ADITYA BIRLA GRASIM

GRASIM INDUSTRIES LIMITED

CSR IMPACT ASSESSMENT REPORT FY 2022-23

Study conducted in the FY 2024-25

MMJC

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Acknowledgements

This study, conducted by MMJC Consultancy LLP, explores the effects of Grasim Industries Ltd, Corporate Social Responsibility initiatives in education, healthcare and rural development across India during the Financial Year 2022-2023. It represents the culmination of a comprehensive Impact Assessment study.

We would like to extend our deepest gratitude to the Grasim Industries Limited team for their continuous support and invaluable assistance throughout this process. We also express our sincere thanks to the primary and secondary stakeholders who generously provided their insights, perspectives, and valuable time, which significantly contributed to our efforts.

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MMJC

MMJC CARES

MMJC is a 25 - year-old Corporate Consultancy firm led by Mr. Makarand Joshi, Founder Partner. The firm has 9 Partners catering specialized verticals. The firm has a team size of 190 out of which 70 are multi-faceted professionals being Company Secretaries and/or Law Graduates rendering unique quality and an array of services under one roof, with a specialized focus on acting as Social Impact Assessors. MMJC's Head office is situated at Mulund and has a reach in all states and major cities across India.

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Grasim Industries Limited

Grasim Industries Limited, a flagship Company of the global conglomerate Aditya Birla Group, ranks amongst the top public listed Companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading presence across many industrial sectors. It is a leading global producer of Cellulosic Fibres, Diversified Chemicals, Fashion Yarn and Textiles producer in India. In recent years Grasim has also diversified its ventures and entered decorative paints business under the brand name 'Birla Opus' and B2B online market place for building materials called 'Birla Pivot'. At Grasim, there is an endeavour to create sustainable value for 45,000+ employees, 2,52,000+ shareholders, society and customers. The company reported consolidated net revenue of ₹ 1,30,978 Cr. and EBITDA of ₹ 20,837 Cr. in FY 24.

Grasim was awarded the prestigious Economic Times Conscious Corporate Award 2024, for its pioneering leadership in ESG practices, exemplifying the unwavering commitment to being a force for good.

Mission

"To deliver superior value to our customers, shareholders, employees and society at large."

Values at the Aditya Birla Group

Integrity
Commitment
Passion
Seamlessness
Speed

CSR Vision

"To actively contribute to the social and economic development of the communities in which we operate and beyond. In sync with the UN SGDs our endeavor is to lift the burden of poverty weighing down the undeserved and foster inclusive growth. In doing so, build a better, sustainable way of life for the weaker, marginalized sections of society and enrich lives. Be a force for good."

- Smt. Rajashreeji Birla

Purpose

"At Aditya Birla Group, purpose has been an animating force for all our actions since inception.

Our Group Purpose, **'To enrich lives, by building dynamic and responsible businesses and institutions, that inspire trust**,' provides us with a unique lens to measure our every action and its consequent impact on our stakeholders, community, and the world at large.

By being driven by purpose, Grasim aspires to be Big in Your Life and help create a better world today, tomorrow, and forever."

Grasim's CSR Initiatives

Grasim's CSR initiatives are playing a transformative role in building a sustainable and inclusive future for rural and tribal communities across India. Grasim adopts human development approach in undertaking its CSR with a strong focus on education, healthcare, sustainable livelihoods, infrastructure development, and social reform.

These initiatives are implemented either directly or through implementing partners such as Section 8 companies, trusts, and societies.

EDUCATION

Grasim aims to ignite a lifelong desire for learning by supporting balwadis, company owned schools, government schools and Aditya Bal Vidya Mandir(s), and non-formal education programs, with a strong emphasis on girl child education and quality early learning.

HEALTHCARE

Grasim is committed to delivering accessible and quality health services, especially in rural areas, through hospitals, primary health centres, mother and childcare projects, immunization drives and initiatives focused on malnutrition, adolescent health, and care for the differently abled and visually impaired. Preventive healthcare is also a major focus, including awareness programs on non-communicable diseases, hygiene, sanitation, and provision of safe drinking water.

SUSTAINABLE LIVELIHOODS

Grasim empowers communities by forming Self Help Groups for women, offering skill enhancement and vocational training, collaborating with Industrial Training Institutes, and promoting agriculture, animal husbandry, agroforestry, renewable energy, soil and water conservation, and watershed development.

INFRASTRUCTURE DEVELOPMENT

Grasim works to establish essential services such as housing and other basic infrastructure, forming the foundation for long-term community growth. Each initiative reflects Grasim's commitment to holistic, community-driven progress.

In FY 2022-23, Grasim CSR expenditure on

Education was ₹ 17.32 Crore.

Healthcare was ₹ 8.6 Crore.

Rural Development was ₹ 16.29 Crore.

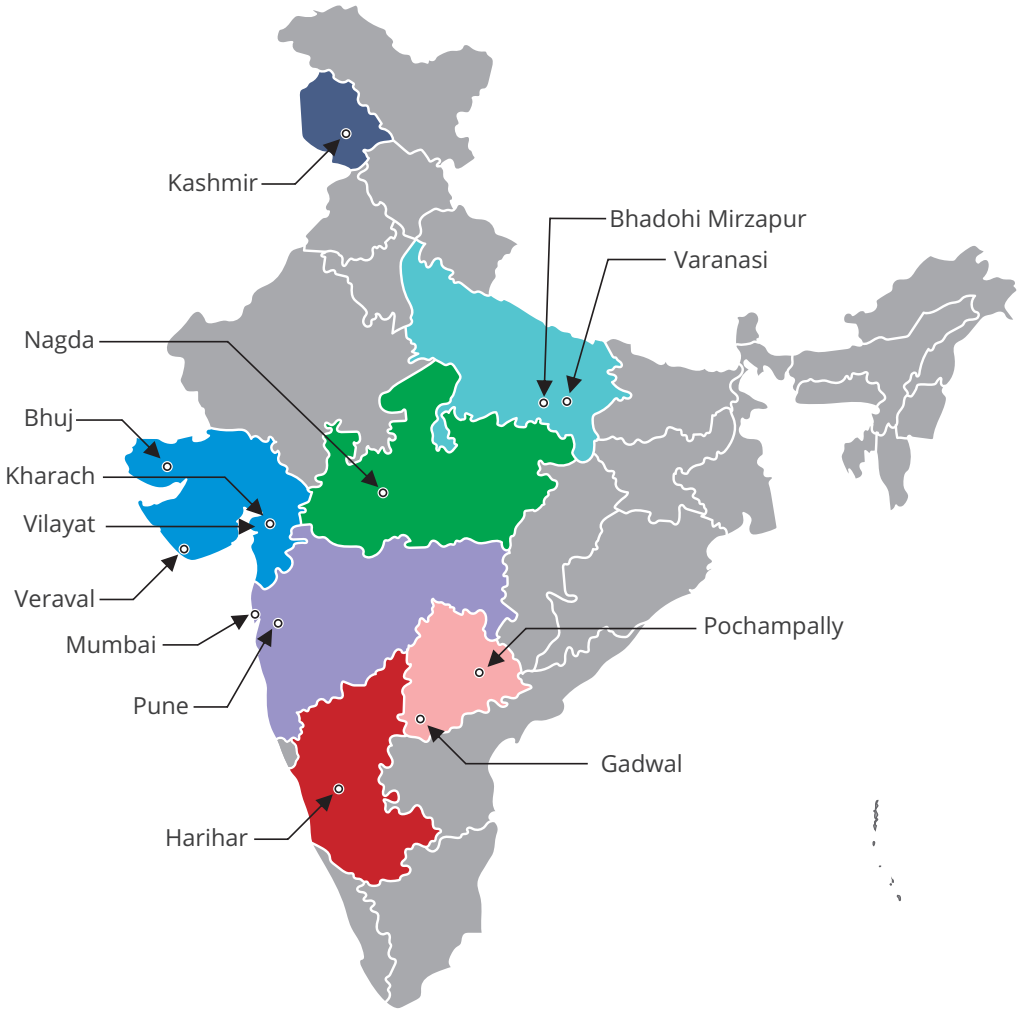
Impact Assessment of Grasim CSR Programs For FY 2022-2023

The CSR impact assessment focuses on key areas such as education, healthcare, and rural development, evaluating both the reach and effectiveness of its initiatives.

- In education, the assessment examines improvements in student enrolment, retention, academic performance, and access to learning resources such as smart classrooms and scholarships.
- In the healthcare domain, the evaluation includes access to primary care, awareness on hygiene and nutrition, reduction in disease incidence and the effectiveness of telemedicine and health camps.
- For rural development, the assessment explores improvements in livelihoods, infrastructure, skill development, and overall quality of life in targeted communities.

MMJC has undertaken impact assessment of Grasim's CSR initiatives over the past three financial years, ensuring thorough evaluation of project outcomes across these sectors. This ***assessment process helps measure the effectiveness, relevance and sustainability of interventions, offering valuable insights for continuous improvements.***

Grasim CSR Outreach



- Kharach (GJ)
- Veraval (GJ)
- Vilayat (GJ)
- Bhuj (GJ)
- Nagda (MP)
- Harihar (KA)
- Varanasi (UP)
- Bhadohi Mirzapur (UP)
- Gadwal (TG)
- Pochampally (TG)
- Pune (MH)
- Mumbai (MH)
- Kashmir (J&K)

Abbreviated Word	Abbreviations
Aditya Birla Hospital	**AB Hospital**
Corporate Social Responsibility	**CSR**
Development Assistance Committee	**DAC**
Environmental, Social and Governance	**ESG**
Financial Year	**FY**
Focused Group Discussion	**FGD**
Grasim Industries Limited	**Grasim /The Company**
In-depth interviews	**IDI**
Impact Assessment	**IA**
MMJC Consultancy LLP	**MMJC**
Mobile Medical Unit	**MMU**
Non-Governmental Organisation	**NGO**
National Health Mission	**NHM**
Organisation for Economic Co-operation and Development	**OECD**
Sustainable Development Goals	**SDGs**
Anganwadi Centres	**AWCs**
Building as learning aid	**BaLa**
Kasturba Gandhi Balika Vidyalaya	**KGBV**
National Education Policy	**NEP**
Teaching Learning Materials	**TLMs**
Artificial Insemination	**AI**
Bharatiya Agro Industries Foundation	**BAIF**
Farmer Producer Organisation	**FPO**
Pashudhan Vikas Kendra	**PVK**
Self Help Group	**SHG**
Aditya Birla School	**ABS**
Government of India	**GoI**
Integrated Child Development Services	**ICDS**
Science, Technology, Engineering, and Mathematics	**STEM**

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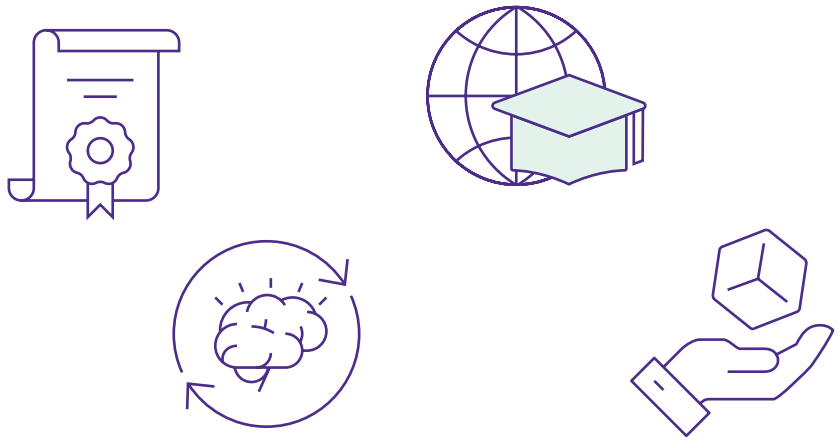

Introduction

Guided by the Group's trusteeship philosophy and in alignment with the Companies Act, 2013, Grasim's CSR policy emphasizes creating meaningful improvements in the quality of life for underserved communities. The Aditya Birla Centre for Community Initiatives and Rural Development provides strategic direction for these efforts.

A dedicated CSR Committee ensures oversight and governance. The manufacturing units of Grasim located across India, houses a CSR cell, with implementation managed by unit heads and supported by an onsite CSR team, ensuring grassroot involvement and localized execution. All projects are reviewed by the CSR Committee and approved by the Board.

These initiatives are shaped by an active community and staff engagement, enabling deep-rooted and sustainable impact. Through its inclusive and community-driven efforts, Grasim is redefining the role of business in society.

Grasim's CSR initiatives serve as a model for how corporate entities can go beyond profitability to become agents of inclusive growth, equity, and human well-being in rural as well as urban regions.

Grasim's CSR strategy is centred on human development and takes a multi-dimensional approach. In education, the company goes beyond infrastructure development, additionally supporting enablers of quality learning, including access to resources, digital inclusion, teacher training, and student engagement. Special focus is given to girl child education, scholarships for underprivileged students, and bridging learning gaps.

In healthcare, the company addresses immediate medical needs and also focuses on social, economic & environmental determinants of good health. Its activities include hospital care, sanitation, nutrition, maternal and child health, adolescent well-being, and disease prevention. Awareness building on good health practices and promoting health seeking behaviour is one of the critical pillars of Grasim CSR.

In rural development, beyond building infrastructure, the company also works to improve livelihoods, promote sustainable farming, and strengthen community institutions like SHGs and FPOs. Special attention is given to empowering women in vulnerable communities, tribal groups, and the economically disadvantaged through skill training and entrepreneurship support. By addressing basic needs, Grasim aims to build inclusive, self-reliant rural communities where every individual has the opportunity to grow and thrive.

Methodology of the Impact Assessment Study

Impact assessment is an approach used to analyse how projects influence people and the environment. By measuring outcomes against predetermined benchmarks set during the planning stage, this impact assessment aimed to evaluate selected Grasim CSR programs impacted the rural and underserved communities in eight locations in 5 states.

Study Design:

Evaluation research was undertaken to assess the impact(s) of selected Grasim CSR projects in FY 2022-23.

Data Collection Methods:

MMJC adopted a mixed methodology for data collection, combining both **quantitative** and **qualitative** methods to gain a well-rounded understanding of the impact(s) of selected Grasim CSR projects in FY 2022-23.

Quantitative data was collected through survey questionnaires.

Qualitative data was gathered through IDIs, FGDs, and case studies to capture the experiences and perceptions of various stakeholders.

STAGE I
Planning & Preparation

- The process starts with an **inception meeting** to understand the study's objectives.
- **Ssocial reports** have been collated for all three programs to analyze their progress and developments.

STAGE II
Data Collection on site at project locations

- A **sampling plan** is created to ensure broad coverage.
- **Data is collected** through surveys, interviews, and FGDs.
- **Stakeholder interactions** provide additional insights.

STAGE III
Analysis and Reporting

- Collected data is **analyzed to identify trends and key findings.**
- A **draft report** is prepared, reviewed and finalized with feedback, culminating in the **submission of the final report.**

Evaluation Framework:

The impact assessment of the all selected Grasim CSR programs has been conducted using an integrated evaluation framework OECD-DAC criteria—namely **inclusiveness, relevance, coherence, effectiveness, efficiency, impact and sustainability.**

The framework ensures that the evaluation captures both effectiveness of the projects in achieving targets and the lived experiences of beneficiaries, especially those from vulnerable and marginalized sections.

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Executive Summary

The company's education initiatives aim to foster inclusive and quality learning environments across Nagda (MP), Kharach, Vilayat, Veraval (GJ), Mumbai (MH) and Harihar (KA). **In FY 2022-23, Grasim supported ~6,910 students through various initiatives, including scholarships for 127 eligible girls and assistance to 410 girls from KGBV. Additionally, 192 students benefited from access to sports equipment, 84 students completed computer training courses, and 216 students received education kits as part of merit awards. Beyond this, Grasim has also extended its support to over 28 Anganwadis and more than 184 primary schools, strengthening the foundations of education in rural India.**

In FY 2022-23, Grasim CSR expenditure on education was ₹17.32 Crore.

Support Provided by Grasim to Government school at Jhanjhakhedi Village, Nagda

Aditya Birla Public School, Kharach

Grasim's Education Initiatives

- Early Childhood Education
- Education for the Girl child
- Science and Computer Education
- Providing Teaching Learning Materials (TLMs)
- Scholarships and Performance Awards
- Aditya Birla School
- Sports
- Mental Health Education

Early Childhood Education - Strengthened early learning by supporting Anganwadi centres with educational materials, toys, and improved infrastructure. Innovative methods like BaLa (Building as learning aid) and visual curriculum enhancements were introduced, creating engaging and child-friendly environments for foundational education.

Education for the Girl Child - Multiple initiatives focused on empowering girls through health awareness, anaemia check-ups, and infrastructure support in schools. Scholarship programs recognized academic excellence, while efforts like enrolment under savings schemes and distribution of educational materials to vulnerable children provided holistic support.

Science and Computer Education - STEM education was promoted through fairs, educational tours, and science-themed visual aids. Students benefited from hands-on exposure to science labs, models, and certified computer training, enhancing their curiosity and technical skills.

Teaching Learning Materials (TLMs) - Essential learning tools such as school bags, stationery, notebooks, and uniforms were distributed to support students in both primary and secondary education. These materials helped to improve school readiness and attendance across multiple schools and communities.

Scholarships and Performance Awards - Meritorious students were encouraged through financial scholarships, awards, and recognition programs. Initiatives such as “Star Topper of the Year” and merit-based support schemes rewarded high-achieving students and motivated academic excellence.

Aditya Birla School (ABS) - Grasim-run schools provided quality education from Montessori to Class XII in both English and regional mediums of instruction. These institutions educate children from local communities, offering inclusive and quality education. Substantial improvements were made to school infrastructure, including the installation of smart boards, new classroom buildings, sanitation facilities, and educational wall art. These efforts enhanced the overall learning environment, ensuring safety, accessibility, and better academic engagement.

Sports Promotion - Physical education was encouraged through the distribution of sports kits, tracksuits, and support for local teams. Special initiatives promoted team spirit, physical fitness, and extracurricular engagement among school-going children.

Mpower - Mpower Foundation is committed to making mental health care accessible and inclusive, especially for underprivileged communities, particularly students and youth from low-income settings. Through initiatives like Project Saksham, it supports individuals facing trauma and psychosocial challenges. Grasim's collaboration with Mpower strengthens its CSR efforts in mental health awareness and social inclusion, reinforcing its commitment to holistic community development.

A key focus of this partnership is the support extended to government schools, where Mpower conducts mental health sensitization sessions, counselling, and capacity-building programs for students. These efforts address emotional well-being highlighting Mpower's strong contribution under the Education.

Methodology of the Assessment study:

An evaluation research study was conducted using mixed methods design to assess the effectiveness and impact of Grasim's education program. Primary Data was collected from a variety of direct and indirect stakeholders through a combination of qualitative and quantitative research methods.

Evaluation Framework:

The impact assessment of Grasim's Education CSR program used an integrated evaluation framework **OECD-DAC criteria** inclusiveness, relevance, coherence, effectiveness, efficiency, impact, and sustainability:

INCLUSIVENESS

Grasim's education program addressed the needs of diverse groups by strengthening early childhood education through Anganwadi support and promoting girl child education via scholarships and health initiatives. It also focused on the distribution of teaching-learning materials, improving access to tech-enabled education. As part of the program review, 484 students from ABS participated in a survey, including 266 females and 218 males.

Mpower Foundation added depth by focusing on mental health awareness, skill development, and professional guidance creating a safe and inclusive space, especially for individuals from vulnerable and underserved backgrounds.

RELEVANCE

Grasim's education program is highly relevant in addressing critical gaps in school infrastructure, early childhood education, and student centric learning environments. By providing smart boards, science models, educational kits, STEM aids, and computer training facilities, the program responded directly to challenges identified by students, such as lack of access to technology and poor classroom conditions.

80% of respondents were satisfied with the school infrastructure but emphasized the need for improvement in infrastructure.

COHERENCE

Grasim's education initiatives align with the National Education Policy by promoting holistic, inclusive, and skill-based learning through infrastructure development, digital tools, and early education support.

They contribute to **SDG 4** by improving access to quality education, **SDG 5** by promoting gender equality through scholarships and hygiene facilities, and **SDG 10** by reducing inequalities via outreach to rural and tribal students. Integration with government programs like Samagra Shiksha Abhiyan and KGBVs further supports **localization of the SDGs.**

Grasim CSR support for holistic education

EFFECTIVENESS

Grasim successfully met its education-related goals through teacher training, infrastructure upgrades, and the provision of essential learning resources. 80% respondents said the support helped reduce school-related expenses and improved their focus. Recognition programs like "Star Topper of the Year" celebrated academic excellence, with 73% of students scoring above 80%. Additionally, 85% of ABS teachers reported that their teaching methods had improved after training, and over half of the students rated school facilities and cleanliness positively.

98% respondents of ABS confirmed access to a library and adequate infrastructure.

At Anganwadi centres, teachers acknowledged vital support in infrastructure and materials.

EFFECIENCY

Grasim's CSR initiatives enhanced educational quality and student well-being. Projects are identified and planned by the CSR team in alignment with Grasim's values and programmatic focus areas. In alignment with the company policy of prioritizing the communities in and around its factory locations, projects are implemented within a radius of 15-20 km from Grasim factories. During interviews with respondents, including community leaders, school leaders, and local administration, strong relationships and collaboration were observed. Respondents shared positive feedback on the CSR team's responsiveness to queries and requests, their good conduct, and friendly approach—indicating Grasim CSR's strong grassroots connect and hands-on engagement.

IMPACT

Grasim's efforts fostered inclusive learning and better academic outcomes, with many students performing above average. Skill development and digital integration support lifelong learning for students and teachers alike. Over 40% of parents reported positive behavioural changes in children, reflecting improved well-being.

Mother Committee (Mata Samiti) has fostered greater parental engagement by encouraging mothers to take an active role in the educational journey of their children, leading to improved attendance, hygiene practices, and learning continuity at home. Simultaneously, the Anandaghar Shikshika initiative has empowered local women by training them as early childhood educators, creating a nurturing and familiar learning environment for young children. These efforts have enhanced foundational learning outcomes and also built local ownership and accountability, making education a collective community responsibility.

Mpower's mental health support helped reduce stress for students and trauma, contributing to better performance, decision-making, and community engagement.

SUSTAINABILILTY

Grasim's education initiatives are sustainable in the long term, focusing on teacher training, infrastructure, and resource provision. These efforts ensure ongoing access to quality education and create a lasting foundation for continuous improvement, benefiting both students and educators.

MMJC Team during data collection

Findings of the Study

The analysis covers respondents who benefitted from education projects implemented across the six locations -Nagda (MP), Kharach, Vilayat, Veraval (GJ), Mumbai (MH) and Harihar (KA).

90% Respondents agreed that the AWCs are now well-ventilated and receive adequate natural light.

69% Respondents confirmed that the AWCs are adequately protected from water seepage and rain. In some centres however, respondents expressed that there is scope for improvement in infrastructure.

90% Respondents agreed that Mothers' Committee plays a valuable role in maintaining a feedback mechanism that enhances learning, encouraging other parents to support positive changes, improving student attendance, reducing dropouts, and inspiring new initiatives.

100% Respondents at Aditya Birla school rated the facilities—including blackboards, benches, and sanitary pad vending machines—from good to excellent, reflecting high levels of satisfaction with the infrastructure provided.

85% Respondents from ABS rated the science and computer facilities between excellent to good, reflecting a high level of satisfaction with the available resources and learning environment.

95% Respondents agreed that participating in the Math and Science competition has increased their interest and enthusiasm in Math and Science.

85% Respondents rated the school uniform, slate and slate pen box, notebooks, school bags, water bottles, pencils, erasers, and sharpeners as being of good quality.

80% Respondents, including those who somewhat agreed, acknowledged that the education and related resources provided have helped reduce their family's school-related expenses and allowed them to stay more focused on their studies.

95% Respondents confirmed that they had received a scholarship.

80% Respondents rated the school facilities from good to excellent. The facilities include audio-visual facilities, improved classroom attentiveness, teacher competencies, library, digital boards, drinking water, washrooms and toilets, playground and sports amenities, and ramps for differently abled students and overall student development

70% Respondents agreed that, school health camps enabled early diagnosis, and students developed good habits, showing increased enthusiasm and self-motivation.

60% Respondents observed positive changes in students, including improved academic performance, active participation in classroom activities, better communication skills, greater interest in extracurricular pursuits, and increased confidence and self-expression.

Alignment with SDGs

Improved access to reproductive health care, sanitary pad vending machines with incinerators, anaemia check-ups, and health awareness sessions for girls in school ensured, good health and learning outcome resulting in potential and education.

Grasim's CSR initiatives promote equal access to quality education by upgrading school infrastructure, embedding BaLa in Anganwadis, installing smart boards, and providing teaching materials and scholarships.

Grasim supports SDG 5 by providing exclusive scholarships for girls, enrolling them in savings schemes like Sukanya Samriddhi, and developing gender-sensitized school infrastructure.

Grasim's CSR initiatives reduce inequity in rural and marginalized communities by supporting schools in low-resource settings and promoting tribal student inclusion. Scholarships empower disadvantaged students, bridging opportunity gaps and fostering a more inclusive society.

Grasim's CSR initiatives align with SDG 17 by collaborating with local schools, Anganwadi's, and government education schemes, and integrating with national programs like Sukanya Samriddhi Yojana and KGBVs.

Anganwadi centre at Nagda (MP)

CSR and Education

Education is a key pillar for India's socio-economic development. It lays the foundation for personal empowerment, skill development, and nation-building. For individuals, education opens doors to better employment opportunities, improved health, capacity for informed decision-making, and active participation in the public life. Education plays a transformative role in society by promoting social mobility, reducing poverty, and bridging income and gender gaps.

However, disparities in literacy rates across regions and demographics highlight the need for targeted educational initiatives. Rural and remote areas often lack access to quality educational infrastructure, trained teachers, and digital learning tools.

CSR initiatives in the education sector focusing on three critical pillars—access, quality, and inclusivity, CSR efforts in education create a holistic educational environment that prepares students for the future while fostering an equitable, high-quality education system for all.

The **National Education Policy 2020**, is the overarching policy framework for education, urges this need for multi-dimensionality. A landmark reform introduced by the Government of India to transform the country's education system, the NEP promotes a more holistic, flexible, inclusive education system and aligned with the needs of the 21st century.

Its mission is to ensure that every child receives quality education, with a **strong foundation in early learning, equitable access to TLMs, multidisciplinary exposure, and the development of critical thinking, creativity, and life skills**.

NEP 2020 recognizes the importance of mental health in achieving overall well-being and academic success, advocating for the integration of **mental health awareness, support systems, and incorporating well-being into the educational framework**.

The focus on **Early Childhood Education** complements the **Samagra Shiksha** scheme, fostering holistic development in children aged 3–6years. Initiatives aimed at **education for the girl child** promote gender equity and inclusion, a key priority under NEP. The emphasis on **science and computer education** prepares students for a technology-driven world, supporting NEP's push for 21st century skills.

By providing **TLMs**, Grasim enhances classroom learning in line with NEP's learner-centric pedagogy. **Scholarships and performance awards** encourage academic excellence and reduce barriers to education for underprivileged students. The **Aditya Birla Schools** contribute to the development of quality educational institutions with a focus on **development of critical thinking, creativity, and life skills**.

The inclusion of **sports** aligns with NEP's call for physical education as an integral part of the curriculum. Lastly, investment in **school infrastructure** helps create safe, inclusive, and stimulating learning environments, echoing NEP's commitment to universal access and high-quality education for all.

Grasim's Education Initiatives in FY 22-23

Location: NAGDA

Project: **Girl Child Education**

- Anaemia check-up programs
- Infrastructure support in rural schools
- Provision of toys and study materials in Anganwadi
- Health awareness programs for students benefiting **~325 students**.

Project : **Enhancing Quality Education Project**

- Through sensitization, capacity building, learning outcome approaches and infrastructural support in **20 villages** including **25 Anganwadi Centre**s and **37 primaries, middle, high schools and higher secondary schools.**

Project : **Quality Education**

- Runs three Aditya Birla schools as Primary and Secondary Schools from Montessori to Std. XII in both English and Hindi medium. Collectively, these schools cater to more than **~3,147 children** from Nagda town, surrounding rural areas, and employees' families.

Location: KHARACH

Project: **School Enrolment Day Celebration "Bal Praveshotsav"**

- Distribution of water bottle and education kits which contains school bags, slates, slate pen boxes, notebooks, pencils, erasers and sharpeners for 1000 newly enrolled children of **71 primary schools** in Hansot, Olpad & Mangrol Taluka.

