

Corporate Social Responsibility

Dalmia Bharat Group

Dalmia Bharat Group is a significant player in India's core manufacturing sector. A pioneer and leader in innovation for over seven decades, the Group has a strong presence in Cement, Sugar, Refractories and Power.

Over the past few years, Dalmia Bharat has grown at a CAGR of more than 30%. Its cement business has grown exponentially in terms of capacity and production and is a leader in the speciality cements space. In sugar, the Group is a prominent generic player. The Group caters to an enduring and growing customer base in refractories and has forayed into sustainable power/energy.

Dalmia Bharat Group Foundation

Dalmia Bharat Group Foundation (DBGF), is a registered not-for-profit Trust. It is committed to carry forward the seven-decade long legacy of Dalmia Bharat Group through conscientious corporate citizenship. The Foundation started its journey in the year 2009, as the Corporate Social Responsibility (CSR) arm of the Company. The mission of Dalmia Bharat Group's CSR is to help facilitate the stakeholders hasten their social, economic and environmental progress through effective management of human and natural capital.

We have calibrated the focus on issues which are more material, both to the communities and to us. One such issue is Water. We are working both on water harvesting and on water usage with the neighbouring communities. The other issue relevant to us is energy conservation which is a prime focus area and as a spin-off, we are helping communities offset their carbon foot-prints. Skill development for youths is another important vertical of our program.



Our Presence & Focus Areas:

DBGF is working in seven states viz. Tamil Nadu, Andhra Pradesh, Karnataka, Assam, Meghalaya, Maharashtra and Uttar Pradesh and our programs contribute in enhancing the quality of life of over hundred thousand people in more than 100 villages.



Focus Areas:

- Water & Soil Conservation
- Energy Conservation & Climate Change Mitigation
- Livelihood Skill Training
- Social Development

Over **100,000** beneficiaries across **100** villages



Vision

To unleash the potential of everyone we touch

Mission

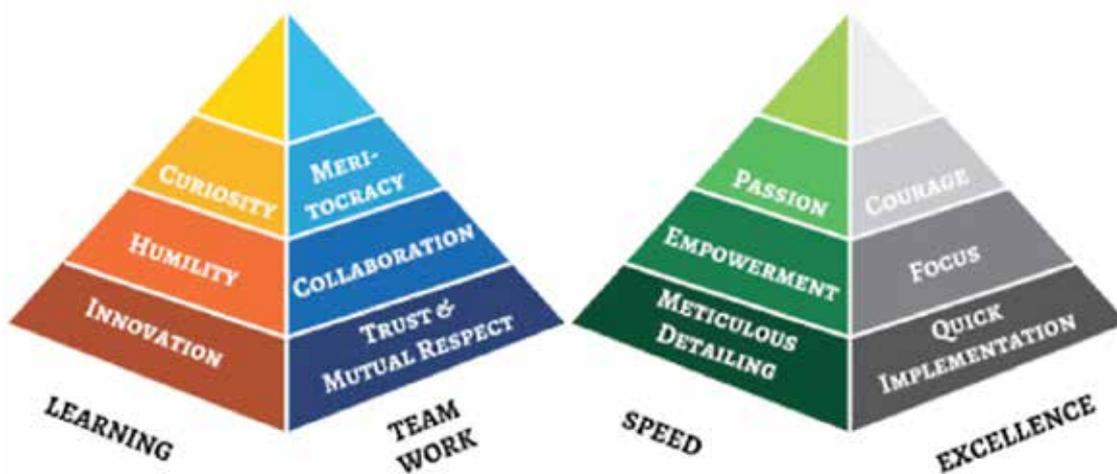
To facilitate the stakeholders hasten their social, economic and environmental progress through effective management of human and natural capital

The Values Pledge

Values are the bedrock of our performance. These values not only hold the threads of the present, but are also the key to the future with endless possibilities. We believe that our growth, and societal growth are mutually dependent. Therefore, Corporate Social Responsibility must be about creating shared values for both, the organization and the stakeholders. With this perspective, our mission for development through CSR is based on four core values and three exemplary behaviors for each value which form the Values Pledge of Dalmia Bharat Group:



"We are committed to creating exceptional value for our customers, employees, shareholders, vendors and the communities we operate in and above all the nation, through core values of Learning, Teamwork, Speed and Excellence."



