



**BIRLA
CORPORATION
LIMITED**



BUILDING A BETTER TOMORROW

*Hey Aisharyabaan,
Tomarey ja diyechhinu se tomari daan--
Grohon korechho joto wrini toto korechho amai*

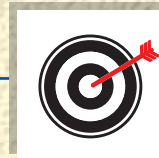
**O Aisharyabaan,
What You have Given me is Your Gift--
We are indebted to the beneficiaries.**

Translated from Rabindranath Tagore's work

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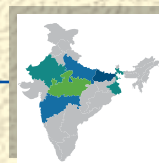
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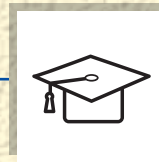
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The Journey of a Vision



त्वदीयं वस्तु गोविन्द तुभ्यमेव समर्पये

From God we receive and to God we offer

- MP Birla Foundation motto

Syt. Madhav Prasad Birla (1918 - 1990)

Syt. Birla, pioneer industrialist and philanthropist, was a living example of simplicity, humility, discipline and dedication, qualities he imbibed owing to the deep influence of Mahatma Gandhi on his life. A true karmayogi, he always regarded himself as a trustee of his business empire.

He played a leading role in the all-round development of the MP Birla Group and built a multiproduct conglomerate, setting up a number of prominent educational and medical institutions, at the same time. He established institutions with a human face, touching the lives of millions. His spirit of enterprise and philanthropy continues to be the inspiration for all the Group's endeavours.

Smt. Priyamvada Birla (1928-2004)

Smt. Birla played an instrumental role in carrying out the mission of Syt. Birla. Under her guidance, the philanthropic activities of the MP Birla Group received further impetus. She took the Group to greater heights with her untiring efforts.



● **Heart & Strength are at the core of all the MP Birla Group endeavours.**



Syt. Rajendra Singh Lodha (1942-2008)

The Group remained on course in its focus of augmenting all its endeavours under the dynamic stewardship of Syt. Rajendra Singh Lodha. After his untimely demise, the Group continues to grow under the able leadership of our Chairman, Shri Harsh V Lodha, who is relentlessly working to take the Group to newer heights.



Shri Harsh V Lodha
Chairman

“The MP Birla Group has been playing a pro-active role in the socio-economic uplift of the community in and around its facilities in terms of health, education, rural infrastructure development, etc. The attributes of Heart and Strength inherently ingrained in our group by our founders Syt. Madhav Prasadji Birla, and Smt. Priyamvadaji Birla have truly helped us prevail in these extraordinary times, to lend a hand, extend support and be there in someone's hour of need. Corporate Social Responsibility is an integral part of the Group's ethos. In the past 100 years, the Company has supported innumerable social initiatives in India, touching the lives of millions of people by supporting environmental and healthcare projects and social, cultural and educational programmes. I am confident that in the coming years BCL will work intensively to empower the community through its CSR activities.”

Mr Arvind Pathak
MD & CEO, Birla Corporation Limited

I am glad that we are going to publish our CSR report “BUILDING A BETTER TOMORROW”. The MP Birla Group is relentlessly working towards the socio- economic uplift of the community through its CSR programme and different philanthropic activities. The MP Birla Group is a name that stands for social commitment.

In order to ensure universal well-being, the Group has embarked on a wide range of projects aligned with the United Nation's Sustainable Development Goals (SDGs) and our national goals.

Through our dedicated Corporate Social Responsibility vertical, Birla Corporation Limited strives to emerge as a positive catalyst for societal transformation through our meaningful CSR initiatives in priority areas of Healthcare, Hygiene, Sanitation, Education, Environment sustainability, Education and skill development, Livelihood, Rural sports, Community development and Women empowerment.

The CSR report, “BUILDING A BETTER TOMORROW”, showcases our major strides in identified CSR core pillars and reinforces our commitment towards creating a socially and environmentally sustainable, safer and empowered future for all.



Shri Pracheta Majumdar
Chief Management Advisor

“The MP Birla Group is committed to sustainable development, pursuing a strategy that combines industrial knowhow with performance, value creation, respect for employees and local culture, environment protection, as well as conservation of natural resources and energy. Our CSR initiatives reflect our commitment. The CSR team works closely with the local communities to unlock the regional potential, develop resources, support local people in developing professional skills and enhancing the quality of life in villages through our CSR interventions.

I congratulate the CSR team on the milestone it has achieved. It has shown great passion and commitment to ensure success of every project that has been undertaken. I believe it will continue to do so to make a strong impact on society”



Shri Santanu Mallick
on Corporate Social Responsibility

“Our endeavour has always been to give back to society and all our social initiatives depict our commitment towards improving lives of people. We have been trying to keep our promises for community development by contributing to physical, economic, human and social development and we have been successful to a large extent with the support of villagers. Our initiatives have helped villagers in attaining quality life. We are taking steps to further our mission of livelihood enhancement, quality education, women empowerment and better health scenario in rural India. I also want to express our gratefulness to various Government departments and village-level institutions for having reposed faith on us.

I firmly believe that Birla Corporation Limited, with the support of all its stakeholders, benefactors and well-wishers, will continue delivering quality community services and reaching out to the unreached sections, through projects and activities.”



Dr. Ashok Kumar Singh
President (SD & DEVCO)

“Under the dynamic leadership of Shri Harsh V Lodha, Chairman, MP Birla Group, a number of projects on sustainability has been taken up. Each programme has been planned in a sustainable model, keeping in mind the target area and socio-cultural and economic set-up of the communities. Implementation of the programmes is being carried out both through the partnership model and direct intervention by our CSR team of professionals.

Our programmes keep the villagers in the centre-stage, with participation being the key to our initiatives. Our CSR intervention i.e. health, education and livelihood programmes has touched new heights. As the guiding principle, we have adhered to “what is the people’s need” and not to “what we think about their need”. This has resulted into immense support and cooperation from the people of the areas concerned. Our focus in the coming years will be on Health, Education, Employability, Women Empowerment and Environment Conservation. However, other areas will continue to be part of our outlook and we will work to bring change in the lives of people.”





