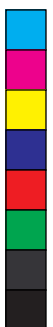
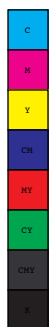


PRATHEEKSHA

July 2017

The Magazine on HLL's CSR & SD initiatives.

Volume: 02 | Issue: 02







Dear friends and well wishers of HLL,

We all want to be happy and the “Art of happiness” is to serve one and all. We, at HLL believe that our success should be measured by our contribution and commitment to fulfil economic, environmental and societal needs of our society. We are dependent on the society for its resources and it has always been our endeavour to give back to the society – by taking active interest and participation in the social welfare of the community. This has resulted in developing and implementing a need-based, result-oriented, professionally managed Corporate Social Responsibility (CSR) initiative.

The CSR policy of HLL is to ‘be a socially responsible corporate entity with thrust on three pillars of sustainable development –Social, Environmental and Economical’. HLL through its CSR & Sustainable Development initiatives, undertakes projects focussing on the need to reduce social and economic disparities in the society and protect the ecological balance of the environment to the extent possible.

At HLL, CSR initiatives are not just restricted as the responsibility to the management; but the employees have united to shoulder the responsibility to set off unique CSR initiatives from their part too.

“Pratheeksha” is one such CSR initiative of HLL under which academically brilliant students from the BPL category are financially supported to pursue professional courses. The funds for the “Pratheeksha” scholarships are raised through contribution from employees and also from the company’s CSR fund.

“My City” is major CSR project in line with “Swachh Bharat Abhiyan” that undertakes solid waste management in Kowdiar ward of Thiruvananthapuram, Kerala. “PakaVeedu”- a project offering employment to recovered patients of Govt. Mental Hospital Trivandrum, Blood Donation camps, Anemia management for women, Life skill training programmes in schools, general health checkups, detection of lifestyle diseases, and supporting orphanages are other programmes by HLL CSR.

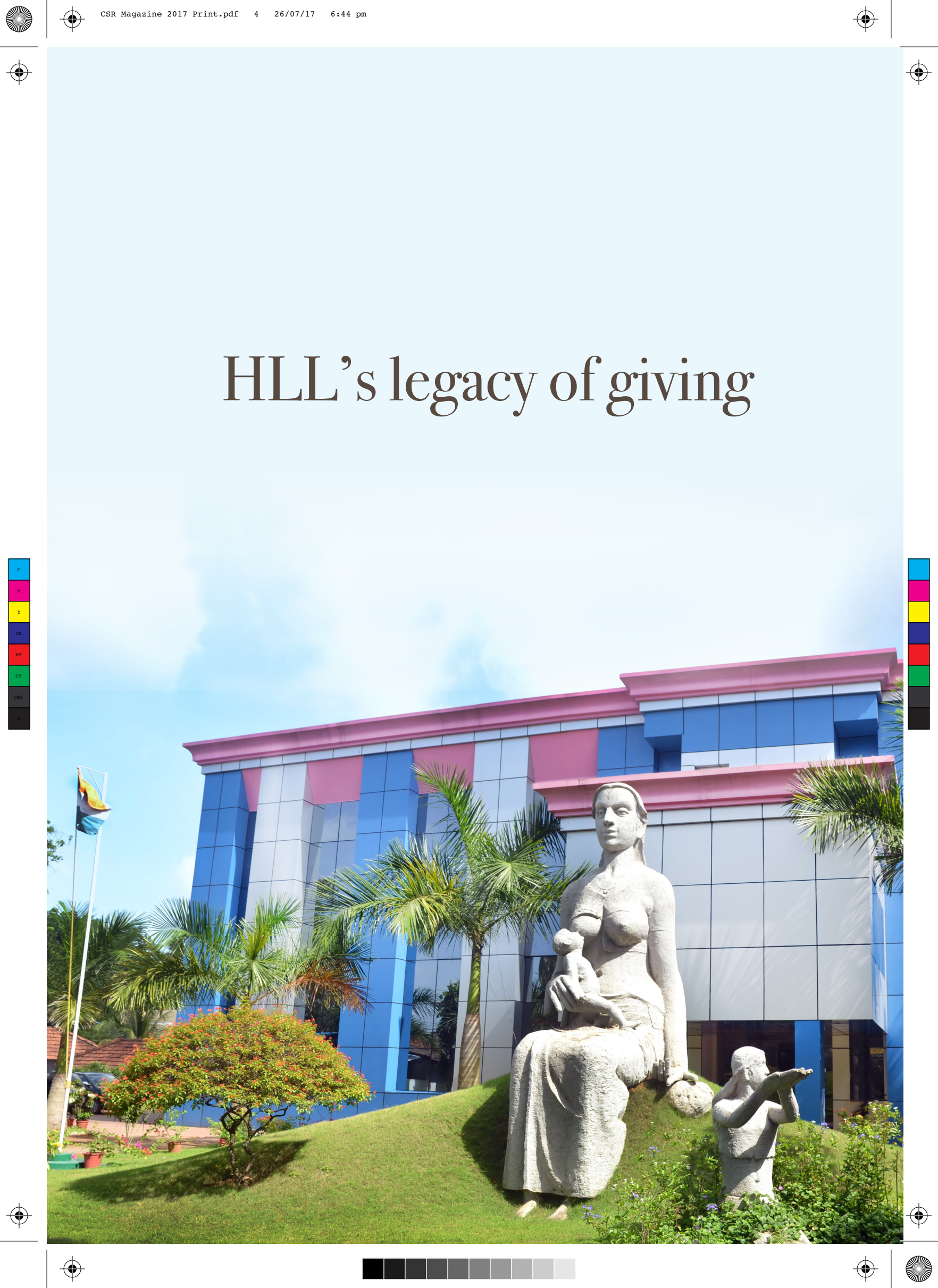
‘Pratheeksha’ magazine will give a brief description on the CSR initiatives of HLL. We do seek your valuable suggestions and feedbacks regarding the magazine.

