

Dossier
of
Corporate Social Responsibility

(Location: Madhya Pradesh)

Birla Corporation Limited

Contents

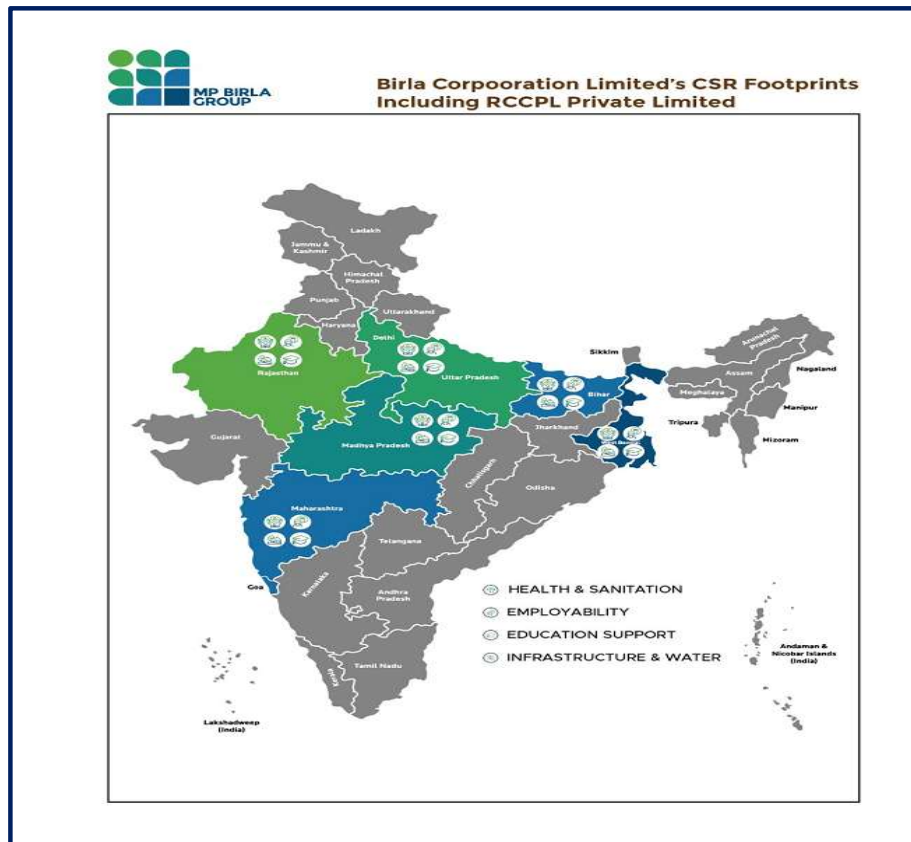
- ❖ About Birla Corporation Limited's CSR
- ❖ CSR's geographical foot print
- ❖ CSR in Madhya Pradesh
- ❖ CSR Programme aligned with SDGs
- ❖ CSR Programme coverage in Madhya Pradesh
- ❖ Awards & Reorganization

About Birla Corporation Limited’s CSR

The MP Birla Group is guided by its founders’ credo of ‘Heart and Strength’. It effectively means that even as the Group grows from strength to strength by expanding operations improving efficiency, it focuses equally on creating value for all stakeholders and making its businesses more sustainable. Following the principle of ‘Heart and Strength’, Birla Corporation and its subsidiary RCCPL work closely with 2.83 lakhs population in over 171 villages across India, helping them with education, health well-being, livelihood & women empowerment development and climate action, among other social development goals.

In compliance with the provisions of the Companies Act, 2013, Birla Corporation Limited (BCL) has framed its Corporate Social Responsibility (CSR) Policy for the development of programmes and projects for the benefits of the society and the same has been approved by the CSR Committee and the Board of Directors of the Company. The CSR Policy of the Company provides a road map for its CSR activities.