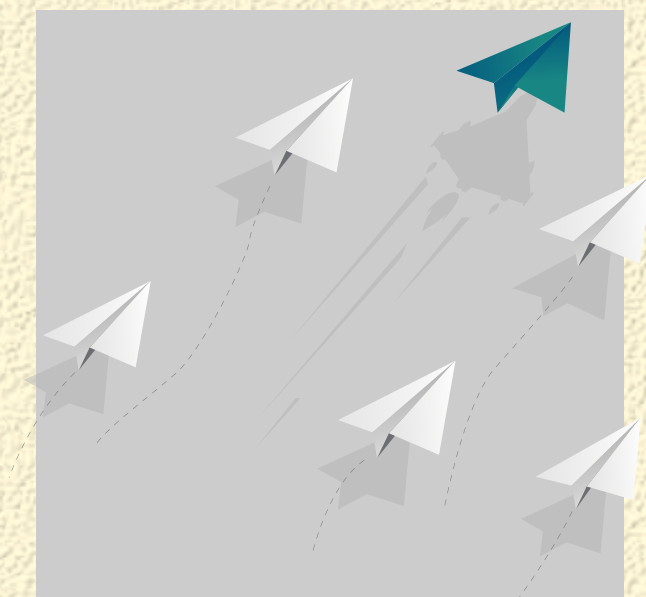
Birla Corporation Limited is the flagship company of the MP Birla Group. Incorporated as Birla Jute Manufacturing Company Limited in 1919, it was late **Shri Madhav Prasadji Birla** who gave shape to it. Under the Chairmanship of **Smt. Priyamvadaji Birla**, the Company crossed the turnover mark of Rs. 1,300 crores, and the name was changed to Birla Corporation Limited in 1998. After the demise of **Smt. Birla**, the Company continued to consolidate in terms of profitability, competitiveness and growth under the leadership of **Shri Rajendra S. Lodha**, late Chairman of the Group. After the untimely demise of Mr Rajendra S. Lodha, **Mr Harsh V Lodha** is Chairman of the Company, leading it from the front to achieve overall growth of not only **Birla Corporation Limited** but also the **MP Birla Group**, as a whole.

The Company has acquired 100% shares of **Reliance Cement Company Private Limited** (Reliance Cement), a subsidiary of Reliance Infrastructure Limited (RIL). After this acquisition, Reliance Cement has become a wholly-owned material subsidiary of Birla Corporation Limited.

Birla Corporation Limited now has 10 cement plants at seven locations and 11th one will be inaugurated soon at Mukutban near Nagpur. It has jute goods production facilities at Birlapur, near Kolkata. The Company also has a captive coal mine at Sial Ghoghri, Madhya Pradesh.

Vision

**To be admired
for our culture,
ethics,
practices &
performance**



Mission

**To be the
best-in-class
player in
every sector
we operate in**

Values-Integrity | Professionalism | Value Creation | Socially Committed



We implement CSR programmes through our own team and also with the help of like-minded partners and local institutions. Diverse community-based CSR projects and multi-stakeholder interventions are focusing on inclusive growth and building a better and sustainable way of living. In FY 2020-21 more than 2,53,584 people in 127 villages (six States) were benefitted by our CSR projects.



Healthcare, Hygiene & Sanitation



Education



Livelihood & Women Empowerment

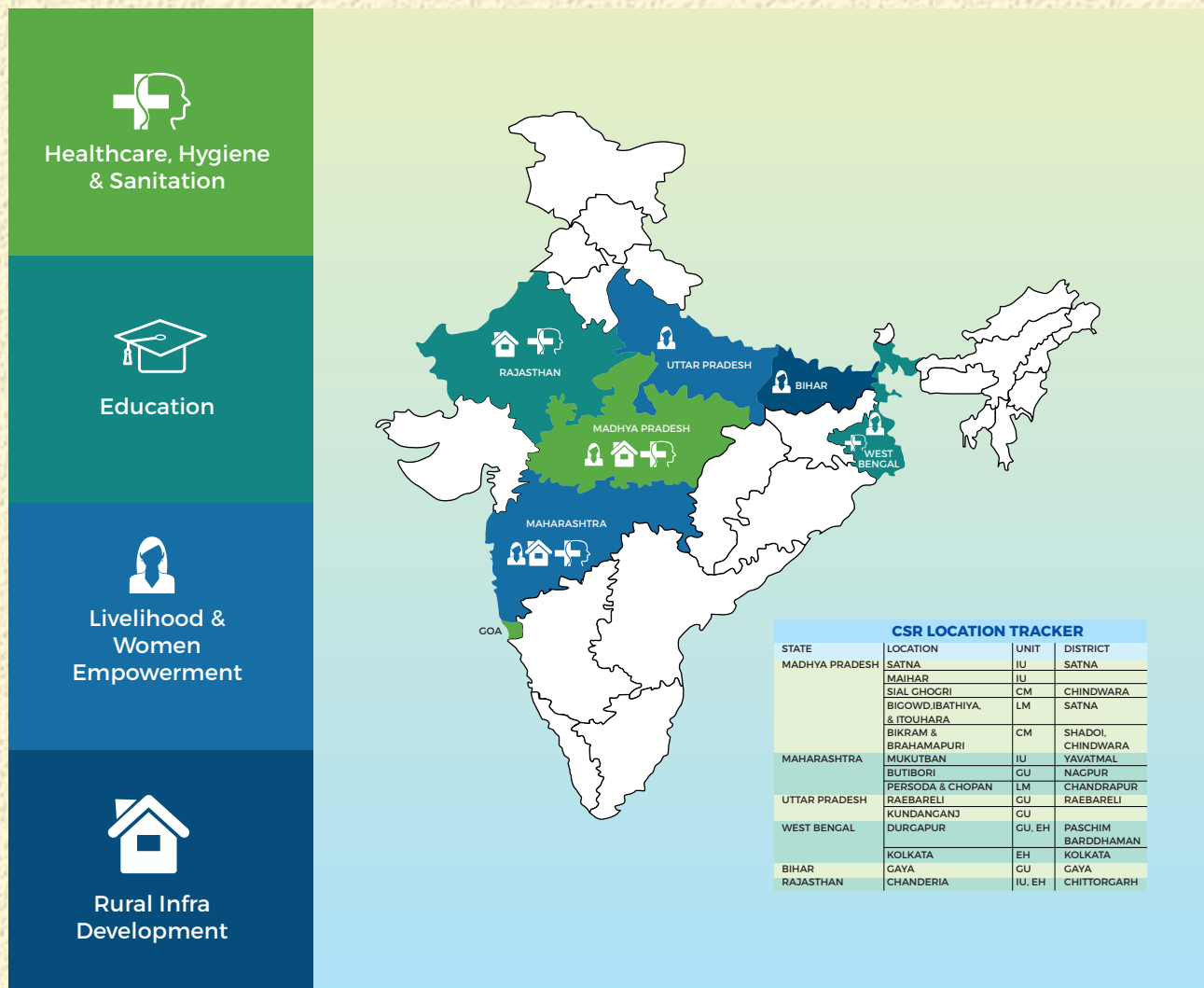


Rural Infrastructure Development

Key Areas

Our CSR programmes cover various thematic areas, including Healthcare, Sustainable Livelihood, Employability & Energy (including farm & non-farm based livelihood and skill development) Drinking Water & Sanitation, Environment, Community Infrastructure Development, Skill Development, Women Empowerment, Sports And Culture.