Project : **Girl's Scholarship Program**

- Scholarships were awarded to 127 girls from Hansot, Mangrol, and Olpad Talukas who secured 1st, 2nd, and 3rd ranks in standards 7th to 12th, with fixed amounts of ₹5,000, ₹3,000, and ₹2,000 respectively.

Project: **Science & Maths Fair**

- Promoted **Science and Math competitions** at the Hansot and Olpad Taluka levels. Approximately, 200 students were identified and rewarded with trophies.

Project : **Education Support Program**

- **Notebooks were distributed** to students of Classes 9–12 at R.K. Vakil High School (Ilav), Koba Primary School, and Prerna Vidyalaya (Kharach Ashramshala).

Project : **Aditya Birla School (ABS)**

- The school was established by the company.

Location: VILAYAT

Project: **Star Topper of the Year**

- Implementation in **25 primary schools.**

Project : **Smart class**

- Provided **4 smart boards at primary schools** respectively Kelod, Karmad, Mahudhla & Vansi.

Project : **Shiksha Sahay**

- Provided Scholarship to students,

Project : **Building as learning aid (BaLa)**

- Introduced **BaLa**, a pictorial method to learn, painted learning materials on wall. Covered all s yllabus on wall in **adopted one Anganwadi (AW).**

Project : **We know**

- Students' learning was enhanced through educational tools like science and environment-themed stickers with quotes, and boards highlighting freedom fighters, scientists, and celebrities. These were installed across the school to inspire and educate.

Project: **Khelenge hum**

- Provided **sports materials** and logo-branded tracksuits, ensuring brand visibility during games. Special support was given to the under-14 volleyball team, top-ranked in Vagra block. In total, **192 students** will benefit from the equipment for upcoming competitions.

Project: **Education Tour for primary school**

- Supported with two buses for student's educational tour at Science City Ahmedabad. **108 students** visited the Science City.

Location: **VERAVAL**

Project: **Learning Aid Support**

- Shala Praveshotsav in **51 schools of 29 villages.**
- Donated **02 Nos Khadi Dari to each school and slates to all enrolled 1111 students.**

Project: **Computer Training**

- Computer courses were offered at nominal fees with certification upon completion. This year, 84 students successfully completed the programs.

Project: **Merit Award Program**

- Provided education kit to the **216 students** (82% and above in 10th Std. and 79% and above in 12th Std.) from different villages of Veraval taluka and covered **51 villages** meritorious students.

Project: **Smart Anganwadi**

- **02 Nos. Anganwadis** of village Dari and Veraval into Smart Anganwadi.

Project: **Support to KGBV Schools**

- Infrastructure support, including blackboards, benches, and sanitary pad vending machines with incinerators, was provided to KGBV Veraval.
- KGBV Inaj and Adri also received sanitary facilities, benefiting **410 girls.**
- Additionally, a vending machine with incinerator was installed in Indroy village.

Location: **HARIHAR**

Project: **Infrastructure Development**

- Smart Classroom in 1 school catering to 750 students; MS Cupboard to 1 government school and 1 Anganwadi at Nadhiharalahalli; 50 wooden desks to government school at downstream villages benefitting 350 students.

Project: **Grasim Sirigannada Vidyalaya**

- The school was established by the company. 463 children from lower economic backgrounds are enrolled in school between 1st to 10th standard.

Project: **TLM distribution**

- Provided study materials – 12720 notebooks to 2120 students of 5th -10th standard in 26 schools, slippers to 104 students in 1 government school.

Location: **MUMBAI**

Project: **Mpower**

- Mpower focuses on empowering individuals living with psychosocial difficulties, reducing stigma, and promoting social inclusion. Through initiatives like Project Saksham, Mpower offers critical support to vulnerable populations, including victims of trauma, abuse, and harassment. By addressing the mental health needs of underprivileged individuals and promoting social inclusion, the organization contributes to creating a more compassionate and supportive society.

Findings of the Study

The findings highlight the impact of Grasim's CSR initiatives in the education sector, encompassing Early Childhood Care and Education (ECCE), education for the girl child, science and computer education, provision of TLMs, scholarships and performance awards, support for Aditya Birla Schools and enhancement of school infrastructure and promotion of sports. The findings also highlight Mpower Foundation's role in promoting mental well-being and social inclusion.

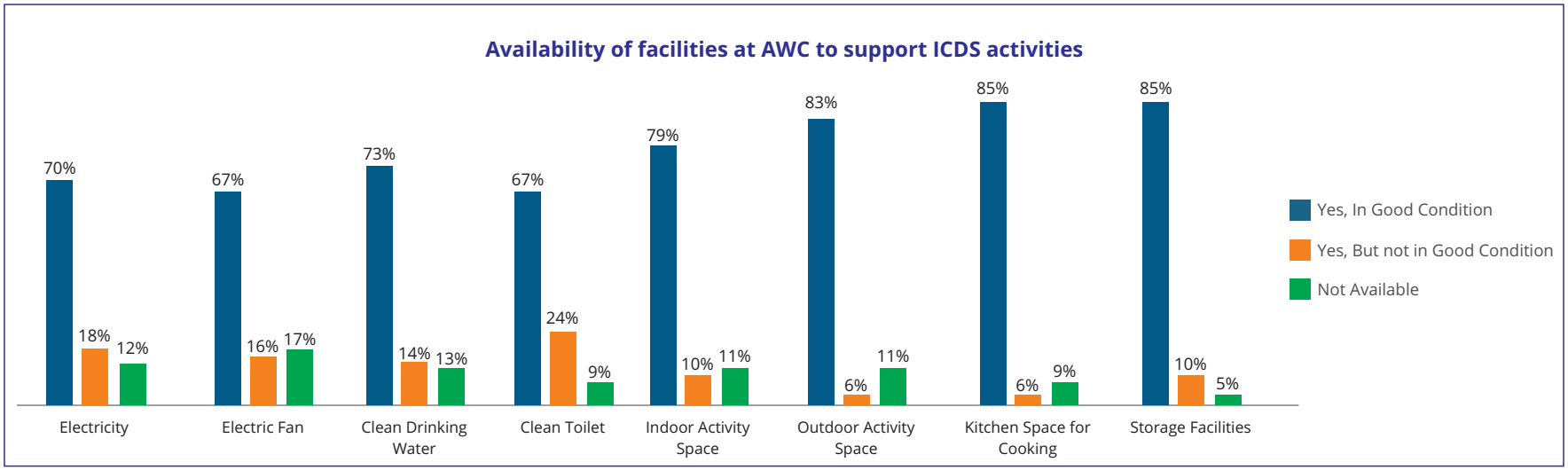
Within these categories, it further details the activities conducted across six locations and examines how they align with and complement existing national policies. The findings listed in the sections below pertain to education initiatives across six locations: Nagda (MP), Vilayat, Veraval, Kharach (GJ), Harihar (KA) and Mumbai (MH).

Early Childhood Care and Education:

Quality Learning Spaces: Support was extended to Anganwadi centres through the provision of toys, study materials, and infrastructural upgrades, creating structured, engaging, and child-friendly learning environments. The introduction of innovative methods like BaLa (Building as learning aid) with curriculum-based wall visuals further enriched early learning experiences, transforming Anganwadi's into vibrant and effective early childhood education spaces.

BaLa Pedagogy at Anganwadi in Veraval

During interactions with the respondents, over 90% agreed that the AWC is well-ventilated and receives adequate natural light, while around 69% confirmed that the centre is adequately protected from water seepage and rain, indicating satisfactory infrastructure. Some Anganwadis in Nagda however expressed that there is scope for improvement in infrastructure.



Case Study:
Anand Ghar: Enhancing attendance and quality of Early Childhood Care and Education through BaLa, Khajuria Village, Nagda

Grasim has significantly supported the Anganwadi by providing furniture, painting walls with educational stories, and equipping it with toys and books for a library.

It also supports Anand Ghar, operating from 8:00 AM to 10:30 AM in the Anganwadi, where children engage in activities like games, drawing, and essay competitions conducted by NGO Aid-et-Action. The appointment of Anand Shikshika by the NGO has resulted in increased attendance, now ranging between75% - 80%.

Kajal with her students at the Anganwadi center in Nagda.

Multi-faceted impacts: Kajal's Journey with Aid et Action NGO, Khajuria, Nagda

Anand Ghar, supported by Aid-et-Action NGO, is creating opportunities for children in underserved communities through education and activities. Kajal, a dedicated teacher at Anand Ghar, is an inspiring example of how education and community support can transform lives.

Kajal lives in Khajuria. Coming from a family of six, including three younger sisters and a brother, Kajal faced financial struggles. Despite this, she was determined to break the cycle of limited opportunities. Inspired by her aunt's dream of completing graduation, Kajal decided to pursue her education while contributing to her community.

Two years ago, Kajal joined Anand Ghar. She started teaching younger children while continuing her own studies. Now, she is in 12th grade and earns ~₹ 4000 per month through her work with the NGO. Kajal's income helps her family, and her commitment inspires other youth in the village to study. Many of her friends, who once thought education was out of reach, now want to learn because of her example.

Kajal's story highlights the impact of social innovations like Anand Ghar. Her dual role as a teacher and a student reflects her commitment to education. Her determination inspires others. She is paving the way for change in her village, showing that education is the key to a brighter future for all.

Persistent Challenges: Jhanjhakhedi Village, Nagda

The Anganwadi centre, staffed by one teacher and one sahayika, serves 25-26 children daily, but struggles with issues like limited access to clean water, electricity, and the absence of a main gate, raising safety concerns.

Anganwadi centre, Nagda

Digital Board, Nagda

Testimonial: Ms. Astha – Anandghar Shikshika, Rupeta Village, Nagda

My name is Astha, and I work as an **Anandghar Shikshika** in Rupeta village, teaching young children basic skills like letters, numbers, and tables through fun, engaging games. Selected and trained by an NGO, I plan lessons daily to ensure structured learning. I have seen a clear change—children are more interested in studies and enjoy coming to school.

Through **Palak Sampark** (Parent Outreach), we visit homes if a child misses two consecutive days, encouraging attendance and informing parents about government schemes.

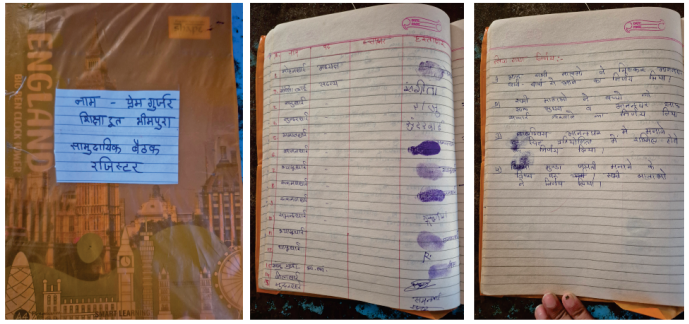
Teaching in my village while pursuing graduation has been fulfilling, and it's inspiring to see education gaining importance in our community.

Anandghar Shikshika with children, Rupeta village, Nagda

Mata Samiti: An innovative strategy to expand quality education to all groups.

Mata Samiti, consisting of 12 active members, plays a crucial role in strengthening the school-community connection. The committee keeps a register to document activities and holds meetings whenever members are available.

During interactions with the respondents, it was found that over 90% agreed (including those who somewhat agreed) that the Mothers' Committee plays a valuable role in addressing issues, providing feedback that enhances learning, encouraging other parents to support positive changes, improving student attendance, reducing dropouts, and inspiring new initiatives.



Attendance register maintained at Bhimpura village, Nagda

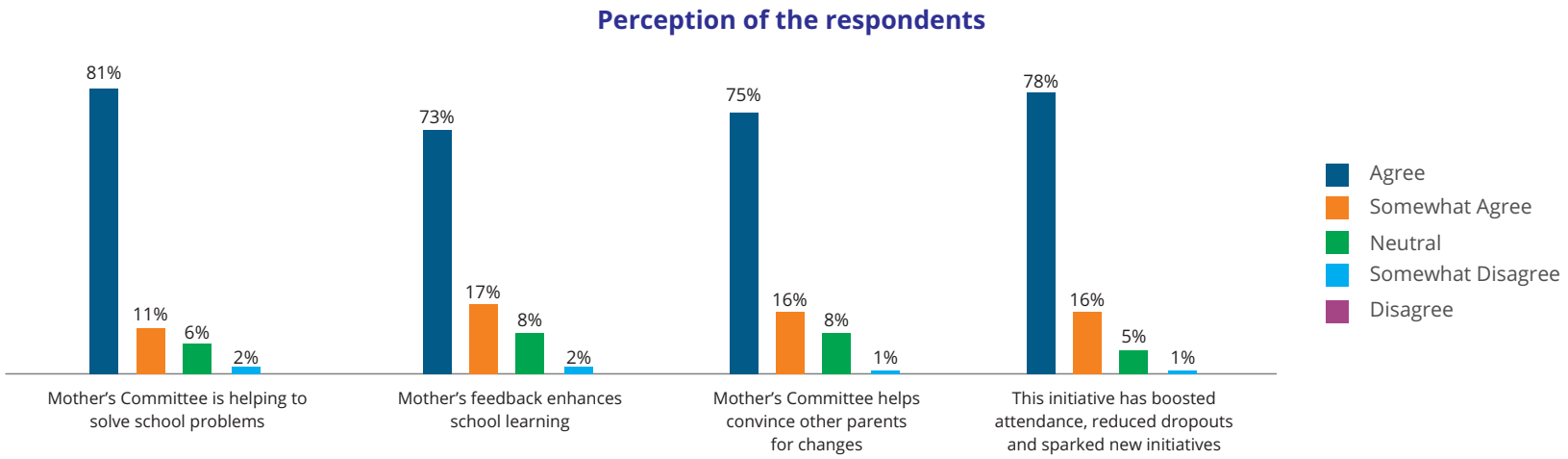
Attendance Register Maintained at Bhimpura Village, Nagda – a good governance practice that seeks to ensure continuity and participation of parents, instil discipline among children.

Shubhangi's Journey with Mata Samiti – Quality Education by empowering Parents

*Mrs. Shubhangi, resident if Rupeta village, Nagda has been dedicated member of Mata Samiti for past two years. Motivated by **Aid et Action** team, she started visiting local school once a week alongwith other mothers to support learning among children at **Anand Ghar**, using play way methods to teach letters and tables.*

*The initiative encourages **parental involvement** to bridge the gap between home and school, believing that children engage more when they see their parents involved. Since Grasim launched the project, Shubhangi has noticed remarkable changes—her children are more serious about studies, attend school regularly, and have become more respectful and disciplined. Her elder son's preference for school over a family trip and the shift in how her children address her reflect this transformation.*

*Today, 14–16 mothers from Rupeta are active in the Mata Samiti, demonstrating the powerful impact of **community-driven support in improving education and child behaviour**.*



Parents' Perception on the Formation and Role of the Mothers' Committee

Best Practice: Quality Education through Leadership and Participation: Bal Sansad

The **Bal Sansad** (Children's Parliament) is a unique initiative aimed at fostering leadership, responsibility, and teamwork among students. Various roles are assigned to students, enabling them to take ownership of specific tasks and contribute to the smooth functioning of their school environment. Sessions are held every Saturday in Kheda to discuss issues like irregular attendance, cleanliness, and the functioning of Anand Ghar. These sessions also address personal hygiene, ensuring that children who come unkempt are encouraged to maintain cleanliness by using soap, oil, and combs. Regular discussions are held to promote discipline and personal care among students, with 1-2 meetings conducted monthly.

Bal Sansad: Building Responsibility and Leadership Among Students

- Shiksha Mantri (Education Minister): Focuses on academic support, helping students learn the alphabet, numbers, and basic writing skills. This role also includes maintaining the library and ensuring its proper usage.
- Bhojan Mantri (Food Minister): Ensures orderly behavior during mealtimes, guiding students to sit in lines and recite food-related mantras before eating.
- Pradhan Mantri (Prime Minister): Leads the weekly meetings held every Saturday to discuss performance and responsibilities. They address issues where tasks are not being done properly and guide their peers to improve.
- Parayavaran Mantri Sadasya (Environment Member): Oversees cleanliness by sweeping the ground and classrooms and ensuring animals such as goats or buffaloes do not disturb the premises.
- Jal Mantri Sadasya (Water Minister): Ensures that plants are watered, glasses are washed and stored, and water containers are refilled as needed.
- Swastha Mantri Sadasya (Health Minister): Encourages personal hygiene by reminding students to trim their nails, wear proper uniforms, and make two braids.

Impact of Bal Sansad:

The Bal Sansad initiative has made a significant impact on students by instilling a sense of accountability, importance of teamwork, leadership, discipline, and collaboration through these roles. It has also fostered a sense of community and responsibility, as students actively contribute to maintaining their school environment and ensuring better habits among their peers.

Government Primary School, Ninawatkheda, Nagda

By participating in Bal Sansad, students develop life skills such as organization, problem-solving, and effective communication. These activities not only enhance their overall personality but also instill a sense of pride and ownership in their school, encouraging a proactive approach to challenges and responsibilities. This initiative has proven to be an excellent platform for nurturing future leaders and responsible citizens.

TESTIMONIAL

Children were very active in showing what they had learned. Their confidence and ability to understand things had improved. This was not just because of the new building, but also because of the colourful drawings and learning materials on the walls, which helped them learn letters, numbers, colours, and words more easily. Even the Anganwadi children knew about the current state and national leaders. Their notebooks showed that they had improved in counting and writing. The play equipment in the school also helped keep them physically and mentally active, which improved their attendance in class.

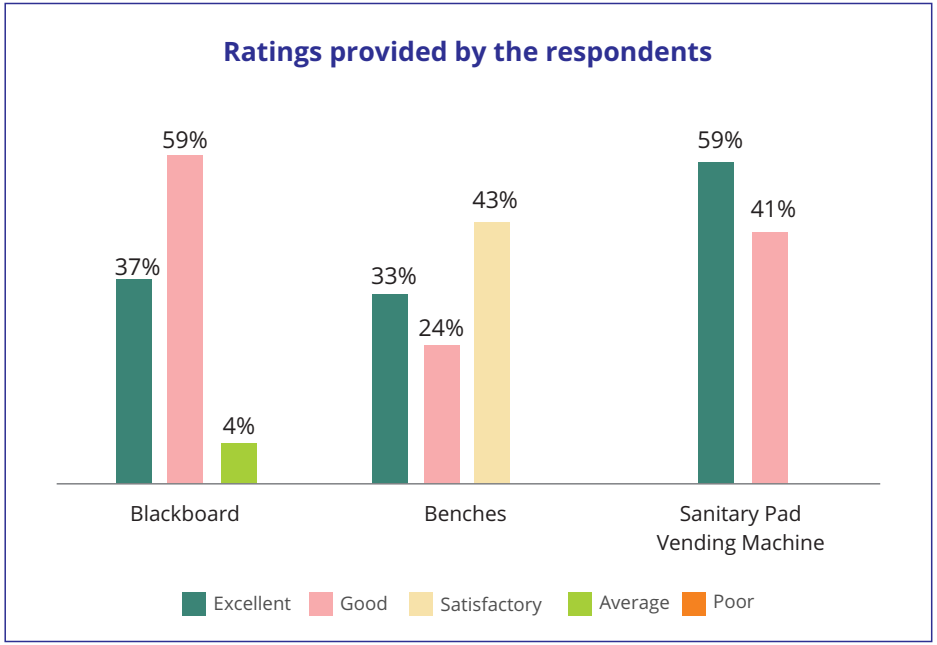
- Sakamma Sangannavar, Anganwadi Teacher, Airani (Harihar)

Education for Girl Child:

Focused efforts have been made to support the education and well-being of the girl child through health check-ups, awareness sessions, and infrastructure improvements in schools. Initiatives such as scholarships for high-performing girls, enrolment under savings schemes, distribution of educational materials, and installation of sanitary pad vending machines have contributed to creating a more supportive and inclusive environment for girls to pursue education confidently and consistently.

Enhancing education facilities at Vilayat

During interactions with the respondents of KGBV, Veraval nearly 95% rated the facilities including blackboards, benches, and sanitary pad vending machines between excellent to good, reflecting high levels of satisfaction with the infrastructure provided.



Ratings Provided by KGBV, Veraval

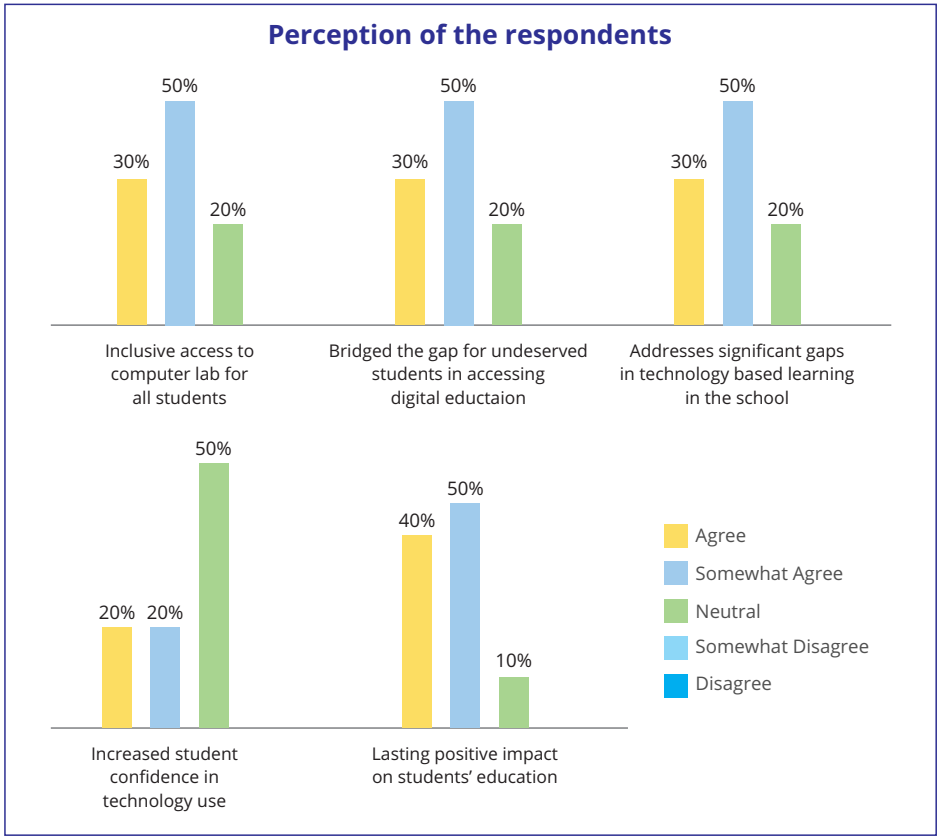
More than 95% of respondents of KGBV, Veraval confirmed that blood group and haemoglobin testing camps were conducted. Those identified with low haemoglobin levels received appropriate counselling, guidance, and necessary medication, indicating effective implementation of the health intervention.

Science and Computer Education:

Science and math fairs were organized by putting up educational boards and stickers, and taking students on visits to science centers. Computer training courses were also offered at low cost, and science labs were set up with models and charts. All these efforts helped students understand concepts of science better and build interest in computers and technology.

Science lab, Veraval

During our interaction with the respondents, over 80% agreed (including somewhat agreed) that the initiative has helped bridge the digital divide for underserved students, addressed key gaps in technology-based learning, and made a lasting positive impact on students' overall education.



Perception of the Respondents related to Computer lab facility

Over 85% of respondents from ABS rated the science and computer facilities from good to excellent, reflecting a high level of satisfaction with the available resources and learning environment. Approximately 95% of the respondents agreed that participating in the Math and Science competition has increased my interest and enthusiasm in Math and Science.

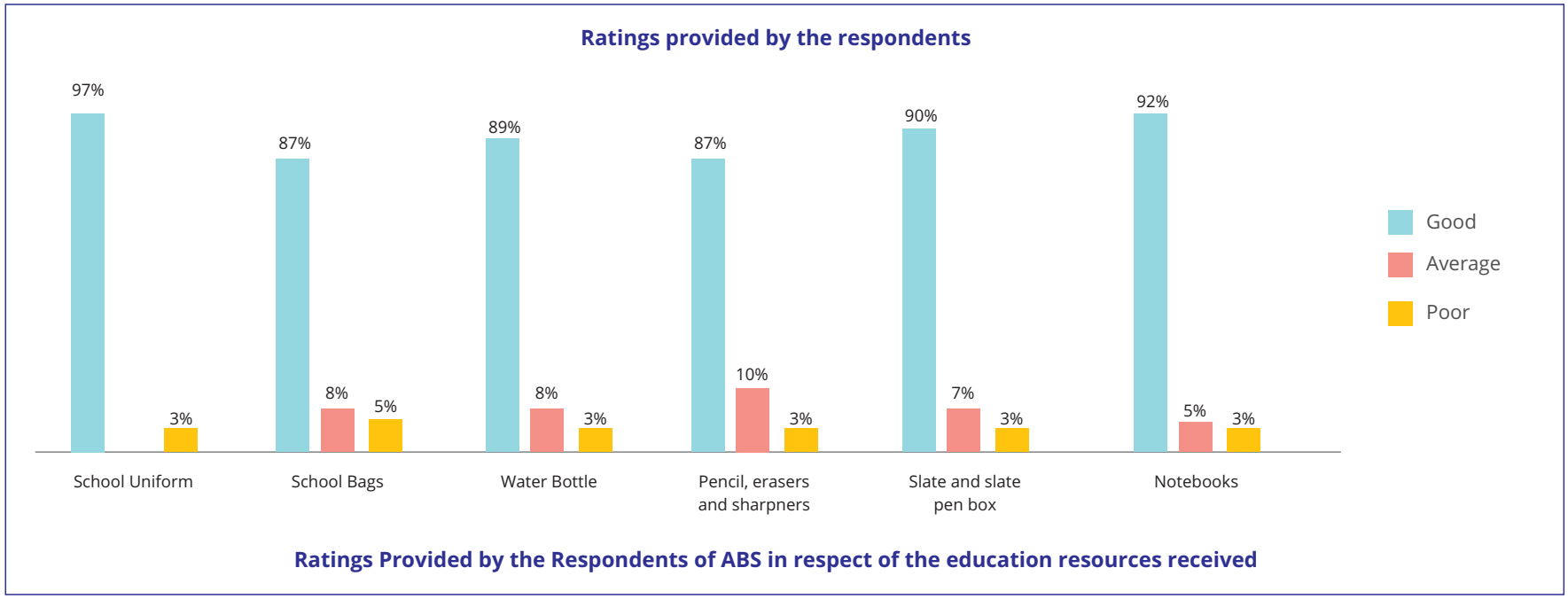
Teaching-Learning Materials (TLMs):

To support effective learning and encourage school enrolment, various initiatives were undertaken to provide students with essential teaching-learning materials. These included the distribution of school bags, slates, notebooks, uniforms, sharpeners, erasers, pencils and educational play materials across primary schools, high schools, and Anganwadi centres.

Appreciation of quality materials by recipients: During our interaction with the respondents, over 85% rated the school uniform, slate and slate pen box, notebooks, school bags, water bottles, pencils, erasers, and sharpeners as being of good quality. This finding highlights the positive impact of the provided materials in enhancing the overall educational experience and meeting the essential needs of the students.

