factory

premises provides training to our employees and also to the community. Training for the community will be on Soft skills like spoken English, Basic computer skills, Accounting and Vocational training programs like plumbing, carpentry, tailoring etc and these programs will be designed based on the needs of the community.

■ DRD (Women Employees - only Chennai)

• Organised between 13th June to 17th June

• Based on the mileage from the drive initiate a similar action plan for south India

• Recruitment of people with disabilities

■ Identified NGO (Ability Foundation)

• Meeting to be scheduled with Susan to validate and further course of action

• Resume generation from FORRAD data bank for under graduates

An article in the magazine "Thulir" announcing the career prospects with Michelin

Based on the resume segregation conduct a recruitment drive at site.

This exercise will also enable identify the training needs

• Employment opportunity for women (Driving skills / Fork lifters)

Invite women candidates in the FORRAD databank

Tie-up with driving school for obtaining the driving license and enhancing their employability

Interested candidates to be employed as Fork lifters in the site

Do similar activity across Chennai in association with NGOs

• Recruitment drive based on FORRAD data bank for all graduates

An article in the magazine "Thulir" announcing the career prospects with Michelin.

To be planned at site - Date TBD.

Note: Most of the populations of these villages belong to vulnerable caste groups. Over half the total population belongs to the Dalit community. There are 600 persons belonging to the Irular community. Over 90% of the population lives on under two dollars a day, over 80% in conditions of extreme poverty (under a dollar a day).

## MICHELL BEARINGS (INDIA) PVT LTD

Michell Bearings

Michell Bearings (India) or MBI is a Joint-venture of Michell Bearings -UK (a Rolls - Royce Group Company) and Malpani Holdings Pvt Ltd. Michell Bearings is the originator of the pivoting pad type bearing and presently a leading manufacturer of Whitmetal Thrust and Journal Bearings.

MBI started its production facility in Bangalore in 1995 to make Michell product and service more readily available to the customers in India. Its present manufacturing capacity is 1500 White metal Bearings and spares per annum,

with an investment of ' 29.00 crores. The company has 56 employees at present.

Under 'Sarva Siksha Abhiyan' (Shala Dattu Yojane) in the year 2008, MBI adopted a School-Government Higher Primary School Balaganahalli and constructed the school building, the compound wall and provided the other facilities required for the school children. MBI is now planning to construct additional class rooms and other facilities in the same school.

The company has recently sponsored a vehicle -Tata Sumo Grande to an NGO "Children's Lovecastles Trust", Jakkur Village, Bangalore for the transportation of the staff to remote village Schools in Karnataka to promote their " e-learning programme " for Government Schools.

The company has come up with a Training Program called "Computer Literacy program" for the nearby village school teachers and school children with the help of "Children's Lovecastles Trust".



MindTree Ltd. is a global IT and Product Engineering Services company with other businesses in Independent Testing, Infrastructure Management and Technical Support (IMTS) and Knowledge Services.

#### Mindtree Foundation:

- Development of Affordable, Indigenous Assistive Technologies to help Persons with Disabilities. Have invested approx \$100,000 in terms of effort and material in this development. Proof of Concepts have been developed. Won Manthan Award South Asia 2010 for this program.

- Funded SPARSH VACHANA program of SPARSH foundation to which facilitates long term corrections for severe deformities through Orthopedic and plastic surgeries provided free of cost by an international panel of expert surgeons.

- Financial support to Spastic Society of Karnataka and Spastic Society of Tamil Nadu

- Year End Distribution of clothes to inmates of Destitute homes and orphanages in three cities – totaling almost 1000 beneficiaries

- Donation of Refurbished computers that are being routed to

schools in underprivileged localities - 500 systems this year

- Reading to Visually impaired children, creating Audio Books etc by MindTree Volunteers at Samarthanam EVERY Saturday. Also writing exams as Scribes

- Supporting and Mentoring Rural School Children (15) through their Higher Education till they are independent.

- Facilitated hiring and integration of Persons with Disabilities into MindTree through the year. We have at least 42 Employees registered in the Disability category by Dec 2010.



## Mphasis An HP Company

Mphasis is a global IT and BPO services company, which delivers real improvements in business performance for its clients, through a combination of technology know-how, domain and process expertise. Total no of employees is approximately 33,000.

#### Nurture Merit:

Mphasis will be supporting scholarships for 50 bright-needy students belonging to SC/ST category under Vidya Poshak's signature program "Nurture Merit" and assist them for a period of 3 years with integrated services (Scholarships, Books and Training) to ensure they continue, complete education leading to meaningful employment.

80% of the students from those completing graduation will be employed within 3 months of completion of their education. And remaining will get employment within a year of their completion of graduation.

#### Aalamba:

Aalamba program is an employability

and entrepreneurship program aimed at youth who are school drop outs and fall into a policy black hole. We have helped setting up a catering unit initiated by a self-help group of women, called Sangam Foods, and a Potter's Shop (a sales outlet of pottery products) at Pottery town in Bangalore, India.

#### Namma Halli:

Namma Halli is a CSR initiative of Confederation of Indian Industries (CII), Karnataka. Under this initiative, CII-Karnataka had invited its members to adopt villages in rural Karnataka. Mphasis has adopted four villages in Doora Panchayat - Doora, Talur, Muradagalli, and Dodda Katuru – located 130 kms from Mysore in Karnataka under the project.

The goals behind this initiative include sustainable economic development, improved health, and over all human development with increased and improved access to education, adult literacy, clean village and environment. Mphasis is committed to support this initiative for an initial period of three years.

#### Skill Development:

- NOIDA Deaf Society (NDS) is our partner in NOIDA where we support English Literacy of 250 deaf youth. We have scaled new heights with some breakthrough employment opportunities for these students. We had a week long training program where the students were trained on the job, and had sensitization and sign language orientation for the team. It was wonderful to see the enthusiasm that the team at Mphasis showed towards this initiative. All 15 of them joined Mphasis on May 31, 2010.

- We have partnered with Enable India to train 120 youth with disabilities in Bangalore, Pune and Indore in ITES Skills

- Partnered with Headstreams to train 300 youth in employability skills with 30 brightest trained to set up enterprises

- Have partnered with Aide-at-Action to train youth in employability skills at Chennai

NTTF as a whole has two faces - we are a educational institution and a Manufacturing unit, positioned at a major intersection in the knowledge economy, connecting global learning opportunities with best learning & manufacturing facilities made available locally.