CSR Activity Footprints



Healthcare, Hygiene & Sanitation



Health Camp and financial aid to the poor and needy patients

- Free Health Check-up and Treatment Camps are organized in the neighbouring villages of our different plants through Mobile Medical Units and hospitals/clinics OPD
- These camps, provide necessary preventive healthcare services, educate the communities on preventive care and nutritional diets.
- Also provide financial aid to the needy patients for better healthcare.
- In FY 2020-21, more than 18,791 villagers located in the vicinity of our plants in six States, were treated in these camps,



Combating COVID-19

Our units have distributed masks, personal protective equipment, sanitizers, ventilators, oxygen concentrators and other essential medical supplies and carried out mass sanitisation drives, providing meals, ration supplies and other essentials to feed the vulnerable communities, migrants and casual labourers and also organised awareness campaigns, supporting the Government's COVID-19 vaccination Programme.

Under this programme, we have supported more than 1,00,000 villagers in an around our areas.





Mother & Child Health Care Programme

- Preventive & curative health services like institutional delivery, child vaccination, *Pratham Ahhar*, spot-feeding practice and ante-natal & post-natal care, as well as malnourished childcare are provided to mothers and children in villages of Madhya Pradesh and Rajasthan.
- We also focus on strengthening the Anganwadi & Asha Centres. Fourteen health entrepreneurs (*Arogya Sakhi*) are deployed in 12 villages at Satna, Maihar and Chittorgarh.
- More than 3,000 persons benefitted from these activities.



Free Eye Check-up Camps

- Free eye camps are organized in remote villages, where specialists examine patients and medicine, spectacles and surgery are provided. A total of 7,611 elderly and needy persons have been treated in West Bengal, Madhya Pradesh, Uttar Pradesh & Rajasthan in FY: 2020-21



Provision of drinking water facilities in Govt. Hospitals

- Our units have implemented drinking water supply schemes for the staff, patients and patient relatives in Government hospitals of MP, UP & Maharashtra.
- The Raebareli unit has set up one RO filter-cum-water cooler tank at the district hospital, Raebareli.
- The Butibori unit, has set up one water cooler in the Government hospital.
- The Mukutban unit has set up two 'Water ATM' units in neighbouring villages.



General Care, Personal Hygiene & Sanitation

- The Butibori Cement Unit at Nagpur organized a filariasis awareness programme. In 35 villages in collaboration with the Govt. Hospital, Takalghat, Butibori in 2021
- After the outbreak of COVID-19, masks and soaps were distributed and awareness drives were undertaken at Nagpur district, Maharashtra and Chittorgarh, Rajasthan.
- The programme covered 15 villages of Maharashtra and Rajasthan.
- During the winter, our units distributed more than 1,500 blankets in slums of Durgapur city & Kundanganj, UP.
- Under the Swachh Bharat Mission (SBM), 177 individual toilets were constructed in villages of Uttar Pradesh & Madhya Pradesh.



Our education projects have helped 11,641 students of Government schools in 2020-21.

Scholarship: The Priyamvada Birla & The Jaswant Singh Lodha Scholarship are awarded every year to meritorious students belonging to the low-income group.

- Thirty students get INR 24,000/- each annually towards meeting their educational expenses.
- Maihar & Mukutban units also have scholarship schemes for the meritorious and poor, benefitting more than 250 students.

Smart Class

Smart class technology is set up in Government schools, with capacity-building programmes for teachers to run the system. Annual maintenance is provided to these schools. Smart classes benefitted more than 1,267 students in FY 20-21.



Primary School, Durgapur

- Our Durgapur unit has been running a co-ed primary school (both Hindi & Bengali medium) for poor children since 1990. It provides free education, books and uniform to its students.
- The school has its own campus, library, computer lab. & playground.
- In 2020-21, the school had 360 students.



Infrastructure Support to Govt Schools

- For improving the quality of education and reducing the dropout rate, the school infrastructure was upgraded by providing furniture, science lab equipment, electrification, repairing & painting, drinking water and sports facilities
- More than 3,276 students got benefitted in Government schools of Satna - Madhya Pradesh, Raebareli & Kundanganj - Uttar Pradesh, Durgapur - West Bengal and Chanderia - Rajasthan.
- To promote green energy and child education, the Maihar unit has provided all 10th class appearing girl students with solar power facilities. A total of 132 students were benefitted.



Better health & hygiene of the students (construction of school toilets and installation of sanitary napkin incinerators)

- For better health & hygiene of the students, school toilets (both boys & girls) with overhead water tank facilities are set up/repared/renovated in Government schools of villages near our plants.
- Drinking water facilities with hand washing stations are set up in the school premises and water coolers for safe and clean drinking.
- Incinerators for sanitary napkin are set up in schools.
- More than 1,862 students from different Government schools have benefitted.



Changing Lives

Under this theme, various projects on social uplift of weaker sections, like farm and non-farm based activities and vocational training programmes are being implemented in the neighbourhood villages of our different plants. These projects have enabled a qualitative change in the life of weaker sections and women. More than 7,191 beneficiaries are benefitted in villages of Satna, Maihar, Chittorgarh, Durgapur and Sial Ghoghri.



Sustainable Agriculture Practices

- Our sustainable agriculture programme attempts to de-risk farmers from erratic weather events through the promotion of climate-smart agriculture practices with the dissemination of relevant package, adoption of appropriate mechanisation and provision of institutional services.
- Sustainable agriculture practices like soil test, seed selection, treatment, application of mechanised farming, farm yard manure, capacity building programmes and exposure visits are practised in the farmer's field to enhance the income of farmers.
- Exposure visits to the Government KVK (Krishi Vigyan Kendra) and model farm are organized. Experts from different institutes are invited in the training programmes.
- More than 5,696 farmers from villages of Satna, Maihar & Chittorgarh have benefitted from this intervention.



Better Cotton Initiatives Programme

Better cotton initiatives programme are being organised for farmers in the nearby villages of our Mukutban plant, Maharashtra. More than 4,000 farmers from different villages are benefitted.



Animal Husbandry Programme

- Our livestock development programme provides an opportunity to farmers to improve their livestock-based livelihood by improving productivity of the progeny through breed improvement and dissemination of improved animal husbandry practices.





- Better animal husbandry practices like breed development, vaccination, green fodder cultivation, training programmes and exposure visit, animal health camps are organized in the farmer's field to enhance the income of farmers.
- A total of 5,803 farmers from Satna, Maihar & Chittorgarh have benefitted from this programme.



