

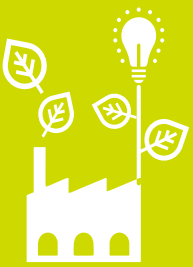


ALIGNING SDGs WITH CSR TO INFLUENCE CHANGE

Compendium of case studies of CSR projects
carried out by different companies in Gujarat



GUJARAT CSR AUTHORITY
An Initiative by Government of Gujarat



SUSTAINABLE AND
IMPACTFUL CSR PROJECT

AAJEEVIKA PROJECT



ADITYA BIRLA



GRASIM

GRASIM INDUSTRIES LIMITED

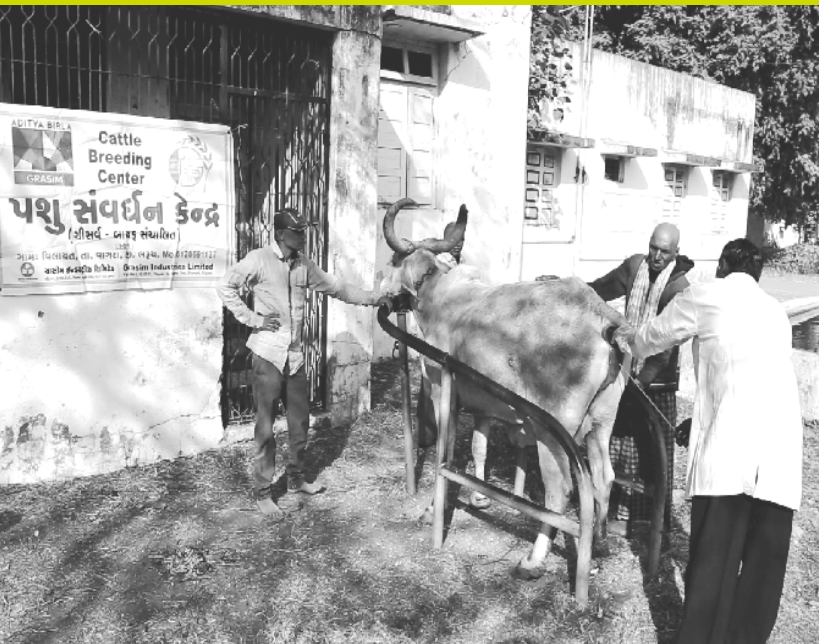
Grasim Industries Limited is the flagship company of the Aditya Birla Group. The company started as a textiles manufacturer in India in 1947. Today, it is a leading global player in viscose staple fibre, the largest chemicals & cement producer as well as the largest Diversified Financial Services (NBFC, Asset Management and Life Insurance) player in India.

PROJECT DESCRIPTION:

A Model village, in its truest essence, is an attempt to transform a village with a focus on social and economic upliftment of its residents. Multi-sectoral interventions that support education, livelihoods, healthcare and other needs of the residents are often integrated under a model village initiative. Grasim Industries Limited, with a similar notion, runs its model village initiative 'Aajeevika', in 25 villages of Bharuch district, with its primary focus on increasing the skills and income levels of its residents. Sakhi, an initiative to enhance capacities for sustainable livelihoods, aims to empower women and make them self-reliant, by providing trainings on tailoring, handicraft, beauty parlour and jewellery making and manufacturing of vermi-compost etc. These activities are targeted at women between the age group of 18-40 years and with a minimum educational level of 4th standard. USHA International is a partner for the tailoring course whereas Jan Sikshan Sansthan partners with Grasim for the beautician course. The livestock development support aims to improve the process of livestock management, by providing for breeding facilities, preventive healthcare, training of beneficiaries and supply of fodder mini kits.



CSR at Grasim reaches out to the most disadvantaged and marginalised. The objective is to provide a better life to the weaker sections of the society in a sustainable manner.



Krushi attempts to encourage horticulture as a medium to ensure sustainable food production systems and to implement resilient agricultural practices, thereby increasing productivity and incomes. The ultimate objective of Aajeevika is to increase the income levels of the residents. BAIF, a pioneer institution in livelihoods and agriculture, implements the initiative with regular reporting to Grasim.



OUTREACH AND SCALE:

The project reaches out to 25 villages in the periphery of Grasim's operations. The Gujarat Livelihood Promotion Company assists the BPL participants of Sakhi with the training expenses.

The project benefits a large section of the marginalised population including minorities. Till date, the project has aided more than 10,000 beneficiaries, including girls, women, cattle owners, youth and farmers, through the different project components. Meaningful association with local institutions such as Gram Panchayat, water committee, SHG groups, farmer clubs, School Management Committee and health committee have also been established with a view to gauge and appropriately address the local perceptions and needs.




IMPACT:

The Sakhi initiative has helped the beneficiaries reap the maximum benefits and in turn better their living conditions. More than 1,000 women have been trained under Sakhi, of which 715 women have started their own enterprise with an average monthly earning of more than INR 7,000 - 8,000 per member. Under the livestock development initiative, more than 3,000 cattle have been covered under Artificial Insemination and better healthcare has resulted in improved livestock productivity by about 30%, which shall lead to an increase in earnings of a similar magnitude. Krushi has helped more than 2,000 farmers adopt scientific techniques of horticulture and agriculture, which will yield sustainable incomes when the trees become of fruit bearing age. The initiative has also facilitated the formation of more than 15 farmer clubs aimed towards an efficient and enabling institutional mechanism for increased sustainability.

"I am a beneficiary of the tailoring programme and I have used the skill to generate income for my family, which has also earned me a place in family decision making."

*-Benejir S Patel,
Vilayat, Bharuch*



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