Driven by passion to serve, our CSR efforts have augmented the culture of our organization to a much more widened canvas and we promise ourselves to continue this good work.

With regards,

R.P.KHANDELWAL
CHAIRMAN AND MANAGING DIRECTOR





HLL's legacy of giving





HLL has a long legacy of CSR that originates from its value system. Since inception, CSR initiatives through environment and social concerns have been a core part of HLL. The very fact that the company was established with a social commitment to support the family planning initiatives of the Government of India have made it socially conscious.

HLL is driven by the strong business philosophy to offer high quality products and services at extremely affordable costs. All its products, contraceptives, blood bags, surgical suture, sanitary napkins and pharmaceuticals and services like , imagery centres, retail pharmacy outlets are all offered with a mission to ensure affordability and reduce out of pocket expense.

In HLL, business and CSR go hand in hand. In the past HLL had done many noteworthy CSR initiatives that laid the foundation for a strong reputation and corporate brand. Notable CSR initiatives in the past, some of which still ongoing are:

- **Village adoption – Kanagala and Karakulam**

Adopted villages, Kanagala in Karnataka and Karakulam in Thiruvananthapuram, Kerala and undertook various activities to improve the quality of lives of the villagers. Special focus was given to healthcare education and sanitation of the villagers children.

- **Support for Cancer Care**

HLL supported Care Plus, an NGO based at Regional Cancer Centre (RCC) in Thiruvananthapuram for conducting free palliative home care services for poor cancer patients. This includes providing symptomatic care to patients and support to their family members. HLL supported hundreds of outreach clinics for patients and their family members.

- **General Health checkups at government schools**

HLL has conducted various health checkups for students of government schools mainly located near its factories like Government LP School and Upper Primary School, Peroorkada, Chinnamma Memorial School in Poojappura, etc. Around 1500 students benefit from the camp each year.

- **Teaching aid and other supports to schools**

HLL has constructed a rainwater harvesting system to manage water lodging in lower compounds during rain at Chinnamma Memorial School, Poojappura, Thiruvananthapuram. In addition, toilets were also built for students besides providing computers and furniture. Children's Park was set up at Government LP School, Peroorkada, public address system, computers and furniture were provided. Dining hall facility was set up in Government Girls Higher Secondary school. Computer lab and library were set up at Government UP School, Akkulam. Computers and furniture were also given to many schools



Distribution of teaching aids to poor students

like Govt Girls High School Peroorkada, Lower Primary School Managad, Anandamarg Lower Primarcy School Poojappura and Govt UP School Palkulangara. Books were given to Sisu Vihar Upper Primary School and Elamad School Kollam and an Ayah was provided and fans were given to Peroorkada Government school for special children.

• **Life skill Training programmes (Not-for-profit trust promoted by HLL)**

HLL and HLPPT conducted sessions on 'Life-skills

and Goal setting for 10th and 12th standard students from various schools. A panel of experts from Psychology, Social work / Student counseling and Psychiatry facilitated the sessions. On an average around 1500 students benefitted from these programmes every year.

• **Assistance to HIV patient**

HLL has been providing Rs. 75,000 per year for the care of HIV infected boy Benson (he lost his parents and sister to the disease) staying in Kollam district of Kerala. The fund is utilized for food supplements, education and also travel to Medical college hospital for his monthly checkups.

• **Other CSR initiatives**

1. HLL has been maintaining Kowdiar Park near Kowdiar Palace in Thiruvananthapuram since 2006. The company has also created recreational facilities for the kids.
2. HLL maintained Bhagath Singh Park at Poojappura near its Head Office
3. Initiated massive cleanliness drive in Thiruvananthapuram in association with the Corporation of Thiruvananthapuram and Habitat to curb the spread of vector-borne diseases.
4. Provided assistance to execute modernization plans at Peroorkada General Hospital.
5. Annual eyecamps for the nearby residents of HLL Factories.





Lifeskill Training programme

6. Constructed toilets for children at Anganwadi opposite to HLL Akkulam Factory.
7. Houses built for poor families whose homes were in a dilapidated state in the vicinity of HLL factories
8. Bread baking unit provided to inmates of Government Mental Hospital, Peroorkada
9. Ceiling fans were given to elderly at Care Home in Chakkai, Thiruvananthapuram
10. Rest Block was constructed for head load workers near HLL Akkulam Factory

• CSR support in Kanagala

HLL donated Rs 2 Lakh towards Karnataka Government's Calamity Relief Fund in view of the heavy floods which hit the state in 2009. The Factory set up a 'Samuday Bhavan' for the people of the locality. HLL's Kanagala Factory had also provided teaching aids, uniforms, other infra structure support to various government schools in the locality. Public toilets, bore wells, assistance to the accident victims were also formed part of HLL CSR in Kanagala village.



