



ADITYA BIRLA GROUP



The Aditya Birla Group: Beyond business

A US\$ 35 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 133,000 employees, belonging to 42 nationalities. The Group operates in 36 countries. Over 60 per cent of its revenues flow from its overseas operations.

Beyond Business -

The Aditya Birla Group is:

- Working in 3,000 villages. Reaching out to 7 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.
- Focusing on: Health Care, Education, the Girl Child, Sustainable Livelihood, Women Empowerment Projects, Infrastructure and espousing social causes.
- Working closely with Habitat for Humanity, we have so far built more than 400 houses as part of our community outreach programme, besides supporting the building of an additional 3,600 houses.
- We are also engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year timeframe the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far more than 90 villages in India's hinterland have already reached the level of model villages.
- To embed CSR as a way of life in organizations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
- In line with our commitment to sustainable development, we have partnered the Columbia University in establishing the Columbia Global Centre's Earth Institute in Mumbai.

Highlights

- Over a million patients treated at 3,000 Medical Camps and its 18 hospitals. More than 1,000 children learnt to smile again as they underwent cleft lip surgery. We helped immunise 6 million children against polio as well.
- At our 42 Schools across India we provide quality education to 45,000 children. Of these 18,000 students receive free education. Merit Scholarships are given to an additional 8,500 children from the interiors.
- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training in sustainable livelihood projects to 38,000 people.
- Our 4,000 Self-Help Groups have led to the empowerment of 38,000 women.

Transcending the conventional barriers of business because we believe it is our duty.

Water: The Life Force

The story of Shakuntala, one of the beneficiaries, is both touching and inspirational. Shakuntala lives in the Dudhi Block, of Renukoot in Uttar Pradesh. A mother of five children, she along with other village women would trudge 5 kilometers to fetch four pots of water for the family, and even that would barely suffice.

Voicing her opinion in timid tones, she would say that women in the villages are children of a lesser God, given the hardships faced by them.

Our team took this up as a challenge. Backed by UNICEF, the UP Jal Nigam and the District Administration along with our Group's resources, they installed hand pumps at an interval of every 10 houses in 110 villages. And so giving water to over a 100,000 people. No longer did women have to spend hours on end collecting water.

The UNICEF collaboration entailed that the hand pumps be maintained by women. Shakuntala was the first woman

volunteer. Today, she is a qualified hand pump mechanic earning 650 \$, in the summer months, when the pumps need to be repaired, and ofcourse regularly looking after the villages.

She has, in turn, trained another 80 women as hand pump mechanics. These women who cannot read or write earn a good deal of money by rural standards.

Today, Shakuntala very proudly remarks that from being a seeker of charity, she is now a teacher. She says that "The Aditya Birla Group has been a life changer not only for her but for all the 110 villages who now have easy access to water – their life force."

Yet another 45,000 women across India feel empowered, working in 4,500 self-help groups set up by our teams. They are making a living. These women like Shakuntala believe that they are now in charge of their own destiny.



Shakuntaladevi (first from left) with the women hand pump mechanics