

Empowering Rural Lives through Holistic CSR Initiative

At Lupin, Corporate Social responsibility is not limited to policy compliance. Social responsibility is in the DNA of Lupin, which can be seen right from the name to drugs it produces. The company was named after the Lupin flower because of the inherent qualities of the flower and what it personifies and stands for. The Lupin flower is known to nourish the land, the very soil it grows in. It is also known to be tolerant of infertile soils and capable of pioneering change in barren and poor climes. The Lupin flower and bean pods have also long been used as food and sources of nourishment, thus protecting and nurturing life. Lupin Human Welfare & Research Foundation (LHWRF) is an independent entity promoted by Lupin Ltd. The organization widely known as Lupin Foundation began a quest for transforming the rural landscapes in 1988. Built on these 30 years of practice in leading CSR work in rural India, LHWRF is now attained a position from where it can offer models of CSR practices for wider replication.

Core Drive: Building Sustainable & Replicable Models

The core of Lupin Foundation's work was not and will never merely be implementation of programmes or projects. Rather, developing efficient and sustainable model for development action, which can be replicable widely through collaborations and partnerships has constantly remained the thrust of our initiative over the years. Constantly effort were taken for finding ways to improve the human development index (HDI) in the adopted. The programme design and timeline of the Foundation's work is guided by the Sustainability Development Goals (SDGs), which offers appropriate framework for the action. From this year, the Foundation adopted the new framework of empowerment that aims at uplifting people over standard of living based 'empowerment line', which is well above the standard 'poverty line'.



Fostering Women Leadership in Villages

Self-help groups have emerged as the trigger as well as the core mechanism of Lupin Foundation for women empowerment in the area under operation. Their strengthening and building of linkages with the financial institutions and banks have ensured that all the women below poverty line in the area have easy credit access. Setting up of successful self-enterprises by women through SHG loans have opened and widen their public spaces along with economic empowerment. However, economic empowerment is only stepping stone. With mushrooming and nurturing of successful women self-enterprises or group businesses, what is visible in the adopted areas of Lupin Foundation is developed women leadership. Women have discovered their voice and confidence, which is ultimate empowerment for any section of the society.



Coverage

Currently, Lupin Foundation reaches to about two and eight million people living in about 4171 villages located in 61 blocks of 21 districts spread across the nine states. The Foundation operates through its 18 centres namely, Alwar and Bharatpur in Rajasthan; Nagpur, Tarapur, Aurangabad, Dhule, Nandurbar, Pune and Sindhudurg in Maharashtra; Bhopal and Dhar in Madhya Pradesh and Rishikesh in Uttarakhand, Dhargal in Goa, Dabhasha and Ankleshwar in Gujarat and Jammu in Jammu and Kashmir, Vizag in Andhra Pradesh and East Sikkim in Sikkim. This wide outreach enables the Foundation to have appropriate scale.



Portfolio

Lupin Foundation is working in the four thematic areas Economic, Social and Infrastructure Development as well as Natural Resource Management. It primarily adopts family centred approach and thereby target BPL families and initiate measures that will enable them to come out of the clutches of the poverty. However, the NRM and infrastructure development programmes brings and unite community together to undertake collective action for common cause.

Economic development

Economic development enables rural poor to break vicious cycles of debt, poverty and backwardness and enter into virtuous cycles of growth and prosperity. Various socio- economic measures and interventions involving productivity and income enhancement, technology transfer and diversification were taken up in the sectors of agriculture, animal husbandry, rural industries promotion through skill building and financial inclusion. These activities collectively aimed at poverty eradication, enabling people to come out of vicious poverty cycles and bringing about economic development of the adopted areas.

Transforming farms through productivity enhancement & diversification

Simultaneously pushing productivity enhancement, crop diversification, credit support and technological infusion, the Lupin Foundation has managed to purposefully leverage the various factors of production to ensure that the farm sector brings happiness on the face of rural poor. Crop diversification is promoted for adaptation with variations in the climate and market. With systematic effort, suitable support of alternate farming techniques and appropriate technology along with timely credit and exposure, farmers are quickly adopting to market oriented productive cropping pattern. Lupin Foundation is widely recognized as an organization that pioneered and promoted bee-keeping in the adopted area. It has turned Bharatpur into honey producing district with production of 1200 metric tons annually.