Annual Sadhya at Govt. Mental Hospital



Liquid Love

Millions of people owe their lives to people they never meet – people who donate their blood freely and without any reward. However, an overwhelming majority of the world’s population does not have access to safe blood. Over 80 million units of blood are donated every year, but only 38% are collected in developing countries, where 82% of the global population lives. Many countries remain dependent on donation by the families or friends of patients who require blood, and in some countries, blood donors still receive payment.

It is estimated that an average use of 50 units of red blood cells is required to manage an accident case. 20 unit platelets are required to manage a burn. Bone Marrow Transplantation requires 20 units of red blood cells and 120 units of platelets. Heart Surgery needs 6 units of red blood cells and 6 units of platelets. Organ Transplantation needs average 40 units of red blood cells, 30 units of platelets, 20 bags of cryoprecipitate and 25 units of fresh frozen plasma.

With the increased number of accidents, cancers, burns and surgeries, the need for safe blood is increasing day by day. At the same time the diseases transmitted through blood transfusion viz. Hepatitis, HIV, Malaria, etc. is also increasing. The health sector worldwide is looking for options to ensure safe blood to the patients. Promotion of voluntary blood donation is considered as one of the key strategies worldwide to ensure 100% blood safety. Voluntary non-remunerated blood donors are considered to be the foundation of a safe blood supply because they associate with significantly lower levels of infections and are least likely to transmit potentially life-threatening infections including HIV, Hepatitis viruses, Malaria etc. Screening for transfusion-transmissible infections is essential, but the safest donations come from the safest donors. The human blood has no substitute.





Former Principal Secretary to the Prime Minister Shri TKA Nair and Mayor of Thiruvananthapuram Shri V.K. Prasanth inaugurating the Blood Donation Camp held at Peroorkada Factory on 11 July 2016.

A person who gives blood, plasma or other blood components of his/her own free will, and receives no payment for it, either in the form of cash or in kind, including time off work can be termed a voluntary blood donor. The goal of Voluntary Blood Donation is to wipe off scarcity of blood and to ensure availability of safe and quality blood and other blood components, round the clock and throughout the year.

There are 170 Blood Banks in Kerala, of which 45 are supported by the Government. The Voluntary Blood Donation in Kerala was only 27% during 2008 – '09, which is rather low compared to many of the Indian States, despite the support of NGOs, educational institutions, NGOs, service clubs and individual donors.

This was the context in which Hindustan Latex Family Planning Promotion Trust, a Trust promoted by HLL Lifecare Ltd., initiated a campaign for the promotion of voluntary blood donation in the State in association with Kerala State Blood Transfusion Council / Kerala State AIDS Control Society (KSACS).

The Programme

Initiated in 2009, the Voluntary Blood Donation Programme aimed at increasing voluntary blood donations in Kerala up to 100%. To achieve this, the programme had set some specific objectives, which included:

- To analyse and set a favourable environment for increasing voluntary blood donation in Kerala
- To introduce systematic voluntary blood donation in government supported blood banks
- To increase public awareness on voluntary blood donation and to encourage more people to become regular blood donors

Performance

Since 2009, more than 1,300 agencies and institutions have been oriented and linked to the campaign. The programme has aimed at making a supportive system for 46 government-aided blood banks, out of 170 licensed blood banks in the state. Grassroots level interventions by district voluntary blood donation forums, educational institutions, voluntary organisations etc. and the observance of World Blood Donors Day and National Blood Donation Day have enabled to create awareness on the importance of voluntary blood donation widely, and in encouraging more people to become regular blood donors.

HLFPPT has adopted a scientific approach with its basis in social marketing, health communication, targeted interventions and community mobilisation, in order to formulate promotion strategies.

The programme has contributed substantially in increasing voluntary blood donation in Kerala from 27% in 2009 to more than 80% in 2012, thus improving its Status from 'low performing' to 'moderately performing' with respect to voluntary blood donation as per NACO classification.

Year wise Performance

Year	Number of Camps	Number of Donations
2009 -10	1219	31,470
2010 -11	1551	49,959
2011 -12	1333	50, 264
2012-13	1374	55,517
2013 -14	1348	54,928
2014 -15	988	40,913
2015 - 16 (till Jan. 2016)	880	39,024



Mega Blood Donation Camp





Highlights of the Programme:

- More than 1,300 partners across the State have been sensitised and linked to the campaign so far (almost 500 of them are educational institutions) since 2009
- Organised and conducted 8,865 voluntary blood donation camps in 7 years with total 329,676 unit donations (1,052 camps and 46,625 unit donation in 2015-16)
- Facilitated the formation of VBD forum in majority districts, connecting the key stakeholders - institutions/agencies, blood banks and the district administration
- The number of govt. supported blood banks conducting outreach blood donation camps increased from 12 to 44
- Average donation per outreach camp has increased from 17 (2008-09) to 31 (2009-10) to more than 40 since 2011
- The time taken for mobilising blood donors in case of emergency has decreased over a period of time.

