

#livingthegodrejway

# HELPING KEEP WOOLLEN GARMENTS GOOD AS NEW.

*pH-neutral  
formula for  
winter clothes.*



## Social responsibility

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## SOCIAL RESPONSIBILITY

## OUR SOCIAL COMMITMENT

Corporate social responsibility (CSR) is ingrained in the Godrej Group's DNA. For us, this directly translates to living the Godrej Way by actively involving and contributing to far-reaching social development initiatives.

Towards this effect, we have made several conscious and continuous efforts to go beyond our purpose of profit and aid in effective community building. We have undertaken several initiatives in the past years to bring about visible changes in the societies where we operate. Our CSR policy outlines our focus areas and defines the scope of our activities. It also guides us on the execution and monitoring of all our projects. Further, it focuses on addressing critical social, environmental and economic needs of the marginalised/underprivileged

sections of the society by adopting a shared value approach that helps solve problems while strengthening our competitive advantage. Our CSR initiatives are guided by the Godrej Group's sustainability vision of Good & Green. The 'Good' initiatives are reported under Schedule VII, Section 135 of the Companies Act, 2013.

Further, over the years, we have expanded our programme to align with the (United Nations) UN Sustainable Development Goals (SDGs) and national priorities. As a result, besides livelihoods, we have developed programmes to address public health issues (in line with the Swachh Bharat Abhiyan), environmental sustainability disaster relief management and volunteering.

Some of our key social development initiatives are discussed ahead.



**As part of Godrej Global Volunteering Day, each year over 1000 of our team members volunteer in education institutes across 9 countries and reach out to over 14,000 children**

## SOCIAL RESPONSIBILITY

## LIVELIHOODS

## SALON-I &amp; BEAUTY-PRENEUR

In India, the population of working women is lesser compared to their male counterparts. While women play multifaceted roles in the society and the economy, a dearth of formal opportunities, social stigma and lack of support prevents them from fully utilising their potential.

Our flagship social initiative, Salon-i, is a vocational training programme for women. It has been designed entirely in-house at Godrej to train young women on basic skills of beauty, skin, hair-care and mehendi application. In addition, life skills and entrepreneurship development modules enable women to take up jobs or pursue self-employment depending on their unique skillsets and circumstances. The curriculum, audio-visual modules, life skills and entrepreneurship training tools have been designed and created either entirely in-house or co-created with partners.

Since 2012, Godrej Consumer Products, through its NGO partners, has trained close to 160,000 young women across India, with skills that improve their earning potential, help them increase their mobility and negotiate their rights at home and in the community. In FY 2018 alone, we trained over 64,000 young women. Given that participation of women in the workforce in India has fallen to 27% in recent times, it is good to see that over 50% of our trainees take up employment and over 25% of them work from home in beauty related trades.

## Salon-i quick facts

- Salon-i is a 500-hour training programme with audio-visual modules, and life skills and entrepreneurship training tools.
- It is aimed at women between 18-30 years of age for employment or entrepreneurship.
- The programme focuses on urban and per-urban, socio-economically weaker sections of society.
- ~160,000 women trained across 23 states to date
- 22 partners



*Salon-i beautypreneurs*

**50%**  
of our trainees take up  
employment

**Over 25%**  
of them work from home in  
beauty related trades

## Beautypreneur

Given the growing number of programme alumni across the country, the Godrej Salon-i team along with partners designed on a new dimension in the programme, called Beautypreneur. The programme aims to work with Godrej alumni, as well as women in the micro and small beauty and wellness industry, to upskill them to run beauty enterprises. Beautypreneur has been created with the larger vision of achieving equal participation of women in the society. Through enhancing employability and entrepreneurship for women in the Beauty & Wellness sector and initiating conversations on their own rights and lives, the programme aims to empower women financially as well as socially.

Till now, most of the beauty training happens at government/NGO run training centres or in beauty parlours itself (leaving aside elite training academies). The training

centres often lack good quality curriculum, trainers and infrastructure. They also do not have scope for real life exposure for the trainees in terms of practicing on real customers. Hence, most of the times, though girls complete their courses and get a certificate, they do not feel equipped to face the market.