NTTF promotes its Affirmative Action (AA) activities based on the conviction that all business activities must take "AA" into consideration;

It employs around 430 people (both on direct and contract employment) and about 5% of the workforce belongs to the reserved category.

### Education:

- Free seats for the reserved category employee's children under many of our Non formal, Certificate and Diploma programs and free coaching for all reserved categories.

- Training of ITI trainers ( reserved category) in collaboration with Govt. of Karnataka

### Employability:

Seats are reserved for employability development programs for a group of 25 people at our Training centre. Duration of the program is 3 to 6 months – Machining skills, Engg drawing, Computer applications, Inspection.

### Entrepreneurship:

- Free Skill development program - Short term programs like CNC, AutoCAD, Basic computer application, Welding Technology etc., and others like "4 wheeler" Driving.

### Employment:

- Free Employable Skill programs – Long term program on Computers, Tool & Die making,

Mechatronics, Design etc.

- Physically challenged & destitute ST & SC women who have been deprived of certain rights by the society –three units were started viz:

"Workshop for physically handicapped" - WPH at Vellore plant; - 150 people

"RWT" – Rural Women Trust at Peenya , Bangalore - 60 people

### Other Initiatives:

- Develop new faculty development programs with colleges that have high percentage of reserved categories.

- Make formal arrangements for referral of applicants for free Training with Government schools/ colleges and other agencies.

- Use ITI teachers of the reserved categories as guest faculty.

## PEGASUS INSTITUTE FOR EXCELLENCE



**Pegasus**  
Institute for Excellence

### **EDUCATION**

Cost of Books, School Fees of the children of our employees (hailing from rural areas near camp site) are reimbursed, to encourage the parents, to send female children to schools.

Meritorious students are recognized and encouraged with cash rewards.

Organized two "Bridge course" programmes of three day duration, with the help of Nettur Technical Training Foundation (NTTF) for the children studying in classes 10 & 12 of rural schools: 160+ students (Including girls in large numbers) from 15+ villages benefitted from the project.

We are supporting the schools, teachers and children (Repair works / equipments/ furniture / Books / writing material etc..) as part of our local area development initiatives.

We also run a school, up to Class VI – 'Budhi International School', under

Pegasus Foundation where-in children with low learn-ability and learning disabilities are accommodated with normal children. 10% of the seats (free) are reserved for the children who can't afford to pay for education including those who lost their parents.

### **EMPLOYABILITY**

- 98% of workforce is employed from the surrounding rural villages. We have provided employment opportunities to illiterate/ semiliterate /slightly literate men and women of different age groups, across 5 locations (Bangalore, Pune, Pondicherry, Bhubaneshwar and Dehradun). Total number of employees are 170 (48 people belong to SC/ST). We also have dumb, deaf, polio-ridden and challenged people as part of Pegasus Team.

- Our parent company Terrier Security Services (I) Pvt. Ltd is providing employment opportunity to more than

9000+ people drawn mainly from rural areas across the country (Karnataka, Tamilnadu, Rajasthan, Haryana, Puducherry, Maharashtra).

- Some of the widows have been provided with suitable employment.

### **HEALTHCARE**

- Organized medical camps in remote villages not only for the benefit of our own employees but also for the rural people living in and around the Institute, with the help of like-minded Medical professionals, Hospitals like Narayana Hrudayalaya.

### **OTHER INITIATIVES**

We provide regular support to 'Matru Foundation' (Chaired by Padmashri, Dr. Malathi Holla, a paraplegic sports person who won many laurels at International level for India, in Special Olympics) which provides Housing, Food, education and medical support to challenged / special children, both through donation and services.



# RAMKY Foundation

Ramky Foundation (RF) is the Corporate Social Responsibility (CSR) arm of Ramky Group of Companies. Ramky not only works towards sustainable business operations but also believes in contributing towards the creation of a sustainable society.

Ramky aims to help maintain a healthy global environment, biological diversity and work partnership with our diverse stakeholders to address global issues through innovative and effective approaches.

The focus for Ramky Foundation is on the marginalized groups like Scheduled Tribes, Scheduled Castes and Backward Classes. RF distributes scholarships worth more than Rs.20 lakhs every year to support education of poor and meritorious students and spends more or less the same amount to train the rural youth in vocational trades.

*Ramky not only works towards sustainable business operations but also believes in contributing towards the creation of a sustainable society. The focus for Ramky Foundation is on the marginalized groups like Scheduled Tribes, Scheduled Castes and Backward Classes.*

Ramky Group is spending around Rs. 2.5 crores per annum for these developmental initiatives as part of fulfilling its social obligations by giving back to the society.

## **Employable Training:**

### **Empowerment of Women**

Till date we have trained almost 1,600 poor women in tailoring and embroidery, to help them find better livelihood opportunities. Also, we have 18 tailoring and embroidery training centres in Andhra Pradesh.

## **Education**

### **Scholarships to the Poor and Meritorious**

The main idea of this programme is to bring down the school dropout rate as a result of poor economic condition.

Here, we sponsor the meritorious students from KG to PG through scholarships, which are availed by many of them.

The sponsorship procedure starts in June and ends in August every year on the basis of merit and financial status assessment. Under this program, an amount of Rs. 45.25 Lacs (Rs. 4.52 millions) have been disbursed to 470 students till now.

### **Adoption of orphans**

Ramky Foundation has adopted orphan girls and has been providing them financial and moral support.

Apart from providing education, we are bearing the expenses of hostel too. Some of the adopted children are deaf and dumb.

## **Affirmative Action Projects**

'Maa Thota Project' - Tribal Development Fund by Ramky Foundation

The Ramky Foundation had begun implementing its 'Maa Thota' Project, in the Atmakur, Kothapalli and Pamulapadu Mandals of Kurnool District, Andhra Pradesh, in 2010. A grant of Rs. 3.7 crores is being made by the National Bank for Agriculture and Rural Development (NABARD), towards this.