Horticulture Development Programme

- Horticulture development programme is implemented in the farmer's field to create a sustainable livelihood with tree-based farming systems for small and marginal farmers
- Planting fruit trees, providing facilities of water in their land, and organizing capacity building maintenance programmes
- A total of 105 farmers from villages of Satna and Chittoregah have benefitted from this initiative.



Kitchen Garden

- Kitchen gardens are developed in the farmer's field to supply fresh and nutritional food to farmers and their families.
- Soil selection, soil treatment, seed distribution, capacity building and application of farm yard manure (FYM) expertise are provided to farmers.
- A total of 315 kitchen garden plots have been developed in villages of Satna and Chittorgarh.



Vocational Training & Micro Enterprise Development

- Under the **Skill Development Programme**, different types of training for **tailoring & embroidery, vocations of beautician, mason, para-vet, driving, BPO, nursery raising, Honey bee rearing, housekeeping and Sanitation products**
- After completion of their training, students start their own enterprise, work in different shops and start supporting the family.
- A total of 239 persons from villages in Maihar, Satna & Chanderia have benefitted from this vocational training programme.
- The SHG (Self-Help Group) development programme is running in villages of Chittorgarh, Durgapur, Kundanganj & Sial Ghoghri.

Rural Infrastructure Development



Strengthening of Community Infrastructure

Community hall and school building renovations, and construction of burning ghats are undertaken in villages near our Kundanganj, Chanderia and Durgapur plants.

- More than 2,000 villagers in six villages have benefitted from these activities.



Social Forestry & Plantation

- Mass plantation was carried out in the community land, schools and hospitals. Public gardens, circle points and hospital gardens near our plants were beautified.
- More than 3,200 plantations were made at our Chanderia and Sial Ghoghri locations.



Strengthening of Community Water Supply Infrastructure

- Constructed drinking water tanks with good drainage system and provided soak pit facilities in villages.
- Increasing the carrying capacity of the water bodies by deepening water bodies, installed submersible water pumps in community bore wells for easy pumping of water in villages of Satna, Maihar and Kundanganj.
- Our Kundanganj plant has created mass awareness on water literacy through employee volunteering programmes in nearby villages. Shri Rajendra Singh, Waterman of India, attended one awareness programme.
- More than 28,000 villagers in 17 villages around our plants benefitted from these activities.



Rain Water Harvesting Pond at Durgapur, West Bengal

Durgapur Cement Works: has a well-built infrastructure for rain water harvesting. The harvested water is used for various purposes, including plantation & groundwater recharge.



Watershed activities (to sustain & recycle natural water resources) are carried out in the neighbourhood villages of our Satna, Chanderia & Durgapur units. These help villagers irrigate farm land & recharge ground water.



Rural Electrification

- Our Kundanganj, Maihar and Chanderia units have set up electric transformers and community street lights in different villages.
- Five villages of MP, UP & Rajasthan have benefitted from this activity.



MP Birla Group Activities

Other Initiatives



MP Birla Planetarium, Kolkata, West Bengal

Planetarium was opened in 1962 and formally inaugurated by our 1st PM, Pandit Jawaharlal Nehru. The Planetarium has been conducting a series of programmes for students of various age groups. Since inception, it has been conducting a free evening course in astronomy. In 1993, a PG Diploma Course in Astronomy & Planetarium Sciences has been introduced.

Joka Agriculture & Horticulture Society, Kolkata, West Bengal

Spread on an 85-bigha plot, the Society is engaged since 1987 in research on agricultural and horticultural activities. The Society's mission includes the popularization of the use of organic fertilizer.

Daan Utsav Samman

A unique initiative by Birla Corporation Limited Daan Utsav Samman recognises significant "Giving" initiatives organised by schools, housing societies and organisations in and around Kolkata, in the areas of Health & Hygiene, Education, Environment and Schools Development.

Educational initiatives

Birlapur Vidyalaya (HS), Birlapur, West Bengal

It was established in 1948. Fairly adequate educational facilities are provided to meet the requirements of the residents of surrounding areas.

Sarada Kanya Vidyapith, Barrackpore, West Bengal

Sarada Kanya Vidyapith was set up in association with the Ramakrishna Vivekananda Mission at Barrackpore, it maintains a free hostel for destitute students.



South Point School, Kolkata, West Bengal

South Point School was established in 1954. It is one of the best-known private schools in Kolkata and is affiliated to the Central Board of Secondary Education. It has the rare distinction of winning a place in the Guinness Book of World Records (1984-1992) as the world's largest school.



MP Birla Foundation Higher Secondary School, Kokata, West Bengal

Established in 1988 under the MP Birla Foundation Education Society.

MP Birla Foundation Private Industrial Training Institute, Rewa, Madhya Pradesh

Considering the importance of imparting vocational training courses, the institute was established in 1989 at Rewa.



Priyamvada Birla Higher Secondary School, Satna, Madhya Pradesh

Established in 1969, it is an English-medium and CBSE-affiliated school with more than 1,125 students with a fully-equipped science lab and library.

MP Birla Shiksha Bhawan, Allahabad, Uttar Pradesh

With a view to imparting formal education to students from the backward areas, the school was established at Jhusi, near Allahabad.

MP Birla Institute of Management, Bengaluru

Approved by AICTE, it is run in association with Bhartiya Vidya Bhavan. In its two-year MBA programme, top percentile scorers on MAT and top-rankers in the Karnataka PG CET are admitted.



Birla Shiksha Kendra, Chanderia, Rajasthan

Birla Shiksha Kendra was established in 1968. There are 1,600 students in this Higher Secondary school. It is an English-medium, CBSE-affiliated school with consistently good performance in Board examinations and sports / extra-curricular activities.



MP Birla Group Activities

Health Initiatives



Bombay Hospital, Mumbai & Indore

It was established in 1949 with a 440-bed capacity. In 1972, a 15-storey Medical Research Centre (now known as the RD Birla Tower) was added with all specialities. Now, Bombay Hospital has 650 beds.



Belle Vue Clinic, Kolkata, West Bengal

Kolkata's premier medical care institution, Belle Vue Clinic was established in 1967. Started with 60 beds, now it has 241 beds. A nursing school-cum-college, Priyamvada Birla Institute of Nursing (2019), is being run in Rajarhat, New Town.

Rameshwa Das Birla Smarak Kosh

The RD Birla National Award has been instituted by the Kosh under the aegis of Bombay Hospital to encourage research in bio-medical science by an Indian working in India.

MP Birla Eye Clinic, Kolkata, West Bengal

Started in 2001, the M P Birla Eye Clinic is the dedicated "Community service" arm of the Priyamvada Birla Arvind Eye Hospital. It regularly organizes outreach eye camps in remote areas.