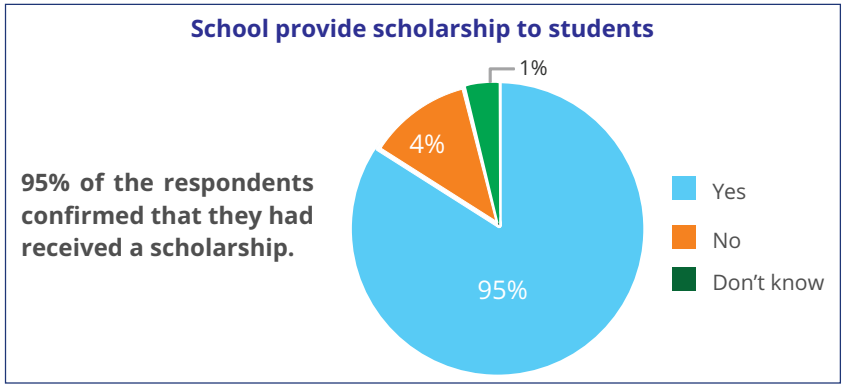
Distribution of school bags

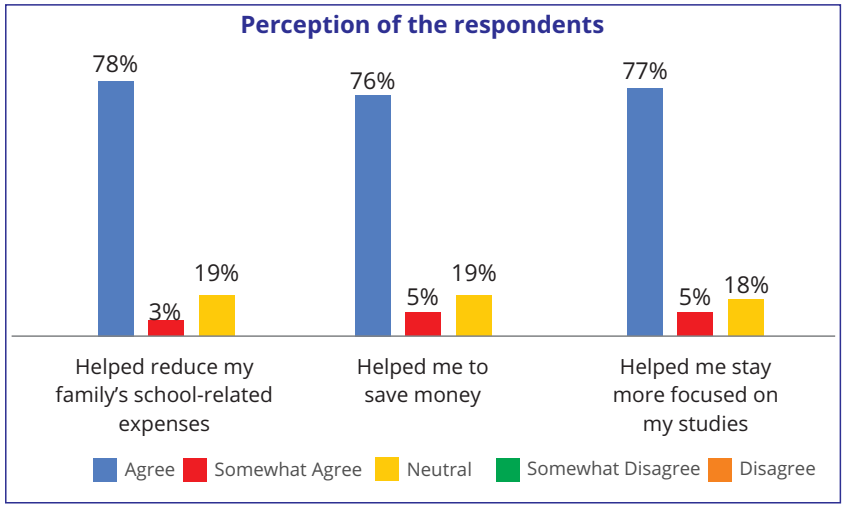
Notebook Distribution with Values printed on it



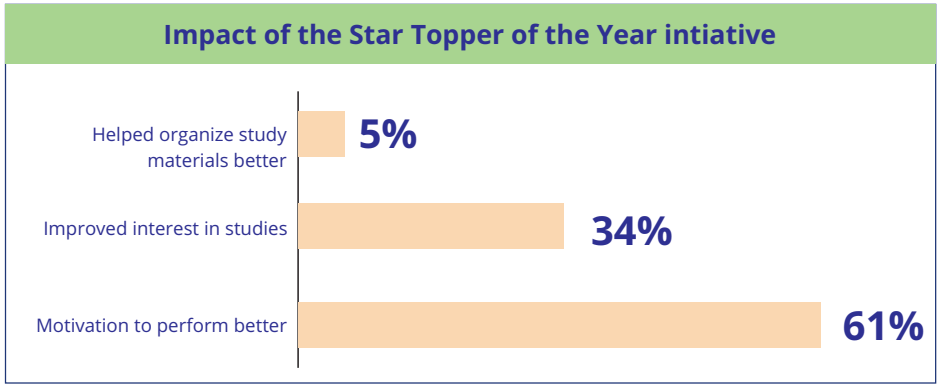
Scholarships and Performance Awards:

To promote academic excellence and support students financially, several initiatives were undertaken. Scholarships were awarded to top-performing students to encourage continued education. The “Star Topper of the Year” initiative recognized outstanding students from primary schools, while the “Siksha Sahay” program extended additional scholarship support. High-achieving students from classes 10 and 12 were also honoured through a Merit Award Program.





Reduced Education expense: Approximately 80% of the respondents, including those who somewhat agreed, acknowledged that the education and related resources provided have helped reduce their family's school-related expenses, enabled them to save money, and allowed them to stay more focused on their studies.



During our interaction with the respondents, over 60% agreed that the "Star Topper of the Year" initiative motivated them to perform better, while approximately 34% felt that it enhanced their interest in studies.

Interaction with children at Anganwadi centre, Harihar

TESTIMONIAL

"Our school strives to support students from diverse backgrounds, especially those from economically weaker sections. Grasim's initiatives have significantly contributed to increasing academic performance and attendance, particularly for girls. With students coming from seven villages, scholarships and programs addressing fees and essential needs like notebooks have made a notable difference. Despite financial challenges, we continue to ensure quality education, especially for students in the 8th to 12th grades."

- Principal Dharmash Ji Joshi -
Ilav Primary & Secondary School

Jayeshbhai Patel, Mandal Pramukh

"We are committed to supporting students in every possible way. Whenever the school or village requires assistance, we step into provide financial aid and motivate students. Our goal is to ensure that more children, especially those from backward areas, benefit from the scholarship programs and pursue higher education."

Neha Patel, Student, 9th Grade

"Thanks to the scholarship program, I was able to buy books and other essentials for my studies. The extra classes for the 10th and 12th grades are also a big help for students aiming to score well in exams. I hope these programs continue to benefit more students like me."

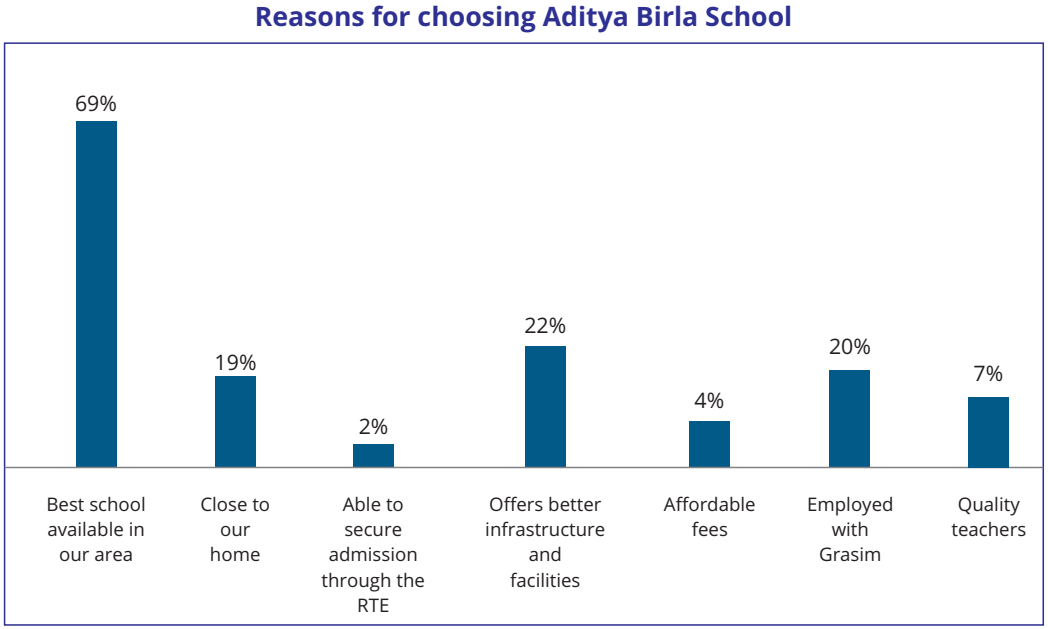
Solanki Kasturi, Student, 10th Grade

"The support from Grasim and our school has encouraged me to focus more on my studies. I feel more confident now about achieving my goals and making my family proud."

Aditya Birla Schools:

Grasim operates several Aditya Birla Schools across regions to provide quality learning opportunities. In Nagda, both English and Hindi medium schools offer education from Montessori to Class XII, benefiting children from nearby villages, the town, and employees' families. The Aditya Birla Public School in Kharach, established by Grasim, continues to serve the local community with a strong focus on academic excellence. Similarly, in Harihar, the company established and manages the Sirigannada Grasim School to enhance access to education in the region.

Aditya Birla Public School, Kharach

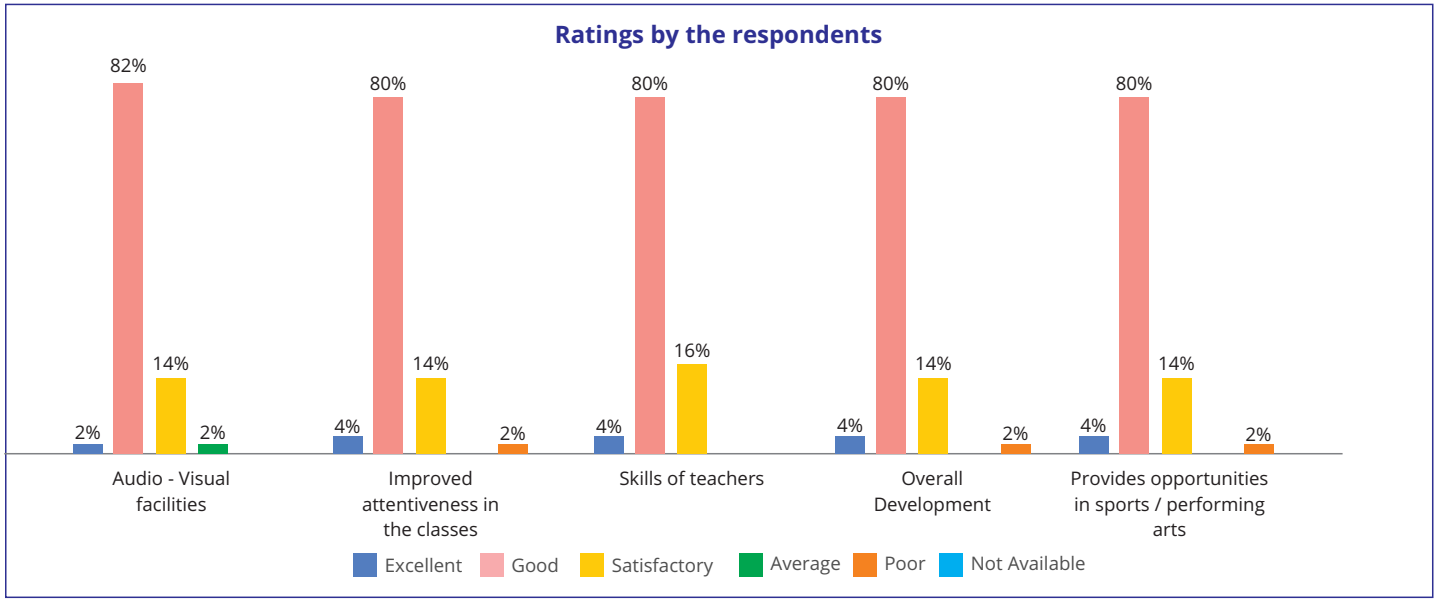


During interactions with parents of ABS students, **69% stated that they chose ABS because they consider it the best school available in their locality.**

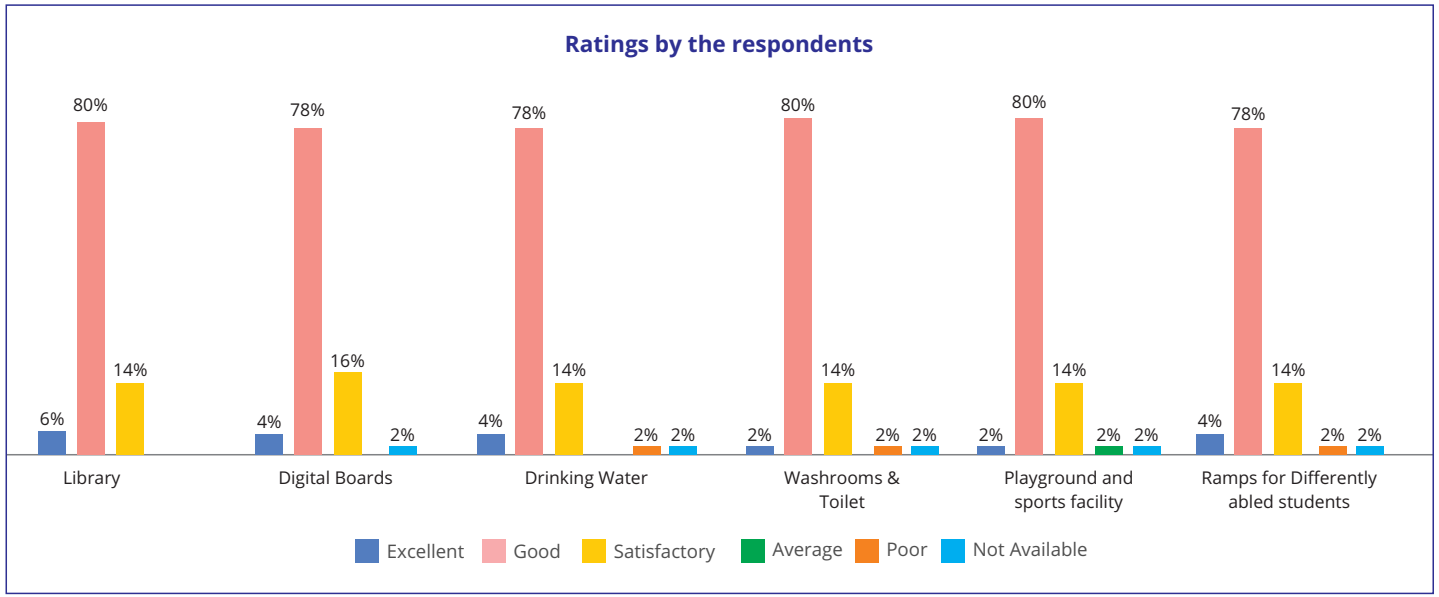
Quality teaching and learning resources:

Aditya Birla Public School, Kharach has put in place a 3 year school development plan to enhance inter disciplinary learning for students to prepare them for post schooling exams and lifelong learning. Benchmarks were assessed in 7 domains (curriculum, pedagogy, infrastructure, human resources, inclusive education, school quality assessment, micro-teaching).

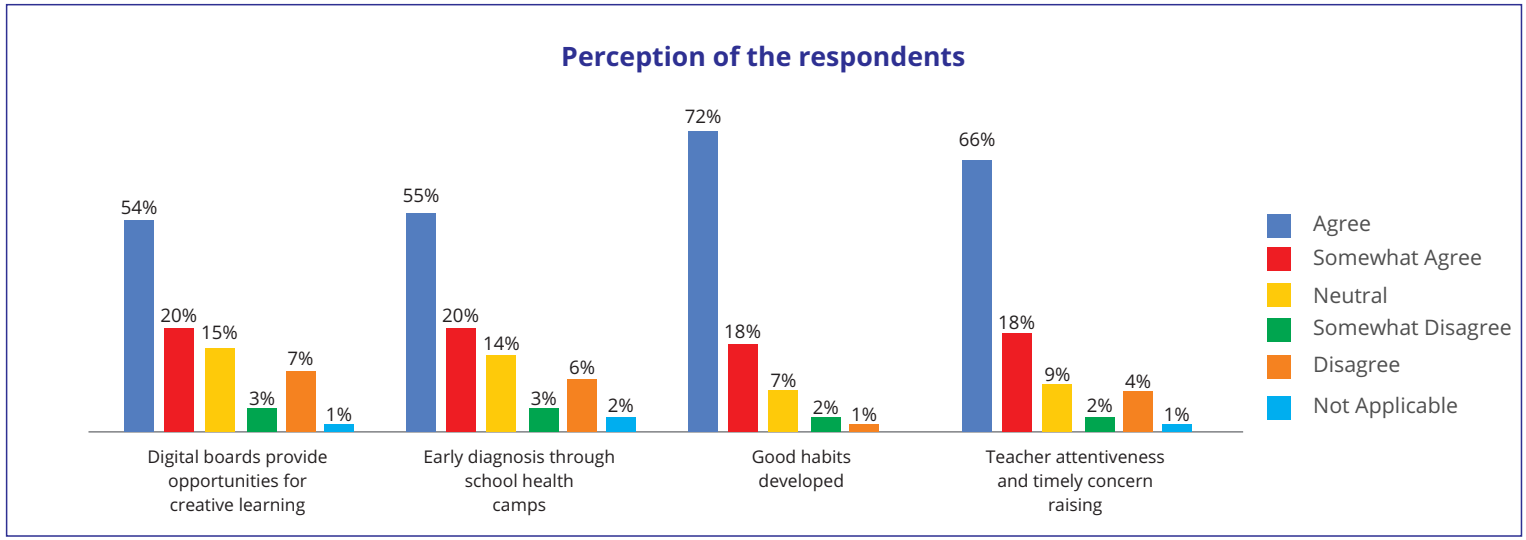
Teachers have been trained (with a min. 50-hour learning module) in this new pedagogy and each teacher implements 2 projects annually. The focus of this pedagogy is to align learning with the NEP and inculcate inter-disciplinarity, cross-curriculum learning, observation skills, critical thinking and lifelong learning among students. Interdisciplinary projects may include for example, Physical Education (PE) classes that integrate biology and physics lessons.

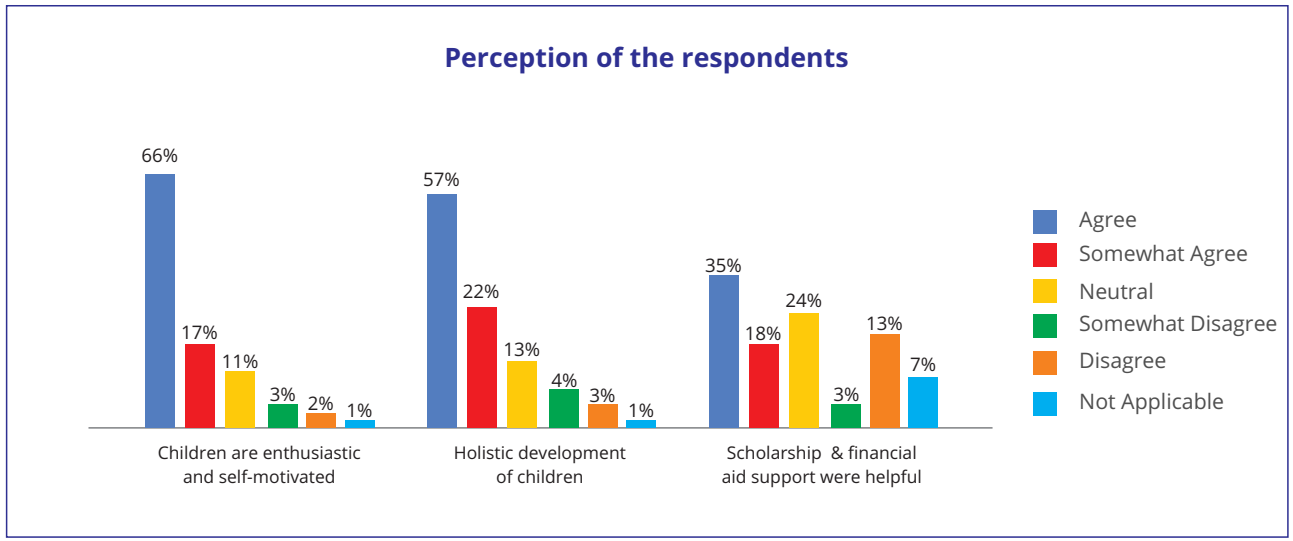


During our interaction with the respondents of ABS, Nagda and ABPS, Kharach, approximately **80% rated the audio-visual facilities, improved classroom attentiveness, teacher competencies, and overall student development between excellent to good**. This reflects the school's effective learning environment and its positive impact on students' academic and personal growth.



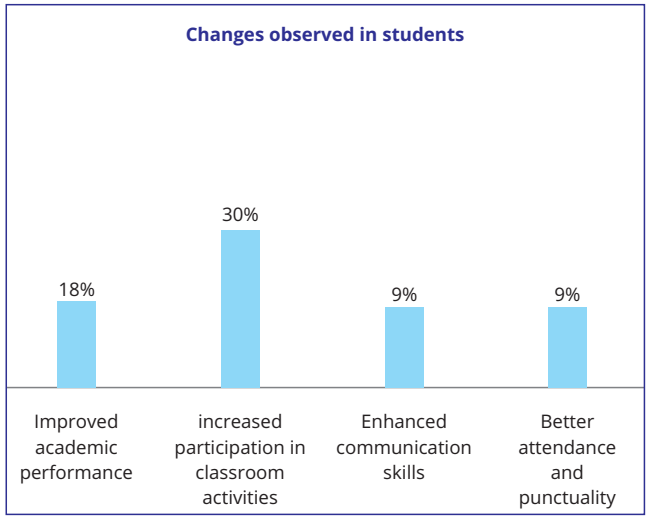
Quality School Infrastructure: More than **80% of the respondents rated the school facilities** — including the library, digital boards, drinking water, washrooms and toilets, playground and sports amenities, and ramps for differently-abled students—as ranging from excellent to good. This indicates a well-rounded infrastructure that supports both academic learning and physical well-being. Such inclusive and student-friendly facilities contribute significantly to creating a positive and enabling school environment.

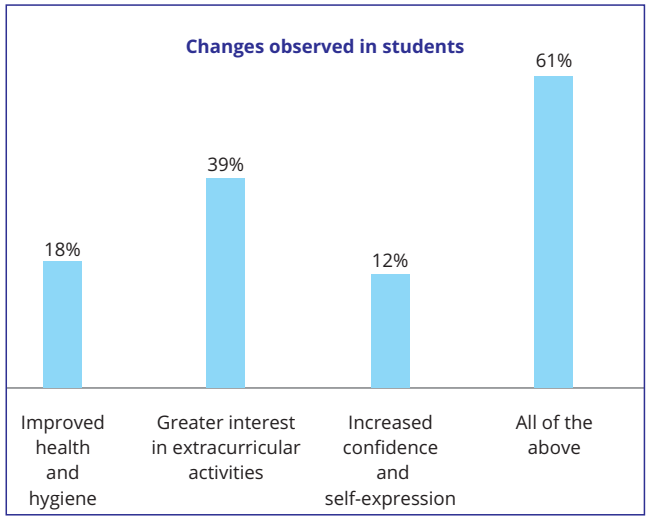




Perception of the Parents of Aditya Birla School

Satisfaction of parents with school facilities and teaching quality: During our interaction with the respondents, **over 70% agreed (including somewhat agreed) that digital boards encouraged creative learning, school health camps enabled early diagnosis, and students developed good habits, showing increased enthusiasm and self-motivation**. They also found the scholarship and financial aid support to be highly beneficial.





Changes Observed by ABS Teachers in Students

Positive response of teachers with students' development outcomes: During interactions with the respondents, over 60% observed positive changes in students, including improved academic performance, active participation in classroom activities, better communication skills, greater interest in extracurricular pursuits, and increased confidence and self-expression.

Students at Aditya Birla Public School, Kharach

Feedback from Principals:

Principal Lt. Shikha Saxena
Aditya Birla Senior Secondary School, Nagda

The principal shared a vision for the school, emphasizing its commitment to providing holistic education and fostering community involvement. Established in 1986, the school is highly regarded and is currently transitioning to align with CBSE standards. It aims to create a legacy of meaningful education through the joint efforts of parents, students, and teachers.

The school takes a well-rounded approach to learning, offering programs such as Vedic Mathematics and NDA preparation to boost academic excellence. It also promotes civic awareness through various national activities. Initiatives like a 10-day yoga camp and teacher training programs focus on improving mental and physical well-being for both students and educators.

Inclusivity is a key priority, with special support provided for 3-4 students with mental disabilities. Additionally, innovative learning opportunities, such as projects in collaboration with Triple IIT Raipur for 8th-grade students, encourage creativity and skill-building. The school also works to engage parents through self-awareness programs that address challenges faced by families, especially those from economically disadvantaged backgrounds. Community participation is further strengthened through weekly activities like women's security awareness programs.

The school has achieved a 100% pass rate in the 12th grade, with many students continuing their education in government colleges. Teachers are regularly trained in modern teaching techniques, computer skills, and effective presentations to ensure high-quality education.

Despite financial hurdles, including a 1.66 lakh subsidy gap and increasing operational costs, the principal remains dedicated to maintaining and enhancing educational standards. The School Development Plan for 2022–2027 focuses on addressing these challenges by improving infrastructure, teaching methods, and student outcomes in seven key areas.

Veerangouda Patil, Principal, Sirigannada School (Harihar)

Students have achieved notable milestones across academics and extracurricular activities. Some students advanced to the divisional level in basketball and badminton, while the school ranked second in the district for academic excellence. On National Voters' Day, Shalini and Gangadhar, both from Grade 10, secured second and third prizes respectively in a quiz competition.

In the Science Exhibition, Sagar (Grade 7), Vaibhav Elke (Grade 6), and Dushyanth M. (Grade 8) were recognized for their outstanding projects. Parents and students have also observed positive behavioural changes and skill development, including improved observation, visualization, conceptual understanding, and a growing curiosity to explore knowledge.

TESTIMONIAL

Kalsi Primary School and the local Anganwadi play a vital role in educating children up to 8th grade but face serious challenges. There is only one teacher for classes 6–8, limiting individual attention. Primary students sit on the floor due to a lack of benches, and the school building is in poor condition. While Grasim has improved sanitation at the household level, school infrastructure remains inadequate.
We seek support to upgrade the school's facilities infrastructure to create a better learning environment for our children's brighter future.

- Kamlesh Kumavat, Sarpanch (2021)

Focused Group Discussion with Students:
Understanding Challenges and Aspirations – Aditya Birla Public School, Kharach

A focused group discussion was conducted with students. The students candidly shared their experiences, challenges, and aspirations related to their educational journey.

From a CBSE school (LKG to 12th) – having the strength of approx. 1,200 students and 50-55 teachers.

Aditya Birla Public School,, Kharach

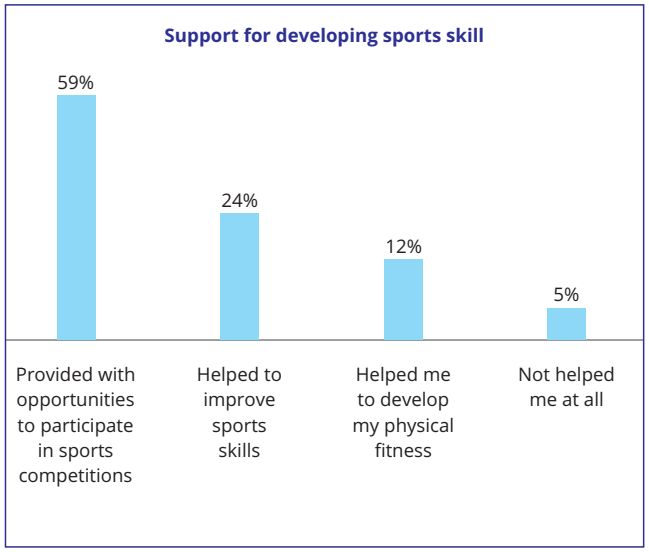
Academic Performance and Aspirations:

Students expressed pride in their school's 79% average academic performance and acknowledged that all classrooms now have smart boards, enhancing the learning experience. However, they aspire for more competitive academic guidance and extracurricular opportunities to match their urban counterparts.

Sports:

To encourage physical education and holistic development, various sports initiatives were undertaken. The "Khelenge Hum" initiative provided branded tracksuits and sports equipment to students, with special support extended to the top-performing under-14 volleyball team. Additionally, general sports kits were distributed across multiple locations, including Nagda, as part of extracurricular development efforts.

Improved sports infrastructure and facilities: During our interaction, **98% of the respondents observed noticeable improvements in sports infrastructure and facilities**, such as better playgrounds, equipment, and overall access to sports activities. Additionally, **over 50% of the respondents confirmed that they had received sports items and coaching** as part of the support program, and rated the initiative a perfect 5, reflecting high levels of satisfaction and positive impact on their physical development and interest in sports.



Supported Inclusive Education and opportunities for differently abled: 7 especially abled children (autistic, hearing impaired, physical disability, fine motor disability and slow learners) were enrolled in the AB school Kharach. 1 special educator is employed by the school who focus on these children. The focus of education for these children includes academic subjects like English and Math, and other subjects which are 'performing' in nature.

In Veraval, Grasim supported organization of sports meet for differently abled students in collaboration with the government education department. The Special Khel Mahakumb, 1 day event for para-sports saw participation of more than 200 children.

Mental Health

Case Study: Beneficiaries of MPower Foundation:

A woman's son was diagnosed with Autism at a young age. For years they struggled emotionally and financially trying to keep up with the various therapies recommended by doctors, till they discovered MPower Foundation. They were relieved to find a one stop solution for their medical needs.

He began therapy at MPower when he was 3-3.5 years old. The Foundation provided a comprehensive range of services, including behavioral, speech, remedial and group therapy, all under one roof. His symptoms of anxiety and anger improved significantly through these therapies, especially the weekly group sessions with other children.

Lady initially struggled with accepting her son's condition, but the support from MPower's psychiatrists and counselors was invaluable to her as a parent. She rates the services 10/10, emphasizing the positive impact on his development.

A student learned about Mpower Foundation from one of his classmates. He sought therapy sessions from a psychiatrist as he was going through a tough time. He attended sessions for about four months, with sessions being conducted weekly. During these sessions, he felt safe and never had the feeling that he was being judged.

If he were to rate the services provided by Mpower Foundation, he would give them 9/10, as he found the services very feasible and has also recommended them to others. Thanks to these sessions, he has regained his confidence and now feels motivated and happy.