The aim of this seven-year project is to enhance the socio-economic status of 1000 Scheduled Tribe (ST) families in those areas. It involves intervention in the areas like Horticulture, Soil Conservation, Water Resource Development, Women Empowerment, Health Care and Training and Capacity Building of the beneficiaries.

Our major achievements so far have been completion of plantation activities in 200 acres and election of Village Development Committee by farmers. We have also taken up various welfare programmes such as Health camps, Environmental promotional programmes, Awareness on HIV/AIDS, Veterinary camps, Social Enterprise training to women SHGs etc.

### **Running ST hostel**

Ramky Foundation has been running hostel for 25 Scheduled Tribe (ST) students at Macherla of Guntur district for the last one year. All the expenses are being borne by Ramky Foundation itself. It is costing to RF around Rs. 25,000 per month towards the expenses of the hostel. Therefore, RF has already spent Rs. 3,00,000 for this cause.

# RANE GROUP

Rane Group focuses on the social and environmental concerns of the society such that it can contribute to sustainable development. Rane's CSR initiatives are in the areas of education and employability, healthcare, neighbourhood development and environment.

**VISION:**

“To be a socially and environmentally responsive organization committed to improve quality of life within and outside”.

**EDUCATION:**

We augment efforts of SC/ST students to pursue education

through scholarship, providing books, uniforms and rewards to academic toppers.

Rane Engine Valve Ltd. contributed to CSI Primary School, Guindy and to HOPE HOME, Trichy to support education. Rane TRW Steering Systems Ltd. Awards School Topper of 10<sup>th</sup> and 12<sup>th</sup> standard students belonging to SC/ST category every year in and around Viralimalai. In addition to that, the company provides uniforms to 75 school children (in a school with the majority of SC/ST category).

Rane Brake Lining Ltd. initiated a rural education scheme “Shiksha”



in collaboration with an NGO-Swami Vivekananda Rural Development Society for providing education to underprivileged children in an around Tiruvallur district.

In Pondicherry a scheme was introduced for providing education to girl students in the surrounding villages through sponsorship.

**EMPLOYMENT:**

Providing employment opportunities to SC/ST youth has been one of the major focus areas. We provide them with training on confidence building, on- the-job-learning and supplementing training efforts to improve quality, enhance attitude and knowledge.

**Workgroup Composition:**

Rane TRW Steering Systems Ltd. workgroup comprises of 10% of SC/ST category employees while Rane Engine Valve Ltd. workgroup consist of 19% of SC; 2% of ST; 50% of BC; 9% of MBC category employees.

Rane Engine Valve Ltd., recruits Company Trainees candidates from remote and most backward locality where the majority of the population belong to SC/ST/BC category. 25% of the trainees





enrolled by the company are from SC/ST category...

**EMPLOYABILITY:**

In order to help women become self-supportive, a Training Program was conducted by Rane (Madras) Ltd. on “Enhancing income generation to the families” to Sanyasikuppam (Puducherry) in which 55% participants were from SC category. The programme attempted to provide guidance to the members on “how to use waste materials” and to enhance the additional income to the family. Topics covered in the program were:

- Producing toys by using clay soil
- Preparing Carry bags by using waste paper
- Developing Sculpture by using Seashell
- Creating Imitation jewel

Rane Brake Lining Ltd. Pondicherry initiated a women empowerment scheme at Sanyasikuppam village, wherein the underprivileged women of the nearby villages were trained in handicraft skills like lamp shading, terracotta figurines, jewellery designs, painting etc. This training was imparted with an aim of

creating self-sustenance through economic activities.

**Neighbourhood Development:**

Our neighbourhood development initiatives include aids / contributions to orphanages, old age homes etc. Rane TRW Steering Systems Ltd. had provided water storage facilities to the SC/ST Hostel in Illuppur, Pudukkottai District

Our employees across all levels have direct involvement and participation in our CSR activities. Extent of awareness/participation in CSR has been tracked as one of the dimensions in our Employee Opinion Survey.



**RHI CLASIL LTD.,**

RHI CLASIL undertakes various social activities that are aimed at helping the poor/ underprivileged people live around.

- Adopted one School at Venkatapuram village and provide school uniforms, books, conduct various sports/ games competitions and award prizes to the winners / runners every year.

Due to inadequate number of teaching staff, we have also appointed one full-time teacher for the school on our behalf and pay the salary.

- Improved the sanitation and health conditions of the poor people in the village, As a social obligation we made contribution for building toilets for 50 houses of the poor people in Venkatapuram Village during the year 2009.

- During the year 2011 we are going to provide purified drinking water to the villagers by installing purified drinking water plants at Venkatapuram village.

Likewise, we undertake several measures on a continuous basis to help the villagers and poor/

underprivileged people around us and also contribute for several cultural and sports activities.

*Adopted one School at Venkatapuram, a backward village and provide school uniforms, books, conduct various sports/ games competitions and award prizes to the winners / runners every year.*



# RUBFILA International Ltd

Rubfila International Limited (RIL) is a Public Limited Company promoted by Rubpro Sdn. Bhd., Malaysia and Kerala State Industrial Development Corporation.

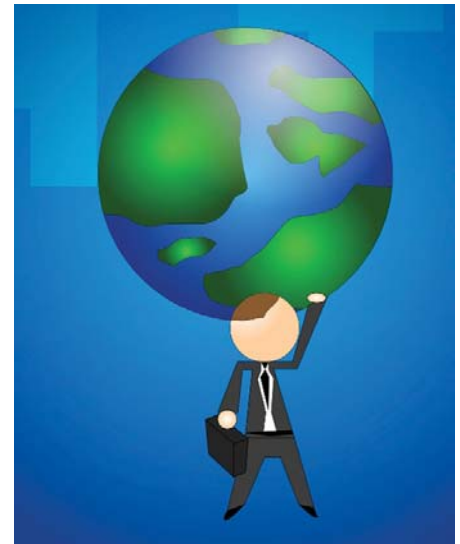
The company which started with manufacturing extruded Round Latex Rubber Thread later ventured into the manufacture of industrial adhesives used in various applications like footwear/ leather goods, lamination/printing, carpet, construction etc. The State of the Art infrastructure facility of RIL is located at New Industrial Development Area, Kanjikode, Palakkad, Kerala. Kerala is the heartland of natural rubber in India.