On the other hand, while the beauty parlours offer more real life exposure, most of the training consists of observing the expert or doing support work at the parlour including cleaning up and setting up. The parlours also cannot/do not offer certificates to the trainees making it difficult for them to access job opportunities sometimes.

A Beautypreneur positions herself uniquely to fill this gap. She runs a parlour and a training centre. Beautypreneur also offers a certificate co-branded by Godrej, Dhriiti and Local partners.

## Impact assessment for Salon-i

A third-party impact assessment has shown that approximately 40 per cent of the Salon-i alumni take up full-time or part-time vocations. The Salon-i Beautypreneur initiative supports enterprising women in the salon industry to start training other girls in their region, in addition to their regular jobs, while the rest prefer to work from home due to a range of socio-economic issues.

Those who work from home earn between ₹ 1,000 and ₹ 5,000 per month whereas those with jobs earn upwards of ₹ 5,000 per month, depending on the number of hours, location, skill level, etc. It must be noted that for most of our alumni, this is their first skill-based income source, and many women are the first women in their families and/or communities to step out of the home for paid employment.

The Salon-i programme essentially provides and promotes active participation of women in economic and social decision-making, starting from within their families. We are increasingly witnessing their role change from household workers to formal breadwinners. At a macro level, this adds to the nation's productivity, balances the gender equation among the working population and promotes equal opportunities for all.

**Success through support**



“I have been running my parlour for almost two decades now, in Ranihati, West Bengal. I started out in a very small place with basic equipment, but today, I operate in a busy market area.

Courtesy of the ‘Beautypreneur’ programme, I was able to acquire new skills as a beautician — upgrading from what I had initially learnt several years ago. This upskilling exercise included learning about new services such as hair colouring and hair spa. Not only that, I also understood the different ways I could increase my client base and upscale my parlour — something I had long wished to do. I received guidance on financial planning that has led me to better understand my own business. Besides a

steady source of income, I have gained popularity in the locality. What’s more — the students I train, in turn, work in my parlour. I am fortunate that, through the programme, I have met many like-minded beauty entrepreneurs, who have inspired me and helped me expand my business knowledge.”

**Shila Das**  
Entrepreneur

“I began my parlour in a small home set-up in Pune. I joined the ‘Salon-i’ programme to learn how to grow my business. It was extremely useful. Since then, I have served more and more customers, and each of them have left my parlour happy and satisfied. I offer a variety of beauty services and thus, can earn a sufficient sum every month as income. I also train students, who then receive certifications from Godrej. This supplements my income. All of this was made possible by the Godrej team; their various business planning exercises have helped me shape my own business plan and even avail capital financing. Now, I am in the midst of fulfilling my lifelong dream of opening my parlour in a proper space.”

**Sushma Anand**  
Entrepreneur

## DARLING HAIR AND BEAUTY SKILLS TRAINING IN KENYA

Unemployment is one of the major problems in Kenya today, especially for the youth. Data is inconsistent with government figures reporting 7%, ILO stating 11% and a (United Nations Development Programme) UNDP report citing a whopping 39%. In this scenario, women are worse off. According to the Kenya National Bureau of Statistics, only about a third of Kenyans in formal employment are women.

In an endeavour to contribute to provision of sustainable solution to the problem of unemployment amongst the Kenyan youth, Godrej-Darling CSR programme runs hairdressing training for young women from underprivileged backgrounds in Kenya. Godrej-Darling has been running 11 hairdressing skills academies in Kenya (in Nairobi, Machakos, Yatta, Athi River, Keumbu, Nyaore, Ngirisu, Awendo Marindi, Kitui, Rongo, Kitale). Through the initiative, the project has since managed to train over

3,000 women in 5 years, with 1,301 being trained in FY 2017-18 alone. Godrej-Darling is currently looking to expand its CSR project activities to cover more geography in Kenya and also reach more of our intended beneficiaries. We are looking at approximately 10,000 beneficiaries in 5 years. We are motivated by the successes so far reported by our alumni, several of whom have gone on to set up their own businesses (salons) and this is something we would like to facilitate for many more.