Help Desk to pave way to volunteer blood donors

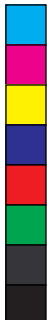
Hindustan Latex Family Planning Promotion Trust (HLFPPT) in association with HLL and Kerala state AIDS Control Society is operating a Health Desk under the name "Heart Beats" to help those willing to donate blood to save lives. The Help Desk intends to help patients admitted at the Regional Cancer Centre and Sree Chitra Tirunal Medical College during emergencies.

Persons who want to donate blood voluntarily can register their details including name, place, bloodgroup. The patients coming through Health Desk members will be given priority in the future. The RCC and Sri Chitra alone require around 4500 units of blood every month. A healthy person has around 4.5-5 litres of blood. Only 350-450 Milliliter blood will be taken during blood donation. This won't affect the person's health in any way.

"Donate Blood" Campaign

In June 2016, HLL and Citizen India Foundation initiated a campaign named 'Donate Blood' which was inaugurated by Thiruvananthapuram Mayor V K Prasanth at Sargam Hall, HLL Peroorkada Factory. Other than employees of HLL, more than 100 students from Government Polytechnic College, Mohandas College of Engineering and Mar Baselios College participated in campaign where Trivandrum Medical College and Regional Cancer Centre facilitated the collection and processing of blood.

"Donate Blood" camp was also conducted in June 2017 at HLL Peroorkada Factory. 100s of donors donated blood during the camp.



‘Pakalveedu’ - a ray of HOPE





Our society is home to people from all walks of life. At times, we may confront people in need of support and medical attention. Of these, the people who seek treatment for mental health widely contribute to the neglected population. The unsound mind and the desertion by the near and dear ones create a traumatic cloud over them, furthering their miseries and worsening their state of mind.

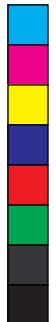
With a novel cause of upliftment and caring for such individuals project PAKAL VEEDU was initiated by HLL in 2013. PAKAL VEEDU is home to such people and is located opposite to HLL's mother unit-the Peroorkada Factory. The house is now four years old, and is residence to a lot of satisfied inmates; reminiscing only the memories that provide them with a positive hope. The house is shelter to 18 members; of these two are women inmates.

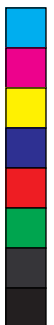
Under this CSR project, HLL rehabilitates fully cured mental patients by providing them with small job in association with production work on a daily wages of Rs 150. The members have been earning up to Rs 3000 per month in addition to their monthly pension that has been given by the State government for mentally challenged people. HLL also support and empower the inmates in financial management like opening of bank accounts and also helps in saving monthly remittances. PAKAL VEEDU make them independent and hence a great relief to the relatives of the inmates as well.

Though accommodation facilities have been provided at PAKAL VEEDU, most of the people are staying at their homes. The bus service is provided to such members, plying from 8:00 AM to 3:30 pm. Food suggested by dietician is provided to the inmates, with inclusion of non-vegetarian for three days in a week. Saturday is set aside for entertainment and the inmates enjoy a feast with a movie. Dr. Kiran, Psychiatrist is actively involved in the rehabilitation and treatment of the inhabitants of PAKAL VEEDU.

HLL through PAKAL VEEDU is actively involved in the upliftment of the Society on a whole for HLL is bound by its duty towards the society.

Doctors say that these people want to lead a normal life, but the fear of fitting into the mainstream society is a great barrier. They may not be able to do skilful tasks or strenuous work. However they are capable of doing small odd jobs which do not require any particular skill. Unavailability of such jobs and further neglect may again adversely affect their mental health. Those who are completely cured are vulnerable, as they pay less attention to the further medication advised to them. PAKAL VEEDU is a CSR initiative of HLL to empower them and make them self-sustained.