CSR’s geographical foot print











CSR programs are covered in around 171 villages of six states of India. More than 2.83 lakhs villagers are impacted from different CSR interventions. CSR programs are implemented in 08 plants (both Integrated & Grinding units), 07 mines and 01 project locations in these states. The women, children, youths, farmers and students are the major beneficiaries of its CSR programme.

CSR in Madhya Pradesh

In Madhya Pradesh, BCL has 02 integrated units (01- Satna Plant, Sangmaniya manies, 02- Maihar Plant, Sadhera, Salaiya and Bandi mines), 06 standalone mines (Itoura, Bhatiya, Bigodi Bikram & Brahampuri mines) (03 limestones & 03 coal mines). CSR programme covers 83 villages of these above locations. Around 1.20 lakhs population are impacted by our CSR programmes. Birla has done partnership with different organisations (NGO) to implement its CSR programme in communities. The CSR programme are designed and developed based on needs and priorities of the communities. Stakeholders’ relation is a key pillar of our CSR.

CSR Programme aligned with SDGs

BCL’s CSR activities, projects and programs undertaken by the Company are in accordance with Section 135 of the Companies Act, 2013 and the rules made thereunder. Our CSR programmes are aligned with UN Sustainable Development Goals (UN SDGs) and accelerate its progress to achieve the target on time.

BCL CSR ALLIGNED WITH UNSDGs					
PROGRAMME	HEALTHCARE, HYGIENE & SANITATION	EDUCATION	LIVELIHOOD & WOMEN EMPOWERMENT	CLEAN & GREEN ENERGY	RURAL INFRA DEV
UNSDGs	 		 		 

CSR Programme Coverage in Madhya Pradesh

1: Healthcare, Hygiene & Sanitation



Our healthcare programme aims to provide better healthcare services (i.e. easy accessibility, easy to afford, easy to avail) to villagers in communities. It contributes in IMR and MMR of US SDGs. Free health services are provided to villagers at their door steps. Strengthen the Government health institutions by providing infra support to cater better healthcare services to maximum number of people in society. It spreads in 86 villages of Madhya Pradesh.

1: Mother & Child Health Programme (Brand Name: ANKURAM)



Our mother & child health program aims to provide better healthcare services to mothers and children and reduce/check the mortality among them. It provides prenatal and post-natal services to reduce high-risk pregnancies and ensure safe deliveries for both baby and mother. We emphasize monthly check-ups, nutritional supplements, and awareness for the healthy growth and development of babies; and track children up to 2 years with complete immunization and IYCF practices.

Develop Anganwadi center as a JOYFUL learning Center: Strengthen the village Anganwadi center’s infra and develop it as a JOYFUL learning center in the communities.



AROGYA SAKSHI: The health volunteers (Arogya Sakshis) provide home based neonatal care in remote areas - providing health interventions to pregnant mothers, assisting in deliveries, overseeing the management of newborns and ensuring follow-up during the critical phase of initial days to reduce maternal and infant mortality rates.



Promote Immunization & Nutrition: Promote the immunisation of pregnant mothers and children up to 2 years, with every child referred for timely immunisation with the aim of achieving 100% immunization coverage. Provide nutrition awareness, demonstrations and establishments of kitchen gardens.

Adolescent Health: Provide adolescent health education in schools and create a cadre of peer educators. We also educate on human anatomy and psychosocial changes during adolescence.

Develop & strengthen grass root institutions & linkage with government schemes: Form and do capacity building of mothers groups, adolescent group in villages. Strengthen the Village Health Nutrition Committee in villages. Through convergence activities, registered the beneficiaries under different govt schemes.

Anaemia & Malnutrition: We focus on identifying SAM/MAM children, provide counselling and refer them to NRCs. Nutritional kits are supported to malnourished children.

Coverage:



2. Curative Health:

Improve access to medical facilities by providing clinical and diagnostic services at a primary health care level - with a special focus on the underprivileged.