### Darling Hair & Beauty Training Centres quick facts

- A total of over 3,000 girls trained till date in 11 training centres in Nairobi, Machakos, Yatta, Athi River, Keumbu, Nyaore, Ngirisu, Awendo Marindi, Kitui, Rongo, Kitale
- 14 week training programme that includes both theory and practical sessions
- The focus is primarily on hair care and braiding

## LIFE SKILLS

We have developed an interactive life skills curriculum for all our employability programmes across our businesses. The life skills curriculum supplements the current employability courses by equipping them with:

- Financial literacy: Bank accounts, insurance, relevant government schemes, identification papers and bill payment
- Health and well-being: Managing stress (both work and personal), managing life changes and coping mechanisms, and dealing with anxiety and depression
- Personal well-being and growth: Self-improvement, self-esteem, goal setting, life purpose and life-long learning, critical thinking and decision-making
- Work readiness: General job skills and skills to find a job, recognising job duties and responsibilities, and teamwork and learning to exhibit appropriate work habits
- Community involvement: Citizenship, community awareness and learning to reflect and form opinions on socio-political issues.

## RURAL INTENSIFICATION

As a corollary to the employability and livelihoods programme, we have set up a project to identify and train unemployed women and youth in entrepreneurship skills to ensure a stable livelihood for them. The programme involves intensive mobilisation and a year-long handholding period to ensure that they succeed at their entrepreneurial ventures.

The programme aims to provide an additional source of income to the youth, especially women. Rural households typically earn an average of ₹ 6,500/month and many live below the poverty line. To ensure a more secure livelihood and improve their quality of life, we introduce income generation and entrepreneurial activities to them. The youth are primarily provided training on different aspects of rural retail business and entrepreneurship. The aim is to train them to be mobile retailers or door to door salespeople and eventually some of them can set-up a permanent store or even become local area stockists. In FY 2017-18, 700 youth have been trained under this project.

## SOCIAL RESPONSIBILITY

## PUBLIC HEALTH

**ELIMINATION OF MOSQUITO BORNE ENDEMIC DISEASES (EMBED)**

An ideal example of shared value between business and social value is our EMBED programme. Introduced in Madhya Pradesh in 2015, EMBED was ideated after a feasibility study on Indian states that had a high incidence of vector-borne diseases such as malaria and dengue. On analysing the problem, we realised that specifically, households and people at the bottom of the pyramid suffer from vector borne and other diseases. Acting on this, our innovative product offerings were taken to the stakeholders and usage instructions were communicated to them. At present, we have collaborated with non-profit organisations and the state government to run intensive behaviour change programmes in nine districts of Madhya Pradesh. We are working with the vulnerable and marginalised groups living in the tribal, hilly and hard-to-reach areas to spread awareness about the diseases.

**Impact**

- The programme currently addresses 45% of the malaria burden in Madhya Pradesh across 9 districts, 3,000 villages, 700,000 households, and 3-,500,000 people.
- In phase I, 209 ASHA workers, 77 Rural Health Care Providers, 655 Ojhas, and 156 community volunteers have been trained on correct diagnosis treatment and/or referral of malaria cases.
- On the basis of internal data, from 2015 to 2017, in phase I districts, there has been a 70%-86% decrease in Annual Parasitic Index (API) in intervention villages, compared with 40%-50% decrease in API in non-intervention villages.

**36%**

Proportion of malaria burden in Madhya Pradesh addressed by the EMBED programme



*Engaging women for Malaria prevention*

# COMMUNITY DEVELOPMENT AROUND PLANT LOCATIONS

After receiving valuable stakeholder input from third party community needs assessments at our priority plant locations, we are now implementing a range of high-impact community development programmes covering both social and environmental aspects. These are focussed on improving education, water, sanitation, and skill building initiatives across 8 villages in and around our manufacturing facilities.

Our primary emphasis has been on education programmes, where we strive to improve the quality of education in government schools through both infrastructural and academic interventions. In FY 2017-18, we focused on boosting the educational infrastructure of schools in the vicinity of our factories and supported the construction and repair of classrooms, toilet construction, drinking water facilities, and provided furniture and equipment for teaching and learning to 5 schools. These schools are spread across Baddi (Himachal Pradesh), Guwahati (Assam), and Malanpur (Madhya Pradesh). In addition, we conducted a range of activities in local schools in Pondicherry and a community needs assessment around our new Jammu plant.