A **medical student** had been struggling with depression and was undergoing medication when he learned about the counselling services offered by Mpower Foundation. He decided to complement his medication with therapy, hoping it would accelerate his recovery.

Therapeutic Process: He began his counselling sessions in July 2024. Over the course of 10 months, he attended around 80 sessions in 10 Months, with two weekly **sessions conducted online**, as he was based in Gujarat and the counsellor was in Mumbai. He also travelled to Mumbai for one offline session. The sessions lasted 45 minutes to an hour, and he could book additional sessions if needed. The cost per session was Rs. 100.During his sessions, he learned over 20 techniques, including Challenging Negative Thoughts, Distress Tolerance and Emotional Regulation. Initially, he found the process slow, but over time, he realized that the results, though gradual, were long-lasting.

Impact: The counselling sessions provided a safe, confidential space for him to express his feelings without judgment. He was impressed by the quality of the services, especially given the affordable cost. He rates the overall experience 10/10 and has recommended Mpower Foundation's services to a few colleagues.

Inspired by the support he received; he now aspires to pursue a career as an MD Psychiatrist to give back to society.

PROJECT SAKSHAM

The project Saksham is a joint initiative between the Mumbai Police and Mpower with the objective of providing counselling and mental health support and awareness to women who are victims of violence, rape, molestation or any such offence. At the same time, it will attempt to curb recidivism by counselling the perpetrators / suspects as well.

The project also imparts specialised training and enhance the skills of police personnel in being the crucial first point of contact in putting the victims at ease and dealing with them with utmost sensitivity.

Project covers all five regions of Mumbai and total 93 police stations of Mumbai are supported. 35 police stations of Thane are also included in the project.

Interview with the Beneficiary of the Project Saksham

College Student, Aged 19 Years

She was introduced to **Project Saksham** by police officer during a period when she was struggling with anxiety, panic attacks, and low self-esteem. Seeking help, she began attending offline counselling sessions conducted at police stations.

Over time, she experienced a significant positive shift in her mental health. She regained her confidence and learned to manage situations more independently. Her counsellor taught her effective coping strategies, including Journaling, 5-4-3-2-1 grounding technique and maintaining a pocket diary to reflect on daily interactions.

She always felt heard and supported during her sessions, never judged. She continues to stay in touch with her counsellor, who remains available whenever needed.

Summary of findings of Grasim's Education initiatives through CSR in FY 2022-23

Inclusiveness

- Did the education program cater to diverse groups?
- Were the beneficiaries able to access the educational services easily?

Grasim's education program effectively catered to diverse groups by supporting early childhood care and education through anganwadis, promoting girl child education with scholarships and health initiatives, and enhancing access for underserved communities through infrastructure upgrades, teaching-learning materials, and inclusive learning environments.

A total of 484 respondents from ABS participated in the survey, comprising 266 females and 218 males.

By focusing on skill development, mental health awareness, and professional guidance, Mpower program creates a supportive environment that caters to the diverse needs of individuals, including those from underrepresented groups.

Children playing at Anganwadi centre

Relevance

- Did the program meet the educational needs of the community?
- Did the students and teachers feel comfortable using the provided educational resources?

Grasim's education program effectively met the educational needs of the community by strengthening school infrastructure, supporting early childhood education, and promoting inclusive learning.

Educational resources provided under the program included smart boards, classroom furniture, science lab models, educational kits (school bags, notebooks, stationery), STEM learning aids, computer training facilities, and visual learning materials through BaLa (Building as learning aid) methods.

65% of respondents highlighted the need for better classroom technology, more extracurriculars like coding and robotics, improved outdoor spaces, updated curriculum, better ventilation and lighting, and cleaner washrooms and facilities.

Before the establishment of the computer lab, students faced several challenges. Over 50% of the respondents reported issues such as limited access to digital devices, inadequate exposure to technology-based learning, and poor infrastructure for computer education.

These resources enhanced the overall teaching-learning environment, making students and teachers feel more engaged, supported, and comfortable in their learning journey.

Coherence

- Does the education program align with government education schemes?
- Do the initiatives adopt globally recognized good practices?

Grasim's education initiatives align closely with the National Education Policy by promoting holistic, inclusive, and equitable learning through infrastructure development, digital learning tools, early childhood education support, and skill-based programs like STEM and computer training.

Grasim's interventions contribute to **SDG 4 – Quality Education** by improving access to inclusive, equitable, and quality education through infrastructure development in government schools, smart board installations, distribution of TLMs, and support for Anganwadi's.

The initiatives also address **SDG 5 – Gender Equality** by supporting menstrual hygiene infrastructure in girls' schools, offering exclusive scholarships to female students, and promoting gender-sensitive educational environments.

In addition, the focus on scholarships, outreach to rural and tribal students, and efforts to ensure access to digital and STEM education align with **SDG 10 – Reduced Inequalities**, by promoting the social inclusion of underserved communities.

The integration with government programs like Samagra Shiksha Abhiyan, Sukanya Samriddhi Yojana, and KGBVs highlights effective collaboration and shared goals, thereby supporting **SDG 17 – Partnerships for the Goals**.

Effectiveness

- Did the program achieve its education-related targets?
- Did the initiatives enhance high quality learning spaces?

Grasim successfully achieved its education-related targets by focusing on comprehensive teacher training, infrastructure improvements, and resource provision.

The program also provided essential educational materials, and over half of the students expressed satisfaction with the school facilities, teachers, and equipment.

100% of respondents received recognition for their hard work, and around 73% of students scored over 80%. The "Star Topper of the Year" initiative successfully identified top-performing students based on overall academic achievements.

Efficiency

- Did the education initiatives optimize available resources?
- Did the initiatives address the educational needs in timely manner?

The CSR initiatives effectively improved educational quality, with teachers reporting enhanced teaching methods through training and students rating school facilities positively.

85% of teachers from the ABS reported receiving prior training, with the training and resources significantly enhancing their teaching methods.

More than 50% of students rated the school facilities, teachers, equipment quality, and cleanliness positively.

98%, affirmed that the school has a library and that the infrastructural facilities adequately meet their basic needs.

At the Anganwadi centres, over 50% of teachers agreed that Grasim provided crucial infrastructure, material, and equipment support, while 100% of teachers confirmed adherence to the mid-day meal plan, ensuring the quality and sufficient quantity of food.

Anganwadi centre, Kharach

Impact

- Did the program improve access to education for marginalized groups?
- Did the program improve education facilities available in the area?

Grasim's education initiatives have had a significant impact on improving access to education, particularly for marginalized groups. By providing essential resources such as infrastructure, teacher training, and educational materials, the program created an inclusive learning environment that catered to the needs of underserved communities.

This facilitated better academic performance, as evidenced by the high number of students scoring above average.

The program emphasized skill development through comprehensive teacher workshops and the integration of digital tools, fostering lifelong learning opportunities for both students and educators.

More than 40% of parents observed significant improvements in their children's behaviour, such as consistent completion of homework, better sleep routines, reduced screen time, increased discipline, and improved academic performance.

Mother Committee has fostered greater parental engagement by encouraging mothers to take an active role in the educational journey of their children, leading to improved attendance, hygiene practices, and learning continuity at home.

Simultaneously, the Anandaghar Shikshika initiative has empowered local women by training them as early childhood educators, creating a nurturing and familiar learning environment for young children. These efforts have enhanced foundational learning outcomes and also built local ownership and accountability, making education a collective community responsibility.

These changes reflect the transformative impact of the school's initiatives on students' overall well-being and learning outcomes.

By providing mental health support and coping strategies, MPower helps reduce trauma, burnout, and stress, leading to well-being and improved performance. This support ultimately leads to better decision-making, improved community interactions, and a reduction in trauma-related incidents among police officers.

Sustainability

- Are the educational initiatives sustainable in the long term, ensuring ongoing access and quality?

Grasim's educational initiatives are sustainable in the long term, focusing on teacher training, infrastructure, and resource provision.

These efforts ensure ongoing access to quality education and create a lasting foundation for continuous improvement, benefiting both students and educators.

Alignment with UN Sustainable Development Goals:

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Grasim's education program aligns with multiple SDGs including **SDG 3, SDG 4, SDG 5, SDG 10 and SDG 17.**

SDG Goal	SDG Target	SDG Contribution
	Target 3.7 – Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.	Grasim's initiatives align with **SDG 3** by promoting access to reproductive health care and education. This includes the installation of sanitary pad vending machines with incinerators in schools and conducting anaemia check - ups along with health awareness sessions for girl students, helping to improve their overall health, hygiene, and school attendance.
	Target 4.1 – Ensure that all girls and boys complete free, equitable and quality primary and secondary education. **Target 4.2** – Ensure that all girls and boys have access to quality early childhood development, care and pre-primary education. **Target 4.3** – Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education. **Target 4.4** – Increase the number of youth and adults with relevant skills, including technical and vocational skills. **Target 4.5** – Eliminate gender disparities in education and ensure equal access to all levels of education and vocational training. **Target 4.6** – Build and upgrade education facilities that are child, disability, and gender-sensitive.	Grasim's CSR initiatives strongly support the goal of ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. These efforts include upgrading infrastructure in government schools, installing smart boards, enhancing classrooms, and distributing teaching-learning materials. Support for early childhood education is reflected in the transformation of anaganwadis through smart facilities, BaLa methods, and engaging learning aids. A focus on gender inclusion is evident through targeted support for girls' education, menstrual hygiene facilities, and health awareness initiatives. Overall, the development of safe, inclusive, and child-friendly learning environments remains central to the company's educational outreach.

SDG Goal	SDG Target	SDG Contribution
	Target 5.1: End all forms of discrimination against all women and girls everywhere.	Grasim supports **SDG 5** by providing exclusive scholarships for girls, enrolling them in savings schemes like Sukanya Samriddhi, and developing gender-sensitive school infrastructure. Special initiatives also support girls affected by HIV/AIDS, promoting equal access to education and well-being.
	Target 10.2 – Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.	Company's CSR initiatives align with **SDG 10** by promoting the social and economic inclusion of marginalized groups. Efforts to expand education access in rural and tribal areas help bridge the gap between underserved communities and mainstream opportunities. Additionally, scholarships provided to students from disadvantaged backgrounds empower them to pursue academic and personal growth, contributing to a more inclusive and equitable society.
	Target 17.17 – Encourage effective partnerships between public, private, and civil society actors.	The company's initiatives align with SDG 17 by collaborating with local schools, Anganwadi's, and government education schemes, and integrating with national programs like Sukanya Samriddhi Yojana and KGBVs. These partnerships enhance educational access and opportunities, contributing to sustainable development.

MMJC CARES

HEALTHCARE

Executive Summary

In the area of healthcare, the company is committed to delivering quality services in rural areas of Nagda, Ujjain (MP) and Kharach, Veraval and Vilayat (GJ) through hospitals, health centres, and special programs for mothers and children, adolescents, and the differently abled. It emphasizes preventive care with initiatives focused on health seeking behaviour and awareness of good health practices-on malnutrition, immunization, non-communicable diseases, hygiene, sanitation, and safe drinking water. **In FY 2022-23, it supported around 2 lakh persons through CSR funding of ₹8.6 Crore.**

Grasim's healthcare initiatives span across primary, secondary and tertiary services and include projects across the care continuum:

- **Preventive Healthcare**: Programs include HIV/AIDS awareness, immunization drives for diseases like polio and hepatitis, a malnutrition control initiative in Anganwadis, reproductive and child health awareness, and disease control through fogging machines to combat malaria.
- **Diagnostic Healthcare**: Grasim organizes school health screening camps, blood grouping, haemoglobin testing, and Thalassemia screening in collaboration with local institutions and healthcare services partners.
- **Curative Healthcare**: Services include specialized medical camps for chronic and general ailments, mobile medical units (MMUs) providing doorstep services, and four hospitals offering multispecialty care and supporting a blood bank. Additionally, TB patients are supported with six-month nutrition kits to aid recovery.

Aditya Birla Hospital, Veraval

Methodology of the Assessment study:

An evaluation research study was conducted using a mixed methods design to assess the effectiveness and impact of Grasim's healthcare program. Primary Data was collected from a variety of direct and indirect stakeholders through a combination of qualitative and quantitative research methods.

Evaluation Framework:

The impact assessment of Grasim's healthcare CSR Program used an integrated evaluation framework combining OECD-DAC criteria (inclusiveness, relevance, coherence, effectiveness, efficiency, impact, and sustainability) with focus on assessing how the projects improved healthcare services along 5 dimensions: availability, accessibility, affordability, accommodation and acceptability.

INCLUSIVENESS

Grasim's healthcare program ensures inclusiveness by serving diverse groups, including women, children, the elderly, and persons with disabilities. Notably, 56% of those attending medical camps were above 60 years of age, highlighting the program's strong outreach to elderly beneficiaries.

RELEVANCE

100% of respondents reported challenges like poor healthcare access, limited guidance, and financial constraints. Grasim's program addressed these structural issues by providing doorstep services along with secondary and tertiary care services at lower than market rates for the vulnerable communities.

COHERENCE

Grasim's healthcare initiatives are aligned with the National Health Mission. Grasim's projects account for the changing healthcare need context by organizing healthcare services, focussing on noncommunicable diseases, infectious diseases, preventing treatment induced poverty, promotion of good health and access to technologies. The program also contributes to SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being), reflecting its commitment to sustainable and inclusive development.

EFFECTIVENESS

Grasim provided effective healthcare services through medical camps, mobile vans, and hospital support. 63% of respondents rated the quality of care and treatment as "Very Good" to "Excellent," reflecting strong satisfaction, though improvements in hospital infrastructure and resources were suggested.

EFFICIENCY

Grasim's healthcare program ensured affordability through free camps and low-cost hospital services, reducing financial barriers for underserved communities. 100% of respondents reported that they had adopted the health practices recommended, over 70% gave positive ratings for doctors, treatment quality, ambulance services, and food at Indubhai Parekh Memorial Hospital, highlighting the program's efficiency.

IMPACT

Grasim's healthcare program has impacted almost 2 lakh people by improving health outcomes and awareness, especially through mobile health camps in underserved areas. 96% of respondents reported better access to healthcare, 91% saw improvements in vision, and 100% acknowledged increased awareness in maternal health, vaccination, and child nutrition. The initiative has also fostered better health practices, reduced stigma around TB, and encouraged proactive healthcare seeking in the community.

SUSTAINABILITY

100% of respondents who attended the health camps agreed that the health camps have successfully built awareness and capacity within the community to manage their health in the long term. During interview they mentioned they are following the practices mentioned during the health camps.

Findings of the Study:

The analysis covers respondent demographics and categorizes healthcare projects into preventive, curative, and diagnostic types, detailing activities across five locations:

56% Respondents among the users of MMUs were above 60 years of age, it suggests that many senior citizens, who often face mobility challenges, are benefiting from these door-step services.

87% Respondents have an annual family income below ₹1,00,000 highlighting that the camps primarily benefit economically disadvantaged communities, aligning with national priorities for low-income healthcare access.

96% Respondents acknowledged early detection and timely treatment of health issues through the MMU services.

50% Respondents showed greater participation in specialized health camps, especially for Polio, Hepatitis B, and Tetanus. This suggests Grasim should focus more on specialized camps to maximize impact and community response.

100% Reported ensuring regular immunization for their children.

88% Respondents now seek regular health checkups indicating an improved health seeking behaviour.

76% Respondents acknowledged an increase in awareness about HIV/AIDS within the community.

100% Respondents of the maternal and child health (MCH) awareness program positively responded that there has been a noticeable reduction in the occurrence of diseases among children post the MCH vaccination program.

97% Respondents found the thalassemia counselling sessions highly effective in improving their understanding of the condition and addressing concerns.

90% Respondents revealed they had no prior knowledge of tuberculosis and are now informed and take precautions post the TB awareness and diagnosis program.

84% Respondents rated the cleanliness of Nagda Hospital between excellent to good, while over 70% gave positive ratings for doctors, treatment quality, infrastructure, ambulance services, and food.

Consultation sessions and support for elderly

Alignment with SDGs

Grasim's malnutrition control program and nutrition kits for TB patients improve the nutritional status of children, women aiding recovery and reducing under-nutrition in vulnerable groups.

Grasim has supported SDG 3 through health awareness campaigns on HIV/AIDS, TB, malaria, and mental health, along with reproductive and child health programs. It provided healthcare access via mobile medical vans, health camps, and tertiary care at Aditya Birla Hospitals.

CSR and Healthcare

CSR in the healthcare sector plays a crucial role in addressing the disparities in health access and outcomes, especially in rural, remote, and underserved regions. As healthcare is one of the most pressing developmental needs in India, CSR initiatives focus on strengthening public health systems and reaching populations that are otherwise left behind.

According to the India CSR Outlook Report by CSRBOX, 26% of companies identified Healthcare and Water, Sanitation and Hygiene (WASH) as their top CSR priority. This is closely followed by Environment & Sustainability and the Promotion of Education, each representing 23% of the primary CSR focus areas.

These efforts encompass a wide range of activities, across the health care services spectrum and at different points of contact. By addressing these three critical pillars—preventive, curative, and diagnostic—CSR in healthcare seeks to ensures a holistic approach to community well-being and supports the goal of equitable and accessible healthcare for all.

Preventive -

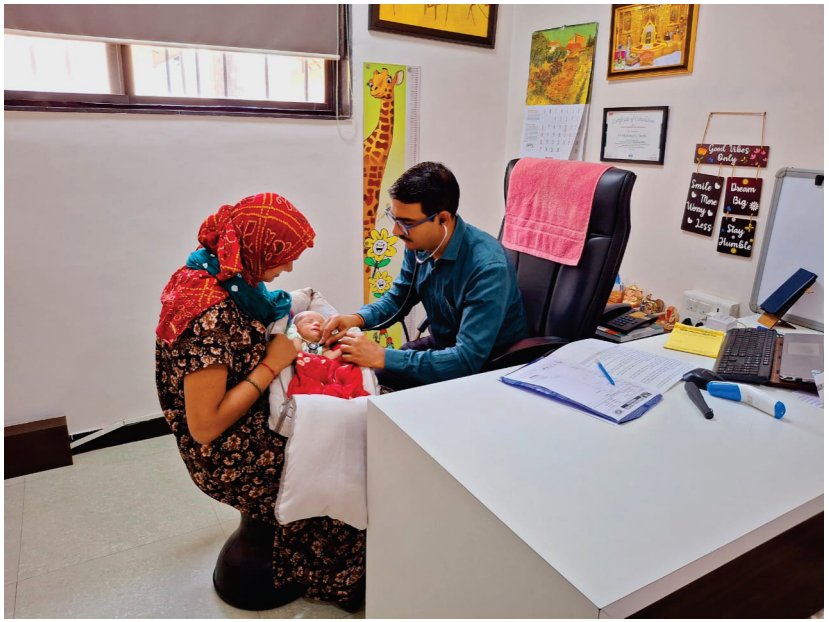
Reduce the incidence of diseases by empowering communities with knowledge and resources to make informed health choices.

Diagnostic -

For early and accurate detection of diseases, prevention, treatment, and management are facilitated through services and medicines.

Curative -

Treatment for illnesses is provided through services and medicines, along with disease management and nutrition kit support.



Consultation sessions

Grasim's Healthcare Initiatives

PREVENTIVE INITIATIVE

- Health Awareness Camp (HIV/AIDS/TB/Mental Health) KHARACH, VILAYAT (GJ) and NAGDA (MP)
- Immunization Camps - NAGDA, UJJAIN (MP) & VERAVAL (GJ)
- Disease Program (Malnutrition and Malaria Control) - KHARACH, VERAVAL (GJ)
- Reproductive and Child Health Program - VERAVAL (GJ) NAGDA (MP)

DIAGNOSTIC INITIATIVE

- Health Screening Camps in School KHARACH (GJ)
- Blood Grouping & Hemoglobin Testing VILAYAT, VERAVAL (GJ)
- Thalassemia Screening Camps VERAVAL (GJ)

CURATIVE INITIATIVE

- Specialized Medical Camps VERAVAL (GJ) and NAGDA (MP)
- Doorstep Medical Services NAGDA, UJJAIN (MP)
- Multi speciality & High End Hospitals - NAGDA, UJJAIN (MP) VERAVAL (GJ)
- Nutrition kit Support for TB patitents - KHARACH, VILAYAT, VERAVAL (GJ)

Preventive Healthcare Initiative

Health Awareness Camps –

The program aimed to spread awareness about HIV/AIDS, promote safe sex practices, and reduce discrimination against individuals affected by AIDS, particularly in rural areas. Equipped with testing facilities and an experienced team, the program organized on-spot testing and provided valuable information on prevention and care.

Immunization Camps –

Immunization camps are organized in collaboration with the government programs for eradication of Polio, Hepatitis B, Diphtheria, and Tetanus.

Disease Control Program -

To address child undernutrition, Grasim launched a Malnutrition Control Program in nearby Anganwadis, offering diagnosis and medication for children's growth. It also provided three portable fogging machines to the District Health Office to combat malaria and mosquito-borne diseases supporting malaria eradication efforts.

Reproductive and Child Health Program -

The program focuses on raising awareness about maternal and child health, aiming to reduce anaemia among pregnant women, ensure proper antenatal care, promote child nutrition, encourage timely vaccinations, and support institutional deliveries. This initiative seeks to improve the overall health and well-being of mothers and children in these communities.

Diagnostic Healthcare Initiative

Health Screening Camps in School –

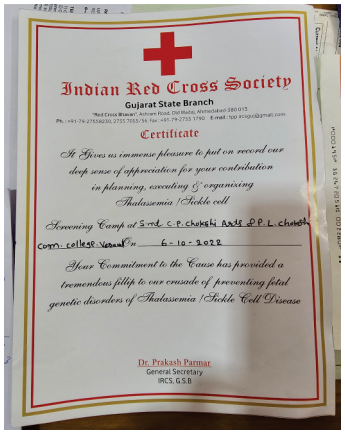
To provide healthcare services to primary school students, Grasim launched School Health Camps. Doctors from the Company-operated hospitals conducted detailed diagnoses for students across 25 primary schools and provided appropriate medication at no cost.

Blood Grouping & Haemoglobin Testing –

To raise awareness about blood groups and haemoglobin levels, Grasim organized BG & HB Testing Camps in collaboration with Aditya Birla Hospital. Camps were conducted in villages such as Veraval, Adri, Bhalpara, Inaj, and Vadodara (Dodia), benefiting students, with over 70% learning their blood group for the first time.

Thalassemia Screening Camps -

In co-ordination with Red Cross Society, Grasim have organized Thalassemia Testing Camps at Choksi College and Science College Veraval.


Indian Red Cross Society
Gujarat State Branch
Certificate
It Gives us immense pleasure to put on record our deep sense of appreciation for your contribution in planning, executing & organizing Thalassemia /Sickle cell
Your Commitment to the Cause has provided a tremendous fillip to our crusade of preventing fatal genetic disorders of Thalassemia /Sickle Cell Disease
Dr. Prakash Parmar
General Secretary
IRCS, GSB

Certificate of Appreciation from Indian Red Cross Society for Choksi college on conducting Thalassemia testing camp for students

Curative Healthcare Initiatives

Specialized Medical Camps –

To identify and treat chronic diseases at the community level, Grasim organized General Medical Camps in coordination with Aditya Birla Hospital. These camps provided free diagnosis, medicines, and additional services like sugar tests and ECGs, benefiting patients. Additionally, 10 specialized health camps, covering eye check-ups, dental care, ENT, and gynaecology, were organized through Indubhai Parekh Memorial Hospital in Nagda.

Doorstep Medical services -

Grasim's MMU delivers free primary health services. The MMU team, consisting of an MBBS doctor, nurse, coordinator, and driver, offers consultations, free medicines, and home visits for patients unable to visit the MMU. The most common health issues treated include body pain, respiratory infections, skin diseases, and gastrointestinal problems. Grasim has also supported blood bank for access to quality and safe blood for patients.

Multi speciality and High-End Hospitals –

In its commitment to providing quality healthcare to nearby villages, Grasim, through the Grasim Jan Seva Trust, operates multi-speciality hospitals. These hospitals have served approximately 1.44 lakh individuals, ensuring accessible and high-quality medical services for the surrounding population.

Nutrition kit Support for TB Patients –

Grasim launched a program to support TB patients under treatment at PHC by providing patients with nutrition kits for six months, ensuring they received adequate protein and nutrition. As a result, few patients have fully recovered, and the remaining are in the final stages of recovery.

Mobile Health Services Through MMU

Doorstep Mobile Health Services Provided free of cost at Nagda

Findings of the Study

The findings reflect on the impact created by Grasim CSR projects across the healthcare services continuum - preventive, curative and diagnostic. Within these categories, it further details the activities conducted across five locations and examines how they align with and complement existing national policies.

The findings listed in the sections below pertain to healthcare initiatives across five locations: Nagda, Ujjain (MP) Veraval, Kharach, Vilayat (GJ).

Preventive/ Promotive Health Initiatives:

Grasim's preventive healthcare initiatives encompass the following key programs:

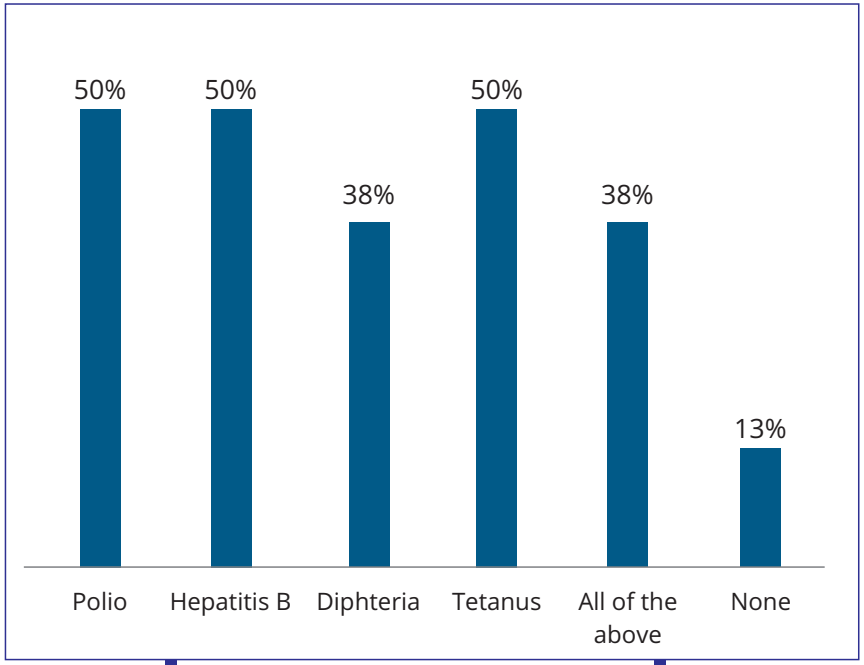
Awareness on HIV/AIDS prevention, Tuberculosis and Mental Health Awareness Campaigns, Malnutrition Control Program, Reproductive and Child Health Program, Health and Hygiene Awareness Initiatives.

Communication Channels for Camp Awareness

62%	13%	25%
Ongoing for the past Few years	Through the Gram Sabha	Through the Community members

High Effectiveness of Awareness Camps: 62% became aware of the health camps because they have been conducted periodically, demonstrating the program's consistent outreach in the community and the need for continuous messaging.

Camps visited by respondents



Greater Response for Specialized Heath Camps: Approximately 50% of the respondents had participated in specialized health camps organized under the program, particularly those focused on Polio, Hepatitis B, and Tetanus.