Rubfila International Ltd has 135 employees in the permanent roll and out of this, 55 belong to the SC/ ST ( 5 ) and OBCs ( 50 ). Organisation has 11 people from the OBC category who are in the Managerial/ Senior Level executive roles.

There are another 40 people under the contract and casual nature and while company does not keep a record of the caste profiles of these people, it is noted that about 23 people belong to OBC and economically challenged groups.

As CSR activities, company had constructed a classroom in the local Govt. L P School at Kanjikkode, the

students of which are from the lower strata of the society.



# SAGAS AUTO TEC PRIVATE LIMITED



Sagas is an ISO 9001:2008 certified, professionally managed Company incorporated in the year 2001. The Company is engaged in manufacturing & sales of LPG & CNG conversion kits for two & three wheelers. Sagas has 152 direct employees and 2 loaders (labour contract employees).

## Initiatives:

The company has undertaken various activities as a part of CSR. Few of them are

- Issue of notebooks, slippers & uniform for free of cost to school children,
- Issued free insurance policies to auto drivers along with Rotary International,
- Major Donor for Rotary for Mysore Astronomy Research Society for setting up Observatory for education of rural children,
- Issued scientifically designed chairs & umbrellas for roadside vendors,
- Developed equipment & bags for safe transport of snakes caught in the city to forest,

## Skill Development Initiatives :

Various programs were conducted for the teachers of ITI in rural areas to orient them towards improving employability of their students.



# SAINT GOBAIN GLASS INDIA

Saint-Gobain Glass India initiated its Socially Responsible Investments in the year 2000, the very first year of its operations, by rolling out activities focusing on the upliftment of neighboring villages by providing them basic infrastructure. In its continued efforts towards supporting the local community in the journey of development, SGGI has always worked hand-in-hand with the Government and the Local Administration. Its aim in all its initiatives is to complement government projects so that holistic community development can be achieved.

The Socially Responsible Investment initiatives of Saint-Gobain Glass India are classified into six major domains: Education, Health & Hygiene, Infrastructure, Entrepreneurship, Employability and Disaster Relief.

**1. Scholarship for Diploma students:** One of the flagship programs is supporting students to pursue Diploma in Engineering which is the base qualification for employment at SGGI. Company reimburses the cost of education fee to the students, 164 have benefited. The scholarship fee is Rs. 7000 a year.



In 2010 alone 41 students benefited through this support. Students from weaker section of our society from about 15 villages benefit through this program.

**2. Learn with Practical application:** As per XSEED, basic concepts in Maths & Science are taught with practical application. These classes are conducted twice a week. They assign a concept for students and they must think and do charts about that concept. It will facilitate the students to think creatively and do the work practically.

Totally 600 students have benefited from III STD to V STD. Received a Positive feedback from Students and Teaching staff, which is conducted with an objective of developing students in Mathematics and Science stream of education. SGGI works in partnership with XSEED Foundation.

Most of the academic pedagogy followed is from the Sarva Shiksha Abhiyan (SSA), which is as impressive as the above subjects.

**3. Support to Single Teacher schools:** SGGI

supports 10 neighbouring villages (Viz, Santhavellore, Killoy, vallam,

Bakthavachalam Nagar, A.N.kandigai, Eraiyur, Pondur, Katchipet and Thodukadu) through **Single Teacher School**, since 2007. Nearly 300 children get benefited



through this initiative every year.

**4. 5S awareness in schools:** Employees of Saint Gobain Glass India actively participate in promoting 5S awareness among students. Bringing in order to the life of students makes learning process easier.

Implemented at Govt. Hr. Sec. Schools, Mathur, Molachur and Santhavellore, More than 1700 students participated in the mass 5S program and awareness sessions in school.

**5. Dictionary in Schools:** Doubts needs to be quickly clarified for



sustained learning. Saint Gobain Glass India's initiative of providing Project Dictionary for Schools.

Totally 200 dictionaries were provided to Government Higher Secondary Schools at Mathur & Sriperumbudur. More than 2500 students benefit through this initiative.

**6. Focus on Girl children:** Girl children have to face several challenges. One such challenge is to attend school after attaining puberty. Saint Gobain Glass India initiated a Menstrual Hygiene Programme for girl students in 4 Govt schools. Company constructed incinerators at Molachur, Mathur and Santhavellore Schools and ensured continuous supply of Sanitary napkins. More than 1500 girl students are benefiting through this initiative.

**7. Vision Restoration Initiative for Students:**

Saint Gobain Glass India screened more than 9000 students in and around Sriperumbudur and restored their vision by providing spectacles. Students who were considered not academically bright showed significantly higher academic performance after this vision correction. Company worked along with an NGO to restore the vision of more than 130 students.

**8. Infrastructure for schools:** We have built primary school at Mambakkam & Seliyanur. We are in the process of building a primary school at Araneri which is another adjoining village. We extended our commitment to support Education in neighboring Govt schools with



respect to Infrastructure and Skills and also with respect to pedagogy and 5S initiatives.

In 2010 we had renovated the Govt. Schools in Molachur and Seliyanur. We also constructed the computer lab at Govt. School, Mathur. 1700 students are benefited through this initiatives. SGGI supported the above Govt schools in constructing the computer lab, plastering of

**9. HIV / AIDS awareness at schools:** Every year Saint-Gobain Glass India conducts Awareness on HIV/AIDS for neighboring school students. In 2010 we conducted HIV/AIDS awareness programme at Govt. hr. Sec. Schools, Mathur, Sriperumbudur, Molachur and Santhavellore. Totally 3500 students are aware through these initiatives.



damaged walls, weather roofing to arrest water leaks, re-electrification to arrest damaged electrical line and painting.



*In its continued efforts towards supporting the local community & the under privileged in the journey of development, SGGI has always worked hand-in-hand with the Government and the Local Administration.*

# TATA PROJECTS LTD.

Tata Projects Limited (TPL) was established in 1979 as an Engineering, Procurement and Construction (EPC) Company in the Engineering Sector of the Tata Group. It is one of the earliest and very few Indian EPC companies which have acquired the triple certifications of ISO 9001, 14001 & OHSAS 18001. Today, TPL is one of the leading EPC Companies in India.

TPL has over 2000 employees spread across 3 Regional Offices, 15 Regional Inspection Centers and 3 Registered Offices Overseas.