## Stakeholder speak

“Sometimes, interventions in education go beyond books and teaching. At our school, the number of girl children dropping out was mounting. The reason behind this – absence of dedicated toilets for girl children. GCPL supported us through this situation by building four bio-toilets separately for boys and girls. This level of initiative taken by the GCPL management has not only retained the existing students at our school, but has become instrumental in attracting more students towards school education in the area.”

### Head Master

Rangmahal High School, Guwahati

## Stakeholder speak

“For Malanpur, GCPL and its personnel have become an inseparable part of our society. Basing their outreach activities at our school premises, they have been conducting several welfare activities that have immensely benefited the school and the community as a whole.

These activities include interventions in infrastructure, sanitation, education, student engagement and health.

Bringing a professional perspective to welfare, their initiatives have gone a long way in developing the Malanpur ecosystem. While their environmentally conscious and socially impactful programmes have created large-scale awareness, their infrastructural interventions like building of toilets and maintenance of the school building have created far-reaching positive impacts.

On a regular basis, our students are taken for an industrial visit to the

plant premises where they interact with GCPL personnel. It functions as a collaboration between industry and the academia and our staff and students stand to benefit highly from such interactions. Further the Company sponsors frequent picnics, school furniture, supplies and even cultural and sports activities. One of the core intervention areas by GCPL at Malanpur is sanitation – from building toilets to creating awareness about good hygiene, the level of work has been commendable.

As key beneficiaries in the overall development of Malanpur and its environment, we wholeheartedly thank GCPL for their well-thought out interactions and continued engagement with us.”

**Headmaster**  
Singhwari Government Aided School



*Students at Singhwari School, supported by GCPL*

# ENVIRONMENTAL PROGRAMMES

## Rural electrification

Electricity is central to development in any modern economy. While access to electricity has improved over the years, in several of India's remote locations, severe shortage of electricity continues to hinder daily life and full-fledged development. To address this electricity shortfall, we are working to create renewable energy ecosystems in rural India. As part of our green strategy, we provide decentralised, off-grid renewable energy systems through community-level installations. This programme is one of the few which have the power to transform lives from the day the systems come into place. The domestic micro-grids bring light to homes which ensures that children can study in the evenings, women can cook in safety and community members have

longer productive hours to engage in other income generation activities. Please click on the following link to see an example of our work: [https://www.youtube.com/watch?v=GoB\\_2rj6-WA](https://www.youtube.com/watch?v=GoB_2rj6-WA)

While the initiative is primarily aimed at domestic electrification, a few micro-grids also provide energy for water pumps which enables marginal farmers to grow more than once crop and almost double their income within 1-2 years.

Further, the installation and commissioning of micro-grids generate employment both for unskilled and skilled labour. We employ the unskilled people for mechanical and civil works, such as erection of module mounting structures, solar modules and civil foundation. We have also trained selected people on the installation and commissioning of the micro-grids. The trained professionals will be responsible maintaining the micro-grids and also imparting the training to other youth in their respective communities.

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Energy-dark villages in Andhra Pradesh now powered by mini and micro-grids sponsored by GCPL



### RENEWING LIVELIHOODS WITH RENEWABLE ENERGY

I live in Chidiyan, a village in the interiors of Madhya Pradesh. Till last year, we, the farmers were in acute distress, owing to the lack of irrigation facilities in the area. We were forced to use diesel generators to pump water from a nearby river. Crop yields declined and we were unable to even cover the cost of fuel. To make it worse, our homes had erratic power supply. Our children could not study without proper lights. Our domestic life suffered equally. It was only after Godrej collaborated with Aga Khan Rural Support Programme (India), that our needs were recognised by an external party. They installed solar panels for supporting our domestic and agricultural requirements. We welcomed the initiative with open arms!