Corporate Social Responsibility

Water and Soil Conservation

With 97% of the total water available on earth being in oceans and another 2% in glaciers, we are left with only about 1% of fresh water for use. It is therefore, a challenge and necessity to conserve fresh water. Many of our program locations face this challenge having water table as low as 500 feet below the ground level, mainly because of unchecked withdrawal for agricultural purposes. Therefore, we work both on water harvesting and on water usage with the neighbouring communities. The program also aims at checking soil erosion in the program areas.

Activities

- Watershed development projects (PPP mode)
- Promotion of micro irrigation to reduce water consumption.
- Construction and renovation of check dams.
- Deepening and desilting of ponds.
- Interlinking & deepening of village ponds.
- Provision of safe drinking water



Just about 500mm rainfall is a massive deterrent for Nagaraj Suresh, a farmer of Hastinapur village at Kadappa in Andhra Pradesh. While some of his counterparts elsewhere cultivate 2 to 3 crops a year, he struggles to get even an optimum yield in a single crop that he grows. With scanty water and soaring temperatures, the soil loses the moisture quickly, thereby adversely affecting the crops. Deciding not to take nature's challenge lying down, Suresh sought Dalmia Bharat Foundation's assistance in digging a small pond in his farm for water harvesting. He successfully laboured to dig a pond of 1.2 lac litres of capacity with partial funding from DBGF. Nature blessed him with rain soon after the completion of his work, and the pond filled with water. With the rain water now available for irrigation and also for retaining the soil's moisture, Suresh and his family look forward to a bumper harvest of cotton that he has cultivated on his farm.



BENEFICIARY SPEAKS...

Moshe, Dugganpalli Village, Kadappa, Andhra Pradesh, has 3.5 hectares of land and one bore well. Due to extraction of ground water, the water table is going down day by day. The electricity supply is also very erratic and he has to wait for power at nights deprived of sleep so as to be able to irrigate his fields. As a lot of water gets wasted in flood irrigation, by the middle of the cropping cycle, the bore well gets dry. Due to shortage of water, he had been suffering huge agricultural losses for the last 4 years. Says Moshe, "Dalmia gave me the opportunity to install a drip irrigation system in my field. This system has helped me to save and use the water as per my need and without wasting it."



Achievements & Impact (till March '14)



In partnership with the National Bank for Agriculture and Rural Development (NABARD), started implementation of watershed development projects in the states of Tamil Nadu and Andhra Pradesh in around 8000 hectares.

Created an additional water harvesting capacity of 4,10,697 cubic meters or 410 million litres in a period of one year.



Demonstrated and converted over 500 acres of land to drip-irrigation. Reduced water consumption by over 70% as compared to flood irrigation.

Assisted over 10,000 people get access to safe drinking water in the areas where the quality of water is poor.



Intervention reinforced a positive impact on 16244 beneficiaries in 20 villages.

Corporate Social Responsibility

Energy Conservation and Climate Change Mitigation

The challenges concerning the energy are not only an industrial issue but also one that the rural population also faces, be it depleting fuel wood resources for cooking or erratic power supply at homes. They have to struggle with this challenge day in and day out. Coupled with this are the health and environmental challenges that they face in the form of smoke that comes out of millions of wood-burning stoves.

We address these challenges in a multi pronged fashion. Promotion of non-conventional and renewable energy is one of the important pillars of our programme. We promote solar home lighting equipment, lanterns, street lights and fuel efficient stoves. Dung based bio-gas plants are also being endorsed. These not only help to reduce emission of greenhouse gases and help our nation to move towards a low-carbon society, but also provide sustainable solution to society's energy needs.

Activities

- Promotion of solar home lighting equipment.
- Promotion of solar lanterns, solar street lights, solar study lamps.
- Promotion of fuel efficient stoves.
- Installation of dung based bio-gas plants.