## Entrepreneurship

- Promoted one entrepreneur in consultation with CII.
- We have provided additional infrastructure worth Rs 81000 to our in-house caterer to improve his services which increased the employability of SC/ST candidates to 21.
- Developed one entrepreneur (ancillary/ contractor) at TPL's Tower Manufacture Unit, Umred Nagpur.
- Provided RO Plant in a village near Hyderabad to a small Self Help group through the Village Panchayat.
- Provided RO Plant to Alampur a SHG, SC/ ST village.

## Employability

- Imparted welding /Fitters training for 73 Students
- 89 SC/ST students trained in Employable Skills like Welding and Fitter through Collaborations, ITIs and Project Sites.
- Further 32 students Trained through CII Hyderabad.

- Identified Institutes for Employability Skill Training for TCCI Hyderabad.

- 89 SC/ST students trained in Employable Skills like Welding and Fitter through Collaborations, ITIs and Project Sites.

- 40 / ST students trained in Employable Skills like Welding, tailoring, Basic computers and Tower erection through Collaborations, ITIs and Project Sites.

- Set up a training institute at TMU Nagpur for Tower Erection Training

## Education

- Adopted a primary school near Hyderabad. Will support the outgoing students from 5th class to complete their studies upto 10th class. This year 15 students of class 6th will be supported.

- Supported 10 students to continue further education by way of providing Bus Pass, Books, Uniform and Extra Coaching..

- Supported 22 students by providing (Stationary, Uniform, shoes, Buss Pass etc) to the outgoing students from class 5th to complete their studies up to high school (10th Class) of TPL's adopted School. Also provided teachers for special coaching for the above students.

- Supported 800 students of class one to five with Uniform, books and stationery etc .in 13 schools at Various Projects Sites.

- Nine Schools provided with various infrastructure facilities like construction of Toilets, Class Rooms, and Furniture etc.

- Supported 5 students under the Group initiative on scholarships for SC/ST students through the Foundation for Academic

Excellence and Access (FAEA); the amount is ' 70,000 per student

- Supported 26 students by providing (Stationary, Uniform, shoes, Buss Pass etc) to the outgoing students from class 5th to complete their studies up to high school (10th Class) of TPL's adopted School. Also provided teachers for special coaching for the above students.

- Supported 1905 students of class one to five with (430-Uniform, 1905-books, stationery etc).in 17 schools at Hyderabad and Various Projects Sites.

- Supported 5 students under the Group initiative on scholarships for SC/ST students through the Foundation for Academic Excellence and Access (FAEA); the amount is Rs. 70,000 per student

- Supported 30 students by providing (Stationary, Uniform, shoes, Buss Pass etc) to the outgoing students from class 5th to complete their studies up to high school (10th Class) of TPL's adopted School. Provided teachers for special coaching for the above students.

Supported 2000 students of class one to five.

*As part of its corporate sustainability TPL serves the community in the areas of employability skill development, primary education, safe drinking water and health. In line with the Tata Group philosophy, it also takes up Affirmative Action initiatives.*



# The Visakha Container Terminal

VCTPL has been sponsoring various programmes year after year for the benefit of neighboring community. Some of the programmes undertaken by the VCTPL during the last few years are as follows:

- ◆ Donations to Educational Institutions and poor children
- ◆ Organizing eye camps
- ◆ Purchase of tricycles for physically handicapped
- ◆ Blood Donation Camps
- ◆ Awareness campaigns
- ◆ Environmental protection measures
- ◆ Supply of plates and tumblers to school children

Some of the details of the above schemes pertaining to local community are given below:

### Eye camp

As a part of Corporate Social Responsibility, VCTPL in association with Sankar Foundation organised free Eye Screening Camp for School Children on 6 November 2007 at GVMC Elementary School, Pedajalaripet, and Visakhapatnam.

VCTPL sponsored to arrange free eye testing for 1,000 school children particularly in the fishermen community.

### Tricycles for Physically Handicapped

As a part of affirmative action was to donate wheel chairs to them in April 2009 to move about more freely and enable them to pursue their studies or earn their livelihood. An electrical sewing machine was also given to one of the lady handicapped persons in order to provide livelihood as she was not having any livelihood.

### 'BALYAM' Project

The salient features of this Programme are, to cover children in the age group of 3 to 7, mostly belonging to below poverty line (BPL) families, Integrating Pre Primary with Primary Schools with 1st and 2nd Standards in the common premises, Importance was given to 'Play way Method' teaching for attracting the Children, Extension of Mid Day Meals Programme for Centers, Steps for Enrollment and retention of

children with Community participation, Participation of NGO's in the Programme.

The Government funds were adequate to run 44 such schools. Visakha Container Terminal has agreed to sponsor one school additionally and the figure rose to 45.

### Employment

After VCT became operational a number of skilled and unskilled jobs became available in the Terminal. A number of persons in the neighbourhood got jobs in the areas of lashing etc in the Terminal.

*VCTPL focuses on various community development initiatives like Extension of Mid Day Meals Programme, Steps for Enrollment and retention of children in schools with Community & NGO participation.*





# Titan Industries Ltd

Titan Industries Limited (TIL) was incorporated as a joint venture between Tata Industries and Tamil Nadu Industrial Development Corporation (TIDCO) TIL has its registered office at Hosur-Tamil Nadu. The major manufacturing units are located at Hosur. Tamil Nadu, they include Watch Manufacturing, Jewellery Manufacturing and Precision Engineering. It also has manufacturing units at Dehradun Baddi, Roorkee Chickbalapur. Pantnagar and Goa.

The set-up at Hosur was not only mandated by the requirements of the JV partner, TIDCO, it also opened up the need for us to look at our manpower and resources totally differently. Keeping in mind the socio economic status of the region and the district in which Titan operates, we fanned out to various village and schools in and around the district and picked up candidates who came from the lower income as well as poor socio economic background This also brought with it the needs of various strata of society including the requirements of SC/ST who also formed part of this work force. This processes have been replicated in all our expansions in the northern parts of the country.