Initiating Rural Start up Movement through Skill and Enterprise Building

Rural India is skill deficit due to migration of skilled persons to urban areas. Therefore, Lupin Foundation focuses on skill development and credit support. Effort is to identify as many different skills as possible to enable beneficiaries to either gain job or self-employment. Systematic training hones inborn skills – and in a few months, professional carpenters, blacksmiths, bangle makers, potters, stone-carvers, leather workers and basket weavers are in business. Consequently, the villages in adopted areas are buzzing with diverse livelihood activities. catalyzed through vibrant strategies emanated from gut feelings, enterprising acumen and courage to innovate of the initiators. Clearly it is rural start up movement that is fast spreading in the Lupin areas.



Boosting Rural Economy through Livestock

For farmers in rural India, livestock presents vital source of income for sustenance. However, the unproductive discreet animal breeds primarily responsible for low productivity in India. Hence, Lupin Foundation focuses on inducting improved breed. Further, by providing animal health services, ensuring fodder security and

Social Development

Since the social development is equally critical, several interventions are planned and implemented for women empowerment, community health management, sports activities, education and training in the adopted areas. Economic growth has to go along with social development. Poverty manifests in several forms and Social Development is necessary to address those.

Discovering Educational Happiness



Different innovative programmes are being implemented to make education enjoyable to enhance learning levels, retention and reduction in dropout rates. The Foundation provides such amenities and equipment to the schools in the adopted area to enable the students to have quality education. Consequently, in many rural and tribal residential schools e-learning systems and interactive science laboratory models are being established, which have made education exciting phenomenon for the students and teaching smooth for the teachers.

Bringing Quality Health Services at the Doorstep of Rural Folk



In rural India, quality health service that can provide early diagnosis and timely care is critical, particularly for the poor. Hence, the concept of "Health Services at the doorstep" has been embraced by Lupin Foundation in its adopted areas, which has made health services available even in the remote parts. Presently, health services are being provided to the doorstep of villages through its mobile medical vans (MMV) and mobile medical diagnostic units (MMDUs) by our organisation. Further, Lupin Foundation is also complementing governmental efforts to reduce IMR and MMR in the adopted areas. Lupin Foundation is implementing partner of Integrated Child Development Scheme (ICDS) in one block and its performance has been validated.

Enhancing Availability and Accessibility of Natural Resources

Conservation, availability and accessibility of these natural resources such as water, land or soil determine the quality of life in any rural eco system. Therefore, Lupin Foundation facilitates development of water resources through various measures such as construction of check dams, farm ponds, digging new wells, deepening / repairing of existing wells. In order to enhance water use efficiency, drip irrigation system for watering crops was promoted widely. Land development activities such as building of farm bunds, Continuous Contour Trenches (CCTs), Water Absorption Trenches (WATs), earthen bunds, were undertaken for water and soil conservation. Besides, the block forestry plantation and pasture land development are also done to regenerate the natural resources.

Infrastructure Development

Lupin Foundation believes that the major cause of issues that plague modern rural society is gradual but definite withdrawal of the community. Sensing the need of adequate rural infra-structure and also recognizing that it can bring all sections of rural society together, the Foundation helps the communities to build necessary civic infra-structures. In this, school infra-structure, rural sanitation and housing have been accorded priority. These initiatives are improving quality of life in the adopted areas and bringing much needed activity for women, children and poor in general.

Innovations: Hallmark of Lupin Foundation

One of the hallmark of the Lupin Foundation's work over the years has been its emphasis on innovations. Several innovative programmes were taken up across the sectors. In agricultural sector, new design of Vermi Compost unit in PVC Pack bed was promoted replacing conventional masonry structure. Fodder security is big issue in animal husbandry sector. The Foundation is promoting green fodder and from this year innovative Hydroponics models are created for demonstration and wider adoption. Since Lupin Foundation is implementing partner of government in its ICDS programme for one block in Bharatpur, we have taken up novel initiatives that are going to be adopted on a wider scale sooner or later. For the first time, uniform dress was prescribed at Anganwadi level and students were provided such dress by the Foundation. Major innovation that had enormous impact in this programme was adoption of Growth Monitoring System through machine. It resulted in reduction of underweight children with the higher precision and accuracy in growth monitoring. Bio-mass cook stoves were provided for school children and households were given Solar Lights. These two green energy initiatives have not only reduced cost of fuel for the poor but also contributed to overall effort to reduce Green House Gas emissions. Traditional trades such as bangle making involve hazardous process. Lupin Foundation forged knowledge partnership with institutions like IITs to develop alternate chimney design to make such process safe and productive.