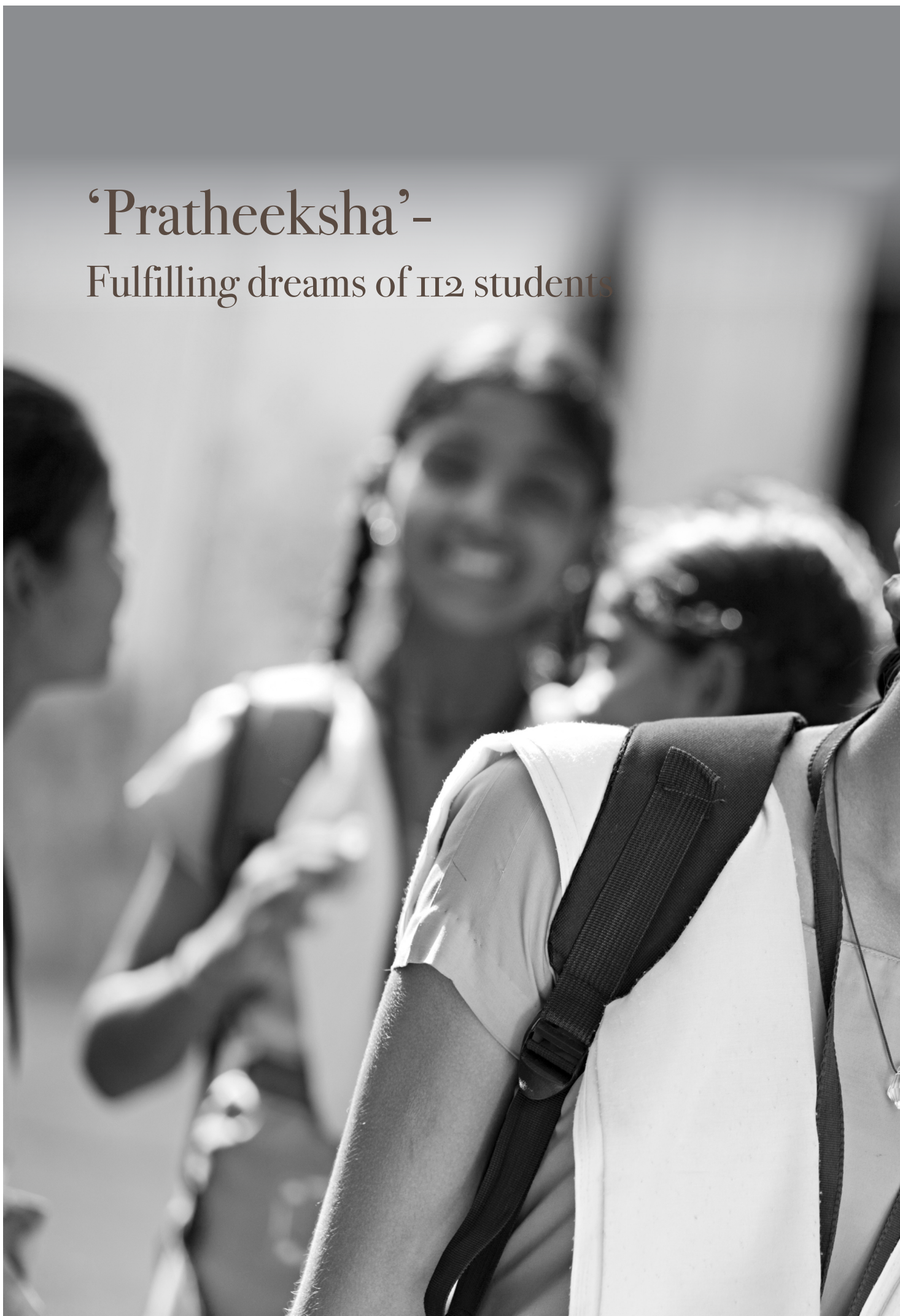








‘Pratheeksha’- Fulfilling dreams of 112 students





Although they come from different backgrounds, Pooja Chawan and Adarsh do have one thing in common, they are both brilliant students pursuing professional courses and they are able to do so, thanks to Pratheeksha scholarship award from HLL Lifecare Limited.

Omana, mother of engineering student from Thiruvananthapuram says “Now, we can worry less about the finance and focus on his studying”. Earlier, the situation was different. He came first in all his classes but we were struggling hard to bear the expenses of his studies.”

“We come from a backward village in Belgavi, Karnataka and we felt that we have been neglected by everyone until Pratheeksha charity identified my son”, says Ashok, father of MBBS Student Shashidhar. “Words are not enough for me to express my heartfelt thanks to

HLL.”
112 talented students like Pooja, Adarsh and Shashidhar are able to fulfill their dreams of creating successful lives. Both HLL and its employees are equally participating in this initiative and that makes 'Pratheeksha' special.

Under the Pratheeksha Charity initiative which was launched in 2014, HLL provided financial assistance worth Rs 21.5 Lakhs to 112 academically outstanding students belonging to the BPL category and pursuing various professional and technical courses in Thiruvananthapuram, Kerala and Kanagala, Karnataka. Pratheeksha Charitable Society promoted by the HLL employees is the implementing forum of Pratheeksha. Funds for the Society are raised through individual contributions of the employees and from the company's CSR fund.



Students from Thiruvananthapuram and Belgaum were considered for the financial assistance as these are the places where HLL's major manufacturing units engaging more than 500 employees are located.

Selected MBBS students have been receiving an annual grant of Rs 30,000 each, students seeking scholarships for Engineering and B.Pharm get Rs 20,000. Further, students pursuing diploma and nursing courses get Rs 10,000 each and those enrolled in ITI courses have been given Rs 5,000 annually.

The first batch of Pratheeksha scholarships were distributed to students on 21 January 2015.

The scholarships for 2016-2017 were distributed by the then Kerala Chief Secretary Shri SM Vijayanand on 28 January 2017. Emphasizing the importance of

education, Shri Vijayanand said that the scholarship was a positive step to mould the next generation. "Always keep in mind that only education can take you forward in life. Continue unfazed by the distractions at college, and be dedicated students," said Shri Vijayanand in his address to students.

HLL has been setting aside 3 per cent of the company's profit for CSR activities, more than the set guidelines of 2 per cent in the Companies Act. In 2016-2017, HLL received 201 scholarship applications from Thiruvananthapuram, from which it selected the 28 students. This year, 275 applications were received from Belgaum, out of which 19 students were selected.