Each of us now sows 1 to 1.5 quintal of crops, using water from solar pumps on a daily basis. For some of us, crop production has doubled compared to the previous years, thanks to the newly-installed solar pumps. Our families too have benefitted from the same; they can now cook, eat and sleep well. Our children can now study better under the light of solar-powered lamps. Godrej has truly brought light back into our lives.

**Kalsing**  
Farmer

## **WATERSHED MANAGEMENT**

Our integrated watershed development project will help restore the ecological balance in the drought-prone district of Siddipet in Telangana. Currently, groundwater levels are lower than 400 ft in many areas and farmers are under acute pressure as a result.

Our efforts are designed to recharge groundwater and make more water available for irrigation over a total area of more than 3,300 hectares and plantation of approximately 4 lakh saplings. Full implementation will start in FY 2018-19.

Watershed management is a term used to describe the process of implementing land use practices and water management practices to protect and improve the quality

of the water and other natural resources within a watershed by managing the use of those land and water resources in a comprehensive manner.

Godrej Consumer Products is partnering with NABARD and PEACE, a local NGO, to work with local communities to ensure their buy-in, create civil structures to capture rainwater at appropriate places, build capacity of local communities on water management, as well as train on sustainable agricultural practices.

The Capacity Building Phase (CBP) covering an area of approximately 200 hectares was completed during FY 2017-18. Full Implementation Phase (FIP) will start in FY 2018-19.



***Dugout pond built by villagers as part of watershed programme in Siddipet in Telangana, India***

## COMMUNITY WASTE MANAGEMENT PROJECTS

Our stance and efforts towards solid waste management extend beyond our manufacturing plants and immediate areas of operations. We have now initiated solid waste management as part of our CSR to introduce community waste management projects across India.

### Our approach

We have adopted a multi-stakeholder approach to deal with municipal solid waste. We have designed the initiative to be economically viable, environmentally oriented and socially inclusive. We work with NGOs and local governments to find solutions suiting each region.

- Stakeholder engagement: We work with municipal corporations and municipalities that seek to institute sustainable solutions in the area of waste management. We also work with civil society organisations as well as social enterprises to identify and establish long-term projects.

- Citizen’s ownership: Citizens need to take ownership of municipal solid waste management as adoption of sustainable practices is crucial to the success of such programmes.
- Tripartite partnership: The local municipality commits to providing land for segregation activities and recycling. The Godrej Group invests in technology, while the social entrepreneur invests in the other capital expenditure. This tripartite partnership ensures that the entrepreneur has a higher chance of success.
- Financial sustainability: It is essential that the project has built-in revenue streams to ensure long-term financial sustainability. Revenue can come from composting wet waste, selling recycled products, converting plastic to pellets for recycling, etc.
- Social inclusion: Segregation and recycling relies heavily on informal workers who collect, sort and recycle the waste. Social inclusion projects cater to the lives of waste pickers by integrating them into the formal system, as well as providing safe working conditions, social safety nets, child labour restrictions, etc.

## Onoing programmes

We have initiated waste management projects using circular economy principles that are commissioned and running. We have collaborated with Hyderabad and Kalyan-Dombivali Municipal Corporations to implement community waste management projects. The projects help the municipalities to divert over 25 MT of waste per day from landfill at each location.

The two projects are tackling different waste streams and demonstrating effective waste management solutions. However, the approach remains the same across locations, partners and projects. Each kind of waste is further segregated and made into final products that may be fed as inputs to other industries, thus upholding the principle of circular economy.

## Stakeholder speak

“Working with Godrej has been a pleasure not just because of their legacy of taking communities along with them, but also because of their understanding on the full paradigm of sustainability. In the ‘zero waste to landfill’ project we are associated with, Godrej has been exceptional in looping in all the stakeholders while ensuring sustainability truly at all levels. This included focus on people at the bottom of the pyramid and their internal team coming up with a set of circular economy models, which is the tip of material utilisation in packaging.”

**Mr Hemanth Kumar Maley**  
Director, Dharthi Sustainables Pvt. Ltd.

# VOLUNTEERING

Our multi-faceted volunteering platform is structured and provides a range of opportunities for Godrejites to contribute towards community activities. Our team members proactively invest their time and skills in these initiatives that instils a sense of satisfaction of being able to support those less privileged around us. Our volunteers have worked on projects ranging from developing a marketing strategy for an NGO to mentoring a child from a low-income background to raising funds for an organisation. Additionally, we facilitate event-based volunteering activities, online volunteering, and fundraising for natural disasters.