Health camps: Maihar unit runs a mobile Health unit to provide primary healthcare facilities in the remote areas by conducting free health check-up camps. The camps are organized with the help of a fully dedicated and professionally qualified medical team. Along with the camp, healthcare awareness programs are also being conducted.



Specialty Health Camps: We provide early detection and screening camps with specialists like gynaecologists, pediatricians, ophthalmologists and dentists on a regular basis in collaboration with stakeholders.

Health check-up camp for drivers: Provide primary healthcare services to the trucking community through Health Care Centres including physician, counsellor, pharmacist and outreach worker, with a focus on awareness, HIV/STI, road safety, Non communicable diseases and vision screening.



Health camps during Navaratri: Maihar unit organise stall at Maihar town during Navaratri periods. It provides first Aid services, medicine to the needy.

Support to Govt Health Institutions: Provide infra & furniture support to govt health institutions to cater better health services to people.

Coverage:



2: EDUCATION



Aims to create enabling conditions so that more underprivileged children stay in school and complete their schooling, and also to improve learning outcomes so that they have better skills and abilities.

School Infra Development: Upgrade infrastructure in schools to ensure sufficient sitting space, quality sanitation blocks, drinking water facilities, library facilities with reading corner and BaLA painting – with the aim to provide a conducive environment for learning among children.

Set up Lab & Library: Maihar unit has set a Science Lab in Govt high school to promote and support STEM learning. The ‘plug and play’ models help students to understanding various science and maths concepts, so that they are not just ‘memorising’ concepts, but understanding and retaining them.



Computer class for students: Promote computer education in schools. Set up a computer center in school building and support computer teachers to impart computer learning to students.

Parental Participation: Involvement of parents is a major focus for the development of school children in our programme. We ensure their inputs across interventions and generate awareness so that parents support children at home in adopting hygiene practices, practicing reading and writing and adopting exercise as a part of daily life.

Supplementary Learning Centers: We provide teachers and set up learning centers in the communities for serving village children. These centres provide coaching to help drop-outs re-

join mainstream schooling and to help weak students keep up in regular school. We also distribute educational materials to the poor students.

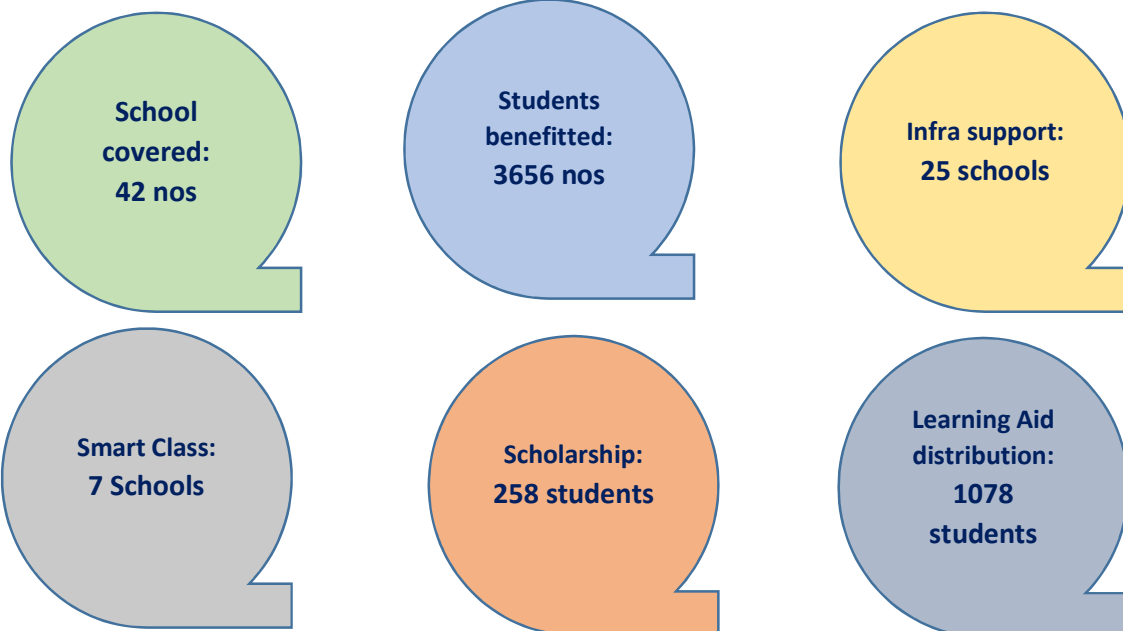


Scholarship for higher Education: Every year, Maihar unit distribute scholarship to more than 250 students for their higher education in the locality.