Hindustan Medical Institution, Barrackpore, West Bengal

The 10-bed hospital was established in 1989 and is managed in association with the Ramkrishna Vivekananda Mission.

Birlapur Hospital, Birlapur, West Bengal

This hospital was set up in 1988 with a capacity of 60 beds. It provides affordable medical services to the nearby population.

Dispensary at Allahabad, Uttar Pradesh

This Dispensary was set up in 1988. It provides medical facilities to the backward communities and rural area of Jhusi.



MP Birla Hospital, Priyamvada Birla Cancer Research Institute and Priyamvada Birla Institute of Life Sciences, Satna, Madhya Pradesh

MP Birla Group opened a NABH-accredited hospital with 104 beds that offers services in clinical and surgical care as well as a wide range of specialty for patients.

The same compound has a cancer diagnostic and treatment centre with 10 beds, 40-Channel Brachytherapy units, Dual Energy Linear Accelerator and Radiation field analysis with CT simulation systems for providing radiation therapy to cancer patients. PBILS is the newest addition that offers holistic research in medicine and advancement of drug knowledge, particularly against cancer.



MP Birla Hospital and Research Centre, Chittorgarh.

200,000 sq. ft 200-bed hospital | Quality healthcare at an affordable cost.

Available services: General Medicines, Cardiology, Orthopaedics, Gynaecology, Childcare (NICU & SCBU), General Surgery, Urology, Nephrology, Neurology, Ophthalmology, Radiology, including CT scan & Colour Doppler, Dentistry, ENT, Dermatology, Pharmacy and Physiotherapy and more.



Priyamvada Birla Arvind Eye Hospital, Kolkata, West Bengal

Started in 2006, this 46-bed super specialty tertiary care eye hospital has been set up in collaboration with Arvind Eye Hospital, world's largest community eye care provider.

Priyamvada Birla Arvind Eye Hospital - Durgapur, West Bengal

Set up in early 2016 at a central location in Durgapur city, this eye care unit primarily conducts cataract surgeries. Arrangements are there for free surgery for deserving patients.

MP Birla Group Activities

Vindhya Telelinks Limited, Rewa



Safety

One multipurpose fire tender was provided to the Rewa Udyog Vihar Industries Association for emergency services in Rewa. In the industrial area, there are about 60-70 units and the nearest fire station is about 10 km away.



Solid Waste Management

An automated scavenging machine-cum-truck was provided to the Rewa Udyog Vihar Industries Association to help and maintain environmental sustainability and stop manual scavenging.

Birla Furukawa Fibre Optics Private Limited, Goa



Construction of Drainage System

The Company has constructed a concrete drain for channelizing rain water in the area.



Drainage Facilities

Widening of the storm water canal, flowing through the Udyog Vihar Industrial Area, Rewa, with stone masonry work on each side, has been completed to mitigate the risks of flood.



Installation of Traffic Signal at Panaji City & Goa University

With the intention to promote road safety, safe traffic engineering and awareness, community development, social welfare and improvement of public infrastructure, the Company has installed smart PELICAN embedded traffic signals at important intersections in Panaji city and Goa University.



Set up Gymnasium for General Public

Installation of gymnasium equipment at Rani Talab & the Udyog Vihar Industrial Area, Rewa, for providing open-gym facilities to all categories of people, particularly to the socially & economically backward groups.



Awards and Recognitions

Awards and Recognition

- Our Maihar unit has won the sixth NGO box CSR gold award under the Livelihood category in cement manufacturing industries
- The Maihar unit has got the sixth Exceed CSR Gold award in the Livelihood category
- Satna Cement Works has won the CSR Platinum award as a unit of "Ek Kaam Desh Ke Naam" for its communities, organized by the Sustainable Development Foundation.
- The Chanderia unit has won the Bhama Shah Award for educational initiatives in villages.
- The Mukutban unit has won the Apex India Foundation Best CSR award in the Livelihood category of cement manufacturing companies.
- The Kundanganj unit has won the UBS Forum Best CSR Impact Award **(Details on third cover)**



Women empowerment through micro enterprise development

Smt Lakshmi Aerawal, w/o- Shri Sitaram Aerawal, Chanderia basti, is a beneficiary of our vocational training programme. After completion of beautician training under our vocational training programme in Dec-20, she has started a beauty parlour. She has hired a woman assistant and is earning between Rs. 3,000 and Rs. 4,000 per month.



Breed Development Programme

Shri Shankarlal Sahu S/O Shri Puralal Sahu, resident of the Bhaissur village, a cattle owner, could get hardly two litres of milk daily. He got different types of animal husbandry services on his door step. Now he has cross-bred animals and sells 12 litres of milk per day.



Retain livelihood after cataract surgery

Ms. Gulshan Biwi, Main Gate, Durgapur, is a beneficiary of our eye camp programme. She is a domestic worker. Her husband has left her and she has one child. Her cataract operation was done at our health camp. After surgery, she retained her livelihood and is earning Rs. 3000/- per month.



Horticulture plantation, a livelihood for small farmers

Mr. Motilal Kushwaha, s/o Mr. Ramsipahi Kushwaha of Naina village, Satna district, has benefitted from our horticulture development programme. In his one acre barren land, he has planted guava, mango, and amla plant. Mixed crop is also practiced in the rabi and kharif seasons. Now he is earning up to Rs. 50,000 per year.

Accolades

Location	Name of the Award	Year
Chandera, Rajasthan	Bhamashah Award – 2020, for excellent contribution in Education	2018-19 & 20-21
	Certificate of Excellence In maintaining harmonious employer-employee relations, skill development, CSR	2016-17, 18-19 & 19-20
Satna, MP	Platinum Award ” in the Cement Sector for Outstanding Achievement in “Corporate Social Responsibility” by Sustainable Development Foundation.	2021-22
	“Silver Award” in the Cement Sector for Outstanding Achievement in “Corporate Social Responsibility” by Sustainable Development Foundation.	2021-22
	CSR Platinum Award 2019	2019-20
	CSR Platinum Award of the EKDKN	2018-19
Maihar, MP	10th Exceed CSR Award-2021	2021-22 & 19-20
Kundanganj, UP	Best CSR Impact Awards in the Manufacturing Sector	2017-18 & 19-20
Mukutban, Maharashtra	Silver - Apex Award for CSR Excellence	2019-20
	Apex India CSR Excellence silver award for Livelihood creation.	2018-19

"CSR if it is implemented with sustainability as a focus, then it enhances business sustainability, provides new opportunities, develops customer loyalty and improves stakeholder relationship,"

- Dr. A.P.J. Abdul Kalam

"The emphasis placed by more and more companies on corporate social responsibility symbolises the recognition that prosperity is best achieved in an inclusive society."

