

Coromandel: A responsible corporate citizen for five decades

At Coromandel International Limited, Corporate Social Responsibility is not an afterthought. It has been part of the company's guiding principles for over fifty years and a fundamental part of its approach to business. It is one of the important motivating themes behind all its entrepreneurial ventures. Coromandel strongly believes that business interest is not limited to commercial profit alone but also in contributing to the inclusive growth.

Coromandel has always been at the fore front of CSR initiatives in the communities around its manufacturing facilities as well as in the markets in which it operates. It's CSR thrust areas are Community Development, Education, Environment and Health besides helping people during the times of natural calamities. While doing so, Coromandel ensures it measures the various societal, environmental and compliance to government regulations.

Coromandel contributes approximately 1% of its PAT every year to AMM Foundation, the corporate social arm of the Murugappa Group, which has been thriving positively to impact the lives of all those who come in contact with the group's operations. In addition to the above, Coromandel has been implementing various CSR initiatives around its manufacturing facilities. A few examples of CSR activities being taken up over the years are:

Education



Understanding the role of educated women in national development, Coromandel has launched the 'Rural Girl Child Education scheme' in April 2005, to ensure reduction in the girl-student drop-outs and encourage the rural girl to obtain higher education. Under this scheme, girls who top the class in IX and X forms in government schools are awarded scholarships towards their books, uniforms, fees and other educational needs. Initially the scheme was introduced in Andhra Pradesh. Enthused by its success, Coromandel extended the scheme to Karnataka, Tamil Nadu, Orissa and Maharashtra. About 11,000 rural girl students were given scholarships under this program



Community development



Coromandel has been implementing various CSR initiatives around its manufacturing facilities to help improve the lives of people in its surrounding communities. The Company has undertaken different initiatives at different locations like creating educational infrastructure (renovation of classroom, sanitation etc), providing education materials to students, special coaching for children, promotion of adult literacy, conducting sports for youth, HIV/AIDS awareness programs and financing orphanages etc. In accordance to the needs of the community, the Company has initiated a range of infrastructure activity for providing purified drinking water, asphalted roads for better accessibility and developing local and community assets for public use. Coromandel has also been supporting various social and cultural issues to promote and sustain them in the community.

Employees' participation

The leadership of Coromandel is involved through CSR Council in various CSR activities.

Coromandel is also involving family members of its employees in taking up societal activities. The Company is actively promoting its employees to carry out plantation of trees and related environmental protection activities. Social service programs such as Blood donation, adult & child education, clean & green, HIV/AIDS awareness etc., were being voluntarily taken up by the employees at all Plant locations. Awards and special recognition are given to those employees who actively participate in CSR activities of the company. At corporate office, the employees have formed a team by name and style 'We Care', which carries-out philanthropic services such as donation of school books to street children, fruits and medicines to inmates of orphanages, household things to handicapped etc., at regular intervals. Employees voluntarily offer donations for such activities.



Health



Coromandel played a major role in the construction of a super speciality wing at St. Ann's Jubilee Memorial Hospital, Visakhapatnam by donating Rs. 60 lakhs. The wing was named after the erstwhile Chairman, Late Dr. Bharat Ram. Equipment such as dialysis unit, ultramodern ventilator, laparoscope and portable X-ray etc were also donated. This fully equipped wing caters to around 800 patients a month.

In Ennore, the Company has started a medical out-reach centre to cater to the medical needs of about 38000 families residing in the 8 neighbouring villages. This centre has a full-fledged team of doctors, nurses, pharmacists and technicians apart from having facilities for collecting samples for pathological tests. Medicines are being given here to patients on subsidised rates.

Efforts are in full swing to launch two modern primary health centres - one each in the neighbourhoods of Visakhapatnam and Kakinada Plants, with an estimated expense of about Rs. 2.5 Cr.

Coromandel has always been in the forefront in conducting mega medical and eye camps for the economically challenged people of neighbouring villages. It sources specialist doctors and sets up multi-specialty camps to benefit maximum number of patients in each camp.

Sustainability of CSR programs

All the CSR activities carried out by the company are sustainable in the long run as it involves all the stakeholders, be it society, employees or the Government.

To sustain various CSR activities and also to understand the needs and expectations of the society, a perception survey was conducted engaging professional bodies viz., Andhra University & Madras School of Social Work. The perceptions of the people are taken into consideration while planning the CSR activities. Based on the feedback of the CSR interventions and also to understand more about the society perceptions, needs & expectations CSR initiatives were being planned and executed.



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Environment



Coromandel strongly believes that the priority of its manufacturing operations is safety and environment. In line with this belief, the company has adopted various management systems like EMS, QMS, PSMS and OHSAS etc., to continuously improve the processes towards being environment friendly.

Coromandel has undertaken Sustainability as a company-wide initiative and articulated it in its new Vision and Mission. Accordingly, it has been advocating and promoting protection of natural resources and environment. For over fifty years, Coromandel continues to plant trees across its Plants and other operation areas to foster a better environment and contribute towards addressing the issue of global warming.

Coromandel has recently taken up the 'Green Visakha' project that aims at planting 40 lakh saplings in the next five years at an estimated cost of Rs. 50 Lakhs, with a target of eight lakh saplings each year. An area of 12 acres available at the Vizag airport is identified for this and about 50,000 saplings have been planted so far by Coromandel alone, under this program.

A helping hand during disasters



As a responsible corporate citizen, Coromandel has always been lending a helping hand to the needy, particularly during natural calamities. The company has donated Rs. 1 Crore to government of AP for the flood relief fund for the people of Kurmool who were devastated during 2010 floods. All the manufacturing Units of the company are known for helping the victims during such disasters.