Changes observed in health behavior after program

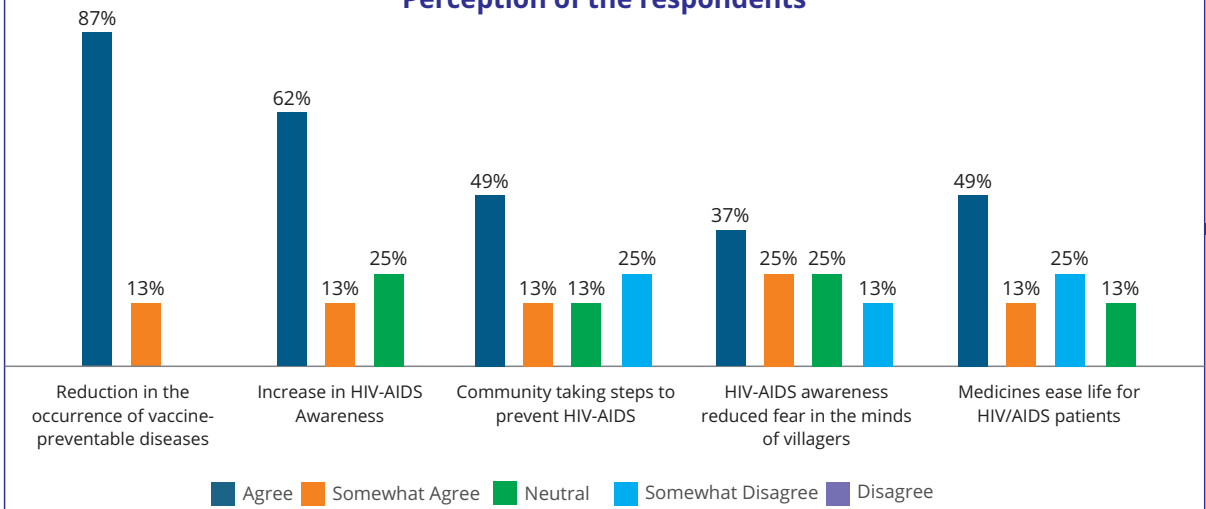
100% Regular Immunization for children

50% Safe practices to prevent HIV/AIDS

88% Seeking regular health checkups

Improved Health Seeking Behaviour: The attendance at these camps highlights the growing awareness among the rural population about the importance of immunization and disease prevention, driven by the company's consistent outreach and health education efforts.

Perception of the respondents

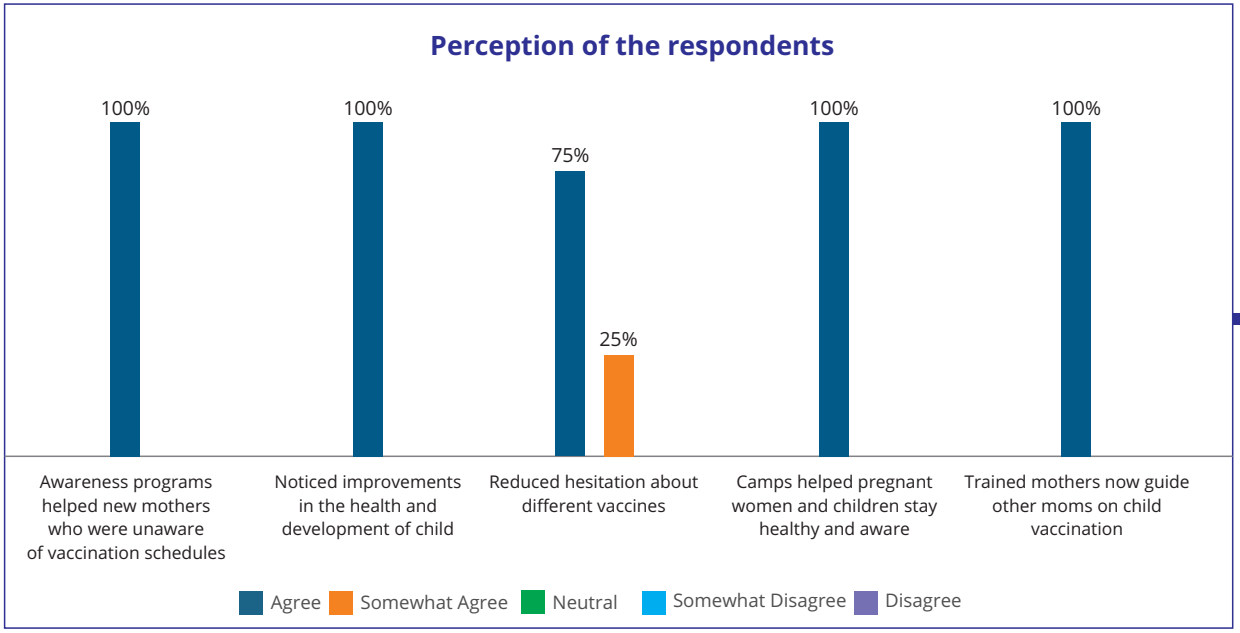


Increased Adoption of Safe Practices: The survey on revealed encouraging outcomes for the camps on HIV/AIDS provided by the company

- More than 85% respondents agreed that there is reduction in the occurrence of vaccine preventable diseases.
- 62% of respondents agreed that community members are now actively taking preventive measures against HIV/AIDS, and that access to necessary medication has significantly improved the quality of life for those living with the condition.

Health Awareness Camps, Nagda

Health Awareness Camps - Nagda: The program conducted 40 camps, reaching and benefitting ~3,736 individuals featuring on-spot HIV testing, safe sex promotion and awareness sessions in the period under review.



Improved Awareness and Adoption of Reproductive Services, Maternal and Child Health: While interacting with respondents about the awareness program on reproductive and child health, 100% of them agreed that the initiative had a significant positive impact. It helped new mothers who were previously unaware of vaccination schedules, contributed to noticeable improvements in development of children, supported pregnant women and children in maintaining good health, and provided essential training to new mothers on timely child immunization.

Health checkups of 267 Anganwadis (Pre School) children @ 17 Anganwadi centres

Immunization Camps: The **Universal Immunization Programme (UIP)** is a flagship initiative by the Indian government, offering free vaccines to children and pregnant women against life-threatening diseases such as Polio, Hepatitis B, Diphtheria, and Tetanus. It aims to reduce child mortality and improve maternal health through extensive immunization coverage across the country.

Mission Indradhanush, launched in 2014, complements the UIP by focusing on underserved and high-risk areas to achieve 90% full immunization coverage.

In FY 2022-23, the company facilitated an immunization drive in collaboration with the local Sub Health Centre, covering ~12,395 children.

Underserved areas are highly vulnerable to diseases like Polio, Hepatitis B, Diphtheria and Tetanus due to poor sanitation, limited healthcare access, and low immunization awareness. Polio spreads through contaminated water, while Hepatitis B thrives in areas with inadequate medical safety practices. Crowded living conditions contribute to Diphtheria outbreaks and poor hygiene increases Tetanus risks from untreated wounds. Targeted immunization drives help mitigate these risks and protect high-risk populations.

Maternal and child health camp

Maternal and Child Health: Camps were conducted in 35 adopted villages, focusing on reducing anaemia in pregnant women, antenatal care, child nutrition, vaccinations, and institutional deliveries. Activities included adolescent girl awareness programs, vaccination camps, anaemia check-ups, sanitary napkin distribution, and support through government schemes.

POSHAN Abhiyaan
PM's Overarching Scheme for Holistic Nourishment
सही पोषण - देश रोशन

Janani Suraksha Yojana Scheme

Focuses on improving child nutrition and reducing anemia among women and children, directly supported through nutrition awareness and anemia check-up camps.

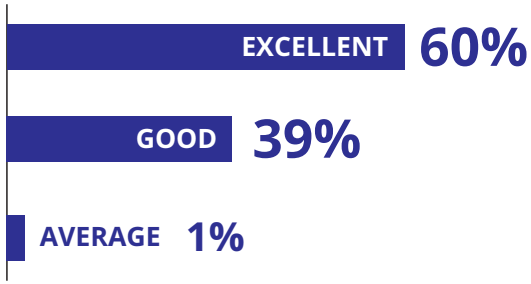
Promoted institutional deliveries and maternal care, including ante-natal care.

Diagnostic Initiatives:

Grasim's diagnostic healthcare initiatives encompass the following key programs: **School Health Screening Camps, Blood Grouping & Haemoglobin Testing and Thalassemia Screening Camps.**

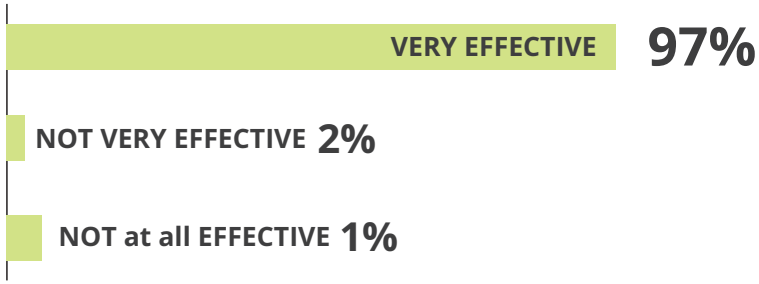
Increased Awareness and Screening for Major Diseases:

Overall experience of Thalassemia Testing Camp



99% respondents rated the camp between excellent to good indicating a structured conduct of the camp, responsive team and good experience.

Effectiveness of the counseling session about Thalassemia



97% of them agreed that the sessions were very effective in enhancing their understanding of the condition and addressing their concerns.

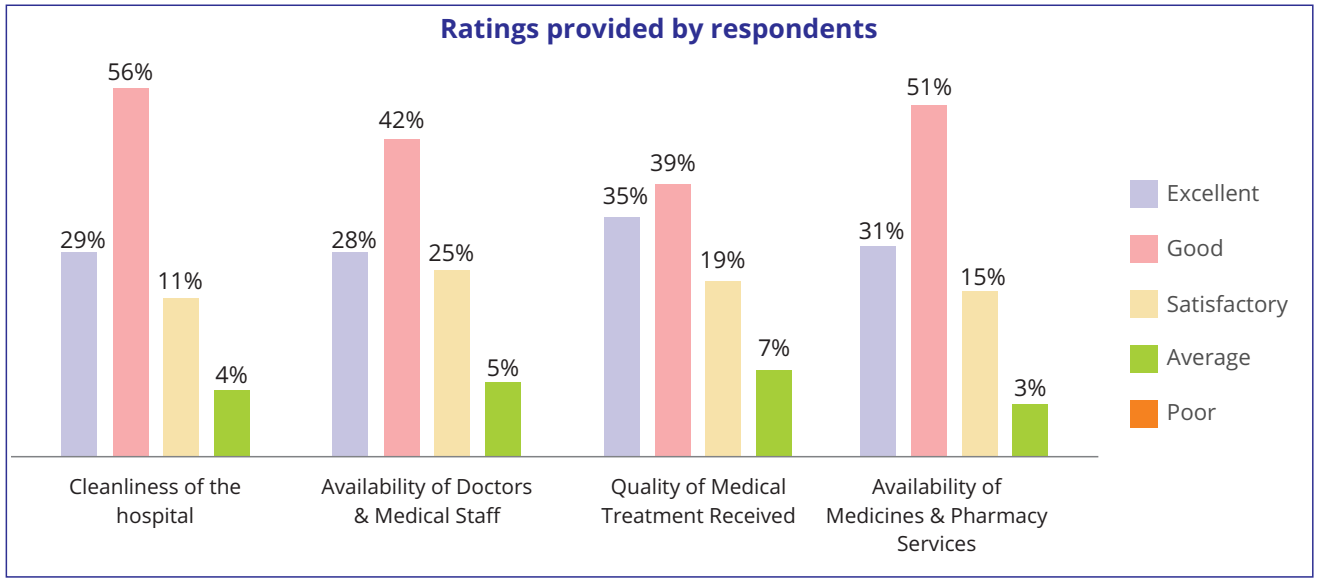
Doorstep medical services Mobile health camps: Nagda

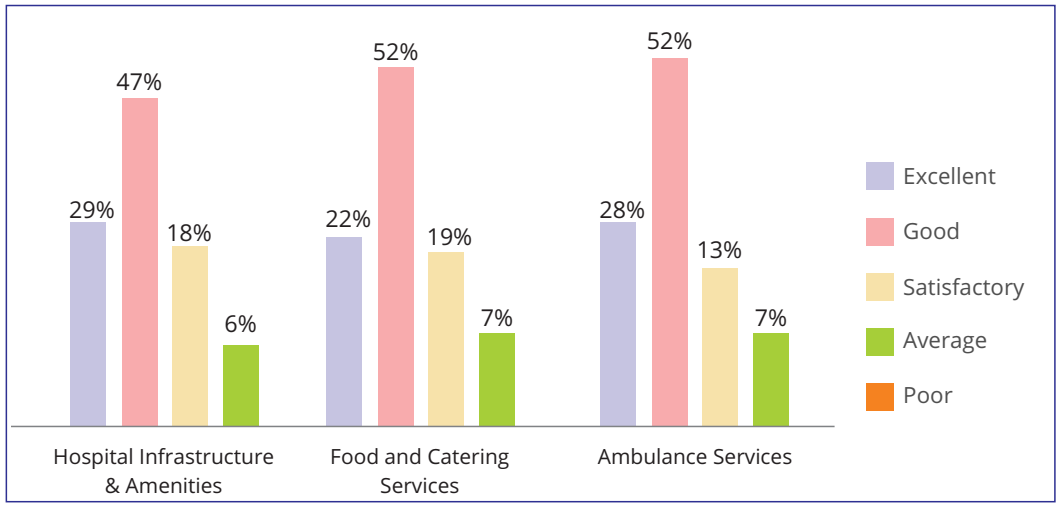
Mobile health camps were organized in 18 villages to prevent seasonal diseases, with 487 camps conducted, benefitting ~11,956 people. Additionally, 10 specialized camps were held in collaboration with Indubhai Parekh Memorial Hospital, Nagda, **benefitting ~1,190 individuals.**

School Medical Camps – Kharach: Under this initiative, Diagnosis of total **1525 students of 25 Primary Schools** have been done by the Doctors of **Jan Kalyan Hospital, Kharach.**

Curative Initiatives:

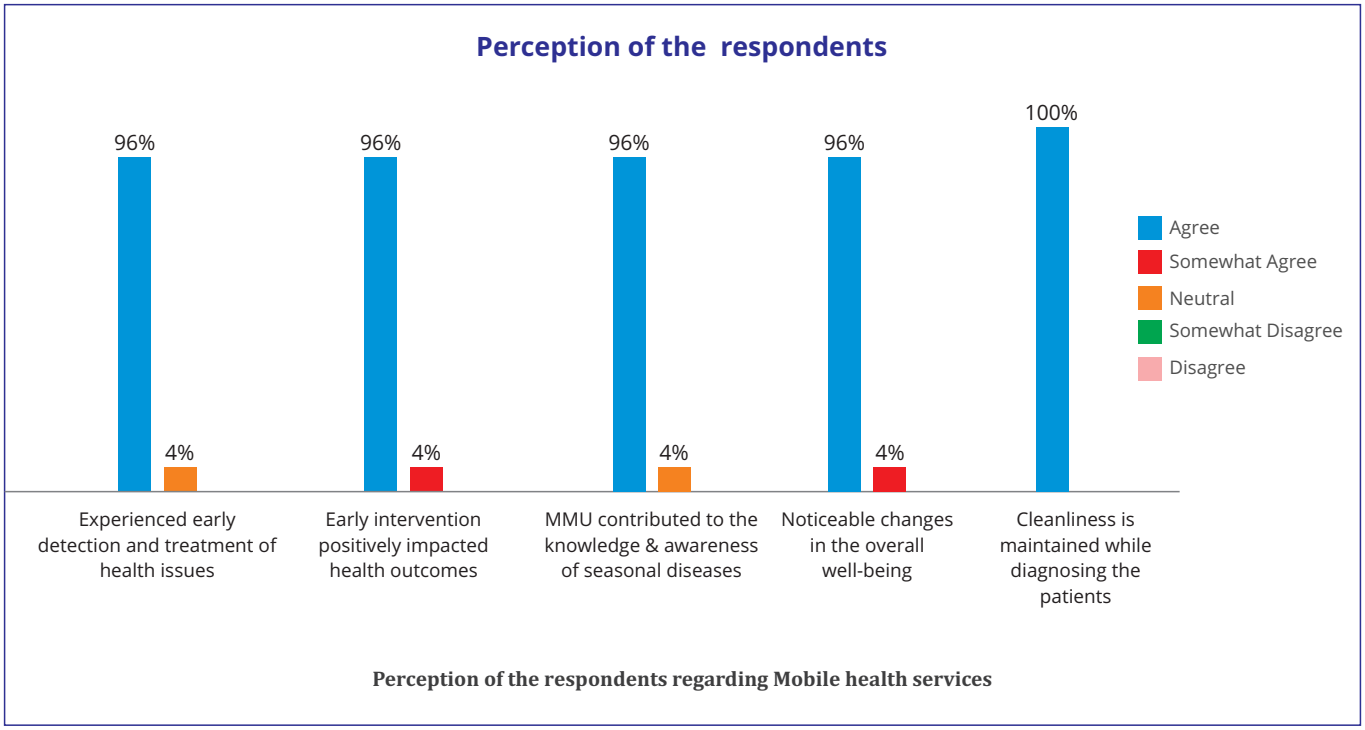
Grasim's curative healthcare initiatives encompass the following key programs: Mobile Medical Van services, General and Specialized medical camps, Support to Aditya Birla Hospital, Jan Kalyan Hospital, Indubhai Parekh Memorial Hospital, G.D Birla Memorial Hospital, nutrition kit support for TB Patients and aid to poor patients.





Highly Efficient Patient Care Services: The responses reflect a generally high level of satisfaction with Indubhai Parekh Memorial hospital's overall service delivery.

- 84% of respondents rated the cleanliness of the Nagda hospital between excellent to good.
- 70% positively rated availability of doctors and medical staff, the quality of treatment received, infrastructure and hospital services, ambulance services, and food and catering provisions.



Perception of the respondents regarding Mobile health services

Age of respondents

9%
31-45 years

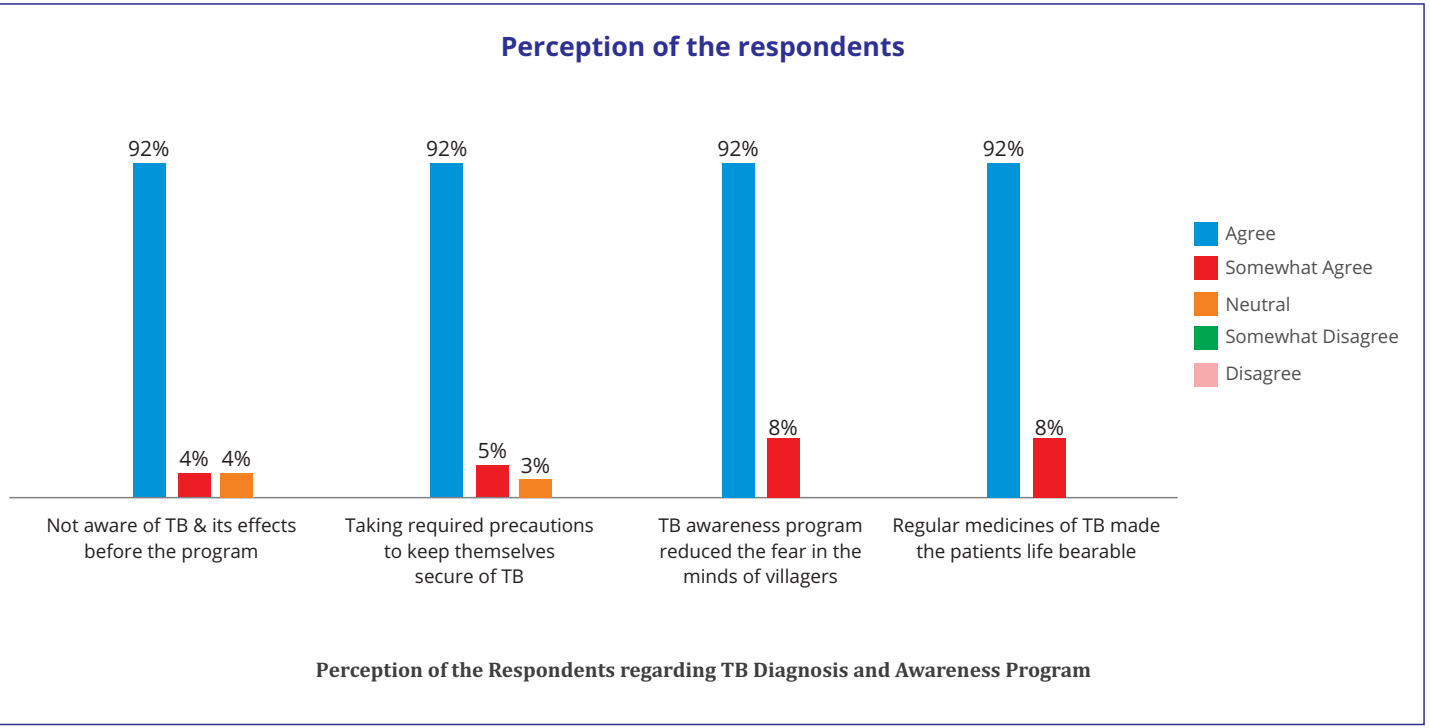
35%
46 - 60 years

56%
Above 60 years

Efficient Doorstep health services for Rural Communities: 100% respondents agreed that proper cleanliness and hygiene were maintained during patient diagnosis.

96% of respondents acknowledged early detection and timely treatment of health issues through the MMU services. They also agreed that the MMU significantly contributed to improving awareness and knowledge about seasonal diseases.

56% of respondents being above 60 years of age, it suggests that many senior citizens, who often face mobility challenges, are benefiting from these doorstep services. The convenience of mobile medical vans likely addresses the barriers older adults face in accessing healthcare facilities, such as transportation issues or physical limitations.



Perception of the Respondents regarding TB Diagnosis and Awareness Program

During interactions with respondents about the TB awareness and diagnosis program, over 90% shared that they had no knowledge about tuberculosis and its impact prior to the initiative. The awareness campaigns played a crucial role in reducing fear and misconceptions about the disease within the community.

Respondents also highlighted that regular access to medication significantly improved the quality of life for TB patients, making the treatment journey more manageable and instilling hope among affected individuals and their families.

Empowering Communities with Accessible Tuberculosis Elimination Program (TB) – Kharach

Medication support was provided to approximately 3,496 patients, who were diagnosed and treated for their problems at a minimal charge of ₹ 5 per case (including medicines) in Kharach.

Communication Channels for Camp Awareness

"In our village, people prefer the company's doctors even though we have free medical services from the PHC. The diagnosis they provide is excellent, and for just ₹5, they prescribe effective medicines."

– Jignashaben, Sarpanch of Umrachhi Village

TB Support by Grasim at PHC

In Kharach and Veraval, Grasim conducts comprehensive survey to identify TB patients with support of dedicated ASHA workers and local administration's TB cell. In Kharach, public healthcare center in Ilav, Khansot Taluka, strives to make treatment is made available to nearest of 46 villages in the taluka. In Veraval, patients from nearby 26 villages and urban slums in Veraval city are supported by the project. In FY 22-23, 15 patients received support from this project.

District TB Officer-authorized X-rays and free sample runs—both in private and government facilities—guarantee thorough care. Once diagnosed, patients are supported with free consultations, blood tests, and treatments. Medications are tailored to individual needs, with daily tablets based on weight. They collect vital information, such as Aadhaar and ABHA card details, to ensure seamless enrolment in initiatives like the Ni-kshaya Poshan Yojana.

The **Ni-kshay Poshan Yojana (NPY)**, launched in April 2018, provides financial assistance to TB patients through Direct Benefit Transfer (DBT) to support their nutritional needs during treatment. The scheme provides ₹ 1,000 per month to enhance support for patients' recovery. Grasim provides nutrition kit to patients till they recover.

Nutrition kit distributed in FY 22-23 to 426 TB patients in Hansot taluka.

The company's nutrition kit includes Chana as a protein source, Khajur (dates) for natural sugar and micronutrients, and Aata (wheat flour) to fulfil carbohydrate requirements. Jaggery is included for its natural sugar and iron content, while Ghee and Oil provide essential fats. This combination addresses basic nutritional needs, contributing to the overall well-being of TB patients.

*"As the TB Supervisor of Hansot Taluka, I have seen firsthand impact of Grasim in supporting the **Pradhan Mantri TB Mukta Bharat Abhiyan**. Their contribution, especially through providing nutrition kits, has been instrumental in helping Panchayats meet the six key indicators for achieving TB-free status.*

In 2023, their efforts enabled 14 out of 46 Panchayats in our region to become TB Mukta, a remarkable step toward a healthier future."

*— **Shahnawaj Fajal,** TB Supervisor, Hansot Taluka*

With Dr Dhrutika Patel, Mr Shahnawaj Fajal, TB Supervisor &
Ms Rinkal Parmar CSR Manager, Kharach unit, Grasim

In Kharach, the Grasim has established a systematic process for distributing nutrition kits to TB patients through PHCs as part of its CSR initiative. The procedure begins with receiving ongoing treatment data, where a list of patients, including their names and villages, is shared via email. Each month, nutrition kits are distributed to approximately 45-50 patients at the PHC level. A register is maintained to track distribution, with atients signing upon receiving their kits. The kits are procured from a local vendor, with the company changing vendors every two years to ensure efficiency. Additionally, the company has formalized its support to TB elimination by signing a MoM with the state government. In Veraval, kits costing ₹ 700-800/- is distributed to a maximum of 70 patients with verified Nikshay Id, as per company policy.

Weight gain for slum-area patients, addressing malnutrition during TB treatment

Fulfilling TB Mukta Panchayat indicators, aiding in community TB elimination efforts

Monthly visits to PHCs for kit collection ensure consistent clinical monitoring and timely detection and management of adverse drug reactions (ADR).

Early ADR management has significantly improved patients' adherence to TB medication.

World TB Day

Received Appreciation Certificate and Trophy by Chief District Health Officer, District Panchayat Bharuch & District TB Officer.

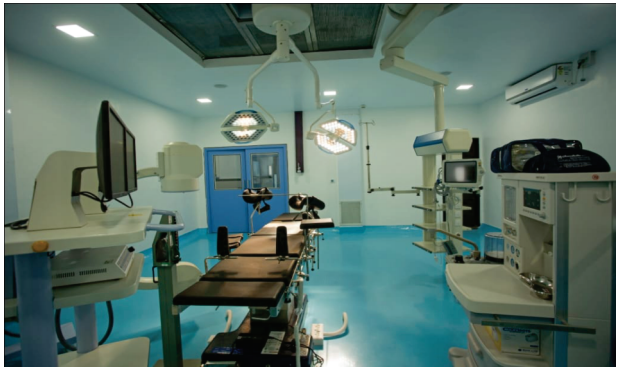
"I have seen how helpful the nutrition kits are for TB patients. Many patients cannot afford healthy food and sometimes money from schemes is used for other things. The kits give them the nutrition they need, which has reduced problems like vomiting and acidity from medicines. This has made a big difference in their recovery."

– Dr. Dhrutika Patel,
at sub centre, Paravat

"Humidity, proximity to the sea and population density in the urban areas are a major cause of TB in the location. Grasim's continuous support has been effective in providing ongoing support to the patients, screen people and follow up"

-Bhagvanbhai Naghera,
Veraval taluka TB Cell supervisor

High Quality Tertiary Treatment Facilities for Specialized treatment and Care



Indubhai Parekh Memorial Hospital, Nagda:
The company-promoted Grasim Jan Seva Trust operates **150-bed hospital** (Indubhai Parekh Memorial) equipped with the latest medical facilities.

Dr. Shubhangi Sharma, Obstetrician and Gynaecologist, shared insights on hospital operations, highlighting an average daily OPD of ~20-30 patients and ~2-3 deliveries. Approximately 50% of cases involve pregnancy. Low socio economic conditions contribute to pelvic infections and poor menstrual hygiene, leading to sexually transmitted diseases. **The awareness programs and testing camps conducted in surrounding villages have significantly contributed to the reduction of anemia cases.**

While discussing the hospital, she highlighted the need for trained staff to manage 7-8 patients per staff member and the importance of improved ward management to cater to diverse patient needs. She emphasized that enhanced awareness programs and better resource allocation are crucial to addressing these challenges effectively.

Feedback from Patient:

My name is Sham Kuwar, a homemaker. I visited the hospital for treatment of a stomach-ache and consulted a doctor who was very cooperative during the process. I received the prescribed medicines and paid a nominal fee, with a course of 1-3 days.

I am highly satisfied with the cleanliness, presence of doctors and nurses, and the quick treatment I received. The low cost of medicines, along with the waiting area, seating arrangements, and canteen facilities, are also commendable.

While there is a facility for relatives to stay, it is not separate and could be more comfortable. Despite this, I did not face any major challenges, and my overall experience at the hospital was good.

Veraval Hospital

G.D. Birla Memorial Hospital, Ujjain (80 bedded hospital)- Patient Footfall:

The hospital serves an average of 50 outpatients daily in the OPD and admits 5 to 6 patients daily in the IPD. However, there has been a noticeable decline in patient numbers post-COVID, highlighting the need to enhance facilities and regain community trust.

Key Challenges noted during the visit include out of date equipment, with a shortfall of medical staff. Currently, the hospital operates with only 3 visiting doctors and 1 permanent doctor. Lack of non-technical staff continue to hinder the hospital's ability to provide efficient and effective healthcare services.