This philosophy was extended to the Jewellery, division, when we started, the recruitment did happen initially from within, and when there was specialist need from the Jewellery field we did move in Karigars from the eastern part of the country. Later on when the Jewellery division went on to expand and outsource, we did promote a large number of Karigar

Parks who employed a significant amount of Karigars, many of whom are from the SC/ST background.

Recognizing the need for the Retail outlets to have young and trained people we fulfilled this need through regional recruitments in the respective areas where we operate. Considering local tastes and needs as well as also prompting growth from within the organization of our E level cadre. All the while the focus has never been as profound as in the recent past on Affirmative Action (AA) requirements.

It also believes in the fact that what comes from Society must go back to society multifold Keeping this in mind we have hired from the local community from where we operate and have taken several initiatives to support the community, including the perspective of AA requirements.

The company believes in the credo “We will be a healthy wealthy, sharing, caring, clean and green, corporation that will be the envy of Indian Industries” True to its credo and its Affirmative action policy, we have invested part of our resources in improving them.

The company has adopted the Affirmative action policy on the lines of the Tata Groups AA policy and therefore drives initiatives towards the same.

### **Therefore the challenges and opportunities we face are as follows**

- Enhance the knowledge base among the community and environment we work in with particular focus on SC/ST students
- Improve the competitiveness of

these individuals and make required skill sets available to industry at large.

- Support and enhance involvement of our business associates, vendor, partners to adopting principles of AA

- Strike a balance between the societal obligations . AA needs and business needs of the organization, thereby create long term sustainability of the process.

- Manage the reach and spread of the AA community across the length and breadth of our country where our distribution and retail outlets are present.

### **Leadership**

The overall governance system, as with many initiatives in the company driven by the Titan Management Council (TMC) a senior leader , in this case the CHRO drives the AA initiatives.

### **Employment**

As a part of its policy on Affirmative Action, Titan encourages positive discrimination in recruitment of its people be it new or replacement for the existing positions

Preference is given to an SC/ST candidate when all other parameters of performance is equal for the job on hand. The company has modified its application forms to incorporate disclosure on AA status which has enabled us transparently capture information at the time of recruitment.

### **Employability**

One of the key initiatives the company has undertaken has been the creation of a basic training

	Company Employees		Corp & Reg Support Staff	Meadows Trainees	Karigar park	BTC	Apprentice	Total
Category SC			28	184	103	34	63	411
Management	6	168						
Supervisory	65							
Workman	87							
Category ST			4	6	80	0	0	136
Management	2	46						
Supervisory	10							
Workman	34							
% On total		4.61	23.02	42	24.53	36.56	14.69	8.85

Batch No	No Of Students	SC/ST	No of students Placed
Batch 1	32	7	9
Batch 2	31	13	8
Batch 3	32	11	8

Year	No Students	Sc/ST
2007	343	39
2008	323	41
2009	321	49
2010	307	59

centre. This centre, approved by the government, functions within Titan and trains people over a three-year period in basic courses such as fitting. The key feature of this programme is that students are picked up from the lower income group/socio economic strata of the society and provided with rigorous training. We consciously make effort through positive discrimination and pick up SC/ST candidates. Post completion of training, they attend the ITI course examinations and achieve the ITI/

NCTVT certificate (recognized by the Government) Based on which they are able to get jobs in industry. The current strength of BTC is about 93 students out of which 36% belong to SC/ST category.

#### Entrepreneurship

Another key initiatives of the company is the women empowerment program, The MEADOWS and the Karigar Parks. These two which have been around for many years have played a vital role in corporate sustainability as well, apart from providing Entrepreneurial capabilities.

We have today 432 women employed in Meadows. This has grown from less than 100 few years back. About 42% (avg) of them belong to SC/ST category.

#### Employability

- 84% of the respondents stated that their economic status has improved after working in association with Titan
- 82% of the respondents said that their savings have improved their status in the society.

- Majority of the respondents strongly agree that Titan has improved their status in the society.

- 94% of the respondents strongly agree that working in association with Titan and MEADOW improved their status among their family members.

- 74% of the respondents are satisfied with the facilities provided by MEADOW.

#### Education

The gist of scholarship provided over the past few years across categories is; On an average about 8.75% of employees availed the scholarships belong to SC/ST category. We conduct dipstick survey for scholarship recipient each year/ the 3 year



# TOYOTA KIRLOSKAR MOTOR PVT LTD

Toyota Kirloskar Motor Private Limited (TKM) was incorporated on October 6th 1997, as a joint venture between Toyota Motor Corporation, Japan and the Kirloskar Group, India.

TKM plant is located in Bidadi Industrial Area, near Bangalore in Karnataka, where Innova, Corolla Altis, Fortuner and the recently introduced ETIOS are being manufactured.

### Initiatives:

Toyota Kirloskar Motor Pvt Ltd has a clear vision of growing with the society and is also focused on the welfare of its neighborhood. Following are the major CSR activities under taken during the period of 2010 - 11.

**Toyota Technical Training Institute (TTTI):** TTTI is a state of the art residential institute which provides 3 years full time course on automobile manufacturing process. The institute was established in the year 2007 and it is currently focused on training the rural students from economically weaker of the society. 192 students are undergoing the training and a new batch of 64 students got admission during Aug 2010. The first batch of students who had joined the institute in 2007 graduated this year.

The first graduation ceremony of TTTI was held during July 2010. Dr. A P J Abdul Kalam, Former President of India presented the certificates to the students who completed the course successfully.

### Environment:

**Donation of Innova to Makaibari Tea Estate:** An Innova car has been

donated to Makaibari Tea Estate in Darjeeling Dist of West Bengal. Makaibari produces organic tea and it also supports the local people by providing drinking water and sustainable livelihood etc.

### Local Community Development:

**Total Sanitation Campaign:** With an objective of achieving the clean environment through total sanitation, Toyota extended the support to construct 300 house hold toilets in 6 villages of Manchanayakanahalli Gram Panchyat which includes the underprivileged people. 200 house hold toilets are already constructed in the 1st phase of the project. An Awareness campaign on usage of toilets also conducted for the beneficiaries.

**Books and Bags to School Children:** More than 5000 school children with BPL from 100 local schools supported with note books and school bags.

**Health Camps:** Two health camps supported by Toyota were conducted in the local community. Around 1500 people from the local villages benefitted from these camps. School children's health check up was conducted and they were provided with health cards. Spectacles were provided to selected patients and some of them were operated for cataract free of cost at Narayana Nethralaya, Bangalore the major beneficiaries were was the marginalized people.

