

“SAMAJ SEWA” (CSR) INITIATIVES UNDERTAKEN BY THE COMPANY DURING THE YEAR 2012-13

As part of its vision of creating prosperity and happiness for all stakeholders, Company places high importance on initiatives targeted for upliftment of its neighboring communities and undertake the same as voluntary endeavors rather than treating as responsibility or obligation. It has aptly named such endeavors as 'Samaj Sewa'.

Company's Samaj Sewa initiatives are carried out under the umbrella of a dedicated arm called 'Shree Rural Foundation Society' formed for this specific purpose only. The focus areas of Samaj Sewa initiatives are – education, healthcare, women empowerment, sustainable livelihood, infrastructure support and other social causes. During the year 2012-13, Company has undertaken following initiatives in these focus areas:-

I) Promotion of Education

In surrounding communities of Company's operations, sizeable numbers of children never go to school. Also many, who attend initially, cannot continue because of poverty or other family or social pressures. Company realizes the fact that education holds the potential for unleashing the biggest change in the area hence taken up programmes in this direction in the surrounding villages.

- **Shree Ki Pathshala:** This program was undertaken to provide primary education to dropout children or children who never attended any formal school education. In 2012-13, the program has been conducted in 12 villages surrounding Company's Ras facilities. Under this program, a one- year literacy course is framed for such children wherein classes are organized in village community centers or other convenient places. The tutor and study materials for children are arranged by the Company. After completing said course, children are encouraged to appear in Class IV and V examination conducted by Board of Secondary Education, Rajasthan. Children, who wish to continue further, are facilitated for admission in higher classes. During the year, around 222 children were benefitted from this initiative and out of this, 88 children appeared in the examination conducted by Govt. Education Department with the 100% result.

- **Umang Programme:** This program is an extension of 'Shree Ki Pathshala' under which

girl students are facilitated and trained to develop their skills and interests in art work based on locally available resources like handicraft, designing, painting, rangoli etc.

- **ITI Scholarship:** ITI scholarship program for students is a scheme for the development and promotion of technical skills and education amongst the students. During the year, 35 students of the nearby villages have been given the scholarship.

- **School Support Programmes:** To promote quality education, Company is running a CBSE affiliated Central Academy School to impart education up to Senior Secondary Standard in Bangur Nagar, Beawar. This school provides quality education to children from local community as well as that of Company employees. This apart, Company is regularly giving financial aids to various educational institutions situated in surrounding areas. Company is also providing help to poor children by distributing educational materials, uniforms etc.
- **School Infrastructure:** To improve the hygiene conditions in schools, Sanitation facilities have been constructed and renovated by the Company at schools in Bhimgarh village near Company's Ras facilities.

- **Computer Learning Centre –** For imparting computer knowledge to youth, Company has initiated Computer Learning Centre at Village Babra near its Ras facility for boys and girls. As part of joint initiative with local community, Company has arranged for instructor and computer machines with other peripherals in a premise allotted by local community. All the running expenses are also borne by the Company. First batch of 30 students was successfully completed during October-12 to March-13. This apart, a Computer Room in Govt. Sr. Secondary School at Village Jhak nearing Beawar facility was also constructed by Company.

- **Summer camp for school children -** For engaging children in extra-curricular activities during summer vacations and help them take activities of their interest, Company sponsored a summer workshop at Beawar. Various events are organized like dance, self-defence, calligraphy etc which help children to acquire new skills.



II) Infrastructure Development

Based on its engagement with the local community, Company has identified that it needs to support in infrastructure development initiatives to foster development in our surrounding villages. During the year 2012-13, following were few contributions in this area:-

- **Construction of Roads:** For proper and hassle-free passage for local communities, Company has undertaken construction of interlock roads /interlock fixing in the surrounding villages. During the year, Company has constructed interlock roads in Villages Khera, Bhimgarh, Bagatpura, Gopalpura, Babra, Butiwas, Aneri, Kanyakhedi, Jagatia, Bher ji ki dhani and Interlock fixing at village Ras. In Khushkhera, construction work of CC road was carried out between plant and parking area to facilitate the passage of visitors.

- **Construction of Community Halls / Boundary Walls etc.:** Company has constructed community centers in nearby villages to help villagers organize various social and religious programmes. Further, boundary walls for places of social and religious gathering were also constructed in such villages in order to safeguard the public property. In village Devgarh (Babra), Company has constructed Bus Waiting Stand for villagers where the buses stop for service between Ras and Beawar area. This apart, various other structures like water storage tanks, culverts, drainage channel, cremation shed, temple stairs have been constructed / renovated by Company which serve varied purposes in daily life of local communities.

