

## Diageo India Corporate Citizenship: Enriching lives and communities through good business

Diageo's business activities directly affect the lives of millions of people in India and around the world. We believe that the communities in which we operate should benefit from our presence. Our Sustainability & Responsibility Strategy integrates social responsibility into our core business to create value for society and our shareholders.

Our CSR strategy in India straddles 2 platforms –

- **Women's Empowerment through skills & learning**
- **To create a more positive role for Alcohol in Society**

Empowerment means a woman's right to have choices, opportunities and access to resources – all of which improve her sense of self-worth and ability to influence society and the economy.

Educating women provides the highest return on investment for those seeking to create stronger communities in the developing world. By empowering one woman through education and learning, she will benefit four more around her, something which is known as the 'multiplier effect'.

Diageo is a huge advocate of women's empowerment and recognises this through our platform, Plan W. The 'W' stands for Women, where we have committed to empower 2 million women in 17 countries across Asia Pacific by 2017.

### IN THE PAST YEAR, DIAGEO HAS SUPPORTED SEVERAL PROGRAMS TO EMPOWER WOMEN IN INDIA:



#### Young Women Social Entrepreneurship Development Program with the British Council



Diageo India, in partnership with the British Council, launched the 'Young Women Social Entrepreneurship Development Program' to empower underprivileged women in India. The program will impart capacity building training through a module developed by IIM Kozhikode to 24 Master Trainers, working in the area of social entrepreneurship and community development. These Master Trainers have further conducted cascade trainings to 1200 other young women training them to start and develop their own micro-enterprises.

#### Developing Women-Led Micro Enterprises with Charities Aid Foundation and Udyogini

Diageo is working with Charities Aid Foundation (CAF) and NGO Udyogini to build the capacity of women to develop micro-enterprises in Delhi and the NCR region. This project builds the capacity of NGOs to support women in starting micro-enterprises by teaching them requisite business skills. The unique aspect of this program is not only

the focus on skill enhancement for the urban poor women but also to create a knowledge base within the NGO sector to address issues of women's economic empowerment in urban India.



Udyogini has trained entire teams within five NGOs to develop skills to set up micro-enterprises in few selected services, complete with value chain analysis and business plan creation to enable the women to

secure loans/ grants for their micro-enterprise. The project is slated to benefit close to 25,000 women.

#### Samartha Sthree: All Women BPO Training Initiative with CAF and Samarthanam Trust, Bangalore

'Samartha Sthree' - A BPO/IT training program for women was launched in September 2013 primarily focused on women with disabilities and underprivileged backgrounds. The beneficiaries were trained on spoken English language, computer & professional skills, as well as personality development and interview skills. 1050 women have been successfully trained under this program with 80% of them already placed in jobs. Through community outreach, the community support for the initiative has increased tremendously. Parents and spouses, who were initially reluctant for these women to participate, became supportive and have started recommending other women to access this program.



#### Gunasheela's Story: Beneficiary under the 'Samartha Sthree' project

Gunasheela, now 30, was married at the age of 12 to a man who was much older than her. She became a mother in the next year. Fortunately, she was allowed to go to school by her loving husband who understood his child wife's interest to study. She completed her 2nd PUC while taking care of her family. "I used to study with my daughter," she says with a laugh when someone expresses surprise at her closeness in age to her now-16-year-old daughter.

After the birth of her second daughter, her husband's health began to deteriorate. Finances became a struggle as he was unable to work regularly, and the family watched helplessly as expenses mounted for medical treatment, food for the family and education for the girls.



Gunasheela contacted Samarthanam in September 2013. The next day, she was seated with 20 other women undergoing Diageo's Samartha Sthree program in Samarthanam's center at Bidadi. She was recognised as one of the most engaged and inquisitive students of the batch. Her urgent desire to care for her family brought her to the class half an hour early every day.

After the course, Gunasheela was placed with a domestic BPO. Gunasheela's regular salary has relieved the financial stress on the family. "Now my daughters can go to school without worry," she says with great relief. "And I will take my husband to a good doctor now."

#### Improving Gender Diversity

Diageo is committed to workplace diversity and has gained recognition and awards for its efforts. In India we have up-weighted existing diversity training in the workplace. We marked International Women's day in conversation with internal and external women leaders on the business case for gender diversity. Research shows that companies with more women do better: achieving margins that are on average higher by 56%. Encouraging gender diversity gives us a competitive advantage. Men and women leaders at Diageo also shared their own journeys as women balancing a home and career, and as men supporting the women in their lives.



#### DIAGEO'S COMMITMENT TO FOSTER A MORE POSITIVE ROLE FOR ALCOHOL IN SOCIETY.

#### Partnering for Road Safety in India: Road Safety Hall of Nations

Diageo is committed to foster a more positive role for alcohol in society. To this end, Diageo regularly partners with the Institute of Road Traffic Education (IRTE), a non-profit organization working for the cause of road safety in the country.

Diageo supported the construction of a Special Road Safety Hall of Nations at IRTE's College of Traffic Management. This was built to function as a global platform to promote road safety. 3 prestigious United Nations seminars were held at the hall in December 2013 all aimed at improving road safety and facilitating transport across borders, with participation from 33 countries across Europe, Asia and the Pacific.



#### DRINKiQ

Diageo has created DRINKiQ, a resource designed to help combat alcohol misuse and promote responsible drinking through the sharing of best practice tools, information and initiatives. The aim is to raise the 'collective drink IQ', making both external and internal stakeholders better informed and more aware of the choices they make as consumers, and thus become effective ambassadors for responsible drinking. DRINKiQ.com is an interactive website as well as an informative module which includes face-to-face sessions to share information on the effects of alcohol on the human body amongst other things. DRINKiQ workshops are organized as an ongoing initiative for a wide set of internal and external stakeholders that include senior police and traffic police officials, alcohol industry association representatives, media, road safety volunteers, F&B personnel of restaurants, amongst others.

