



Making Change: One Step at a Time

A journey of a thousand miles must begin with a step.



At Havells, we believe in a journey of small steps that lead to meaningful change in peoples lives. Therefore, all our CSR initiatives are called **STEPS Chhote kadam Badi Soch**. As an organization we are committed to continuously improving our social responsibilities to make a meaningful impact in the lives of others by aligning our initiatives to achieve goals of sustainability. In our focus of business, our care for people, our love for local communities and our dedication to environmental conservation, we have realized that the only way forward for us as a nation is by giving back to the land which has given us all that we have. With our will, grit and courage, we hope to lay the foundation of a better tomorrow by the small steps that we take today.

Havells CSR Initiatives

Havells believes in touching many aspects of human life. Over the years, we have embarked on the journey of social change through inclusive growth dedicated to the cause of our future and future generations. Therefore, our CSR efforts revolve around eight strong pillars of health & nutrition, sanitation, education, environment, skill development and more. These pillars not only move hand-in-hand with the ones envisioned by the Government but are also part of United Nations Sustainable Development Goals.



HAVELLS MID-DAY MEAL PROGRAM



In 2004, we started finding out reasons for non-availability of adequate manpower in nearby areas of our Alwar plant. The research was heart breaking as it showed that children from nearby villages did not go to school and were engaged in farms and other jobs to support families income. Adequate food, even twice a day was a big challenge for the family. Children were weak and malnourished and going to school was not even considered by the family. Over time we realized that providing food could be the answer to this puzzle. We tied up with the government of Rajasthan to provide mid-day meal in government schools.

of 30 vans to ensure hassle-free and timely delivery of the meals every day. Ownership of the entire mid-day meal value chain from procurement of food materials to food preparation, storage and transportation to school, gives the company complete control over the quality and hygiene of the meals. This goes in line with Havells philosophy of providing the best quality in all company offerings.

servicing over **60,000 students** across **693 schools** daily in the district

4 acre kitchen area **160 people** including cooks

30 vans to ensure hassle-free and timely delivery

So far, we have served over **93 million** meals



A humble beginning that started with serving just 1500 children across 5 schools grew to serving over 60,000 students across 693 schools daily in the district. The fresh, hygienic and nutritious food is prepared in the state-of-the-art kitchen in accordance with government-approved diet charts. Spread over an area of 4 acre, the kitchen employs staff of over 160 people including cooks, helpers and drivers along with a fleet

SANITATION



the current establishments Swachh Bharat Mission program and United Nations Sustainable Development Goal no. 3 & 6.

The vision behind the WASH program is to provide a safe, healthy, and comfortable environment at school where all children can learn, grow, and thrive. Children are the future of our society and schools are their most important agent of change. So, it is important for us to provide them with an environment that enables and encourages them to become the beacon of change.

Leveraging our already existing flagship mid-day meal program in many schools across Alwar, we conducted a research on our existing base to understand the present situation and identify gaps. Some interesting observations were made. Only 70% of the students used toilets that were available in all schools. Moreover, most of the toilets in these schools were clogged with mud and fecal matter. There was also a shortage of water and it was not available to flush waste or for personal hygiene. Girls of adolescent age preferred to be absent during menstruation as the toilet was unfit for use during that period. A similar trend was also observed when children would prefer to stay back home rather than attend school on days when they had dysentery.

As a result, we initiated a sanitation drive in 2014 across government schools of Alwar district wherein the company built eco-friendly bio-toilets. These toilets have been developed by DRDO (Defence Research & Development Organisation) that use special bacteria to convert human waste into biogas and water. The water can be used for gardening, cleaning or ground water recharge.

In total, Havells has built over 4000 bio-toilets in 400 government schools across Alwar district of Rajasthan which also includes schools where we do not provide mid-day meals as of now. The initiative is aligned with



The next natural progression for us was to sensitize students as well as the teachers about the importance of WASH. We invested in behavioral change sensitization workshops not only for the children but also for the school teachers who could further educate parents and the public at large about the importance of sanitation, cleanliness, and hygiene. The goal is to impart good hygiene habits amongst children from a young age itself.

The program was made up of activities like songs, wall paintings, rhymes, quizzes, and painting competitions to help them understand concepts better. They can

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further explain to their parents and bring positive change in the family as well.

Now, we did not just stop there. Building something and giving it to a community is not enough, we realized that the facilities need to be maintained if we want to make sure that the benefits are long-lasting, and they are passed to positively affect as many as they can. There was no fund available at school level for the upkeep of these bio-toilets. So, we decided to match the amount of money provided by the government for ensuring that these toilets are kept at the optimal level for regular use. A strict oversight was part of the program to ensure proper usage of the funds.

The WASH program addressed major hygiene challenges in schools across the nation, however, we realized about another common issue that particularly affects adolescent girls in the country. Whenever these girls go through the menstruation period they have tend to skip school due to various reasons including stigma and myths associated with it. It also affected their health and education.

To help them get out of this, Havells joined hands with Project Baala a program in which young rural girls are educated about menstruation in their schools and eco-friendly sanitary napkins are provided to them. These pads are made of three layers of cloth stitched together that can be reused up to a period of 1.5 to 2 years. So far 22,000 plus girls across 285 schools have been provided with the reusable sanitary napkin kits. This has allowed us to tackle a pressing issue through a 360-degree approach.