Aishwarya, a 15 years old girl, stays in a mud house with no electricity in village Kallakudi in Tamil Nadu. Her parents are daily wage earners, who struggle each day to earn one meal for family. Since childhood, she had been trying hard to sustain her studies through scholarships. It was difficult for her to study in dim light, using a kerosene wick lamp. She struggled hard while reading in yellow light. The black soot produced by kerosene wick lamp strained her eyes. CSR team came to know about Aishwarya while identifying those students who didn't have access to electricity at their homes and were dependent on kerosene lamps or street lights for their studies. While observing "Joy of Giving" week in October 2013, DBGF gifted her a solar lamp. This helped her study longer while she was preparing for class 10th exams. The solar lamp also helped the family save a significant amount of money, which they spent earlier to buy Kerosene. She scored good marks and was promoted to class 11th in May 2014. This little gesture might actually help Aishwarya achieve her dream to become a police officer one day!



BENEFICIARY SPEAKS...

Mrs. C. Pullamma (Village Peddakomerla, District Kadapa Andhra Pradesh) is a 58-year old agricultural labourer, who has three family members. She would earlier spend more than three hours collecting firewood for one day's cooking and about two-and-a-half-hours for cooking meals. The smoke was also affecting her health. She says, "It was difficult to manage the traditional chullah because of wind flow. Due to the fuel-efficient stove, now I am able to cook food in 40 minutes. Smoke has also reduced to a great extent."



Achievements & Impact (till March '14)



The program interventions benefitted 32,000 beneficiaries in over 100 villages.

Converted close to 1000 kitchens with fuel efficient stoves reducing carbon footprints by about 3000 tonnes each year.



Reduced requirement of 1825 Kilograms of wood in each household resulted into savings of over 9000 rupees per annum for each beneficiaries.

100 dung based bio gas plants resulted in to CO₂ emission reduction of another 400 Kilograms per annum.



350 families with limited or no access to electricity have been supported to help procure solar lanterns and home lighting systems through which over 80 tonnes of CO₂ emissions have been checked annually.

The advent of solar study lamps has made a positive impact on education. Children are now being able to study 1.5 to 2 extra hours every day.



Usage of solar home lighting systems and solar lanterns has benefitted shopkeepers/small vendors in opening their shop for 3-4 extra hours each day. This has resulted in an additional income of Rs.200 - Rs.300 on good days.



Corporate Social Responsibility

Livelihood Skill Training

Our nation is facing a strange situation presently. While we are all proud of the fact that we would soon become the youngest nation in the world, which would mean having the largest workforce, we also face a huge challenge in the form of availability of skilled manpower. Whilst in China, our contemporary in development, 96% of the workforce that enters the job market is skilled, it's only about 5% in our country. It is no wonder, therefore, that the nation has set an ambitious target of training 500 million people by 2022 in varied skills and that cannot possibly be done by the Government alone.

Creating more livelihood opportunities through skill development is both a challenge and an opportunity. We continue to equip people from our program areas either by providing them new set of skills or by upgrading their skills, both aiming at enhancement of their income. With a focus on the skills in the construction sector, we do cover other segments as well, both in the farm and non-farm sectors.

Activities

- Partners with Construction Skill Development Council of India (CSDCI) established under the aegis of National Skill Development Corporation (NSDC).
- Collaboration with National Academy of Construction (NAC) to upgrade the skills of workforce at various construction sites as unskilled/semi-skilled labourers.
- Collaboration with National Rural Livelihood Mission (NRLM) under Aajeevika Skills launched by Ministry of Rural Development (MoRD), Government of India, for making rural youths employable.
- Dairy development, small business micro credit, vegetable farming and vermin composting through SHGs.
- Training-cum-production center in weaving articles out of dried palm-leaves and banana fibre.
- Ramakrishna Dalmia Industrial Training Institute.
- Upgrading skills of weavers.



"My only job at the construction site was to carry bricks and other material and to provide that to the Mason. If I ever annoyed the Mason or the Supervisor, I would not be allowed to work for many days. I always wondered why even after labouring more than others, my wages were low until I understood that it was so because I did not possess the skills that a Mason did! I think I was very fortunate to have been noticed by Dalmia Foundation's team and got selected for this program. I will not only have more dignity at work, but will also be able to earn around Rs. 300 per day, double of my pre-training earning. Who knows, I would one day be a contractor and have my own team!" Ramu, Dugganpalli Village, Kadappa, Andhra Pradesh.