## Brighter Giving

Through Brighter Giving, we provide Godrejites with long-term volunteering opportunities to help them make a meaningful impact in our communities. Every year, our volunteers take up projects that address the needs of a nonprofit. We partner with Mentor Me India and iVolunteer to scope and source these projects. The projects range from mentoring an underprivileged child to building an NGO's marketing plan to helping them revamp their websites as well as recruit talent for their leadership roles.

Besides the long-term volunteering commitment, our volunteers conduct short workshops for NGOs and CBOs on digital marketing, HR practices, legal issues, etc. Godrejites have helped SHG (Self-Help Group) women groups to better market and sell their products, trained young students on soft skills and computer applications, and worked with our nonprofit partners to improve their communication and presentation skills.

Our Godrej UK team members, Sarah Selwood and Harriet Walsh, have been taking time off to volunteer with refugee camps in Greece. Since June 2016, both Sarah and Harriet have made three volunteer trips to work with Syrian refugee children and spend time with them while they rebuild their lives.

## Godrej Global Volunteering Day

The Godrej Global Volunteering Day is our annual day of community service. In 2016, over 1,030 of our team members volunteered their time to improve teaching and learning experience in 36 schools and institutions. Our team members conducted engaging activities and reached out to over 13,450 children. Our volunteers held film screenings, conducted interactive games, initiated cleanliness drives, and provided career counselling and sports coaching to engage with students in the communities we work in.

## World Environment Day

We are committed to building a Greener India, and every year, on World Environment Day, our team members help bring us one step closer to our 2020 goals through volunteering. Our team members drive the celebrations and spread awareness about the effects of our actions on the environment. Godrejites organise tree plantation drives around the communities of our manufacturing plants, cleanliness drives in collaboration with local panchayat and municipal corporations, and awareness sessions in local schools among other activities. In 2016-17, over 500 of our team members participated and helped take us one step closer to achieving our sustainability goals.

### Joy of Giving Week

Under the Joy of Giving Week, several volunteering activities are organised. This fiscal, we organised a khichdi drive at our Mumbai head office in partnership with ISKCON Food Relief Foundation to raise awareness and funds for mid-day meals for underprivileged children in government schools. In Pune, our team members organised a sandwich drive with our nonprofit partner, iVolunteer, to provide meals to children from disadvantaged communities.

### Disaster relief

As a part of our disaster relief efforts, we provide support to areas affected by natural disasters. With contributions made by Godrejites and matching grants from the Godrej group of companies, we provide relief and rehabilitation support. In 2017, we provided support for the Assam flood relief and the Gujarat flood relief efforts. In the past, we have contributed towards the Nepal earthquake relief and the Chennai flood relief fund.

### Mumbai Marathon

Our team members also participated in the Standard Chartered Mumbai Marathon in support of Teach for India. In January 2017, 15 of our team members completed the marathon and raised over ₹700,000 to bring quality education to children from low-income group families across India. The Godrej Group was one of the top three corporate fundraisers at the Standard Chartered Mumbai Marathon 2017.

### Stakeholders speak

“The volunteering has helped me to become a confident speaker. I am proud of what I did and would like to continue.”

**Ms Mamta Kathuria**  
GM – Marketing

(She taught business communication to students from the Bright Future NGO in Mumbai)

“Every volunteering project brings a certain learning experience with it. It’s a great platform to realise my full potential in terms of adding value to society.”

**Mr Sachin Chandsarkar**  
GM – Strategic Sourcing

(He took sessions on negotiation skills for a group of non-profit partners.)

### In conclusion

Having introduced multiple environment- and waste management-related projects, we believe that we have just begun. As a Group, we realise that there are many different aspects that we need to design, readjust, course-correct and implement to fully embrace the circular economy principles. Going forward, we will continue to invest in reducing the immediate impacts created by current unsustainable practices and building a self-serving system with long-term resilience, economic opportunities and environmental and societal benefits.