‘My City’

In line with ‘Swachh Bharath Abhiyan’

Blue and pink concrete dustbins, pipe composts in households, incinerators to burn wastes in residents associations, clean roads, spotless footpaths with greenery on it all these have become distinctive parts of Kowdiar’s identity; thanks to “My City”-the path breaking CSR initiative of HLL.

“My City” is the Solid Waste Management Project and beutification drive in the Kowdiar ward of Trivandrum city where HLL’s largest contraceptive factory is located.

Kowdiar housing a population of over 10,050 is the first ward under Thiruvananthapuram Corporation to implement “My City” project to solve the problem of solid waste. The model of cleanliness adopted in Kowdiar helped the ward win the cleanest ward award instituted by the Corporation among 100 wards of Thiruvananthapuram city in 2015.

The management of house hold waste is an issue that is confronted by government, public and society at large. Even though there are several waste management solutions available there has been no feasible or sustainable solution that could be specifically workable in Trivandrum city for various reasons.

“My City” project was conceived with the guidance of Metro Man of India Mr.E. Sreedharan and supported by Thiruvananthapuram Corporation in October 2013. Almost 10 years prior to this project HLL had initiated the maintenance of Kowdiar Park, as the place had turned out to be a dumping ground of sorts making it unavailable for use by the public.

Kowdiar ward, comprises of 2500 households, covering an area of 2.5 sqkm. The people here used to manage the waste by collecting their household waste in a plastic packet and dumping in the nearby area. HLL has helped in installing more than 200 pipe composts/bucket composts for dumping bio- degradable waste. They also







Inauguration of Thumbormozhi project as part of 'My City'

imparted training on how to use the pipe compost and provided technical assistance to the homeowners to utilize systems effectively. People of Kowdiar cooperated with the initiatives undertaken by HLL. Sixty percentage of the households had waste management facility earlier itself but they were not functioning properly. HLL helped in maintenance and proper functioning of the waste management system. Recently the project has been extended to 1468 households. Solid waste management system is also running at Special Armed Police (SAP) camp at Peroorkada and the processed manure is transferred to SAP for agriculture. 300 Kg of plastic waste is also being processed on an average per week. HLL has conducted 17 mass campaigns focusing on Solid Waste Management at household level and last campaign was conducted with 100 NSS volunteers from MG College at Kowdiar ward.

HLL has also taken up the activity of cleaning the streets and also they have put up sign boards in the streets. Recently HLL has put up 30 sign boards over the streets. Ten Kudumbasree workers were engaged from 2014 January for cleaning the ward and seven cleaning workers were involved for cleaning the Oolanpara – Pippinmoodu streets. Hundreds of flower pots were also installed from Pippinmoodu to Oolanpara road. HLL has

also installed General Waste Burning Plant 40Kg/hr at Ambalamukku temple which has benefited people in that area.

"My City" has also taken up the initiatives for the maintenance of Kowdiar Boat Club and Gopala Pillai Park. It helped in cleaning the pond by draining it and the maintenance works and test run of the boat were also done. Electrical maintenance works of the boat club were also completed by the "My City" team. Ward members, Corporation representatives, Residence Association, Subject experts, Police, Agricultural Department, NGO's are included for the better functioning of the project.

An estimated five tonnes of waste per day is generated in Kowdiar, which includes 4.5 tonnes/day of primary waste or bio-degradable garbage, one tonne of secondary waste such as plastics and paper, and 0.5 tonnes of tertiary waste like e-waste, glass, hardware items and wood waste. Recycling machines have been installed and has become a role model for other wards for recycling e-waste with the help of agencies. Running parallel to the solid waste management project is the waste reduction programme, including promoting the use of cloth/ paper bags.



Changing lives

HLL support for Sai gramam

HLL always strives hard to make a positive contribution towards uplifting the lives of children in the society.

Besides Pratheeksha that offers financial support to five bright students of the BPL category, HLL has been offering donation for the education of inmates of Sai Gramam of Sri Sathya Sai Orphanage Trust –Kerala. Sai Gramam is a non-profit voluntary organization working in Kerala, India since 1996. It has been working for the social, cultural, moral and spiritual development of

society in many ways. The Trust executes more than 81 projects for the poor and needy at various parts of the State with 214 employees, 450 office bearers and 2 lakh supporters.

The HLL CSR donations to these children are aimed at supporting and inspiring them to become successful men and women in their life time.

In addition to the donation, HLL had also set up a plastic shredder Machine at Sai Gramam under its “My City” Project for efficient management of wastes.



Handing over the cheque to Sai Gramam by CMD



Plastic shredder installed at Sai Gramam





An Iron fist

HLL’s active role in anaemia management

Iron-deficiency anemia is a significant health problem affecting people world wide, especially those in developing countries. It is widespread, yet it is also the most neglected micronutrient deficiency disorder among children, adolescent girls, and pregnant women. India is one of the countries with the largest prevalence of anemia.

It was in this context that HLL has been supporting the focused interventions to improve nutrition of women and undertake interventions with special focus on anemia correction.