The Chief Medical Officer (CMO) of Indubhai Parekh Memorial Hospital, Nagda emphasized the pressing need to revamp the Ujjain hospital. He highlighted that equipping the facility with advanced medical equipment and bringing in qualified, experienced doctors could significantly transform its outlook and functionality. This 80-bed hospital, strategically located in the heart of Ujjain, holds immense potential to serve the community more efficiently and effectively. The CMO expressed a strong commitment to initiating these changes, inspired by the successful revamp of the Nagda hospital.

Aditya Birla Hospital, Veraval

During an interaction, the CMO of Aditya Birla hospital, Veraval Dr. Raju Krishnani provided information on the evolution of the hospital into a 65 bedded hospital. In FY 22-23, 24.53 lakhs were provided by Jan Seva Trust. At present, 50% of the patients avail services under the Jan Arogya Yojana.

The hospital at the time of visit was processing application for fully functional hospital status with the National Accreditation Board for Hospitals and Healthcare Providers (NABH).

The range of diseases treated at the hospital include: Infective Diseases, Oncological services for oral, cervical, ovarian, uterine and lung cancer, gastro-intestinal diseases. Seasonal variation or footfall is highest in monsoon with patients suffering from viral diseases, malaria etc. The hospital has developed an integrated software for hospital management to reduce human error.

The hospital has a specialist Arthroscopy unit that specializes in sports medicine/ sports ortho treatment. The facility is the only functional unit for sport related ortho treatment in Veraval.

Jan Kalyan Hospital, Kharach -
Interaction with the CMO Dr Meghana Bhalerao:

The clinic was formed in 1999 and has grown into a 20 bedded hospital with emergency service, laboratory, X-ray facility, dental clinic and physiotherapy. It has 3 full time doctors in addition to visiting specialist doctors.

Before COVID, the hospital was a primary healthcare destination for villagers, with significant footfall. However, post-COVID, there has been a noticeable decline in visits, attributed to the availability of government medical centres in nearby villages. The hospital has initiated outreach efforts through a medical van, aimed at rebuilding trust and reconnecting with the community by providing doorstep healthcare services.

The CMO emphasized that the hospital is well-equipped and capable of handling a variety of medical conditions, including skin diseases, fungal infections, diabetes, and health issues such as anaemia and worm infestations. By increasing awareness among surrounding communities about the hospital's facilities and services, it can deepen it's impact within the local communities. Initiatives like the “Pehal” program and OPD cards further enhance accessibility and foster trust among patients, particularly from underserved areas.

Through focused outreach and awareness campaigns, the hospital aims to strengthen its role as a trusted healthcare provider in the region.

Summary of findings of Grasim's healthcare initiatives through CSR in FY 2022-23

Inclusiveness

- Did the initiative address the healthcare needs for a variety of groups, including women, elderly, children, and people with disabilities?
- Were the service users/takers able to reach the services easily

Grasim's healthcare program prioritizes inclusiveness, improving healthcare services for a variety of community members, including women, children, the elderly, and persons with disabilities, regardless of their social, economic, or cultural background.

222 respondents of the healthcare program were male and 263 were female.

Relevance

- Did the program meet the health needs of the community?
- Did people feel comfortable using the services?

100% respondents acknowledged facing significant challenges such as lack of access to proper healthcare services, limited information and guidance, and financial constraints in obtaining necessary treatments.

Grasim's healthcare program effectively responded to these pressing issues by addressing the real health challenges in rural areas — including the absence of nearby healthcare centres, limited awareness about health and hygiene, and the economic burden of medical care — thereby ensuring meaningful and impactful healthcare delivery.

It was designed to meet these everyday needs and a significant 91% of respondents attended the health camps primarily to prevent seasonal diseases.

Coherence

- Does the program align with government health schemes?
- Do the initiatives align with global healthcare priorities?

Aligned with the GoI healthcare vision, including Ayushman Bharat, National Health Mission, Pradhan Mantri Swasthya Suraksha Yojana, National AIDS Control Program and Swachh Bharat Abhiyan, Grasim supports initiatives that promote affordable and accessible healthcare. In line with the Ayushman Bharat School Health Mission, the company actively conducts school health screenings, awareness drives, and nutrition and mental wellness programs, contributing to the well-being of children and adolescents.

100% of the respondents agreed that the healthcare programs of Grasim are well aligned with National health mission and policy.

Grasim's CSR Initiatives also aligns with national campaigns such as HIV/AIDS, TB, and mental health awareness, malaria prevention and malnutrition control.

Grasim's CSR program demonstrates alignment with SDGs 2 and 3. By addressing nutritional deficiencies and promoting access to quality healthcare services in underserved communities, the program contributes to SDG 2: Zero Hunger by supporting initiatives that improve food security and nutrition.

Through health camps, awareness drives and access to essential medical treatments, the program advances SDG 3: Good Health and Well-being, ensuring healthier lives and promoting well-being for all age groups.

This alignment reflects the company's commitment to sustainable and inclusive community development.

In FY 2022-23, it supported more than ~2 lakh persons through CSR funding.

Effectiveness

- Did the program achieve its targets?
- Did the initiatives ensure quality of care?

Grasim effectively offered healthcare services, including medical camps, mobile medical van services and continuous support through the hospital.

63% of the respondents expressed high levels of satisfaction with the healthcare services provided during the awareness camps. They rated the quality of treatment delivered by doctors, nurses, and medical staff, as well as the overall treatment, in the range of "Very Good" to "Excellent."

This feedback reflects the professionalism, attentiveness, and competence of the medical teams involved, and highlights the effectiveness of the camp in meeting the healthcare needs of the community.

However, some respondents also expressed the need to upgrade facilities, increase number of doctors and other staff.

Efficiency

- Did the initiatives optimize resources?
- Did the initiatives accommodate the needs of the recipient communities?

The program made health affordable, with free medical camps ensuring access for economically challenged individuals.

Hospital services were offered at minimal charges, reducing financial barriers and maximized the program's reach and depth.

100% respondents reported actively implementing the health recommendations provided during the awareness camps. They began taking iron supplements as prescribed by the doctors, improved their diet by incorporating iron-rich foods such as leafy greens and beans and included vitamin C in their meals to enhance iron absorption.

Additionally, they followed medical advice regarding regular check-ups and monitoring of haemoglobin levels. This demonstrates the high efficiency of the intervention in translating awareness into action and encouraging sustained health practices.

Impact

- Did the initiative help improve people's access to healthcare services?
- Did it change health habits or reduce diseases.

Grasim's healthcare programs has created a strong and lasting impact on the community by improving overall health outcomes and awareness.

The introduction of mobile health camps significantly improved access to healthcare services, especially in remote and underserved areas, making healthcare both available and accessible to those who previously had limited or no access.

96% of respondents agreed that these camps have improved their access to healthcare services. As a direct outcome, 91% reported noticeable improvements in their vision following medical interventions.

Additionally, 75% of the respondents stated that the initiative has led to better health practices and an increased focus on preventive measures. There has also been a visible shift in community behaviour, with more villagers proactively seeking medical assistance when needed.

100% of respondents acknowledged a rise in awareness around maternal health, better vaccination coverage, and improved child nutrition practices, underscoring the wide-reaching benefits of the camps in fostering long-term health and wellbeing.

Through focused education and counselling, the program reduced stigma and discrimination related to TB, making treatment more acceptable and encouraging patients to come forward for support.

Sustainability

- Will the benefits last after the program ends.
- Are local people or health workers trained to continue the work.

100% of the beneficiaries agreed that the healthcare program has had a long-term positive impact, with many continuing to follow better health practices, regular checkups, and improved awareness.

Alignment with UN Sustainable Development Goals:

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Grasim's healthcare programs supports SDG 2 and SDG 3 by addressing malnutrition through nutrition kits and control programs and improving health outcomes through awareness campaigns, medical camps, mobile van services and reproductive and child health initiatives. These efforts ensure better nutrition, disease prevention, and access to essential healthcare for underserved communities.

SDG Goal	SDG Target	SDG Contribution
	Target 2.1: End hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round. **Target 2.2:** End all forms of malnutrition, especially in vulnerable groups.	Grasim's malnutrition control programs and provision of nutrition kits to TB patients. These initiatives helped to improve the nutritional status of children, women and the ill, supporting better recovery and reducing under nutrition in vulnerable groups.
	Target 3.1: Reduce maternal mortality. **Target 3.2:** End preventable deaths of newborns and children under 5 years of age. **Target 3.3:** End the epidemics of AIDS, tuberculosis, malaria, and neglected tropical diseases. **Target 3.4:** Reduce premature mortality from Non-Communicable Diseases (NCDs) **Target 3.8:** Achieve universal health coverage, including access to quality essential healthcare services.	Grasim has supported SDG 3 through health awareness campaigns on HIV/AIDS, TB, malaria and mental health, along with reproductive and child health programs. It provided healthcare access via mobile medical vans, health camps, and tertiary care at 4 Aditya Birla Hospitals. Screening camps, nutrition kits for TB patients, and aid to poor patients ensure early diagnosis, treatment, and financial support for un-derserved communities. Grasim's initiatives supported the localization of SDGs through focus on healthcare priorities identified by the National Indicators for the SDGs. It implemented projects that • Raised awareness and potentially preventing new HIV infections • Increased awareness and nutrition for TB patients, services for malaria control, a major communicable disease in rural India. • It has raised awareness and provided prevention services for NCDs through nutrition and care.

MMJC CARES

RURAL DEVELOPMENT

Executive Summary

The company's rural development initiatives are designed to promote sustainable livelihoods and enhance the quality of life across Nagda (MP), Kharach, Vilayat, Veraval, Bhuj (GJ), Harihar (KA), Varanasi, Bhadohi Mirzapur (UP), Pochampally, Gadwal (TG), Kashmir (J&K) through integrated programs in **sustainable agriculture, artificial insemination, plantation, promotion of FPOs, strengthening SHGs, skill development initiatives,infras tructure improvement and conservation of traditional art and heritage**. These initiatives empower rural communities to achieve self-reliance. Efforts in water conservation, the installation of RO plants for safe drinking water, and environmental sustainability further ensure resilience and ecological balance.

In FY 2022-23, it supported more than ~1.20 lakh beneficiaries through CSR funding of ₹ 16.29 Crore.

Grasim CSR initiatives in rural development

Grasim's Rural Development Initiatives:

- Sustainable Agriculture
- Animal Husbandry
- Skill Development Program
- Infrastructure Development
- Aadyam Handwoven- Conservation of traditional art and heritage

Sustainable Agriculture -

Wadi Project, Agricultural Development Practices, Capacity Building and Afforestation

Sustainable Agriculture Program aimed at enhancing the livelihoods of farming communities promoting ecological balance. Key projects include the Wadi Project which supports farming on small plots to ensure long-term income generation for farmers.

Agricultural Development Practices promote modern techniques such as soil health management, integrated nutrient management, integrated pest management, seed treatment, nutritional gardening, high-value crops, crop diversification, and water-efficient systems to improve farm productivity. Capacity Building involves training and awareness sessions to empower farmers with the knowledge and tools required for sustainable agriculture.

Afforestation contributes to environmental conservation and soil preservation through large-scale plantation drives. Additionally, the Grasim Van initiative complements these efforts by creating green spaces through afforestation. In one such effort, Grasim developed a Miyawaki forest near its Vilayat facility in Gujarat.

Animal Husbandry -

Artificial Insemination, Cattle Breed Improvement, Cattle Drinking Water Tanks

Grasim's artificial insemination and cattle breed improvement program focuses on enhancing the quality and productivity of local cattle. By facilitating access to advanced breeding services, veterinary care and awareness sessions, the initiative helps farmers to improve milk yields, strengthen cattle health, and boost their household income.

Sustainable agriculture practices, Nagda

Skill Development Program -

Vocational Training Centre, Women Empowerment, Entrepreneurship Development

The skill development programs at Grasim focus on enhancing the employability of rural youth and women through vocational training and capacity-building initiatives. By offering courses aligned to local industry demands and entrepreneurial opportunities, Grasim equips participants with practical skills, opening pathways for employment, self-employment and socio-economic upliftment. SHGs are trained and supported in activities like tailoring, agarbatti making and goat rearing to promote income generation and self-reliance.

Under the Kaushalya Vardhan initiative, Grasim facilitates advanced skill training tailored to local needs, aiming to bridge the gap between education and employability.

Support received for Goat Farming to the Member of SHG

Infrastructure Development -

RO Plant, CCTV Camera, LED Street Light, RCC Benches

As part of its infrastructure enhancement efforts, Grasim supports the installation of RO plants to provide access to safe drinking water, CCTV cameras to improve community security, LED street lighting for better public safety and RCC benches to create comfortable public spaces. These initiatives collectively enhance the quality of life and well-being of rural communities.

RO Plant, Kharach

Aadyam Handwoven – Conservation of Traditional Art and Heritage

Grasim's Aadyam initiative focuses on conserving traditional crafts while empowering rural artisans, especially women through skill training, design development and market linkage helping them earn sustainable livelihoods. An important aspect is that the company also cares about the health challenges faced by artisans and has addressed them by taking preventive measures such as conducting eye check-up camps.

Handloom at Varanasi

Methodology of the Assessment study:

An evaluation research study was conducted using a mixed methods design to assess the effectiveness and impact of Grasim's rural development program. Primary data was collected from a variety of stakeholders through a combination of qualitative and quantitative research methods.

Evaluation Framework:

The impact assessment of Grasim's Rural Development CSR program used an integrated evaluation framework OECD-DAC criteria inclusiveness, relevance, coherence, effectiveness, efficiency, impact, and sustainability:

INCLUSIVENESS - Grasim's CSR program successfully included women, marginalized groups and disadvantaged families with initiatives like Kaushalya Vardhan, Self-Help Groups, and Computer Training engaging a majority of female participants.

RELEVANCE - Grasim's rural development efforts focused on income generation and community infrastructure. Initiatives like Wadi Project and Kaushalya Vardhan boosted skills and livelihoods while RO plants and AI services improved water access and livestock productivity.

88% of respondents rely on animal husbandry and have used AI services for over three years. 90% respondents agreed that inter-cropping introduced new income streams. Aadyam addresses the challenges to conserve traditional handloom art while enhancing artisan livelihoods.

COHERENCE - Grasim's rural development initiatives are well-aligned with key government schemes. Its agricultural and livestock programs support PM-KISAN and the National Livestock Mission. Infrastructure projects align with Pradhan Mantri Gram Sadak Yojana (PMGSY), Swachh Bharat Mission (SBM), and the Jal Jeevan Mission. Environmental efforts like Miyawaki forests support the National Afforestation Programme (NAP), while skill development initiatives complement National Rural Livelihoods Mission (NRLM) creating strong coherence with national priorities.

Grasim's initiatives support SDG 1 by boosting rural incomes through Wadi Project, FPOs, skill development, and SHGs. They address SDG 2 by promoting crop diversification and livestock productivity, enhancing food security. RO plants and health drives contribute to SDG 3 by improving hygiene and well-being. Efforts under SDG 6 ensure clean water access and promote water conservation in rural communities.

EFFECTIVENESS - Grasim's rural development program has significantly improved quality of life in rural areas through AI services, Wadi Project, skill training, and water infrastructure. Beneficiaries reported reduced expenses, healthier livestock, increased cattle numbers, better incomes, and improved access to clean water.

100% of respondents said AI services reduced cattle costs and increased size, while over 85% saw improved livestock health. More than 90% of FPO members expressed strong satisfaction with the company's support. Aadyam initiative successfully connects weavers to premium markets through design support and marketing channels.

EFFICIENCY - Grasim prioritized key community needs sustainable agricultural and skill development for youth and women. By addressing specific gaps, the company ensured efficient, cost-effective implementation with a strong focus on impact.

The installation of RO plants significantly improved public health, with 100% of respondents reporting a decline in waterborne illnesses like diarrhoea, typhoid, and cholera. Skill development programs in tailoring, agarbatti making, computer training, and livestock rearing empowered participants, with over 65% reporting increased income post-training.

IMPACT- Grasim's program brought measurable improvements in income, livelihood and rural infrastructure. Support for home construction, RO plants, check dams, roads, and sanitation upgraded living conditions and community facilities.

The formation of FPOs is, in itself, an impact of the support provided by Grasim to farmers in adopting sustainable agricultural practices, intercropping and other techniques that have led to increased production. These FPOs have been established to ensure fair pricing for crops like papaya and oranges, improve market linkages, and promote farmer self-reliance and sustainable growth.

Communities experienced better access to clean water, improved health, more livelihood options, digital literacy, and greater resilience. Over 98% of respondents reported improved quality of life and higher income, while over 70% said SHGs boosted their confidence and positively impacted community well-being.

Aadyam has established a continuous flow of income for artisans, resulting in the continued practice of traditional crafts and the preservation and promotion of cultural heritage.

SUSTAINABILITY - Grasim initiatives are designed for long-term sustainability through a focus on skill-building, livelihood promotion, and durable infrastructure. Training for farmers, youth, and women's SHGs, along with income-generating activities and support for community assets, ensures continued benefits beyond the program period. These steps help ensure that the community takes ownership and the impact lasts even after the program ends.

By building long-term market demand and supporting generational skill transfer, Aadyam aims for a self-sustaining ecosystem.

Findings of the Study

The findings highlight the impact of Grasim's CSR initiatives in advancing rural development, with a strong focus on sustainable agriculture, skill development, the Aadyam Handwoven initiative, infrastructure enhancement, and animal husbandry.

90% Respondents acknowledged the positive im-pact of the rural development initiatives. They shared that sustainable farming training led to increased yields, while selling sustainable produce improved profit margins.

90% Respondents agreed that FPOs helped them access wider markets and check dams enabled year-round farming.

90% Respondents agreed that intercropping introduced new income streams.

60% Respondents reported challenges related to pest control and adverse weather conditions.

69% Respondents rated sustainable farming at the highest level of satisfaction, giving it a score of 5 on a scale of 1 to 5 reflecting the strong acceptance and positive perception of sustainable farming practices among the farmers supported by the initiative.

85% Respondents agreed that tailoring has enabled them to become earning members of their families. This financial independence has brought them greater respect and a sense of empowerment within their communities. They also shared that their family's financial condition has improved and their journey has inspired other women in the village to pursue self-employment.

60% Interaction with respondents revealed that before the introduction of AI, only 22% owned more than three cattle; however, after the implementation of AI practices, this number rose significantly, with over 60% of respondents reporting ownership of more than three cattle.

55% During interactions with respondents, approximately 55% rated the overall effectiveness of the program as "excellent," while 36% rated it as "good."

90% Respondents agreed that AI facilities are useful and affordable.

94% Respondents agreed that before the installation of the RO plant, the drinking water was unsafe and unhygienic. Post-installation, families reported drinking clean water, experiencing relief from health issues, and noticing overall health improvements. Additionally, respondents mentioned reduced water expenditure and an improvement in the taste and smell of the water.

99% Respondents agreed that the initiatives undertaken by the company have led to a significant increase in farmers' incomes.

65% Respondents agreed that the street lights are consistently operational and well-maintained.

80% Respondents rated the services provided by PVK between excellent and good. They shared that the expenditure for availing these services was reasonable and that the available expertise was of high quality.

90% Respondents agreed that the SHG has strengthened their role in the community and enhanced their influence in decision-making. They also expressed increased confidence in starting their own businesses.

60% Respondents acknowledged that the mineral mixture provided through the rural development project helped improve livestock productivity and that green fodder served as a cost-effective source of nutrition for their cattle.

Alignment with SDGs

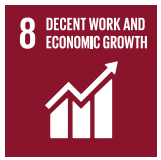
Grasim strengthens rural incomes through sustainable farming, animal husbandry, and FPOs for small farmers, while encouraging non-farm activities like tailoring and handicrafts via SHGs. Aadyam supports artisans by creating stable livelihoods and reducing poverty.

Grasim supports SDG 2 by promoting sustainable farming, providing quality seeds, and encouraging organic and smart agriculture. It helps small farmers adopt resilient techniques, boost yields, grow diverse crops, and improve food security and incomes.

Grasim supports SDG 3 by providing clean drinking water, and sanitation facilities to reduce waterborne diseases.

By empowering women through SHGs and skill training, ensuring equal opportunities for leadership, economic independence and active community participation.

Grasim has set up RO plants for clean drinking water, constructed water tanks, and promoted sanitation through toilet construction and awareness programs to improve hygiene and public health.



By fostering entrepreneurship and job creation through skill development, promoting non-farm activities like tailoring and handicrafts for sustainable livelihoods and local economic growth. By supporting artisan entrepreneurship and improving market access, Aadyam fosters decent work and inclusive economic growth

Developed sustainable infrastructure like solar streetlights and RO plants, enhancing rural living standards and ensuring access to clean water and reliable lighting.

Aadyam preserves India's traditional crafts and cultural heritage through artisan empowerment.

By promoting sustainable farming, water conservation and Miyawaki forests, helping rural communities build resilience to climate-related hazards.

CSR and Rural Development

Rural development program plays important role in addressing the socio-economic challenges faced by India's rural population. Large portion of the population resides in villages where access to basic infrastructure, water, sanitation, and livelihood opportunities is limited. These challenges can be addressed by improving rural infrastructure, promoting skill development, supporting sustainable agriculture. These programs also empower women through SHGs and entrepreneurship support, contributing to gender equality and household income.

Rural development fosters environmental sustainability by promoting eco-friendly practices like water conservation and organic farming. Ultimately, such initiatives support inclusive growth, reduce rural poverty and align with national priorities and global SDGs.

GoI has introduced several schemes to promote sustainable rural development across sectors like agriculture, animal husbandry, horticulture and non-farm livelihoods. Programs such as Pradhan Mantri Kisan Samman Nidhi (PM-KISAN), Rashtriya Krishi Vikas Yojana (RKVY) and the National Livestock Mission aim to enhance agricultural productivity and provide support for livestock rearing.

Skill development key initiatives include the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), which provides short-term training in market-relevant skills and the National Rural Livelihoods Mission (NRLM) which promotes self-employment and entrepreneurship through skill-building and capacity development.

Infrastructure development is driven by schemes like Swachh Bharat Mission (SBM) for sanitation and toilet construction. The Jal Jeevan Mission focuses on providing safe drinking water through initiatives like RO plants.

In the area of environmental sustainability, afforestation efforts, including Miyawaki forests, are being promoted under the National Afforestation Programme (NAP) to enhance green cover and biodiversity.

Grasim's rural development initiatives are aligned with many government schemes aimed at improving life in rural areas. By helping farmers with better farming methods, animal care, and water-saving techniques, company supports schemes like PM-KISAN, RKVY, and the National Livestock Mission.

Grasim builds basic infrastructure like water tanks, toilets, and RO plants, supporting schemes such as Swachh Bharat Mission and Jal Jeevan Mission.

In the area of environment, its work on creating Miyawaki forests fits with the government's goals of planting more trees and protecting nature through schemes like the National Afforestation Programme.

Grasim's skill development program establishes training centres and offers courses in areas like tailoring, computer literacy, farming-related skills and handloom activities. These efforts are well supported by government schemes such as National Rural Livelihoods Mission (NRLM) and Samarth for the textile sector.

Grasim's Rural Development Initiatives :

Snapshot of Grasim's Intervention in Rural Development

PROJECT	Location: **NAGDA**
Agriculture	• The program benefited **~1,426 farmers** through crop demonstrations, training, exposure visits, and support in availing government schemes.
Plantation	• A total of **~15,206 saplings** of forest and fruit species were distributed, encouraging farmers to develop fruit Wadis and promote sustainable agroforestry.
Resilient and Sustainable Agriculture Development	• The program, in partnership with BAIF across 20 villages for 3 years, **empowered ~1,000 farmers** as climate-resilient agriculture champions. • It focused on capacity building, sustainable farming practices, and Wadi development. • A total of 44 programs were conducted, **benefiting ~4,230 people**.
Cattle Drinking Water Tank	• 100 mobile cattle drinking water tanks were provided across 27 villages, along with 4 additional tanks, to support live stock hydration.
Animal Husbandry	• In collaboration with local veterinary hospitals and NGOs, veterinary camps were organized in 35 villages, treating and **vaccinating ~5,635 animals**.
Cattle Breed Improvement	• In collaboration with BISLD (BAIF Institute of Sustainable Livelihood Development) three livestock development centres were established, with two now self-sustained. • Centres provide services to 10-12 villages each, including dairy farmer extension programs, green fodder demonstrations, vaccinations, mineral mixtures, and artificial insemination. • Over 2,173 artificial inseminations were carried out, benefiting **~5,617 individuals**, with 785 new calves born during the year.

PROJECT	Location: **NAGDA**
Skill Development Project	• A 10-month skill development program was conducted for rural youth and women, focusing on Customer Relationship Management (CRM) Non-Voice, Assistant Beautician, and Self-Employment Tailoring. • In collaboration with an expert organization, 11 batches were completed, **training 227 youths**.
Empowerment through Enterprise Development	• Focusing on rural girls and women, programs were launched at the Berchha and Parmarkhedi Reso-urce Centres. • The 3-month training, certified by Usha Inter-national, teaches sewing skills for village-specific garments and enables trainees to access bank loans to start their own businesses. • This year, **102 girls received training**.
Sensitizing Communities	• Special events in rural and slum areas raised awareness on women's legal rights and gover-nment schemes like Mid-Day Meal, Swarnajayanti Gram Swarozgar Yojana (SGSY), and NRHM
	Location: **KHARACH**
Infrastructure support: RO Plant, CCTV Camera, LED Street Light, RCC Benches	• In Anita village, a new RO plant was installed, while Kathodara village received **4 CCTV cameras** at the primary school. Pandvai village saw the installation of **45 LED streetlights**, and Mulad village received **15 RCC texture benches**.
	Location: **VILAYAT**
Artificial Insemination	• An AI centre at Vilayat covers 25 villages, conducting 672 inseminations, 458 calf births, 810 pregnancy diagnoses and 8 group training sessions.

Wadi Project	• The company provided **~15,319 trees to 284 farmers in 26 villages**, offering guidance on planting native and other tree varieties.
Kaushalya Vardhan	• Provided a marketing platform for women with their own products, supporting them at government craft melas and NGO-organized trade fairs to sell their items.
PROJECT	Location: **VERAVAL**
Agriculture Training	• A total of **665 farmers** benefited from 14 training programs at Krishi Vigyan Kendra Kodinar. • 8,650 kg of vermicompost was distributed at a subsidized rate, 3,000 kg was supplied to the Horticulture Department, and **75 farmers received** drums for preparing "Jivamrit."
Animal Treatment Camp	• 8 animal treatment camps treated **4,468** animals, while a vaccination drive in 15 villages immunized 5,702 cattle.
Tailoring Training Program	• Training was provided to **37 women**, with 17 receiving sewing machines after completing the course.
Water Harvesting	• Water conservation initiatives included 8 soak pits, 14 well recharging's, 63 tanks, 199 roof harvestings and 4 pond-related projects.
Project "Satvik"	• Providing marketing support to two farmers of village Umrethi engaged in organic agriculture practices.

Aadyam – Conservation of traditional art and heritage

India's handloom sector is an important part of the country's economy. It is based on a rich tradition of skilled weaving, which shows the beauty and diversity of Indian culture. Indian handloom artisans come from small towns and villages passing down their skills through generations. The handloom industry is the country's largest cottage industry with approximately 2.8 million looms and employing around 3.52 million people making it the second-largest rural employment provider.

The sector produces a wide range of traditional products, including sarees, kurtas, shawls, and accessories, as well as contemporary items like fashion fabrics, bed linens and decorative furnishings. With its eco-friendly, low capital investment and energy-efficient nature, handloom production is adaptable to market demands.

Grasim, through its Aadyam initiative, a social enterprise funded by the Grasim Jan Seva Trust, aims to support these weaver communities by creating a self-sustaining ecosystem for the finest artisans. Aadyam supports artisans across various locations, including Bhuj, Varanasi, Pochampally, Gadwal, Kashmir, and Bhadohi Mirzapur, working with traditional weaving techniques like Tanchoi, Brocades, Khinkwab, Gyasar, Kadwa weave, Jamdani, Ikat, Kani, Sozni, and more.

Aadyam, engages artisans across India, with a transparent pricing model, providing advances for raw materials and conducting quality checks upon order completion. It is aligned with the National Handicraft Development Program.

Products, such as sarees, stoles, shawls, rugs, and more, are sold through Executive Brand Outlets (EBO), Shop-in-Shop (SIS) and various online platforms. Aadyam's brand ethos focuses on authenticity, cultural heritage, and the revival of traditional craftsmanship, with collaborations extending to interior designers and personalized gifts.