BENEFICIARY SPEAKS...



Achievements & Impact (till March '14)



Intervention provided access to skills training and gainful livelihood opportunities to more 6000 beneficiaries across all locations.

Formed over 200 SHGs with a membership of more than 3000 women having corpus of Rs. 23,00,000, which is now being used as revolving funds for income generation activities.



Formation of women's rural micro-enterprise groups engaged in production of palm leaf products.

Promotion of self employment through facilitation of livelihood support, credit linkages schemes for over 1000 families.



Dalmia Industrial Training Institute, Tamil Nadu

Corporate Social Responsibility

Social Development

Our social development initiatives are driven along the lines of UN Millennium Development Goals (MDGs) for a better tomorrow. We strive to ensure that every child in our program area gets quality education. We work particularly for the drop-outs and slow learners and provide them remedial education aiming at mainstreaming them. Our goal is to help reduce the infant and mother mortality rates to half of what those were in 2008-09 by 2015. Our collaboration with local health departments and hospitals has proved valuable in improving maternal and child health, achieve 100% immunization and reduce mortality rates through focused health services. Improvement in the quality of social infrastructure, which leads to improved quality of life, is also high on our agenda.

Activities

- Social development activities enhanced quality of life of over 50,000 direct and indirect beneficiaries.
- Organization of health checkup camps, gynecological camps, blood donation camps, immunization campaigns, cataract surgery and paediatric camps.
- Construction of low cost individual household and school toilets with participation of concerned Government department directly benefitting more than 200 beneficiaries.
- Support to Anganwadi centres in terms of providing chairs, utensils, swings, play kits, dustbins and mats, etc.
- Setting up of remedial support centre for slow learners at primary and secondary school level.
- Rewarding meritorious students, providing career counselling, developing libraries, teacher-learning-material development, personality development classes for the students and youth.
- Observing various cultural and social events like international youth day, international women's day, Independence day, Teachers' day across our locations.
- Veterinary camps for treatment and breed improvement of cattle population across our program villages.
- Sports promotion activities like organising women football tournaments, distribution of sport kits amongst youths and development of various sports grounds like football/ hockey grounds, volley ball courts in villages.
- Improvement of infrastructure by supporting the construction of canal, repairing and constructing roads & walls, developing gardens with play facility etc.





A CASE FROM FIELD.....

Rita, Babali, Soni, Ajay, Ashish, Arvind, Dinesh, Kuldeep are the names we usually come across in India. So what was so unusual about these children? Unfortunately, all of these were forced to leave their school and be engaged with their parents either in the household chores or in the fields. Their future looked bleak. Our team identified them during an enrollment campaign in Bartal Village in Uttar Pradesh. The initial interaction with their parents yielded no results. The team had to involve the village leaders, school teachers and even friends of the family for persuasion. They succeeded finally and these 8 children were back in school. The team is now handholding them to recover from the loss of studies on account of their being out of school for long. We are glad that the lives of these 8 children is back on track and they stand an equal opportunity to succeed in their lives as do the other children in the village!



"I am a widower and my children stay separately. Goats are the primary source of my income. I take my goats to the open area for grazing every day, cook the food and do all the remaining household chores myself. Till recently, I could not see properly due to cataract. Due to my poor eyesight, life had become miserable for me. It was difficult at times for me to even recognize my own goats. To avoid getting late in the evening, I used to force my goats back home without letting them graze properly. But when Dalmia Bharat Foundation organized a free eye screening camp in my village, I was advised by the Medical officer to get one of my eyes operated for cataract. Going to a far off hospital for treatment was next to impossible for me. However, Dalmia Foundation was kind enough to facilitate my travel to Aravind Eye Hospital in Madurai for the required surgery. I was operated upon and safely reached back home within a day. My goats are now happier than me as I take them to field for longer duration and can feed them well!" - Kandahasamy, Kowandankurichi Village, Trichy, Tamilnadu.

BENEFICIARY SPEAKS...