



STEPS

Chhote kadam, badi soch.

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 people's lives. 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 realised 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 India Limited

Havells India Ltd. is one of India's leading Fast Moving Electrical Goods (FMEG) Company with a strong national and global footprint. Committed to 'Make in India', Havells is the only company in the industry to manufacture over 95% of products in-house across its 12 state-of-the-art manufacturing units in the country.

Prestigious Brands



Havells products are sold through its network of **40 branch offices and sales offices** in over **50 countries**.

Our CSR Philosophy

Havells, over the years, has 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 five strong pillars of health & nutrition, sanitation, education, environment and skill development. 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

Every day a large population of men and women across the globe struggle to feed their children a nutritious meal. In a world where we produce enough food to feed everyone, 795 million people, one in nine still go to bed on an empty stomach each night. Even more, one in three suffer from some form of malnutrition.

Guided by our ethos, eradicating hunger and malnutrition is one of the focus areas for us. Not only do the consequences of not having enough food, or the wrong food cause suffering and poor health, they also slow progress in many other areas of development like education and employment.

While the global community adopted 17 Sustainable Development Goals to improve people's lives by 2030 in 2015, we started working on the 'Goal 2 – Zero Hunger' way back in 2005.

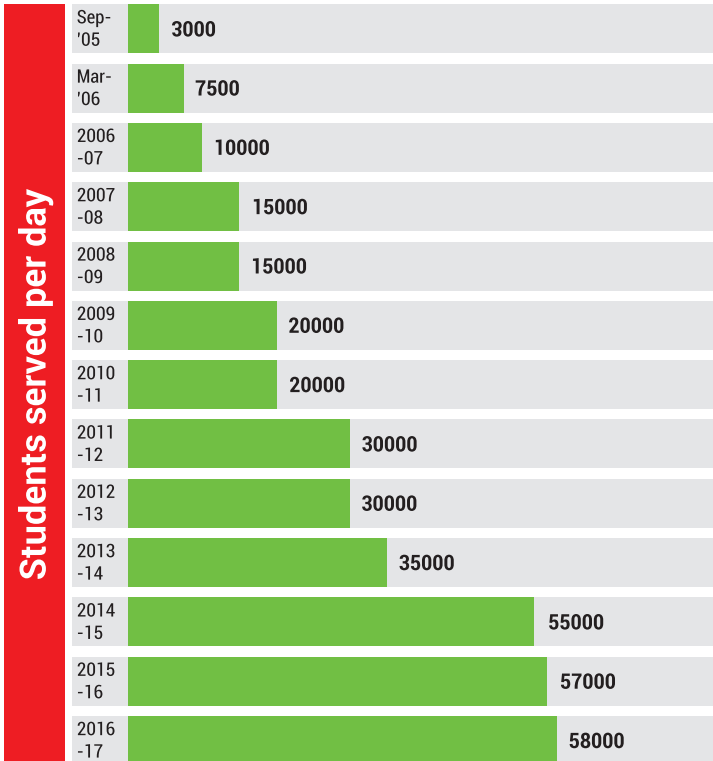
In 2004, we started finding out reasons for non-availability of adequate manpower in nearby areas of our Alwar plant. The research was heart breaking as it showed that children from nearby villages did not go to school and were engaged in farms and other jobs to support family's income. Adequate food, 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 realised 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.

Havells serves over **58,000 students** across **688 schools** daily in the district.

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.





Spread over an area of **4 acre**, the kitchen employs staff of **160 cooks, helpers and drivers** along with a fleet of **26 vans**, ensuring hassle-free and timely delivery of the meals every day. So far Havells has served **66 million meals**.

Impact Assessment

On completion of ten years of the program an Impact Assessment study of the Havells MDM Program was carried out in schools where students, parents and teachers were interviewed. To compare the achievements of the program, partner and non-partner schools were covered in the study. The broad findings of the study are:

Impact on Improvement of Nutritional Intake

Notable improvement in Body Mass Index (BMI) amongst girls studying in schools where the Havells program has been running for more than five years (average 14.3). This was higher than 13.7 average for girls in schools where the program has been running for past 3 years.

Impact on Enrolment Rate

Average enrolment growth of 10 to 15% in the partner schools. The head teachers, SMC members and parents interviewed for the study attributed this growth to nutritious and tasty food provided in the school as it appealed to both parents and students.

Impact on Dropout Rate

Average number of dropouts in the partner schools declined over three consecutive academic years (2013 to 2016). Considerable decrease was seen in average dropout rate of girls in upper primary section as it came down to 6 in academic year 2015-2016 from 24 (2014-2015). Similarly, average dropout rate of boys in primary sections saw a steady decline from 9 to 4 over the three years.

Increased Interest in Going to School

As shared by parents and Head Teachers, student's interest in going to school increased over the years. Of the interviewed parents, 67% stated that there has been an increase in their child's interest in going to school due to availability of better quality and variety of food, especially sweets.

Quality, Quantity and Variety of Food

All the interviewed students (100%) liked the quality of food served under the Havells MDM Program. Amongst them, 97% students were satisfied with the quantity of food served.