Objectives –

Create Sustainable Livelihoods: Empower artisans by ensuring their economic independence and enhancing their livelihoods.

Revive Traditional Art: Preserve and promote traditional weaving techniques while integrating modern design elements.

Training & Skill Development: Upskill artisans to stay aligned with current design trends and market demands.

Market & Brand Development: Improve marketability, competitive pricing and cost management with support from Grasim to drive sales and enhance product value.

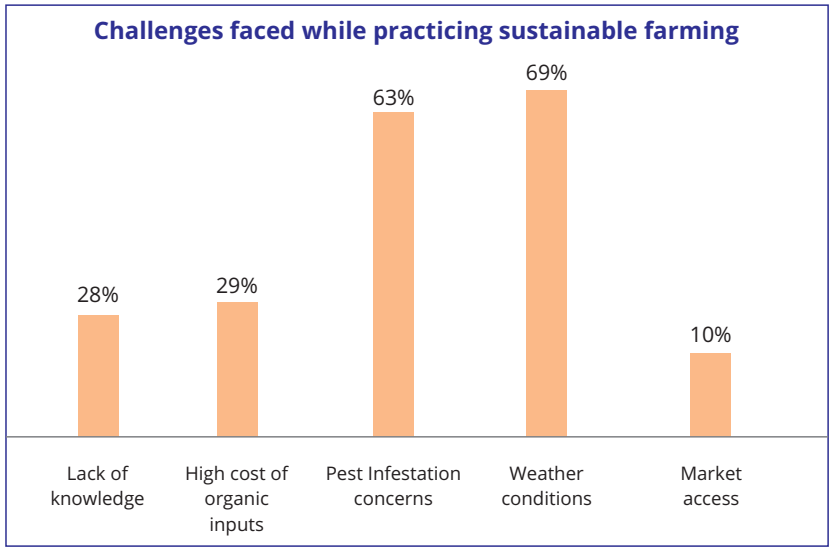
Findings of the Study

The findings highlight the impact of Grasim's CSR initiatives in advancing rural development, with a strong focus on sustainable agriculture, skill development, the Aadyam Handwoven initiative, infrastructure enhancement, and animal husbandry.

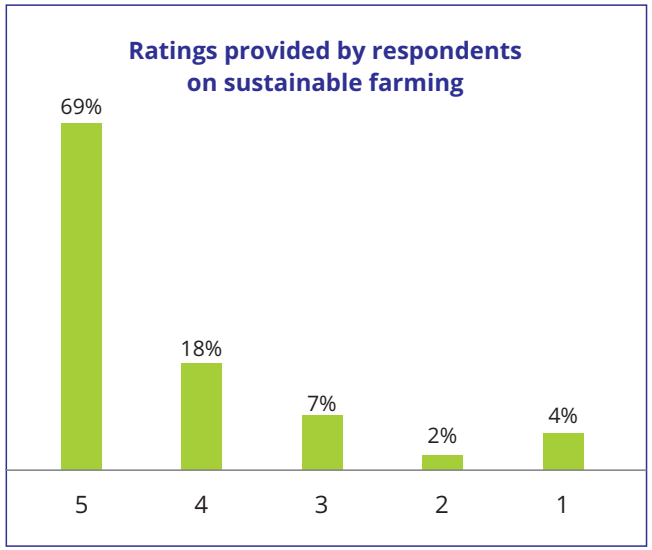
The findings listed in the sections below pertain to rural development initiatives across 6 locations in 4 states: Nagda (MP), Vilayat, Veraval, Kharach (GJ), Varanasi (UP) and Harihar (KA).

Sustainable Agriculture – Agricultural Development Practices and Capacity building

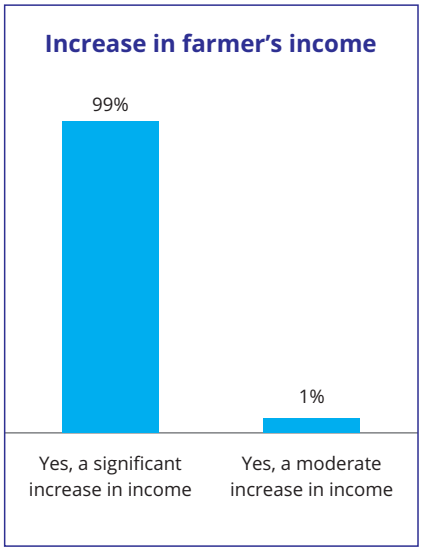
Sustainable Agriculture Program aimed at enhancing the livelihoods of farming communities promoting ecological balance. Farming is supported through the improvement of traditional agricultural practices, the introduction of better seed varieties, and the promotion of smart farming methods such as soil health management, Integrated Nutrient Management (INM), Integrated Pest Management (IPM), seed treatment, establishment of nutritional gardens, high-value crops, crop diversification, and the use of water-efficient systems. Agricultural Development Practices promote modern, eco-friendly techniques to improve farm productivity and soil health. Capacity Building involves training and awareness sessions to empower farmers with the knowledge and tools required for sustainable agriculture.



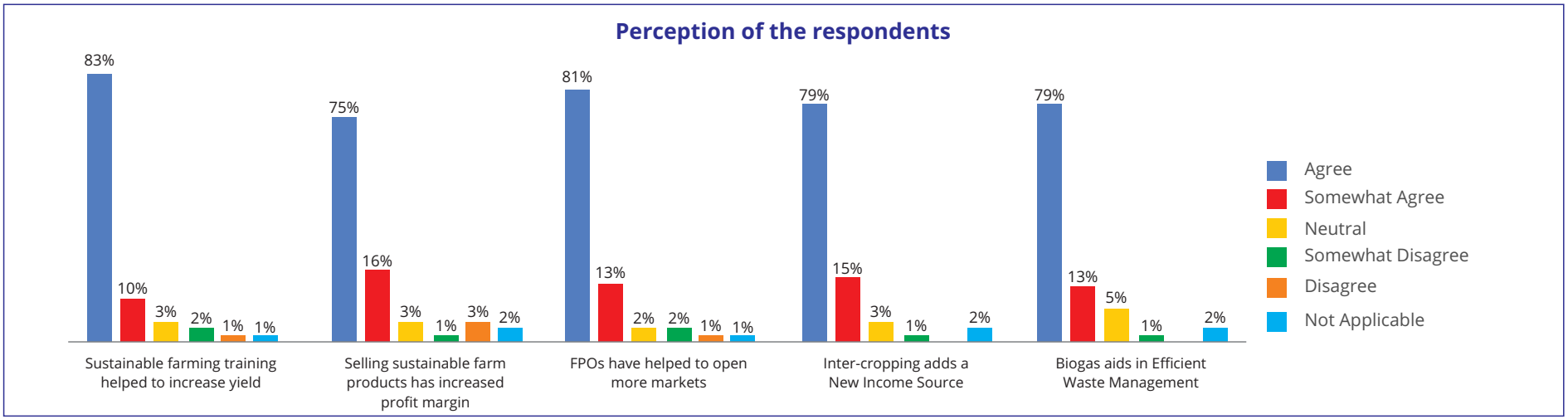
Challenges faced before the intervention - While interacting with respondents, over 60% respondents reported challenges related to pest control and adverse weather conditions. Approximately 30% highlighted difficulties such as limited knowledge and the high cost of inputs which affected their ability to adopt sustainable farming practices effectively.



During the interaction, 69% of respondents rated sustainable farming at the highest level of satisfaction, giving it a score of 5 on a scale of 1 to 5.

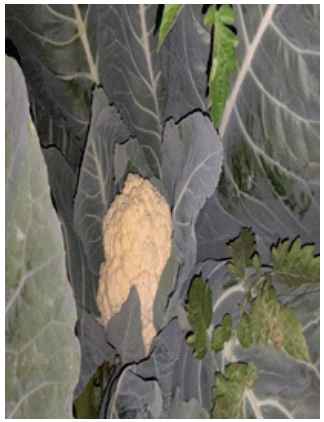


During interactions with respondents, over 99% agreed that the initiatives undertaken by the company have led to a significant increase in farmers' incomes. This significant shift in income has greatly enhanced their financial capacity.



Impact of Sustainable Practices - During interactions with respondents, over 90% acknowledged the positive impact of the rural development initiatives. They shared that sustainable farming training led to increased yields, while selling sustainable produce improved profit margins. FPOs helped them access wider markets and intercropping introduced new income streams and biogas systems supported efficient waste management.

FPO members reported experiencing several financial benefits and highlighted improvements such as increased profits from sales, better access to credit facilities, reduced input costs, and higher savings.



Natural fertilizers made from cow dung, Veraval

During our visit to Mithapur village - Veraval, Gujarat we interacted with farmers who have benefited from Grasim's livelihood initiatives, particularly in zero-budget farming as well as animal treatment camps. Over ~150 farmers cultivate diverse crops like corn, chili, mung, sugarcane and coriander, selling them at government-designated mandis.

Though only 20 farmers have adopted zero-budget practices so far, awareness is being steadily raised with the support of trained farmers and local trainers. Early adopters reported improved yields and product quality with Grasim initially supporting them by subsidizing vermicompost and distributing drums for making Jeevamrut.

These farmers now rely on natural fertilizers made from cow dung, urine and organic waste, avoiding chemical inputs. Despite initial challenges, many saw positive results within four years and gradually expanded their farming efforts.

Grasim has also supported marketing, and future plans include opening a shop in Veraval to sell organic produce.

Wadi Project

Under wadi project, fruit-bearing plants such as lemon, orange, papaya were distributed to farmers to help them develop small orchards on their land. This effort supports income generation through horticulture and encourages eco-friendly farming practices. The project aims to enhance long-term farm productivity, promote agroforestry and improve the socio-economic well-being of farming communities.

Wadi fields, Nagda

Interaction with Mr. Madanlal Parihar, Berchha (Nagda)

Grasim's Wadi Project, in partnership with BAIF, promotes sustainable farming by planting 80 orange trees and 200 papaya plants per acre with 60 participating farmers. Intercropping with crops like onions, coriander, fenugreek, and beetroot ensures year-round income.

Farmers receive high-yield papaya seeds from BAIF labs, with plants fruiting in 18 months and yielding 100–120 kg each, sold via FPOs at ₹ 20 – ₹ 40 per fruit. Orange trees begin fruiting in the fourth year, providing long-term returns of up to ₹ 12 lakh per acre.

Wadi Project uses drip irrigation for efficient water use and reduced weed growth, with planned spacing to fit papaya trees and allow tractor access. Farmers are trained in NPK fertilizer and pesticide use, making it a model for sustainable, high-yield farming.

Case Study: Transforming Livelihoods through the Wadi Project – The Journey of Atit Ji from Bhatisuda Village (Nagda)

Background:

Atit Ji, a resident of Bhatisuda village, holds an MBA and formerly worked at a Bank. He made a bold shift from his corporate career to full-time farming.

Participation in Wadi Project:

Through the Wadi Project supported by Grasim, he received 160 orange plants, 80 lemon plants and 600 papaya plants under multiple Wadis. He also received inputs like vermicompost, pesticides, onion seeds, and a drip irrigation system.

Adoption of Sustainable Practices:

Initially practicing 50% organic and 50% chemical farming, he now uses 80% vermicompost and 20% chemical fertilizers highlighting the importance of organic methods for long-term soil health and product quality.

Impact:

- Since starting lemon cultivation, he has earned ₹ 4–5 lakhs per annum.
- Drip irrigation has helped him in reducing water usage, save time and improve productivity, allowing him to focus on other farm activities.
- While organic produce fetches better prices due to its quality and reputation and he believes that transitioning to organic farming takes 3–5 years but yields significant long-term benefits.
- His monthly agricultural income has increased from ₹ 50,000 to ₹ 1 lakh enhancing his livelihood, lowering input costs through organic methods and bringing pride and purpose to his farming journey.

Conclusion:

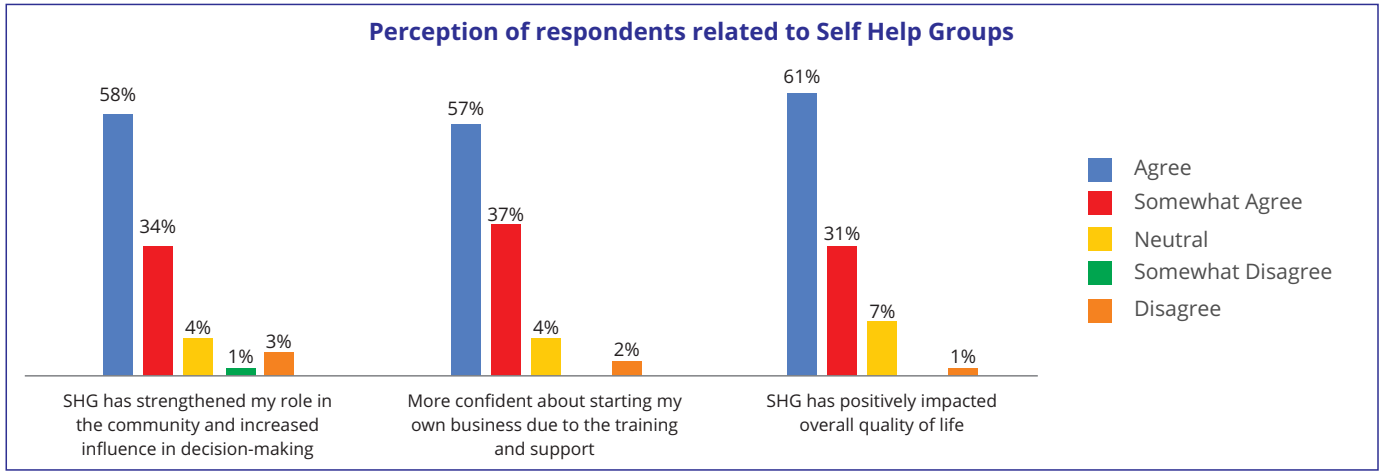
Wadi project helped in enhancing livelihood, lowering input costs through organic methods and bringing pride and purpose to farming journey.

Afforestation

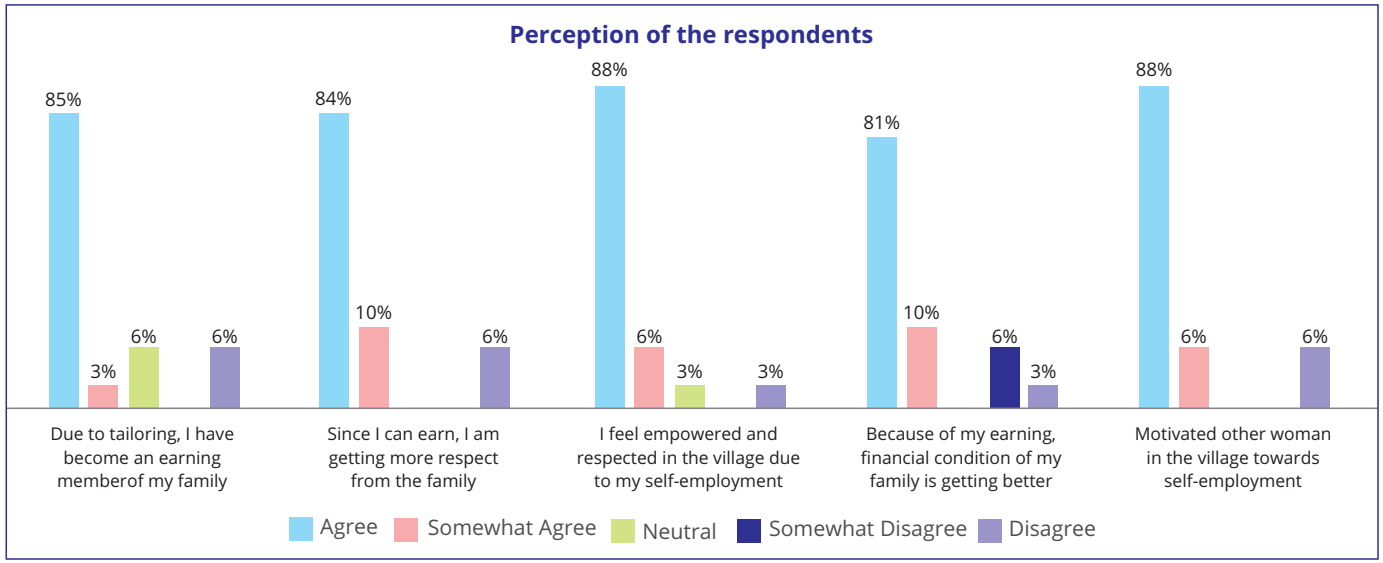
Grasim Miyawaki Forest, Vilayat

Over an area of two acres, Grasim has planted more than 68,000 trees encompassing over 80 different species of trees, shrubs, and plants. The initiative not only aims to enhance biodiversity and improve air quality but also actively involves local communities, particularly women, in the planting process, thereby promoting skill development and generating employment opportunities in the region. In collaboration with forest creators, Grasim ensures regular monitoring of the site with a dedicated guard deployed to prevent any unauthorized activities.

Skill Development Program-



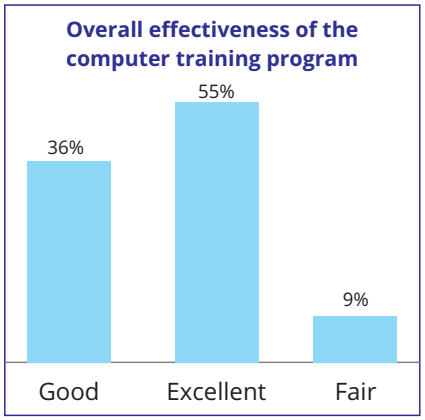
Grasim has undertaken multiple skill development initiatives to empower youth, women, and marginalized communities by enhancing their employability and promoting self-reliance. Non-farm activities like tailoring, handicrafts and small businesses are promoted through SHGs and skill training programs, especially for women and youth.



Enhanced self confidence among women - During interactions with respondents, over 90% agreed that the SHG has strengthened their role in the community and influenced their decision-making. They also expressed increased confidence in starting their own businesses, thanks to the training and support provided, which has positively impacted their overall quality of life.

Tailoring training for women

Enhanced community status of women - In interactions with respondents, over 85% agreed that tailoring has enabled them to become earning members of their families. This financial independence has brought them greater respect and a sense of empowerment within their communities. They also shared that their family's financial condition has improved and their journey has inspired other women in the village to pursue self-employment.



Computer Training Centre at Berchha Village, Nagda

Improved digital skills among youth - As part of the skill development initiative, a computer training program was conducted. During interactions with respondents, approximately 55% rated the overall effectiveness of the program as "excellent," while 36% rated it as "good."

Case Study: Empowering Women Through Livelihood Support – Mamata Suryavanshi's Journey, Berchha, Nagda

Background:

Mamata Suryavanshi, with only 8th-grade education, worked as a daily wage labourer with no land, steady income, or bank account. Dependent on her parents, she lacked confidence and couldn't even sign her name.

Support Through Intervention:

Through the program, Mamata received 5 goats. Over a year, they multiplied to 12-13. She spent ₹ 2,000 – ₹ 2,500 monthly on upkeep, laying the foundation for a sustainable livelihood.

Impact:

- Improved Livelihood: Goat milk supports her family and income.
- Financial Independence: She opened a bank account.
- Multiple Income Streams: She participates in village camps and jobs.
- Personal Growth: Now confident, Mamata can speak publicly and sign her name.

Conclusion:

With timely support, Mamata overcame hardships and now leads an empowered, self-sufficient life. For Mamata, this journey represents the true essence of "Naari Shakti".

TESTIMONIAL

Focused Group Discussion with SHG women

Vishnu SHG, Nipaniya, MP

Joining the SHG changed my life. We began by tailoring Mahakal T-shirts, which inspired others—growing from 5 to 9 SHGs. Each of us contributes ₹ 100 monthly and can access low-interest loans. Along with tailoring, we sell cosmetics and prepare school meals for earning extra income.

I received training in Ratlam to run a village shop and helped make ID cards for SHG/FPO members in Nagda. Many women now want to start small businesses like making incense sticks, pickles, and papads. With support for materials, machines and market access, we believe we can grow and uplift our community.

- Ms. Deepa Goswami, Nipaniya (Nagda)

Joining the SHG has given me the confidence and support to start my own business, Dwaraka Aajivika, where I retail disposable plates. Through the SHG, I was able to take a loan at a much lower interest rate compared to taking a personal loan. This financial help allowed me to purchase an automatic disposable plate making machine for ₹1.50 lakh, which has been crucial for running my business efficiently.

By leveraging the resources and financial support of the SHG, I could establish a business in a new domain, showcasing the transformative power of collective support and self-reliance in driving sustainable livelihoods.

This is a classic example of how connecting with a SHG can create opportunities beyond the initial training provided

- Ms Krishna Chauhan, (Nagda)

Beauty Parlour Training Centre

The Beauty Parlour Training Centre, led by trainer Mona Bhadana and sahayika Hemalata, provides free grooming and beauty training to local women.

The one-month program includes manicures, pedicures, facials, bleaching, haircuts, waxing, makeup, and 20–25 hairstyling techniques. Upon completion, students receive certificates and beauty kits sponsored by Grasim. So far, 80 women have benefited. Information about the training is shared through Anganwadi Kendras to attract participants from nearby villages.

The training has received positive feedback from students dreaming of becoming makeup artists, while Anganwadi sahayikas use their free time productively.

With family support and a friendly learning environment, the initiative empowers women with skills for self-employment and income generation. Scholarships for disadvantaged students promote academic and personal growth, fostering a more inclusive society.

SHGs producing lamps, incense sticks, idols from cow dung

While the initiative to empower SHGs by encouraging women to produce items like lamps, incense sticks, and idols from cow dung is commendable, the intervention faces critical challenges. The lack of proper marketing channels and a steady stream of orders limits the sustainability and scalability of these efforts. Additionally, issues like poor packaging impact the quality and marketability of the products.

It is advisable that Grasim focus on strengthening the existing 25 SHGs rather than aiming to reach a target of 100 SHGs. During the FGDs, Key Informant Interviews (KIIs), and through surveys, it was observed that there is a greater need to focus on strengthening the current SHGs to ensure long-term sustainability. This may necessitate a re-evaluation or reassessment of the target to extend the number of SHGs to 100.

Aadyam – Conservation of Cultural Art and Heritage

Grasim's Aadyam initiative plays important role in supporting India's handicraft industry by empowering rural artisans through skill development and enhanced market access. The program aims to preserve traditional craftsmanship while promoting sustainable livelihoods.

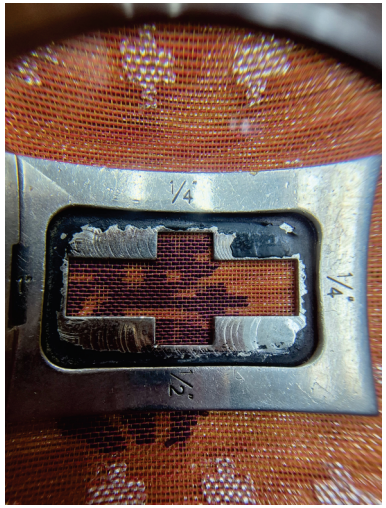
Empowering Artisans and Preserving Heritage - Aadyam Handwoven honors India's rich craft heritage by supporting artisans, valuing age-old weaving traditions and blending them with contemporary design to create handmade fashion and home decor products. The initiative ensures that handweaving continues to thrive in the modern world, not only as an art form but also as a viable source of income

Digital graph of the design

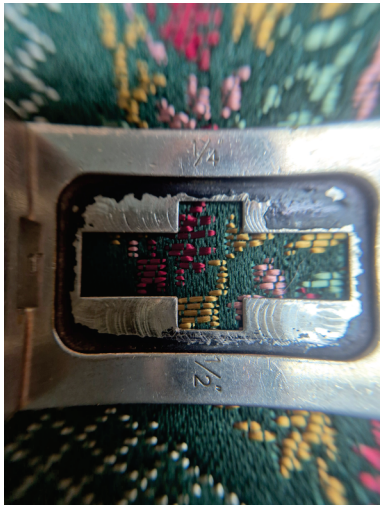
Threads and Colour Sampling

Market Linkages - Artisan clusters are selected based on market demand and specific weaving expertise. A dedicated four-member team, led by Program Manager Hari, manages on-ground operations. Market access is expanded through participation in craft melas, trade fairs, company-organized exhibitions, offline stores, and online platforms. Fair trade practices are ensured through measures such as 50% advance payments and transparent billing systems. A central warehouse in Bangalore supports quality control through standardized checks and processes.

Artisan Welfare and Support - Beyond income generation, Aadyam supports the holistic well-being of artisans. The initiative provides health and eye check-ups, insurance coverage, loom repairs, access to raw materials at discounted rates and educational assistance. Artisans have expressed appreciation for these welfare initiatives, particularly the healthcare support.



The intricate weave



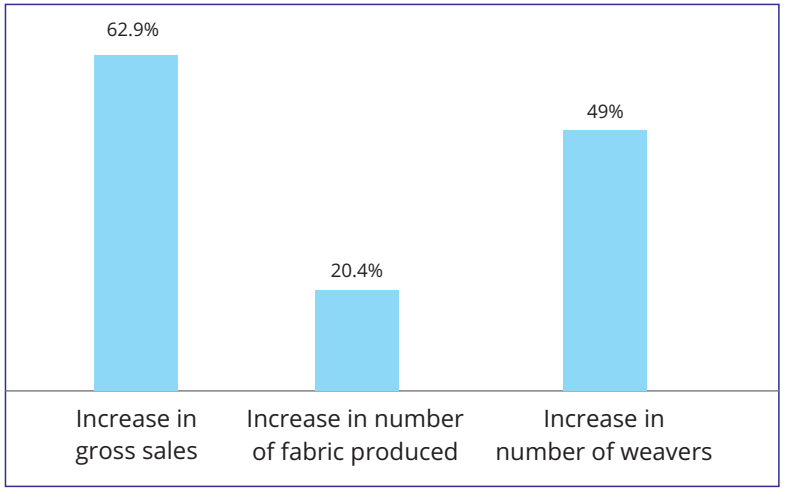
Designing efforts

Production and Earnings - Artisans work on a variety of traditional weaves including Tani, Katuo, Jamdani, Silk Jangla, Bailguti, Rankart, and cotton-by-cotton warp. They produce sarees, dupattas, cushion covers and curtains. Production times vary - approximately 12–15 days for a saree, 5–7 days for a dupatta, and up to 2–2.5 months for a pure Jamdani weave. On average, weavers earn ₹ 500 – ₹ 600 per day for saree weaving, while final products are sold at premium prices ranging from ₹ 25,000 to over ₹ 1 lakh, depending on the design complexity.

Growth Analysis:

Particulars	F.Y 2023
Sales Value Contribution from Sarees & Dupattas	36%
Growth on website	3.86 lakhs
Engagement Rate	2.8%
Website traffic achieved per month	10,000

Design Outcome



Gross sales witnessed substantial growth of approximately 62.9%, reflecting a strong market response and increased demand for artisan products from FY 2023 to FY 2024.

Increase in fabric production by approximately 20.4%, rising from FY 2023 to FY 2024, reflecting improved capacity and higher demand.

Increase in number of weavers by approximately 49%, indicating expanded outreach and increased artisan engagement from FY 2023 to FY 2024.

Designing Process:

Aadyam Handwoven design process begins with a deep understanding of the craft's heritage, focusing on its technique, signature elements and limitations to preserve authenticity.

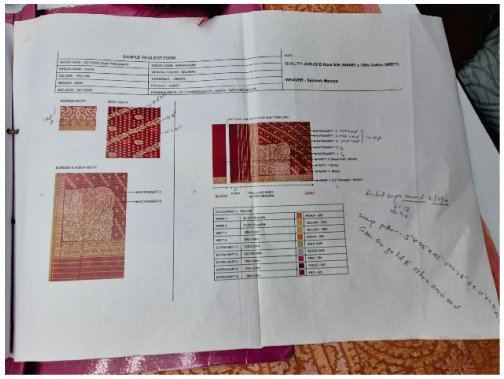
Designers then create products that balance traditional art with modern appeal, ensuring they stand apart from machine-made alternatives.

Working with selected craft clusters, the team explores various uses of the handwoven fabric to suit today's lifestyles while staying true to Aadyam's core values.

Artisans are encouraged to move beyond repetitive patterns through training, trend inputs, and better compensation, helping them adopt new colours, motifs, and ideas.

Sustainability is integral, only natural fibres are used, and the process remains eco-friendly, requiring no electricity.