- Tony Blair



**BIRLA
CORPORATION
LIMITED**



Corporate Office:

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Registered office:

Birla Building, 9/1 R.N. Mukherjee Road, Kolkata - 700 001

शिविर में 177 मवेशियों का किया गया उपचार

चित्रिका PLUS रिपोर्टर

राजस्थान • बिरला कॉर्पोरेशन लिमिटेड ने सैल्सआर भद्र के तहत भद्राशुभ कला में शिविर आयोजित किया गया। इसमें 177 मवेशियों का उपचार किया गया। इनमें 36 बैंग, 92 गाए, 48 बकरी व अन्य पशु शामिल थे। शिविर का शुभारंभ कंपनी के सैल्सआर विष्णुगणेश मोहन राजावद, चौराह अण्णवे, व अक्षय चौंस ने किया।

कहाया कि सत्राज सोमेट के प्रेसिडेंट फास्कर भट्टाचार्य व अतिथि, कांस्टा प्रेसिडेंट सविन शुक्ला का उद्देश्य है कि पशु के आसपास के खेतों में रहने वाले जानवरों का संपन्न विकास हो सके।



किया। इनमें डॉ. अजीविता सुदुद हो और स्वस्थ बनाए रखे। इसके लिए सफाई करके न कोई प्रभाव किण्व जले है। पशु चिकित्सक शिविर भी इसी का हिस्सा है। इसमें डॉ.

संशोधन शुक्ल की देखरेख में पशुओं में होने वाली विभिन्न बीमारियों जैसे मुलपच, खुरपका, बंडासन, निमोनिया, टिप्पणी डायरिया व फीवर का निदान किया गया। साथ

ही पशुपालकों को कृत्रिम गर्भाण व रिफ्रेट बीयर के फायदे बताए गए। इस मौके पर कांस्टा डेक्लरमेंट रिसर्च फाउंडेशन के फीरोजगंज अधिकारी रामनारा

गुप्ता, क्षेत्रीय अधिकारी रामचंद्र रावत, कनेरा सिंह, रामलाल सिंह, राजेन्द्र सिंह व सोनू सिंह के के अलावा बड़ी संख्या में स्थानीयजन मौजूद रहे।



बिरला सीमेन्ट फलदार पौधे वितरण

चित्तौड़गढ़ (बढ़ता राजस्थान)। बिरला सीमेन्ट वर्क्स, चित्तौड़गढ़ द्वारा सामाजिक उत्तदायित्व गतिविधियों के अन्तर्गत ग्राम पंचायत नगरी के ग्राम भिल्याखेड़ा में 25 परिवारों को पांच-पांच फलदार पौधे (आम, अमरूद, नींबू, अनार व पपीता) दिनांक 23.8.2019 को आंगनवाड़ी केन्द्र भिल्याखेड़ा में एक कार्यक्रम आयोजित कर प्रदान

किए गए। इस अवसर पर नगरी सरपंच डालचन्द भील, उपसरपंच सत्यनारायण रेगर एवं बिरला सीमेन्ट के अधिकारी (सी.एस.आर.) रणजीत प्रसाद, आर.के. त्रिपाठी, नरेन्द्र मेनारिया, जी.आर. विश्वाजी, नवीन वर्मा ब्लॉक समन्वयक, नीरज कुमार बुनकर स्वस्थ भारत प्रेरक(महिला बाल विकास विभाग) आदि उपस्थित थे।

कक्षा कक्ष निर्माण के लिए भूमि पूजन

चित्तौड़गढ़. राजकीय उच्च प्राथमिक विद्यालय सुरजना में बिड़ला सीमेन्ट वर्क्स चन्देरिया, चित्तौड़गढ़ द्वारा कक्षा कक्ष निर्माण के लिए रणजीत प्रसाद, राजेन्द्र त्रिपाठी व अनिल माली ने भूमि पूजन किया। पीईईओ सेमलपुरा से शारदा शर्मा, संस्था प्रधान किशनलाल बलाई, स्टॉफ सदस्य दुर्गाशंकर गारू, सुमन

देवन्दा, सुशीला ढाका, राजमल सुथार, कविता धाबाई, पूर्णिमा साहु, ग्राम पंचायत सचिव संतोष गुप्ता, ठेकेदार भगवानलाल रेगर, वार्ड पंच रतनलाल धाकड़, एसएमसी अध्यक्ष मदनलाल धाकड़, शम्भुलाल धाकड़, जगदीशचन्द्र धाकड़, देवाजी गुर्जर, नानुलाल धाकड़ व अन्य ग्रामवासी उपस्थित थे।

सरकारी योजनाओं की दी जानकारी

पर्यावरण को संतुलित बनाये रखने सगमनिया में पौधरोपण

स्टार समाचार | सतना

पर्यावरण संतुलन बनाए रखने में पेड़ पौधे अपना विशेष महत्व रखते हैं। इसलिए हमारा ये परम कर्तव्य है कि पेड़ों की कटाई को रोके और अधिक से अधिक पेड़ पौधे लगाकर वातावरण को प्रदूषण रहित बनाए रखने में अपना योगदान दें।

इसी श्रृंखला में 25 जुलाई को बिरला कॉर्पोरेशन लिमिटेड की सगमनिया लाईम स्टोन माइंस के बेक फिल्ड एरिया में जिला सतना के कलेक्टर डॉ. सत्येन्द्र सिंह, एसडीएम पीएस त्रिपाठी, मप्र प्रदूषण नियंत्रण बोर्ड के क्षेत्रीय अधिकारी डॉ. एसएन श्रीवास्तव, बिरला संस्थान के यूनिट हेड भास्कर भट्टाचार्य एवं कम्पनी के वरिष्ठ अधिकारियों द्वारा पौधरोपण किया गया। जिसमें आम, लीची, आंवला आदि के पौधे रोए गए। पौधरोपण के उपरान्त भी आयोजित की गई जिसमें



मुख्य अतिथि डॉ. सत्येन्द्र सिंह ने अपने उद्बोधन में सर्वप्रथम बिरला संस्थान के पौधरोपण कार्व की सराहना की और कहा कि बिरला संस्थान भी अपने सामाजिक उत्तरदायित्व कार्यक्रमों के अंतर्गत शासन द्वारा गांवों के विकास हेतु चलाई जा रही स्कीमों में अपनी भागीदारी व सहयोग देकर गांवों के विकास में अपनी भूमिका अदा करे। इसी तारतम्य में यूनिट हेड भास्कर भट्टाचार्य ने अपने