The baseline survey as a prelude to further intervention has been conducted by HLL in association with HLPPT in ten selected wards of the Thiruvananthapuram Municipal Corporation in May- July 2016. Wards with most number of urban poor household have been selected for the purpose. Ten wards of the Corporation with minimum 250 household living in slums have been selected for the Study and HB screening.

The available evidence clearly showed that anemia was very widely prevalent in Kerala. However, the degree of severity varied across socio-economic classes.

Treatment camps

A hemoglobin testing camp was conducted by HLL among the urban poor in ten wards of the Thiruvananthapuram Municipal Corporation. Severe and mild anemic patients had been given treatment, anemic correction and the moderate anemic had given counseling and general awareness. They also provide awareness to the pregnant women to check the hb level and advice proper medication and care.

Presence of lesser percentage of anemia among the adolescents may be accounted to the impact of Weekly Iron Folic Acid Supplementation (WIFS) where all school children (in GOVT and Aided Schools) are given 100gm Iron and Folic Acid Tablets as a prophylactic measure to improve the Hb level of the adolescents.

HB Correction Drive

The Hb correction drive consisted of Medication, Counseling, awareness classes, and diet plans for the anaemic women wherein a qualified Medical practitioner and a counselor led the process. The people who were found to be anaemic were motivated by the volunteers to access the temporary treatment camp.

Confirmatory Blood Test

Women whose Hb is between 10 and 12 were provided with counseling on age specific diet plans. The activities ranged from awareness campaigns, counseling, food fest, and treatment camp were given to the patients. Confirmatory blood tests were provided for adolescents and women found to be severe anemic and moderate anemic.

Treatment camp was arranged for all those who were diagnosed with specific blood related anomalies and linked to higher centres like Medical College for further treatment and follow up.

Awareness Drive

Various awareness sessions were conducted in

schools and other community based organization in the wards to create awareness on the importance of iron in food, methods of cooking and growing of iron rich vegetables and fruits in the back yard. Awareness classes were also organized with the help of Students of Junior Health Inspector Course from the Government Institute in all the wards.

Food Fest

Food fest was an innovative campaign organized with the technical support of the State Nutrition Bureau Thiruvananthapuram with a view to promote nutritious food with locally available ingredients among the residents of the wards. The Food Fest provided hands on experience and training to the participants to prepare, taste and share expertise of ingredients and methods of preparation of the various dishes maintain all its nutritious value while washing, cooking and preservation.

Branding

The whole awareness campaign was specially branded by providing uniforms and caps to all the HLL volunteers, staff and stakeholders.

Promoting Green Leaves Cultivation

Promotion of green leafy vegetable cultivation mainly by helping the students and teachers develop and maintain a vegetable garden in schools in the locality.

Anemia Screening Camp:

The Anemia screening camp inauguration programme was organized at Government, Primary Kannada and Marathi School, Kanagala and has addressed the students about the importance of hemoglobin check-up.



CSR at Kanagala : Blooming and basking





Kanagala is the fragrance of HLL. Not everyone knows that the tiny hamlet of Kanagala nestled in the foothills of the Western Ghats at Hukkeri Belgaum in Karnataka takes its name from the lovely plant called “Kanagala” (Kanajilla in Kannada), which decks the rural landscape in full bloom with its brilliant white, yellow and red flowers. Kanajilla flowers are the pride of over 20,000 natives. So is the only industrial unit in the vicinity – the HLL Factory- which has literally adopted the village.

When HLL started its second manufacturing unit at Kanagala in 1985, the village lacked even the basic amenities. During that time, educated youths of Kanagala had to find jobs at faraway places. Unskilled youths had no other option but to work in farms. All these changed after HLL set up its unit in the village. The growth and development of Kanagala village runs parallel with that of the Factory since a quarter and more century. As the Factory grew so did the community. Shops, schools and a market sprang up one by one with the expanding unit servicing as a hub for the village. Development of Kanagala accelerated as the Gram Panchayat began to receive income by way of payments of taxes by the Company. HLL is the biggest tax payer in the area. HLL dynamic CSR initiatives at Kanagala primarily aimed at improving healthcare facilities, infrastructure, educational support, capacity building initiatives and promotion of healthy behaviours among various target groups in the community.

HLL undertakes many developmental activities like construction of toilets in various locations at Kanagala village, distribution of Sanitary Napkins to BPL community

girls, medical checkup camps, renovations of washroom and Postmortem room at Public Health Centre, construction of drinking water Well and educational support and distribution of teaching aids and many more. The residents, particularly women, are forced to walk long distances to fetch drinking water from nearby natural sources, which would also dry up in summer. To mitigate this problem, HLL supplies drinking water to the villagers during the summer days.

Currently, CSR activities include construction of Anganwadi, anaemia screening of women, installation of solar street lights, distribution of sanitary napkins, solid waste management, and planting of saplings.

a. Renovation of Anganwadi centre:

Two Anganawadis functioning in a Government building were selected under the project for renovation to make it a model Anganawadi.