Finally, the success of each design is measured by its sell-through within three months and positive customer feedback.



Design in process

Interaction with the weavers:

A weaver, 32-year-old from Ayodhyapur, with 15 years of experience, carries forward his family's handloom legacy that began with his grandfather. Specializing in Tanchoi and Paudi sarees, dupattas, and other handwoven products, he works on traditional pit looms and collaborates with Aadyam, which provides design support.

He earns approximately ₹ 24,000 – ₹ 25,000 per month. He is committed to the craft out of deep-rooted passion and pride in preserving heritage. His orders primarily come from traders, with 50% advance payments. He appreciates the support provided by Aadyam, including loom repairs and periodic health checkups.

Handloom at weaver's house, Varanasi

Handloom at Akbar Ji's house

Akbar ji, a weaver from Padav, specializes in Tankoi Kadua sarees, which take about a month to complete. He mainly receives orders from traders and works 7–8 hours daily, earning around ₹ 500 per day. His wife helps with yarn preparation, and he uses five fixed designs with minor variations.

Despite health issues, he continues weaving and appreciates health check-up initiatives.

Key challenges

- Most artisans still rely on intermediaries for selling their products due to limited independent market access.
- The younger generation shows little interest in continuing the craft due to its labour-intensive nature and relatively low financial returns.
- Monitoring of the project's impact is largely based on informal feedback, with continued loom operations and artisan stability serving as indicators of success.
- Balancing scale with quality is a constant concern.
- Lack of formal training in areas such as inventory management and product photography hampers professional growth.
- Delays in new design rollouts often lead to idle periods and wage loss for weavers.
- Power supply issues persist despite solar panel support.

Animal Husbandry –

Artificial Insemination and Cattle Breed Improvement

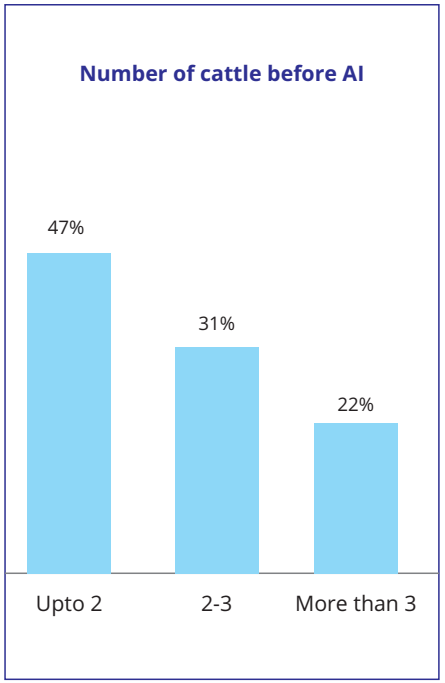
Grasim promotes artificial insemination to improve cattle breeds and enhance rural livelihoods. The company provides veterinary support, training, and awareness programs for farmers. This initiative helps increase milk production, boost farmers' incomes and ensure healthier livestock. Grasim's efforts contribute to sustainable rural development and economic empowerment.

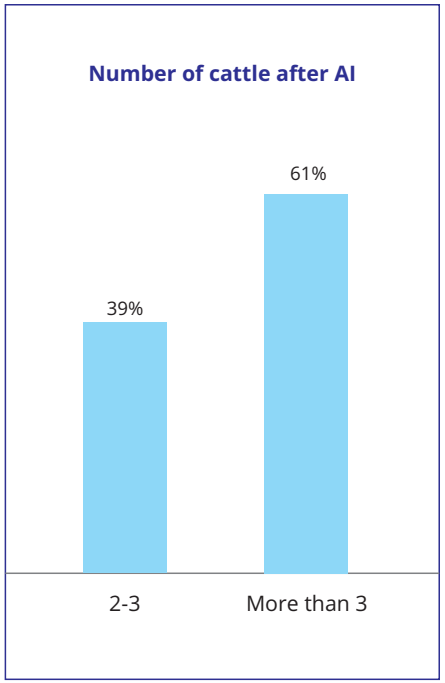
Over the past decade, Grasim has implemented several animal husbandry initiatives, including awareness camps, vaccination drives, fodder seed distribution, cattle insurance and AI, in partnership with BAIF.

In FY 2022–23, farmers were trained in AI to improve cattle productivity, especially focusing on indigenous milch breeds. With long-term support, milk yields have increased across generations, from 3 liters/day in the first generation to 7–8 liters/day in the fourth.

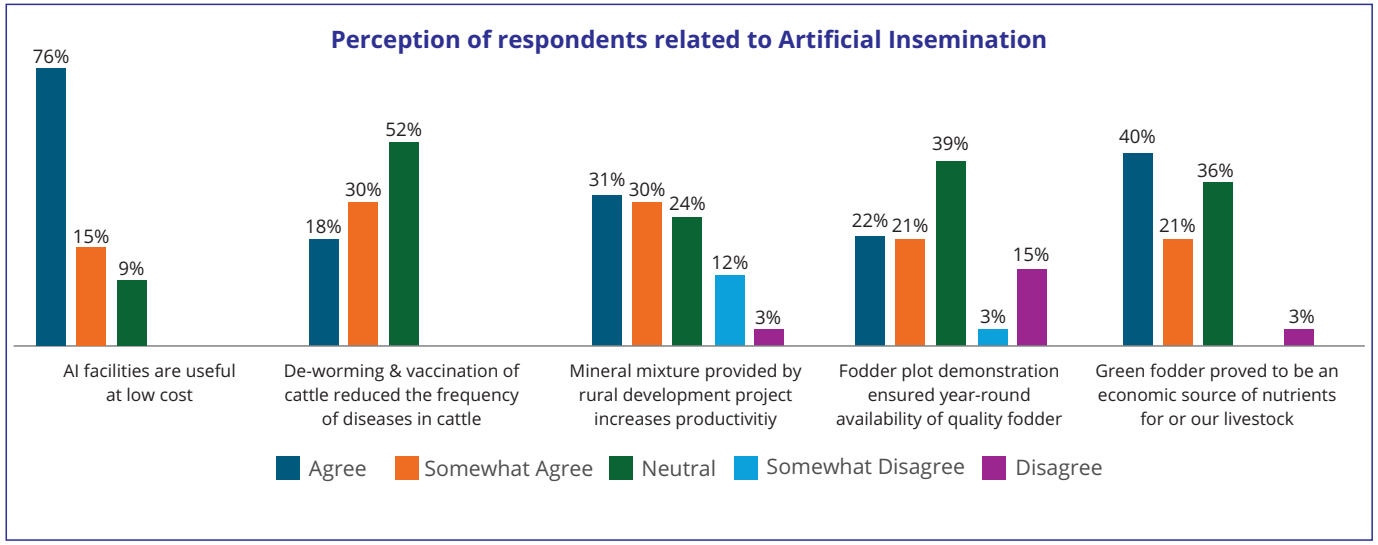
Grasim supports three village dairies in Vilayat (Arkot, Derol, and Chaswad), covering animal husbandry. In Ankot, a women-led cooperative society works with Dudhdhara Dairy for coordination and technical support.

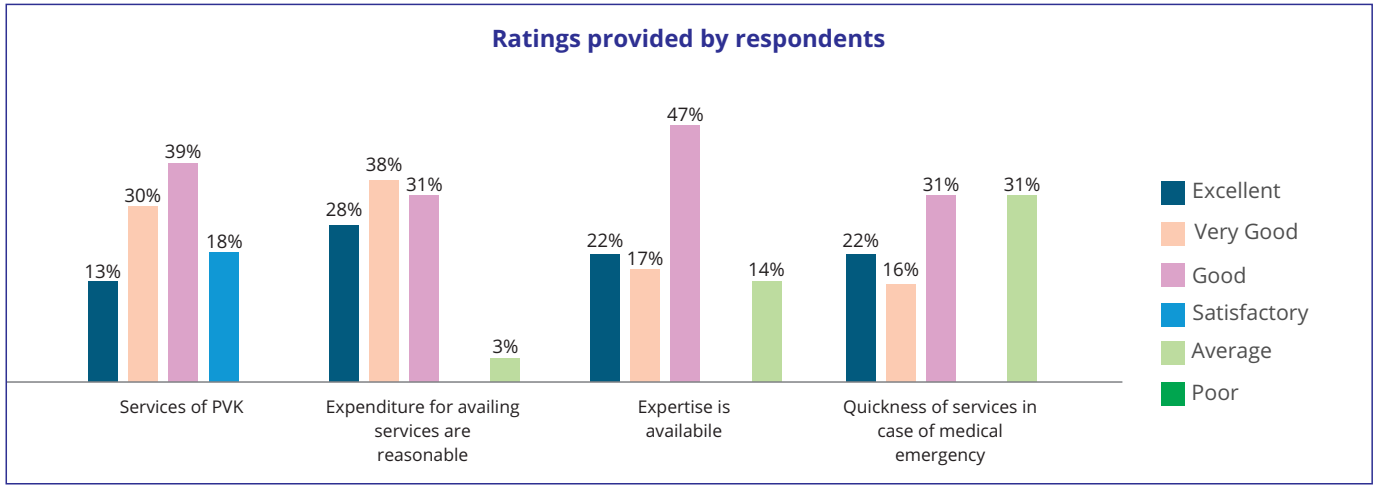
Animal husbandry, Nagda





Increased Cattle Ownership - Interaction with respondents revealed that before the introduction of AI, only 22% owned more than three cattle; however, after the implementation of AI practices, this number rose significantly, with over 60% of respondents reporting ownership of more than three cattle. This indicates a substantial improvement in livestock productivity and rural livelihood sustainability.





During interactions with respondents, more than 80% rated the services provided by PVK between excellent and good. They shared that the expenditure for availing these services was reasonable and that the available expertise was of high quality.

Satisfaction with AI and related services –

- 90% respondents agreed that AI facilities are useful and affordable.
- More than 60% acknowledged that the mineral mixture provided through the rural development project helped improve livestock productivity.
- Respondents also reported that green fodder served as a cost-effective source of nutrition for their cattle, while over 48% agreed that deworming and vaccination significantly reduced the incidence of cattle diseases.

TESTIMONIAL

I am a dairy farmer engaged in pashupalan for several years. As part of Grasim's initiative to support rural livelihoods, I availed the AI services introduced in my village.

Thanks to this facility, I noticed a significant improvement in the productivity of my livestock. On average, milk production from his cattle increased by 10 to 15 litres per day.

This rise in yield translated into a 15% increase in my profit margin, helping me strengthen my family income and sustain my dairy business more effectively.

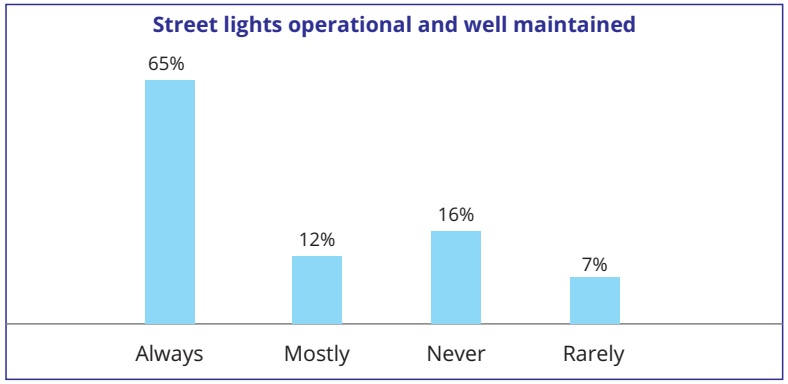
- Bharat Singh,
Pipliyasees Village (Nagda)

Infrastructure Development

As part of rural development initiatives, Grasim has undertaken several infrastructure projects to improve the quality of life and support livelihoods in villages. Water tanks and water harvesting structures have been constructed to ensure reliable access to water for drinking and agricultural needs.

Benches have been installed in public areas for the comfort of community members. RO plants have been set up to provide clean and safe drinking water. Street lights have been installed to enhance safety and mobility during the evening hours.

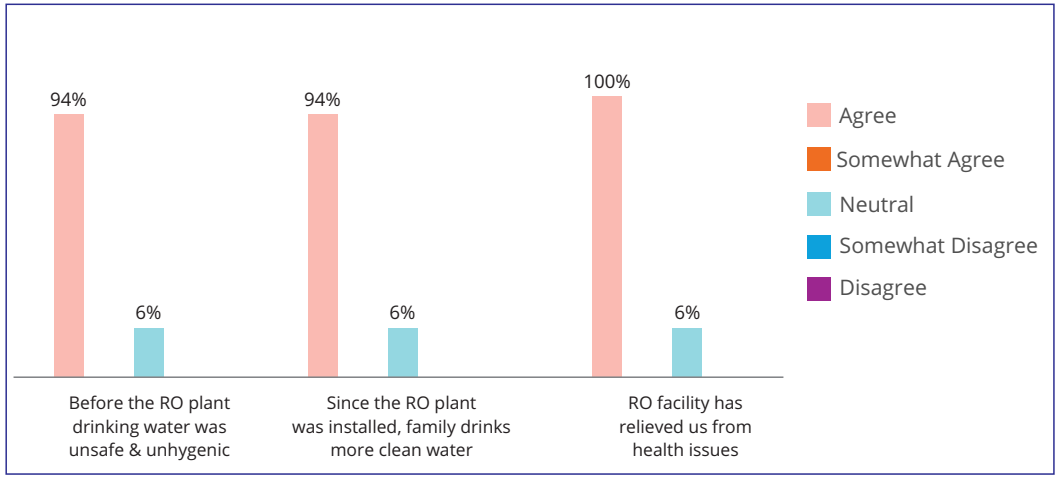
Street lights operational and well maintained

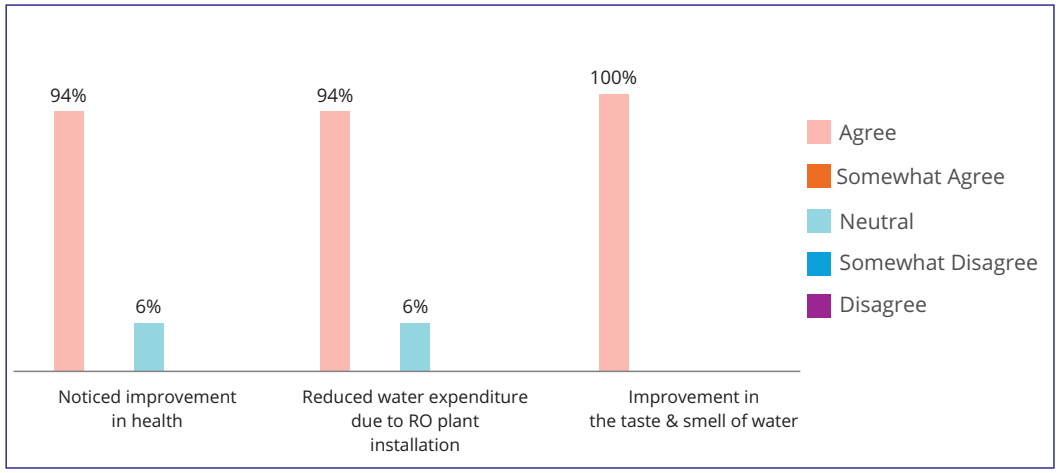


During interactions with respondents, approximately 65% agreed that the streetlights are consistently operational and well-maintained.

They noted that the regular upkeep ensures reliable lighting, contributing to improved safety and ease of movement after dark.

Perception of respondents related on Installation of RO Plant





During interactions with respondents, approximately 94% agreed that before the installation of the RO plant, the drinking water was unsafe and unhygienic. Post-installation, families reported drinking clean water, experiencing relief from health issues, and noticing overall health improvements. Additionally, respondents mentioned reduced water expenditure and an improvement in the taste and smell of the water.

RO Plant, Kharach

Grasim has been implementing a long-term agriculture development project in Veraval, focusing on organic farming, Swa-Jaldhara for rainwater harvesting, vermicomposting, and Zero Budget Farming. For over a decade, the initiative has supported agro-based families in adopting sustainable agriculture practices. Women beneficiaries, key agents of change, have reported reduced farming input costs, improved yield quality, and greater climate awareness. The project has also fostered stronger community influence and peer networks for continued climate action. To ensure sustained impact, integrating enhanced monitoring systems can help maintain infrastructure, reduce maintenance costs, and strengthen community engagement.

Water harvesting

Summary of findings of Grasim's Rural Development initiatives through CSR in FY 2022-23

Inclusiveness

- Did the program include women, marginalized groups, and disadvantaged families?
- Were rural communities able to easily access the program's services?

Grasim's CSR program successfully included women, marginalized groups and disadvantaged families with initiatives like Kaushalya Vardhan, SHGs and Computer Training engaging a majority of female participants.

Rural communities were able to easily access services, with programs like RO plants, AI, and FPOs being implemented in remote areas, ensuring broad accessibility for all.

Relevance

- Did the program address the needs of rural community?
- Was the program suitable for the local context?

Grasim's rural development initiatives addressed the needs of rural communities, focusing on income generation, and infrastructure. Programs like Wadi Project and Kaushalya Vardhan provided skill development and economic opportunities, while RO plants and AI initiatives enhanced local infrastructure and livestock productivity.

These initiatives carefully addressed challenges of rural areas, such as limited access to clean water, healthcare, and market opportunities, ensuring they were both relevant and impactful for the communities they served.

88% of respondents reporting that they rely on animal husbandry as a key source of income and have been using AI services for more than three years.

More than 50% of respondents agreed that the Wadi plantation program contributed significantly to crop diversification, enhanced overall productivity, and helped preserve the diversity of crops and trees in the area.

Group Discusssion with tailoring trainees, Veraval

Program made farming systems more resilient and sustainable, provided long-term economic and environmental benefits, and played a crucial role in preventing soil erosion by transforming open lands into forested areas.

Aadyam focuses on preserving India's traditional handloom art forms while aligning with the socio-economic needs of artisans by enhancing their livelihoods through structured support

Coherence

- Did the program align with government rural development policies?
- Did it support global development goals?

Grasim's rural development initiatives are well-aligned with key government schemes. Its agricultural and livestock programs support **PM-KISAN** and the **National Livestock Mission**. Infrastructure projects align with **PMGSY, SBM**, and the **Jal Jeevan Mission**. Environmental efforts like Miyawaki forests support the NAP, while skill development initiatives complement **NRLM** creating strong coherence with national priorities.

Grasim's initiatives contribute to **SDG 1 – No Poverty** by enhancing rural incomes through initiatives like FPOs, skill development programs, and Self-Help Groups, empowering families to achieve financial stability and improve their quality of life.

The initiatives also address **SDG 2 – Zero Hunger** by promoting diversified agriculture through Wadi plantations and improving livestock productivity through AI services, thereby strengthening food security and sustainable farming practices.

Grasim's programs contribute to **SDG 3 – Good Health and Well-being** by installing RO plants for safe drinking water, conducting livestock vaccination and deworming drives, and promoting better hygiene and disease prevention practices in rural areas.

Through the installation of RO plants and promotion of water conservation practices, Grasim supports **SDG 6 – Clean Water and Sanitation**, ensuring rural communities have reliable access to clean water and promoting improved health outcomes.

Efficiency

- Were resources used effectively to implement the program?
- Did the program meet rural needs without unnecessary costs?

Grasim prioritized interventions that directly addressed the community's urgent needs, such as access to safe drinking water, healthcare access, agricultural support, and skill-building for youth and women.

By targeting specific gaps Grasim ensured that program delivery was cost-effective, with no significant wastage or avoidable expenses. The focus remained on achieving maximum community impact with prudent financial management.

Effectiveness

- Did the program meet its stated objectives?
- Did it create long-term improvements in rural quality of life?

Grasim's program has proven to be highly effective in improving the quality of life in rural communities.

Beneficiaries reported reduced monthly expenditures, improved livestock health, increased cattle numbers, better income opportunities, and enhanced access to clean drinking water.

100% respondents agreed that AI services provided through the PVK helped reduce their monthly cattle management expenses and enabled them to increase their cattle numbers.

Additionally, over 85% of the respondents reported significant improvements in the health of their livestock following these interventions.

More than 90% of FPO members expressed high satisfaction with the support and services extended by the company, highlighting the positive impact of Grasim's rural development initiatives.

Aadyam program effectively bridges the gap between artisans and the market by providing design inputs, quality checks, and reliable orders, thereby helping weavers maintain continuity of work and improve income stability.

100% agreed that the installation of the RO plant led to a significant reduction in diseases such as diarrhoea, dysentery, typhoid, cholera, and other waterborne illnesses.

The skill development training program covered areas such as tailoring, agarbatti making, computer training, and livestock rearing. Over 65% of respondents reported an increase in their income after participating in the training.

Impact

- Did the program lead to measurable improvements in livelihood and infrastructure?
- What long-term changes occurred in the rural community?

Grasim's program led to measurable improvements across key areas such as income, livelihood and infrastructure.

Infrastructure projects like the installation of RO plants, construction of check dams, and development of roads and sanitation facilities enhanced the quality of life.

In terms of long-term changes, the rural communities witnessed better access to clean drinking water, improved health outcomes due to reduced waterborne diseases, greater livelihood opportunities, enhanced digital literacy, and stronger community resilience.

FPOs support fair pricing for crops like papaya and oranges, improve market linkages, and promote farmer self-reliance and sustainable growth.

Over 98% of respondents agreed that Grasim's CSR initiatives have significantly improved the quality of life for farmers and their families, along with a notable increase in their income.

More 70% of respondents agreed that the SHGs have boosted their confidence and decision-making abilities.

Additionally, SHGs have had a significant positive impact on the community, enhancing living standards and creating new opportunities.

Aadyam initiative has positively impacted over ~300 artisans by increasing their income, providing health check-ups, supporting loom repairs, and creating awareness about traditional weaves among premium customers.

Sustainability

- Are the program's benefits sustainable in the long term?
- What steps ensure the community's continued involvement after the program ends?

Grasim initiatives are designed for long-term sustainability through a focus on skill-building, livelihood promotion and durable infrastructure.

Training for farmers, youth, and women's SHGs, along with income-generating activities and support for community assets, ensures continued benefits beyond the program period.

Aadyam demonstrates long-term sustainability by focusing on building consistent market demand, encouraging generational transfer of weaving skills, and fostering artisan welfare through holistic support systems.

Alignment with UN Sustainable Development Goals:

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Grasim's rural development initiatives align with multiple SDGs, including **SDG 1, SDG 2, SDG 3, SDG 5, SDG 6, SDG 8, SDG 9, SDG 11, SDG 13** and **SDG 17**.

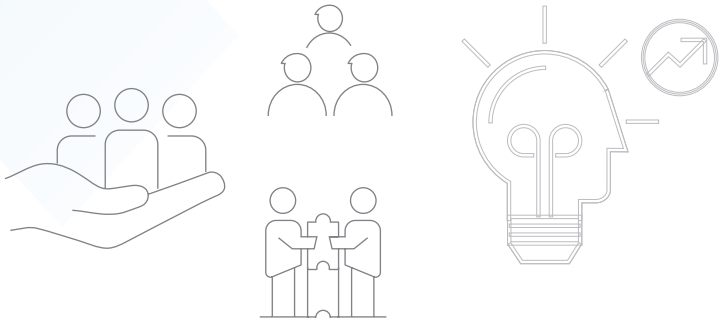
SDG Goal	SDG Target	SDG Contribution
	Target 1.2: Reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions. **Target 1.4**: Ensure equal access to basic services, ownership, and control over land and resources.	By promoting traditional and smart farming practices, supporting animal husbandry, and encouraging cooperative farming through FPOs, Grasim enhances income opportunities for small and marginal farmers. It fosters non-farm livelihoods such as tailoring, handicrafts, and small enterprises through SHGs for women and youth. These initiatives help reduce poverty and also ensure equitable access to resources and sustainable income generation in rural areas. Aadyam generates income for rural artisans, reducing poverty by creating sustainable livelihoods.
	Target 2.3: Double the agricultural productivity and incomes of small-scale food producers. **Target 2.4**: Ensure sustainable food production systems and implement resilient agricultural practices.	Grasim supports **SDG 2** by enhancing agricultural productivity and promoting sustainable farming practices among small-scale food producers. It provides access to better seeds, encourages organic and smart farming methods, and supports horticulture by helping farmers grow fruits, vegetables, and medicinal plants. Through training programs and on-ground support, Grasim enables farmers to adopt resilient agricultural techniques that improve yields and ensure long-term food security, while also increasing their household incomes.
	Target 3.4 – Promote mental health and well-being. **Target 3.9** – Reduce illnesses from hazardous chemicals and water/air pollution.	Grasim supports **SDG 3** by providing health camps, clean drinking water, and sanitation facilities to reduce waterborne diseases. It also promotes mental well-being through community sports and wellness programs.

SDG Goal	SDG Target	SDG Contribution
	Target 5.5: Ensure women's full and effective participation and equal opportunities for leadership.	Grasim promotes **SDG 5** by empowering women through SHGs and skill training in areas like tailoring and handicrafts. Grasim ensures women have equal opportunities for leadership and active participation in community development, fostering economic independence and leadership roles. Aadyam promotes women-led artisan groups and enables their active participation in the economic ecosystem.
	Target 6.1: Achieve universal and equitable access to safe and affordable drinking water for all. **Target 6.2**: Achieve access to adequate and equitable sanitation and hygiene. **Target 6.2**4 Increase water-use efficiency across all sectors.	Grasim advances **SDG 6** by implementing initiatives that improve access to safe drinking water and promote hygiene in rural communities. It has set up RO plants to provide clean and affordable drinking water and constructed water tanks and harvesting structures to ensure availability for both domestic and agricultural use. Grasim has built toilets and conducted sanitation awareness programs to enhance hygiene and public health.
	Target 8.3: Promote policies that support productive activities, decent job creation, entrepreneurship, and microenterprises.	Grasim supports **SDG 8** by promoting entrepreneurship and job creation through skill development programs, SHGs, and vocational training. By encouraging non-farm activities like tailoring and handicrafts, helps create sustainable livelihoods and boost local economies. By supporting artisan entrepreneurship and improving market access, Aadyam fosters decent work and inclusive economic growth.

SDG Goal	SDG Target	SDG Contribution
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	**Target 9.1**: Develop sustainable and resilient infrastructure to support economic development.	Grasim supports **SDG 9** by building sustainable infrastructure like roads, bridges and water harvesting structures, improving connectivity and access to essential services in rural areas. These initiatives promote economic development and resilience.
11 SUSTAINABLE CITIES AND COMMUNITIES	**Target 11.4**: Strengthen efforts to protect and safeguard the world's cultural and natural heritage.	Aadyam preserves India's traditional crafts and cultural heritage through artisan empowerment.
13 CLIMATE ACTION	**Target 13.1**: Strengthen resilience and adaptive capacity to climate-related hazards.	Grasim supports **SDG 13** by promoting sustainable farming, water conservation, and Miyawaki forests, helping rural communities build resilience to climate-related hazards.
17 PARTNERSHIPS FOR THE GOALS	**Target 17.17**: Encourage effective partnerships between public, private, and civil society actors.	Grasim contributes to **SDG 17** by fostering effective collaborations with government agencies, NGOs, and local communities. These partnerships enhance the impact of rural development initiatives, ensuring that resources are leveraged effectively to address local needs and promote sustainable development.

Recommendation

- The company's initiatives in the areas of Quality Education, Sustainable Farming, and SHGs have made significant impact on community. These initiatives benefit children, farmers, youth, and women, touching various strata of society and creating an integrated development model. These best practices can be extended in other CSR outreach areas after reassessing community needs.



Conclusion

Grasim's initiatives in healthcare, education, and rural development exemplify a holistic approach to community empowerment and sustainability. By addressing critical gaps in healthcare access, promoting inclusive education, and fostering sustainable livelihoods, these programs have created meaningful and lasting impacts across diverse sections of society. The healthcare initiatives have not only improved immediate access to medical services but also encouraged healthier lifestyles and preventive care. Similarly, the education programs have empowered students through enhanced learning resources and inclusive support systems, laying the foundation for a brighter future.

The rural development efforts stand out for their focus on self-reliance and community ownership, fostering resilience through capacity building, and promoting sustainable practices such as organic farming and art-based livelihoods. Women, youth, and farmers have emerged as key change agents, driving forward Grasim's vision of sustainable growth. Through its strategic alignment with national priorities and participatory implementation approach, the company ensures that its interventions remain contextually relevant and widely accepted by the communities.

Collectively, these initiatives demonstrate Grasim's commitment to creating resilient communities, enhancing social equity, and contributing to the long-term development of rural India.

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