Co-curricular activities: Different co-curricular activities like science exhibitions, sports activity, yoga day, cultural programme, celebration of National Days are organised with students in schools in locations.

Safety Awareness Sessions: We organise different safety awareness sessions on road & traffic safety, Kitchen & home safety, electrical and chemical safety in schools and villages. Through our employee volunteering initiative, we drive these sessions in communities.

Coverage:



3: LIVELIHOOD & WOMEN EMPOWERMENT



We promote more sustainable farming practices and build the capacity of farmers in improved agriculture and agri-allied techniques, so agriculture becomes a profitable and sustainable business for farmers and their families

Demo Plots: Set up demo plots in Rabi & Kharif seasons to demonstrate best practices among farmers. It aims to promote sustainable farming and build the capacity of farmers in improved techniques.

Natural and Organic farming: We promote natural and organic practices for crop production, which are environment and human health friendly. We support farmers with training, technical guidance and critical inputs to grow crops in organic and natural ways, optimising produce quality and market value.



Crop Diversification & Multi cropping: Support farmers to adopt crop diversification by changing the cropping pattern or growing multiple crops, so farmers can improve the income from farming and also can reduce risk of crop failure. Promote crops that are environmentally friendly, and help farmers in climate change adaptation.

Animal Husbandry program: Promote animal husbandry with the focus of improved practices for animal health, to improve the productivity and profitability of livestock rearing for farmer's and landless families. Our support centres around milch cattle, aquaculture, goatery, and poultry as farmer family enterprises.

Artificial Insemination Centre: Satna & Maihar units are running artificial insemination center in partnership with a NGO. It provides AI services, PD (pregnancy Diagnosis), calf verification at farmers door step. It also promotes vaccination and deworming, green fodders and other

animal husbandry services in communities. More than 35 villages are covered under these centres.

Strengthening Value Chain: A milk farmer’s producer organisation has been organised at Satna. They have tied up with Sanchi milk cooperative society to collect their milk on daily basis to get better value of their product. More than 140 farmers are the members of this organisation.



Horticulture development: We guide farmers in diversifying farming by promoting vegetable and fruit cultivation along with floriculture, to enhance their farming income for sustainable livelihoods.

Self-help Groups & Micro enterprise development program: Our women's economic empowerment Programme aims to provide these women with opportunities to earn independent incomes, helping to strengthen their position as decision-makers in their families and in their communities. There is a special focus on ultra poor women - those living in extreme poverty who are the only earning members of their families and have no assets or regular incomes.



Vocational Training Programme: We empower youth with the domain and life skills, workplace experience and certifications, required to get good livelihood opportunities, earn decent incomes and uplift their families. Near Sadhera Mines of Maihar unit, a stitching center is running for female candidates. It provides a six month sewing and stitching course. After successful completion, certificates distribute to students.

Coverage:



Clean & Green Energy:



Promote renewable energy: Maihar unit, Satna unit & Bikram mines have installed 385 solar street lights in the villages of Itoura, Bigodi, Bhatia upcoming new mines and Sadhera Salaiya Bandhi mine area and villages of Satna and Bikram mines, in which solar street lights have been installed in the intersection streets of the village, so that maximum villagers can get benefits, the streets and squares of the village, where darkness used to spread, are now bright.