**Support to Physically challenged:** Financial support extended towards organising the sports activity for physically challenged

students on the occasion of World Disability Day.

### Skill Development Initiatives:

There are two major programmes in the area of skill development

**Toyota Technical Education Programme (TTEP):** In TTEP, Toyota has partnered with Industrial Training Institute to train the students on advanced automobile technologies. Over 1000 students from these institutes have benefited from this Program so far, with over 400 students undergoing training on the latest automotive technology and service techniques every year. The curriculum of this Program includes on-the-job training at Toyota dealerships



*Toyota Kirloskar Motor Pvt Ltd has a clear vision of growing with the society and is also focused on the welfare of its neighborhood.*



# VA Tech Wabag Limited

## Wabag Background:

Wabag is a Indian Multinational company situated in 18 countries in 3 continents. It is the Leader in Total Water Management and ranks among the world's top ten Water companies. Other key features of the company are

- Technology focused Company
- Best Exit Company for Private Equity of the year - 2010
- More than 85 year old BRAND

## Wabag Philosophy on CSR initiatives:

- We believe the first step in CSR is to maintain the highest standards of Corporate Governance
  - We contribute to the society within the framework of our expertise
  - We take up community Development projects in our neighbourhood in which WABAG executes its EPC and O&M projects
- WABAG made a humble beginning at home during the year 2001.

1. We donated **classroom furniture to Sree Karpagavalli Vidyalaya, Mylapore.**

2. **Gesture to the people of Gujarat:**

Deeply moved by the massive earthquake that struck the State of Gujarat, WABAG contributed its mite to the quake-hit victims of Gujarat in the form of donation of two desalination plants. The cost of the projects was around Euro 200,000.

3. Gesture to the physically challenged

In response to the appeal made by Bharat Vikas Parishad, a socio-cultural service organisation, WABAG provided artificial limbs to the needy, identified by BVP.

**4. WABAG response to the Tsunami Tragedy** Tsunami disaster struck Tamilnadu on 26th December 2004 and WABAG responded to the call and participated in rehabilitation programme of the Tamilnadu State Government.

a) We constructed a RO Plant at MGR Thittu, Cuddalore District as part of Tsunami Rehabilitation Project which meets the drinking water requirements of villagers under Killai Panchayat;

b) Secondly, we, in partnership with Hilfswerk, Austria, involved in construction of Community Centre for the benefit of Mudasalodai village people in Killai Special Panchayat, Cuddalore District;

c) Thirdly, close to our home, i.e. at Chennai, near Neelankaraikuppam on ECR, we undertook repair of engines of the fishing boats belonging to the fishermen in that Kuppam. The important aspect in this regard is the contribution made by WABAG employees to the Tsunami relief operations;

d) WABAG Group also constructed and donated a Drinking Water Treatment Plant to Base Hospital, Balapitiya in collaboration with Hilfswerk, Austria. This is designed to produce 5000 litres per hour of pure potable water and this caters to the needs of more than 3000 people visiting the hospital daily which was facing critical

water contamination for the last few years.

## 5. WABAG Support to Innovative Learning Method

The company participated in "Uplift" Project - Under Privileged Learning Innovations for Transformation which brought out a book titled "How to excel in studies and score high marks". The book was distributed free of cost to the students of Corporation run schools and around 2000 students were benefited by this act of assistance.

## 6. Participation in Children's Health Project in Cherthala, Kerala State

WABAG is executing a major water project in Kerala under the auspices of Kerala Water Authority in Meenad, Cherthala and Pattuvam. Based on the appeal made by Samhathi, India based in Cherthala and after studying the requirements of local population, the company took part in the Health Project in Cherthala by way of donation of Children's Mobile Clinic costing around Euro 20,000. This caters to the health care needs of poor children of the traditional fisher folk community living along the coastal Alleppey in Kerala, covering more than 40,000 children in 60 villages in and around Cherthala region.

## 7. Donation of RO plant to a water starved village near Chennai

Responding to the appeal made by a service organisation, the company donated a RO plant to the villagers of Vengadu village, Sriperumpudur which caters to more than 1000 people.



# VOLVO INDIA PVT. LTD

The Volvo Group is one of the leading suppliers of commercial transport solutions providing products such as trucks, buses, construction equipment, engines and drive systems for boats and industrial applications as well as aircraft engine components. The Volvo Group also offers its customers financial solutions.

## CSR Initiatives:

As part of a long term commitment to CSR, VIPL is partnering with the CII Nammahalli initiative in India through which the two villages Manchappanahalli with a population of 613 and Yalachahalli with a population of 1183 have been adopted. The objectives of the Nammahalli project have been set for the long term and the execution and delivery is through a dedicated MSW from Srinivasan Services Trust.

This project has contributed to the micro economic development of the villages and resulted in improved quality of life in the villages.

## 1. Skills training and livelihood

Formed 17 new self help groups for men and women. The purpose of enrolling in SHG is to involve them in IGP (Income generation programs) and help them earn additional income (set target income) on a monthly basis. Training conducted this year on book keeping and loan linkages to SHG.

Vocational training on tailoring and explored options for beauty parlour training, computer basics and candle making

Placement of few village youth in security firm jobs

## 2. Education

Schools and Anganawadi repair work, bags and books distributed

Identified slow learner and conducted special classes

The plan will continue in year 2011. In addition to this, plan is afoot to give shape to CSR as part of Volvo India's employee engagement endeavour.

## Skill Development Initiatives:

Formation and training to self help groups for men, women, farmers group formed

Awareness programs for farmers and training, information sessions from SME's

Educate on modern agricultural practices

Adoption of organic farming

Training in mushroom farming

Information on planting crops with maximum returns, on planting sandalwood, pongamia etc.