Anganwadi having maximum child attendance that functions in a Government building was selected for the purpose. The building was renovated to make toilets child friendly. Re-electrification, plastering of walls, painting, plumbing with a water tank etc were the other works undertaken by HLL. The indoor walls were painted with specific learning messages based on ICDS curriculum. Learning materials, toys, 40 chairs for children, cooking utensils, fans etc. were also supplied to make it a model Anganwadi.

Shri.E A Subramanian, Director (Technical & Operations) HLL, inaugurated the renovated Anganawadi Center on 20 January 2017 by handing over the playing





toys and water filter to Teachers and children. 10 saplings were planted in the Anganawadi premises as a part of the inaugural function.

Inauguration of the second renovated Anganawadi center was held on 31st March 2017 by Shri. K V Kamat, Executive Director (Operations) HLL Kanagala by handing over the playing toys and water filter to teachers and children. 8 nos of Saplings were planted in the Anganawadi premises as part of the inaugural function.

b. Installation of Solar Street Lights:

In continuation to the efforts to improve the basic infrastructure and amenities at Kanagala village, HLL installed solar streetlights in different locations of the village at a cost of around Rs 2.75 lakhs.

d. Distribution of Sanitary Napkins:

Several awareness programmes were taken by eminent gynaecologists of the region discussing the importance of nutritious food for the girl child, adolescent health and maternal health, menstrual hygiene practices, the importance of sanitary napkin use and its disposal and gynaecological illness, and screening for early detection of uterus related illness. Similar programmes were conducted in different areas with hundreds of people participating and thousands of sanitary pouches were distributed free to the women and girls. In 2016-17, 15 numbers of Happy Days Sanitary Napkin boxes (a total of 1620 pouches) were distributed to Kanagala ASHA workers for sale among women in the community.

e. Waste Management Project at Kanagala Village:

Under this project two trolleys were donated to the Gram panchayat authorities for collection of solid wastes.





f. Plantation of Saplings:

As part of additional CSR activities 30 nos of saplings were planted in Kanagala village during the month of July 2016.

g. Anaemia Screening Camp:

The Anaemia screening camp was held on 14th September 2016 at Govt Primary Kannada and Marathi School Kanagala. Shri. R B Bhosale, DGM (HR) inaugurated the camp and addressed the students about the importance of hemoglobin check-up.

h. Diabetic screening camps:

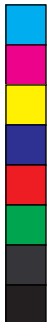
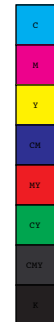
A focused campaign was launched in Kanagala village to screen individuals for diabetes using a specially designed Sugar Testing and Review (STAR) Van. The Medical

Officer of Kanagala Primary Health Centre participated in the campaign along with PHC Staff and ASHA Workers. According to annual CSR activities for the year 2012-13 more than 3.5% of the 2,030 people in Kanagala were identified as diabetics.

i. Medical check-up camps:

HLL also joined hands with local medical professionals of Sankeshwar and Nipani, Prabhakar Kore KLEs Charitable Hospital, Belgaum and Primary Health Centre, Kanagala, to organise two general medical check-up camps in the village, in July and in December 2013 offering the services of a number of specialist doctors. More than 500 villagers were medically examined by doctors and provided with free medicines.

In order to fight vector-borne diseases such as malaria, chikungunya, and dengue prevailing in the area, the HLL team conducted awareness programmes in June



for adults as well as schoolchildren in the village. Experts were invited to explain about the diseases, their symptoms, treatment and methods of prevention.

j. Blood Donation Camp:

HLL has been organising regular blood donation camps with the support of the HLPPT, Lions Blood Bank, Gadhinglaj and HICARE (The Healthcare Division of HLL).

k. Capacity building training programme:

The Capacity Building Training Programmes were conducted for ASHA volunteers, Anganawadi Teachers and Primary Health Centre Staff. The training programmes for health volunteers discussed upon problem identification of school, society and family, the United Nations Millennium Development Goals, communication skills, problem solving, critical thinking and

self-awareness skills.

I. Life Skill Education Training Programme:

Similarly, Life Skill Education Training Programmes have been conducted for students at the Shri Appana-gouda Patil Vidya Mandir and the Government Kannada and Marathi Schools in Kanagala, to enable them realise their full potential. More than 200 students were trained in communication skills, decision-making skills, creative thinking, critical thinking, coping with stress, coping with emotions, interpersonal relationship skills, empathy and self-awareness. Such a discussion forum was a first time experience for many students.

"I really enjoyed the Life Skills Training, as it was organised for the first time in our school. From this training, I learned how to lead and to face problems in our lives. The activities were too interesting," said Rushikesh D Patil, a 9th Standard student of Shri Appanagouda Patil Vidya Mandir, Kanagala.





m. Counseling Services

The baseline survey also indicated relatively high percentage of school dropout rates, especially among girls, in high school and at the higher secondary level. HLL instituted individual and group counseling services for adolescents to motivate them and to raise awareness about the need of education, financial independence and employment.

Around 230 students participated in the counselling

programmes. Many of the participants showed general health issues, a reluctance to study and generalised fear and anxiety. Psychologists helped the students to overcome these issues.

As a follow-up programme to tackle school dropouts, HLL also initiated sponsorship programmes for meritorious students. An audio system and a computer were also donated to Government Primary Marathi School Kanagala during the year 2012-13.



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