

## Creating a Better Tomorrow

At the heart of Himalaya's mission is the belief that good health should be accessible to everyone. This becomes possible by nurturing our earth, environment, health and community. We are passionate about conserving the ecosystem and have adopted several sustainable practices and initiatives to protect it. We aim and aspire to build a community of socially responsible stakeholders to act as catalysts for positive change in the near future.

### Healthy India Happy India

Himalaya conducts free annual health camps, which include dental and eye checkups for children in government schools, primarily from marginalized communities and weaker sections of society. Counseling is provided to children and parents on basic health and hygiene as well as kitchen farming to maintain nutritional levels.



- Health camps were conducted in over 378 government schools around our Makali campus, urban slums in Bangalore, and among rural communities in Rajasthan.



- 40,000 individuals, mainly children, were provided free health services. Free spectacles were distributed to over 1600 children and adults.

### Tree Plantation

Our drive to plant more trees resonates with our mission to change lives for the better. Planting more trees allows us to restore the quality of the earth and the lives of the local communities.

- Since 2013, Himalaya has planted 800,000 trees across the Western Ghats one of the world's biodiversity hotspots, Andhra Pradesh, Paralakhemundi in Orissa, and Khasi Hills in Meghalaya.
- Annual biodiversity awareness campaigns have been conducted in Goa and Pune with a participation of over 1200 volunteers.

Our long-term partnership with Society for Environment and Biodiversity Conservation (SEBC) and a recent partnership with WeForest helps us build a stronger bond with the local communities, understand the terrain, and plant climate-specific plants with a survival rate of 80%.



### Project Lakshmi



Himalaya's BabyCare division financially empowered over 1500 rural women in Uttar Pradesh and Madhya Pradesh, through its initiative, Lakshmi by creating a distribution system which allowed the women to have easy access to sell the complete range of Himalaya BabyCare and FOR MOMS products with minimum investment. This was done in collaboration with ITC Ltd. for their initiative, Swasthya Choupal.

Lakshmi was further extended to the rural interiors of Bihar, Odisha, Rajasthan, Maharashtra, Tamil Nadu, and Andhra Pradesh. With the help of 16 NGOs and cooperative societies, awareness was spread about the health and hygiene of mothers and babies.

### Muskaan

Over 30,000 children are born in India every year with a cleft lip and palate condition, and more than 50% of them do not have access to treatment due to lack of awareness and poverty. Left untreated, cleft lip and palate deformities affect one's basic style of living like eating, speaking, breathing, related dental and ENT complications, as well as one's self-confidence. Our two-pronged partnership between Himalaya's Personal Care Division and Smile Train India generates awareness about this condition, and allows children to receive free surgeries, thus enabling them to lead a better and fulfilling life. Since 2015, we have successfully completed 462 cleft surgeries across the country. We received the ET Now Leadership Award 2018 for our efforts in addressing the issues around cleft lip and palate.