पक्ष में अवगत कराया। पौधरोपण के उपरान्त भी आयोजित की गई जिसमें

सदैव से प्रतिवर्ष हजारों की संख्या में कालोनी व माइंस क्षेत्र में वृक्षारोपण किया जा रहा है। संस्थान के सामाजिक उत्तरदायित्व कार्यक्रम के अंतर्गत संस्थान द्वारा आसपास के गांवों के विकास के लिए पशु, कृषि, बागवानी फल एवं सब्जी उत्पादन, शिक्षा, स्वास्थ्य स्वच्छता पेयजल आदि के लिए सख कार्य किया जा रहा है। प्लांट में कार्य श्रमिकों की सुरक्षा के लिए संस्थान द्वारा हेल्थ चेकअप हेतु आवश्यक

चित्तौड़गढ़ भास्कर

एक हजार पौधे वितरित किए

चित्तौड़गढ़ | बिरला कॉर्पोरेशन लिमिटेड इकाई बिरला सीमेंट वर्क्स एवं सर्वमंगल ग्रामीण विकास संस्थान बूंदी के संयुक्त तत्वावधान में नगरी, धोरडिया, हुकमपुर, गुजर खेडा एवं सुरजना ग्राम के 20 किसानों को बागवानी एवं फ्रूट के करीब 1000 पौधे सुखलाल कौर नगरी के खेत पर एक कार्यक्रम आयोजित कर बिरला सीमेंट के एसएम अहमद, उपाध्यक्ष (माइंस) रणजीत प्रसाद, उप प्रबंधक (सीएसआर) एवं उपसहसंचालक नगरी सत्यनारायण रैगर द्वारा वितरित किए। विशेषज्ञ द्वारा पौधे का रख-रखाव के बारे में भी जानकारी प्रदान की

आरसीसीपीएल ने वितरित किया बीज

स्टार समाचार | मेहर

एमपी बिरला ग्रुप आरसीसीपीएल प्राइवेट लिमिटेड के सामुदायिक विकास साखा द्वारा सामुदायिक विकास के कार्यक्रम संयंत्र व खदान की परिधि में आने वाले ग्रामों में संचालित किये जाते हैं। जिसमें खदान क्षेत्र में सहयोगी संस्था बायफ द्वारा एकीकृत ग्रामीण विकास कार्यक्रम के कार्यक्रम संचालित है। इसी तारतम्य में बीज वितरण कार्यक्रम का आयोजन ग्राम सदेरा 22 नवंबर को किया गया। कृषि



विभाग मेहर से समित श्रीवास्तव को गेहूं व चना के बीज, केचुआ द्वारा किसानों को उन्नत खेती के लिए कम लागत में अधिक उत्पादन की तरीके को किसानों को बताया। कार्यक्रम में 40 किसानों

शिविर में 177 पशुओं का स्वास्थ्य और बांझपन का निवारण उपचार

सतना | बिरला कॉर्पोरेशन लिमिटेड यूनिट सतना सीमेंट वर्क्स एवं सर्वमंगल ग्रामीण विकास संस्थान द्वारा गांवों के विकास हेतु चलाई जा रही स्कीमों में अपनी भागीदारी व सहयोग देकर गांवों के विकास में अपनी भूमिका अदा करे। इसी तारतम्य में यूनिट हेड भास्कर भट्टाचार्य ने अपने



में संस्थान द्वारा अपने सामाजिक उत्तरदायित्वों के तहत 28 फरवरी को ग्राम बरकुल काल (उत्तरकनुर) में ग्राम सचिव श्री बिरला कॉर्पोरेशन लिमिटेड द्वारा पशु स्वास्थ्य एवं बांझपन निवारण शिविर का आयोजन किया गया। शिविर का शुभारंभ बिरला कॉर्पोरेशन के

द्वारा, पशु चिकित्सक डॉ. विजय कुमार द्वारा किया गया। शिविर में कुल 177 पशुओं का उपचार किया गया जिसमें 36 बैल, 92 गाय, 48 बकरी एवं 1 कुत्ता शामिल हुए। उपचार के लिए कुल 40 किसानों परिवारों द्वारा सहमति मिली। उपरान्त शिविर में उपस्थित किसान चर्चों को उन्नत पशुपालन की जानकारी पशु चिकित्सक द्वारा दी गई। शिविर के सफल आयोजन में बायफ डेवतपुरी निवास फरदेवन के चिकित्सक अधिकारी का योगदान कुल में क्षेत्रीय अधिकारी का योगदान खान उपस्थित रहे। पशु चिकित्सक डॉ. विजय कुमार, उपस्थित चिकित्सक, सत्येन्द्र सिंह, सत्येन्द्र सिंह के अलावा सभी संस्था में आयोजकों की सहभागिता रही।

बिरला सीमेंट वर्क्स ने वितरित किए पौधे



चित्तौड़गढ़ | सामाजिक उत्तरदायित्व एवं पर्यावरण विकसित करने के क्रम में बिरला कॉर्पोरेशन लिमिटेड इकाई बिरला सीमेंट वर्क्स एवं सर्वमंगल ग्रामीण विकास संस्थान, बूंदी के तत्वावधान में नगरी, धोरडिया, हुकमपुर, गुजर खेडा एवं सुरजना ग्राम के 20 किसानों को बागवानी एवं फ्रूट के करीब 1000 पौधे सुखलाल कौर नगरी के खेत पर एक कार्यक्रम आयोजित कर बिरला सीमेंट वर्क्स के एसएम अहमद, उपाध्यक्ष (माइंस) रणजीत प्रसाद, उप प्रबंधक (सीएसआर) एवं उपसहसंचालक नगरी सत्यनारायण रैगर द्वारा वितरित किए गए विशेषज्ञ द्वारा पौधे का रख-रखाव के बारे में भी जानकारी प्रदान की

सतना सीमेंट ने दिया प्रशिक्षण, बांटे बीज

बिरला कॉर्पोरेशन लिमिटेड यूनिट सतना सीमेंट वर्क्स सतना के प्रेसीडेंट भास्कर भट्टाचार्य के मार्गदर्शन एवं असि. वाईस प्रेसीडेंट सचिन सकुजा के नेतृत्व में 5 दिसम्बर को सहयोगी संस्था बायफ डेवतपुरी रिसर्च फाउंडेशन द्वारा सगमनिया के आसपास के 11 ग्रामों - बारीकला, बराज, नीमी, पौड्या खुर्द, नैना, बिरहुली, बेला, भरजूना कला, पुरैनी, बठिया खुर्द एवं बठिया कला के 47 प्रोग्रेसिव किसानों का उन्नत कृषि तकनीक पर एक दिवसीय प्रशिक्षण का आयोजन सगमनिया स्थित सीमेंट स्टाफ क्लब में रखा गया। कार्यक्रम का शुभारंभ ग्राम पंचायत नैना के सरपंच शम्भू प्रताप सिंह की उपस्थिति में हुआ। इस दौरान रिसोर्स

