

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.

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

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.

serving 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



SANITATION



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

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.



SUSTAINABLE CSR- BENCH DONATION



We create tables and benches from the waste wood at our Alwar, Neemrana and Haridwar plant. These tables and benches are donated to Govt. schools in respective areas. Till date we have donated over 2000 such sets of tables and benches in Alwar, Neemrana and Haridwar. This is an ongoing activity across these three locations and we intend to keep increasing the numbers and distribute more and more such infrastructure for the education and physical well-being of the school children.



We have donated over **2,000 sets of tables and benches** in Alwar, Neemrana and Haridwar



SKILL DEVELOPMENT (L.E.A.D.)



The focus of Havells CSR initiatives has always been children and youth of the country. Contributing to the development of their future, we recently launched Havells first Electrical Skill Development Center at ITI, Nagaon in Assam. The center would enable students to hone their skills with latest equipment and contribute to the growth of the nation. The second Electrical Skill Center has been launched at ITI Pusa, Delhi. To further strengthen the school infrastructure, Havells has built two classrooms for ITI in Kangra, Himachal Pradesh.

So far we have contributed to **ITIs** in Nagaon in Assam, Kangra in Himachal Pradesh and PUSA, Delhi



AN ENVIRONMENT FRIENDLY COMPANY (CHHAANV)



Forests are important in regulating climate, sustaining communities and supporting biodiversity. Conserving nature is the best gift we can provide to our future generations. With this thought, Havells planted over one lac trees each in Bhopal, Madhya Pradesh and Neemrana, Rajasthan. It also planted over 50,000 trees across other plant locations in Alwar, Rajasthan and Baddi, Himachal Pradesh over last few years. Starting FY 2019-20, the company will be planting 4 lac trees annually with an aim to develop over 800 hectares of forest area by 2023.

We are also building a Kanya Upvan in the Alwar district of Rajasthan by planting a tree on the birth of every girl child in the district.

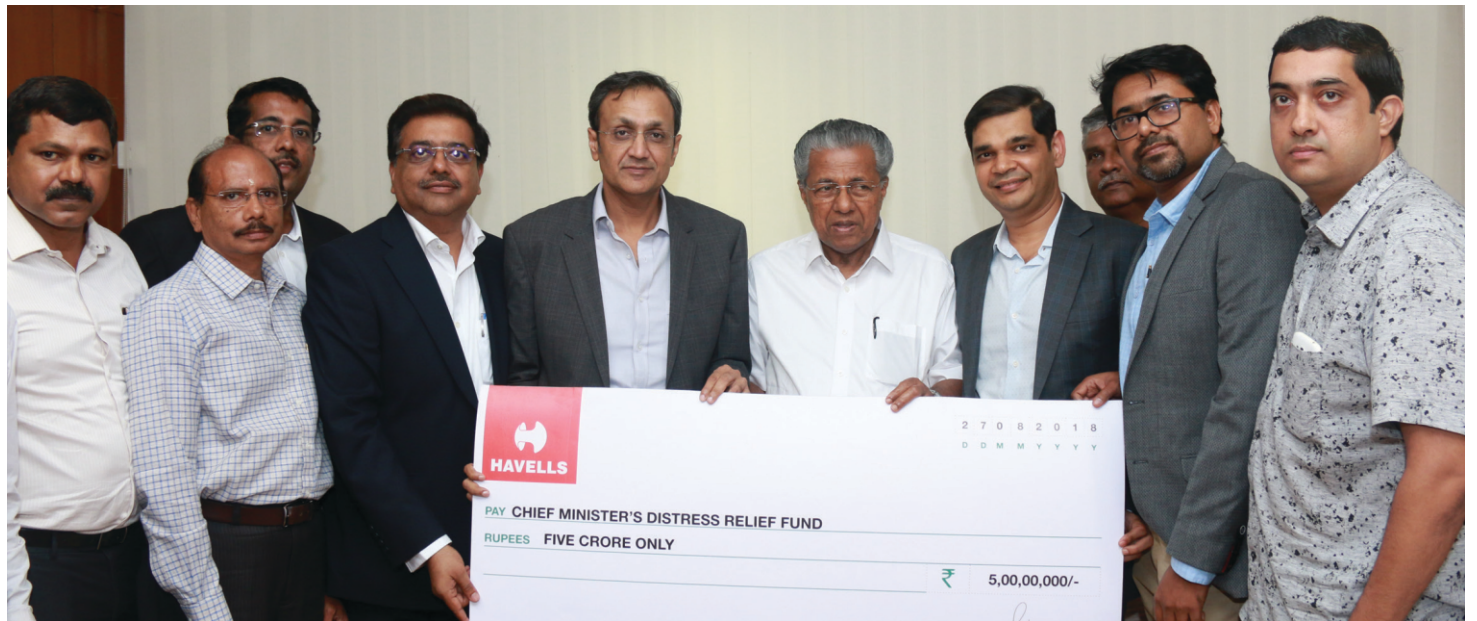
50,000+ trees across other plant locations in Alwar, Rajasthan and Baddi, Himachal Pradesh

Havells planted **one lac+ trees** each in Bhopal, Madhya Pradesh and Neemrana, Rajasthan

HUMANITARIAN CAUSE



As a company Havells has always stood by the nation in times of distress. Recently, during Kerala floods, the company contributed ₹5 crore (Rupees Five Crore) to the Chief Ministers Distress and Relief Fund (CMDRF) in order to support the State Government's efforts of providing relief and rehabilitation work in the flood-affected areas of the state. All the employees of Havells pledged their one-day salary while all the channel partners contributed a significant amount for the noble cause. Similarly, in the past, the company has generously contributed to the society during various national calamities like the Bihar Flood, Tsunami and Kargil National Relief Fund etc.



HEALTH CARE



Thalassemia Major is a genetic disorder and often comes to notice at an early age. The only available cure is Bone Marrow Transplant. The cost of transplant is beyond the reach of families, especially coming from low socio-economic strata. SEAIT (South East Asia Institute for Thalassemia), based in Jaipur, is dedicated to the cause of treating thalassemia patients.

Havells, under its CSR initiative, decided to adopt 2 children suffering from the disease and provide them with the complete support for the treatment. Recently, one out of the 2 patients, Shorya, (5 years), became Thalassemia Free and all set to live a normal life with his family and other children. He will still be kept under the hospital's observation for the next 2 years and on medication for the coming 6 months. The other child is still undergoing the treatment.



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