Bio Gas unit: Bio Gas units are set up in households to provide clean cooking fuel to families. It saves women and children from the daunting task of firewood collection. Family uses by-product of the biogas generation in their agri field, which is enriched organic digestate and a perfect supplement to, or substitute for, chemical fertilizers. The fertilizer discharge from the digester accelerate plant growth and resilience to diseases, whereas commercial fertilizers contain chemicals that have toxic effects and can cause food poisoning, among other things.

Plantation activity: Tree plantation has been a regular activity of our CSR programme. We not only plant trees around our operation sites, but also ensure their survival by erecting tree guards and carefully nurtures them till the sapling matures into a tree. Awareness of tree plantation was done at school and community level through awareness programmes.

Coverage:



4. Rural Infra Development:



Drinking Water Facility: We work with families and communities to ensure clean drinking water availability for daily household consumption. Revive hand pumps, tube wells and village ponds laying pipe lines, digging bore which provide reliable water sources for communities. Distribute water throughout water scarcity villages during summer through water tankers. Connect drinking water sources with the recharge system, and conduct spring shed development to ensure the sustainability of water sources.



Watershed activities: Work hand in hand with communities to plan, implement and manage projects to harvest rainwater and ensure all-year-round water for communities. Build and renovate village ponds, check dams and farm ponds to harvest rainwater and recharge groundwater. Conserve soil moisture by building farm bunds, trenches and others.



Construction of Toilets under Swachh Bharat Abhiyan: 30 household toilets have been constructed in three villages namely Sadhera, Shantipur and Bandhi villages of mines area to make the Open Defecation Free village under Swachh Bharat Abhiyan.

Repairing of road and drain in communities: Repair the village’s road and drainage system to maintain better connectivity in villages. To maintain better drainage and sanitation facility, repair the village drainage facility in communities.



Maa Sharda babil, Maihar: During Restoration

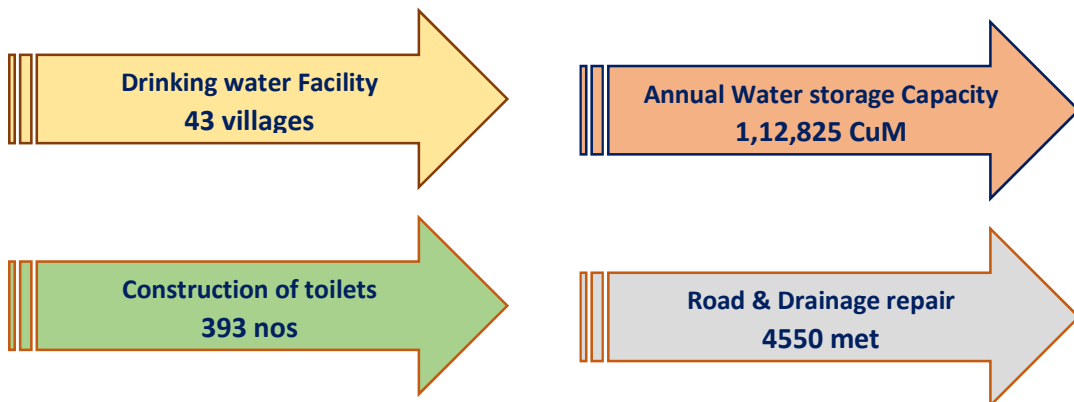


Restoration of Baoli (Heritage): Maihar unit in collaboration with District administration, Baoli heritage monument was restored.



Promotion of Sports: Promote sports among youths in the communities. Maihar unit organise national label volleyball tournament every year to facilitate and motivate the young players to do well. Sports kits, materials are provided to youths.

Coverage:



Awards & Reorganization



In FY: 2022-2023, Maihar unit has won two national label CSR award in the categories of Healthcare and Livelihood promotional activities.

- MAIHAR unit was the winners of “Diamond Winner of Green Crest Awards 2022” organized by CSR Green Crest for the Livelihood Promotion activities.
- MAIHAR unit was the winner of “Green Tech Foundation Award” 2022 for outstanding achievement in promotion of health care.