Impact on Academic Performance

The Havells MDM Program helped improve student's concentration and thereby academic performance. It was shared by 44% of the interviewed parents that because their children now don't stay hungry or come back home to eat lunch, they study with better concentration and willingness.

Reduced Burden on Teachers

Head Teachers of the sample schools shared that with Havells taking charge of the mid-day meals, teachers now spent more time on teaching related activities than on the MDM, thus contributing to improving the quality of education in their schools.

In 2015, after a decade of successful operations, the Havells mid-day meal program was honored with the Child Rights Champion Award by C.R.Y. (Child Rights and You).

Recognition for Our Initiatives



Mid-day Meal - Award-winning initiative recognized by Child Rights and You (C.R.Y.), running successfully for the last ten years.



Mid day meal was presented Commendation Card by Sh. Hem Singh Bhadana, Food and Supply Minister of Rajasthan



Sanitation: CSR excellence Award – 2017 for 'Clean Water and Sanitation' by the Government of Rajasthan.



Times of India awards where Neemrana was adjudged the best CSR activity company in the region out of 200 industries.

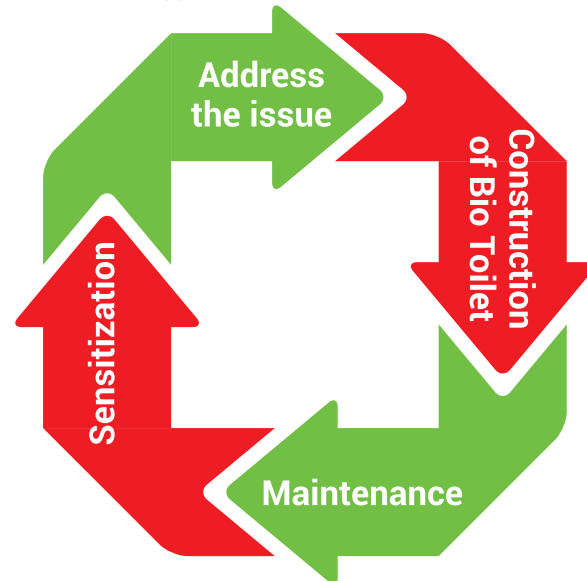
Sanitation

Havells understands that WASH (Water, Health and Hygiene) are critical for ensuring overall development of children and their families. Focus on WASH program in schools stems from our efforts to realize our vision of a world where all children go to school that provides safe, healthy and comfortable environment where they grow, learn and thrive. Schools also are powerful agents of change for enabling and encouraging changes in the society as well.

We decided to take the first step from Alwar where we are already running our flagship program of mid- day meal. A research was done to understand the present situation and few of the observations were:

- Only 70% of the students used toilets that were available in all schools
- In most schools toilets were clogged with mud and fecal matter
- Water was not available in the toilets to flush waste or for personal hygiene
- Adolescent girls were found to be absent during menstruation as the toilet was unfit for use. A similar situation was seen when children would prefer to stay back home rather than attend school on days when they had dysentery.

Approach to Resolve the Issues



Keeping these issues in mind, Havells initiated a sanitation drive in 2014 in Government schools of Alwar district wherein the company built eco-friendly bio-toilets. These eco-friendly bio-toilets use special bacteria developed by DRDO (Defence Research & Development Organisation) to convert human waste into biogas and water. This water can be used for gardening, cleaning or ground water recharge.

This initiative of Havells amalgamates perfectly with the ambitious 'Swachh Bharat Mission' advocated by the Government of India and dovetails with United Nations Sustainable Development Goal No-3 & 6.



So far Havells has built over **2000 bio-toilets** in about **250 Government schools** in Alwar district of Rajasthan.

Sensitization towards behavior change

The next step in this direction 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 in particular.

The implementation of behavior change workshops aims to develop good hygiene habits amongst children from tender age. Activities like songs, wall paintings, rhymes, quizzes, painting competitions help children understand concepts better and are able to explain to their parents and bring positive change in the family.

We did not stop at building toilets or working on behavior change of children and teachers but went a step further. While toilets are built but their upkeep was a major issue due to paucity of funds at the school level. We decided to contribute equal amount of money as given by the Government to ensure these toilets are kept neat and clean and students use them regularly. A strict vigil on upkeep of these toilets ensures the funds are used properly.



All these initiatives helped improve attendance, health and cognitive development, increased girls' participation, established positive hygiene behavior and offers the opportunity to introduce better WASH practices in families and communities and addresses issues of inequity and exclusion.



Sustainable CSR

At our plant in Haridwar, we receive large quantities of Aluminium sheets compressed in between wooden planks. Once these aluminum sheets are removed for production of fan blades, the wooden planks are a waste and sold as scrap. Since we have an old association with schools, we realized that students especially from Government schools do not have tables and benches to sit and study.



Till now Havells has donated over **470 tables and benches** to various Government schools in Haridwar.



We started creating tables and benches from these wooden planks and donated to schools. These small steps bring large smiles on those innocent faces and that is the biggest reward for us.