- **Contribution for Beautification work for Beawar:** As a major initiative in supporting infrastructure and community development, Company has undertaken a beautification and road-widening project of its nearby town

Beawar. The project is being implemented by local municipality with Company's support and involves converting existing road into 4 lane road, construction of drains and foot path, road decorative lights, public utility services, horticulture, road signs, traffic signs etc.



III) Health Care Facilities

The healthcare facilities in nearby localities are limited given the scattered and small nature of settlements. Company's initiatives in this area are aimed at providing primary health care facilities and creating health awareness for improving the health of the local population. Following activities have been taken up:-

- **Health Centers-** Company provides 24x7 free medical and ambulance services through its fully equipped Health Management Centres at Beawar and Ras to local villagers. It also provides medical services through fully equipped mobile medical team, which visits the nearby villages on a regular basis and distributes free medicines.

- **Mamta Project:** To address issues related to maternal and child mortality, birth control and malnutrition, Company has instituted Mamta Centers for group meetings along-with health clinics in ten villages adjoining its operations in Ras. At these centers, the community organizer, health educator and Government Auxiliary Nurse Midwife (ANM) impart education on health and nutrition through monthly sessions to mothers. Regular monthly counseling sessions are being conducted as follow up work. Apart from regular counselling, visits during antenatal & postnatal stages by gynecologists, free medication, health surveys, identification of high risk pregnant mothers and children and provision for supplementary nutrition are also carried out. During the year, 1010 Villagers have been benefitted under the said project.

- **Health Camps:** - Apart from provision of dedicated medical facilities, health camps are organized for providing medical services as preventive and curative measures for local people.

Rural Medical Camps: Rural Medical

Camps are organized in nearby villages for first three days of every month where free medical services are provided by expert team of doctors. Around 50 patients are treated in each camp by the expert medical team of the Company. The patients identified with chronic ailments and diseases are referred to next level of medical attention for further check-up and proper treatment.

- **Specialty Health Camps:** Specialty Health Camps are organized at every alternate month to cover patients suffering various diseases / ailments. These patients are treated by expert doctors of relevant disciplines like Pediatric, Gynecology and General Medicines. On an average 300-400 patients per camp are given treatment and supplied medicines free of cost.

- **Vaccination Camps:** During the year, Company has organized typhoid Vaccination camp in 7 schools of nearby villages where 1433 children were benefitted.

- **Vision Test programme –** During the year, vision test camps were organized to conduct eye-test at Beawar and Ras. The Camp was held jointly with Vision Spring, New Delhi, a multi-national organization working with 20 countries to hold an eye check-up camp for factory staffs and workers. The camp benefitted more than 1000 people under vision test and 175 people benefitted from spectacles on subsidized rate.

- **Health awareness programs:** For creating awareness across the communities, Company organized awareness programs on different issues i.e. Safety, environment, HIV/AIDS, health and hygiene. Aiming at achieving behavioral change, Company used media, which communities easily relate to like local folk show, to take various health issues to the community. Eight Programmes were organized by a team of 6-7 people from “Ghumar Lok Kala Natya Dal” which is certified by Ministry of Information and Broadcasting, Govt. of India. In addition to above, Company regularly provides financial assistance to various Hospitals, NGOs and other Institutions such as Sant Parmand Hospital, Delhi, Parshwanath Jain Sansthan, Beawar etc.



IV) Women empowerment and skill development

Women empowerment and skill development is one of the focus areas of the Company. To raise the economic status of the women in the local community, Company lends a helping hand, shares its knowledge and takes initiatives to make them self-reliant. The main thrust is to enhance income from existing activities and create additional employment opportunities with optimum utilization of local resources and skill.

Women Self employment training: - The Company has established Stitching Training Centres where in around 20 women are given training of stitching clothes and other income generating activities like bag making etc. Further awareness programs are also organized on these centers about income generating opportunities.

- **Self-help group Project:** Company facilitates formation of Self Help Groups (SHG) consisting of 10 – 15 local women as part of creating awareness and empowerment. These self help groups have the backing of Government schemes and get financial assistance from bank / micro financial institutions to undertake income generating activities like food processing, cutting and tailoring etc. In 6 villages around Ras facilities, 7 such self-help groups have been formed involving 84 local women.



Employee Voluntarism Program: - To add to the initiatives of the Company, its employees have also undertaken to contribute to the cause of Samaj Sewa as part of their self engagement for these initiatives. A unique Employee Volunteerism Program has been initiated during the year. Under this program, teams of employees from various departments visit the nearby villages, Anganwari centres etc and interact with villagers and provide the required support.

