

## **GODREJ CONSUMER PRODUCTS LIMITED**

### **Overview of projects or programmes undertaken during FY 2014-15 under the CSR Policy**

#### **Project Sakhi**

Godrej Sakhi is a programme that trains rural women to become entrepreneurs. These women traditionally advance their family incomes by managing a combination of small farm and non-farm microenterprises (both dependent on the vagaries of seasons and markets). This programme aims to teach rural women – who are either engaged in some form of entrepreneurship or plan to do so – in skills of market opportunity spotting, projecting revenues and earnings, sales & marketing, and time and financial management. About 2,500 women graduated from the programme this year.

#### **Project SALONI**

Godrej Saloni is a programme that trains young girls and housewives in beauty and hair care. More than 22,000 candidates have graduated from this programme in FY 2014. Of this, close to 8,500 were part of the school programme.

The programme is currently operational in 185 centres across India. An in-house programme of 240 hours has been built to skill the candidates in basic beauty and hair care skills. The training makes use of GCPL products, which are also made available to graduates after the programme at a considerable discount. The curriculum is completely digitised and is available as audio-visual content. Separate modules on enterprise development and employment readiness too have been developed for the beneficiaries of all employability programmes to set them up for success early in their career.

Through our partnerships, we have been able to help 370 women find jobs in recognised parlour chains. Close to 75% of the graduates work as freelancers or micro entrepreneurs

#### **Project Vijay**

As Fast Moving Consumer Goods and other similar industries expand in India, a ready pipeline of skilled talent for sales, particularly in rural areas, will be an essential enabler for growth. The industry currently records high attrition of entry-level sales representatives. This can be partly attributed to the lack of requisite skills, leading to an inability to meet targets and manage pressure at work. Godrej Vijay, our training programme in channel sales, was launched in 2011 to help skill unemployed youth and build a talent pipeline for the industry.

The programme has trained 38,999 youth across 44 locations in channel sales. The youth undergo 40 hours of training – half of which is spent in the classroom and the other half as experiential learning. The programme has been specially designed for the purpose of training distributor sales resources.

## **Adopting Advanced Energy Efficient Technologies to ensure environmental sustainability and Renewable Energy Development**

Under the environmental sustainability programme, several initiatives across our manufacturing facilities in India have been undertaken on energy efficiency. Conducting business in an environment friendly and socially responsible manner is felt as need of the hour at GCPL. Various initiatives have been taken to reduce the dependency on fossil fuels directly and indirectly and avoiding Greenhouse gas (GHG) emissions into the atmosphere.

One unit of energy saved at the end user is equivalent to two units of energy generation as the overall loss from the point of energy generation to the point of end user equipment is 50%. It is our understanding, while the anticipated average power deficit of India for 2014-15 is 5.1% (Source: CEA Load Generation Balance Report 2014-15), that any effort in conservation of energy results not only in environmental sustainability but also in positive contribution to the society.

These projects are aimed at reduction of 551 tons of equivalent CO<sub>2</sub> per annum and thereby contributes towards ensuring environmental sustainability.

To ensure environment sustainability initiatives have been undertaken to invest on projects that replaces fossil fuel with renewable sources. The project undertaken is to install new Biomass Briquette fired boiler.

As Biomass is a Carbon Neutral fuel, it is expected that the project would result in reduction of approximately 7500 Ton of CO<sub>2</sub> annually once the project is commissioned and in full operation.

## **Sweater Donation Drive**

This drive is an annual programme aimed at getting people to donate their old woollens to underprivileged and needy children who cannot afford woollens in the harsh winters. During the year we activated this programme across 8 top cities in North India through a multi-media awareness drive and collected over 31,000 woollens which were donated to needy children through our NGO partner – Aarohan.