Advantages of building a bio-compost wall

Exposure visits to Agriculture, horticulture, sericulture activities, participation in Krishi Utsav, NABARD projects

Visits to farms to collect individual on farm yields etc. to guide them on individual basis

Vocational training - Tailoring training, Computer Basics, Beautician training, Candle making

# WEIR MINERALS INDIA PVT. LTD



Weir Group is a UK-listed engineering company founded in 1871 having 45 subsidiaries across the world

The Indian operations started in its current facility in Bangalore in 2003 for local manufacture of Warman pumps and parts. Subsequently, a range of Isogate valves have been added to the products manufactured in India. The operation strategy has been to develop a network of committed vendors, thereby keeping the investments low and focus on Assembly and Testing of pumps/

valves in-house. The localization initiative has helped in drastic reduction of our product cost and increasing the market share in the growing market for slurry products in India. The company has won the "India Manufacturing Excellence Gold Award 2007" from Frost & Sullivan and the CII Business Excellence Award "Strong commitment to Excel" from Confederation of Indian Industry in 2008.

## CSR Initiatives:

Education - Monthly financial support and WMI volunteering time

to motivate around 100 children every year

## Livelihood

Career mentoring initiatives amongst Govt. ITI students

Creation of resource base of Master Trainers to create awareness about Entrepreneurship amongst people from the lower socio-economic strata, including Govt. ITI students, disabled persons and BPL women.

Entrepreneurship Awareness Programmes amongst BPL women groups and ITI students.



## Confederation of Indian Industry

### LIST OF AFFIRMATIVE ACTION - CoC SIGNATORIES IN CII SR

#### ANDHRA PRADESH

- Anu's Laboratories Ltd
- Beko Compressed Air Technologies Pvt Ltd
- Cal Tech Engg Co (P) Ltd
- Choice Precitech India
- Desai Fabricators
- Elico Ltd
- GSB Forge Pvt. Ltd
- HBL Power Systems Ltd
- ITW India Ltd
- KLR Industries Ltd
- Konaseema Gas Power Ltd
- Lacuna Engineering
- Magma Infotech
- Malaxmi NBFA Ventures Pvt. Ltd
- Meera & Ceiko Pumps Pvt. Ltd
- Navata Road Transport
- Patra Infrastructure Pvt. Ltd
- PowerDynamics
- Shakti Met-Dor Ltd
- Shri Shakti Resorts & Hotels Ltd
- SHV Energy Pvt. Ltd
- Sujay Biotech Pvt. Ltd
- Surya Colour Products Pvt. Ltd
- Veljan Hydrar Pvt. Ltd
- Visaka Industries Ltd
- Voith Turbo Pvt. Ltd

#### KARNATAKA

- 3m India Ltd
- At&S India Pvt. Ltd
- Automotive Axles Ltd
- Avr Electronics Pvt. Ltd
- Bangalore Biotech Labs Pvt. Ltd

- Bhoruka Power Corporation Ltd
- Bosch Ltd
- Britannia Industries Ltd
- Business Excellence Institute Pvt. Ltd  
(Technowedge Quality Management Services Pvt. Ltd)
- Cades Digitech Pvt. Ltd
- Demanik Enterprises
- Design Core (I) Pvt. Ltd
- Dickinson Fowler Pvt. Ltd
- Dolar Engineering Industries Pvt. Ltd
- Encore Software Ltd
- Erin Consultants Pvt. Ltd
- Ferrum Extreme Engineering Pvt. Ltd  
(Ram Swaroop Products Pvt. Ltd)
- Gowrishankar Chemicals Pvt. Ltd
- Hitech Magnetics
- Infosys Technologies Ltd
- Integrated Retail Management Pvt. Ltd
- Japan Metal Building Systems Pvt. Ltd
- Kewaunee Scientific Corporation  
India Pvt. Ltd
- Kirloskar Toyoda Textile  
Machinery Pvt. Ltd
- L&T-Komatsu Ltd
- Lm Glasfiber (India) Pvt. Ltd  
(Lm Windpower)
- Mphasis Ltd
- Nttf Industries Pvt. Ltd
- Orion Human Resource Consultants Pvt. Ltd
- Plus-One Machine Fabrik
- Rapsri Engineering Industries Ltd
- Schneider Electric Conzerv India Pvt. Ltd
- Scorpio Engineering Pvt. Ltd
- Tata Advanced Materials Ltd

- Tata Bp Solar India Ltd
- Tata Coffee Ltd
- Titan Industries Ltd
- Trident Powercraft (I) Pvt. Ltd
- Tyco Electronics Corporation India Pvt. Ltd
- Ultrafilter (India) Pvt. Ltd
- Welcast Steels Ltd
- Wienerberger Brick Industry Pvt. Ltd

### KERALA

- Associated Rubber Chemicals Kochi Pvt. Ltd
- Banatone Industries
- Elasto Tapes Ltd
- Imperial Engineering Company
- KA Felix & Co
- Nitta Gelatin India Ltd
- Kumar Industries
- Marine Chemicals
- Presidency Properties Pvt. Ltd
- Samudra Shipyard Pvt. Ltd
- Tropicana World Trade Pvt. Ltd
- Vasudeva Vilasam Herbal Remedies Pvt. Ltd

### PUDUCHERRY

- Allva Plast
- Azimuth Software India Pvt. Ltd
- FineAutomotive & Industrial Radiators Pvt. Ltd
- Hi-Tech Engineers
- Manatec Electronics Pvt. Ltd
- Purelec Carbon India Pvt. Ltd
- RR Cosmo

### TAMIL NADU

- Ashok Leyland Ltd
- Chandra Textiles Ltd
- CLC Softwares
- Congruent Solutions Pvt. Ltd
- Durr India Pvt. Ltd
- Electro Treatments
- Fluidics
- Hindustan College of Engineering
- Indaid Engineers Pvt. Ltd
- K G Hospital and Post Graduate Medical Institute
- Kings College of Engineering
- Knitvel Needles Ltd
- Madurai District Tiny & Small Scale Industries Association
- MIL Industries Limited
- Penguin Apparels Pvt. Ltd
- Priicol Ltd
- Rajshree Sugars & Chemicals Ltd
- Roots Industries Ltd
- Sakthi Masala Pvt. Ltd
- Schwing Stetter India Pvt. Ltd
- St Gobain Glass India Ltd
- Theivanai Ammal College for Women
- TREC - STEP
- Unifront Textiles Processors Pvt. Ltd
- Wheels India Ltd
- WS Industries Ltd





## **Confederation of Indian Industry**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 116 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 64 offices and 7 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

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