फाउंडेशन के शैलेष भगत, बिरला सीएसआर के नरेन्द्र सिंह राजावत ने किसानों को कृषि के बारे में महत्वपूर्ण जानकारी दी। प्रशिक्षण के बाद



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नवरात्रि पर एमपी बिरला परफेक्ट सीमेंट ने मैहर स्टेशन पर बनाया था प्रतीक्षालय



स्टार समाचार | अमदरा

आंगनबाड़ियों में हुआ प्रथमाहार कार्यक्रम

स्टार समाचार | मेहर

एमपी बिरला परफेक्ट सीमेंट मेहर एक और परियोजना सामाजिक निर्वहन हेतु प्रथमाहार के नाम से महिला एवं बाल विकास विभाग के आंगनबाड़ियों के सहयोग से 19 मई को ग्राम सलइया के आंगनबाड़ी के छः से सात माह के बच्चों के लिये प्रथमाहार कार्यक्रम की। कार्यक्रम की शुरुआत ग्राम सदेरा के शान्तिपुर के शारदा स्व सहासयता समूह की महिलाओं द्वारा मंगलगीत से की गई। कार्यक्रम के मुख्य अतिथि बने ग्राम के वृद्धजन रामबाई शुक्ला, कुबेर दत्त शुक्ला, सेमाली कुशावाहा, सेमिया कुशावाहा, चौबी बाई कुशावाहा, दुअरिसिया बाई कुशावाहा पटेल व ग्राम के सरपंच टमलिन धर



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सूरजना के सरकारी स्कूल में बनाएंगे कमरा

चित्तौड़गढ़ | सूरजना स्थित राउप्रावि में बिड़ला सीमेंट वर्क्स चंदेरिया में कक्षा कक्ष निर्माण के लिए रणजीत

साहु, ग्राम पंचायत सचिव संतो गुप्ता, भगवानलाल रैगर, वासुदेव पंच रतनलाल धाकड़

रिलायंस सीमेंट दिला रहा कुपोषण से मुक्ति



अमदरा। रिलायंस सीमेंट कंपनी (एमपी बिरला ग्रुप) ग्राम भरोली के समीपस्थ गांवों में कुपोषण निवारण के लिए सतत कार्यरत है। 25 मई से ग्राम इटहरा में कुपोषण निवारण अभियान चलाकर कंपनी की मेडिकल टीम ने 20 बच्चों को कुपोषण से बाहर निकालकर स्वस्थजीवन जीने की राह पर खड़ा किया है। रिलायंस सीमेंट संवंत्र के यूनिट हेड सुनील सचान के मार्गदर्शन में

खेरवा, एवं इटमा में सफलतापूर्वक पहले ही कुपोषण निवारण शिविर करवा चुका है। तीनों ग्रामों में से कुल 50 कुपोषित बच्चे चिन्हित किए गए थे, इनमें से 38 बच्चों का ग्रेड परिवर्तन हुआ है सभी बच्चों का वजन बढ़ गया है। इस कुपोषण निवारण कार्यक्रम को आंगनवाड़ी कार्यकर्ता के परिश्रम से सफलतापूर्वक संचालन किया जा रहा है।

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एमपी बिरला परफेक्ट सीमेंट से सस्टेनबल डिपार्टमेंट से राजीव बोधराजी ने उपस्थित होकर कहा कि परिवार में यदि छोटे बच्चे हैं उनके स्वास्थ्य का ध्यान रखना बहुत आवश्यक होता है। इस अवसर पर छः माह के उपरान्त बच्चों को अर्ध ठोस आहार व मसला हुआ भोजन देने के साथ सतत स्नानपान देने की समझास दी गई। एमपी बिड़ला परफेक्ट सीमेंट की

एम.पी. बिरला परफेक्ट सीमेंट, मैहर
की संस्थागत अर्थ सहायता से
आंगनवाड़ी में प्रथमाहार कार्यक्रम का आयोजन
“प्रथमाहार कार्यक्रम”



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जल शक्ति अभियान में सूरजना स्कूल में किया पौधारोपण

सौराष्ट्र, जल शक्ति अभियान के अंश से बिड़ला सीमेंट वर्क्स, सौराष्ट्र द्वारा रा.उ.प्रा.वि. सूरजना म पंचायत समलपुरा में सीएसआर माध्यम से पौधारोपण किया गया। इस अवसर पर वाईस प्रेसिडेंट एसएनसाहू, सूरजना माईन्स हेड केके सिंह जादु, मुकेश बिड़ला, अनुज भूतड़ा, अनिल शर्मा सहित कई अधिकारी उपस्थित थे।

संस्था प्रधान किशनलाल बलाई ने बताया कि सीमेंट वर्क्स के अधिकारियों सहित वाई पंच रतनलाल धाकड़, सचिव संतोष गुप्ता, पूर्व सरपंच नगरी नारायणलाल गुर्जर, उपसरपंच नगरी सत्यनारायण रंगर, नानूराम धाकड़, सुरेश धाकड़, सत्यनारायण धाकड़, प्रहलाद सालवी, कालुलाल धाकड़, रतनलाल भील के साथ जनप्रतिनिधियों, ग्रामवासियों एवं विद्यालय स्टाफ ने 60 पौधे मय ट्रीगाई लगाए। अंत में संस्था प्रधान किशनलाल बलाई ने सभी का आभार व्यक्त किया।

छोटे गांव में सिलाई से बनाए स्वरोजगार के अवसर



बस्सी, गास्क तैयार करती धोरड़िया की ब्रजलता कंवर।
बस्सी, ग्राम पंचायत नगरी के छोटे से गांव धोरड़िया की ब्रजलता कंवर परिवार को आर्थिक संभल प्रदान कर महिलाओं के लिए प्रेरणा स्रोत बन गई हैं। धोरड़िया निवासी ब्रजलता कंवर गांव में नई उम्मीद स्वयं सहायता समूह की मुखिया हैं। स्वयं सहायता समूह से वह स्वयं तो स्वरोजगार कर ही रही हैं साथ में गांव की 10 महिलाओं को भी स्वरोजगार सिलाई के कार्य से जोड़ रखा है। इनके घर पर ही सिलाई की करीब 10 मशीनें लगा रखी हैं। जहां महिलाएं सिलाई का कार्य करती हैं। स्वयं सहायता समूह द्वारा सिलाई का कार्य करके ब्रजलता स्वयं के परिवार को आर्थिक संभल प्रदान कर ही रही हैं। साथ ही अपने साथ की महिलाओं को भी प्रोत्साहित एवं सहयोग कर रही हैं जिससे अन्य महिलाएं भी अपने परिवारों