

Suzlon's holistic CSR approach for sustainable development



Sustainable Development is at the core of Suzlon's CSR outreach. Suzlon Foundation, an autonomous body is responsible for ensuring integration of sustainability across all Suzlon business operations. Going beyond legal compliance, CSR at Suzlon is about sustaining the planet, people and profit.

- Suzlon Foundation is guided by its principle to have minimal impact on the natural environment, enabling local communities to develop their potential and empowering employees to be responsible civil society members.
- The Foundations acts as a bridge between the communities and the business verticals. Our projects are designed with a view to make them self-sustaining. The idea is to share responsibility and collaborate with local communities so that these projects can be eventually managed by the local community organizations.
- The projects are planned and reviewed by involving community members, relevant NGOs, Govt. Departments, corporate and Suzlon employees.

At Suzlon Foundation we work to build up the financial, natural, social and physical resources around our area of operations for overall sustainability. The group's CSR programs is implemented through its three pronged strategy to **Engage, Empower and Sustain**

Engage >>



We believe that change is possible only when all stakeholders are involved in the process for change. We proactively engage them in all initiatives with a view to raise awareness on issues and to create a conscious, conducive spirit for furthering sustainability.

Empower >>



Going beyond philanthropy, we believe in empowering communities to nurture their development by building their capacities. In addition, we develop partnerships and collaborations with various agencies to enhance our outreach and impact. Internally, we increase awareness amongst employees on environmental & social issues and help them become responsible citizens.

Sustain >>



Creating ownership for the development
Creating ownership for the development programs is vital for their sustainability. We insist that the communities must partner and have stake in the program to bring in ownership and accountability. Our ultimate objective is to hand over the development projects completely to the community based organizations (CBOs). However, the capacity building input from Suzlon continues till the CBOs mature and are equipped to handle the management themselves.

Case Study : Sustainable Livelihood - Construction of water conservation body (kharin) in Rajasthan

Suzlon Foundation's (SF) interventions in Rajasthan are a perfect example of our holistic approach to enhancement of local livelihoods .

Background: The land in Thar Desert can be classified into two types– undulated stony with no soil and undulated sandy with less soil depth. If the moisture is preserved, the latter can be utilized for rain-fed agriculture. This type of land piece is called Kharin. Kharif (monsoon) crops like Bajra can be cultivated in Kharin. Generally 2 to 5 farmer families jointly prepare and cultivate crops in Kharin.

Objective of the intervention:

- Demonstrate the technique to preserve moisture
- Demonstrate fruitful agriculture practices

Strategies: Bunding and leveling of the identified land piece is essential to preserve the moisture. After due consultation with the village development committee, locations were identified and finalized. Suzlon Foundation extended support for the bunding. The responsibility for leveling and other agriculture tasks was completed by the concerned families using their own labour and other resources. Kharin requires regular and continuous care, maintenance of the bunds, which also helps in growing grass on the bunds. The families undertake maintenance of the bunds after the initial collaborative support from Suzlon Foundation to build the bunds.

Impact: The initiative has supported construction of 10 Kharin in Osiyan and 15 in Shergarh benefitting 18 and 20 families in Jodhpur district. In Jaisalmer district 11 Kharins encompassing 125 hectare land were revived benefitting 80 families. 30% production increase was reported as a result.





Suzlon has a multi-pronged approach to CSR implementation which is categorized in three components.

Transformative >>

Transformative CSR programs are designed towards promoting responsible citizenship and integrating CSR in business functions. Suzlon Foundation believes that business should be seen by local people as an opportunity and not a threat to their livelihood. At corporate level, conjunctive land use is a most important example of transformative CSR.

Responsive >>

All programs which respond to the neighbourhood needs and offset the socio-environmental impact of the business, if any, are Responsive CSR Programs.

Proactive >>

Going beyond the business boundaries, the proactive approach works towards the sustainability of the planet in the face of global environmental degradation and climate change. Proactive programs include initiatives such as disaster response, international cooperation for internships amongst others.

Eg Transformative CSR programs proactively engage local communities to create a conscious, conducive spirit for furthering sustainability. Patches of land around wind turbines are given to local communities for crop or fodder cultivation. This serves the dual purpose of helping the communities earn a livelihood and also ensures that the land remains fertile. Cultivating amicable relationship with the villagers by involving the employees in village development programs promotes mutual trust and reduces the occurrence of altercations.

At employee level, activities to enhance environmental and social awareness are organized. Cash contributions and volunteering by employees are part of these activities. Customers are also encouraged to engage in responsible wind-farm neighbourhood development around their individually owned wind turbines.

Suzlon Foundation has a robust impact assessment system. Our MIS is designed in a way to make it possible to have record of village wise activities and evidence based impact.

