



SOCIAL PERFORMANCE

We are committed to drive the socioeconomic progress of the communities in which we operate. We have a shared value approach that links business success with social progress.

Social Performance

CSR as a practice is woven into the Godrej Group's DNA. As a Group, we have always actively championed social responsibility. Twenty-three per cent of the shares of our Group's holding company, Godrej & Boyce, are held in a trust that invests back in initiatives that support environment, education, and healthcare. While we reach out to people through our products with the aim of improving their lifestyle, it is our constant endeavour to go over and above the necessities of our business to reach out to the less fortunate members of society through our various interventions.

Over the years, we have championed several initiatives across the globe, bolstering our desire to be one of the most socially and environmentally responsible organisations. Our [CSR policy](#) outlines our focus areas and defines the scope of our activities. It also serves to guide us on the execution and monitoring of all our projects. Our policy 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. Over the years, we have aligned our CSR efforts with the UN's Sustainable Development Goals, national priorities, and the needs of our local communities to deliver high-impact programmes that are easy to scale.



Our Elimination of Vector Borne Endemic Diseases (EMBED) programme currently addresses 36% of the malaria burden of Madhya Pradesh, India.

We also undertake various additional activities to support education, relief funds for natural disasters, rural development, research and technology, etc. Details of our contributions towards all the initiatives

under Schedule VII, Section 135 of the Companies Act, 2013 are provided in the Directors Report section of our [Annual Report](#).

Enhancing livelihoods

Target 2020

The Godrej Group is committed to train 1 million unemployed and under-employed youth

187,000

People trained by GCPL in India and Kenya (Fiscal year 2011 -17)

The International Monetary Fund suggests that about a quarter of the projected increase in global population aged 15-64 years between 2010 and 2040 will occur in India, making it the largest contributor to the global workforce over the next three decades¹.

In the next decade, economic growth in India is likely to create 500 million jobs, 75 per cent of which will be skill-based. Sadly today, workers with vocational education make up only two to four per cent of India's trained workforce. In fact, eight out of ten new entrants to the workforce have never had any opportunity for skills training².

Youth employability is therefore a bigger concern in this country than unemployment. Addressing the skill gap not only ensures a pipeline of talent for Indian industry but also better enables the nation to truly leverage its demographic dividend. It is with this view of supporting inclusive growth that the Godrej Group has committed to train one million unemployed and underemployed youth in skills that will enhance their income earning potential.

Our responsibility to communities is beyond charitable donations and focuses on enabling these communities to earn a decent livelihood for themselves. At GCPL, we collaborate with nonprofit organisations to design and run skill, training programmes in beauty and hair care, life skills, and entrepreneurship development. The trainings build core domain skills, focus on entrepreneurship and life skills education, and provide post-training support. As of March 2017, we have trained over 187,000 people in India and Kenya in skills that will enhance their earning potential.

¹ Aiyar, S., & Mody, A., The Demographic Dividend: Evidence from the Indian States, International Monetary Fund Working Paper, 2011.

Salon-i, our beauty and hair care training programme

GCPL's Salon-i vocational training programme is uniquely designed to provide basic skills of beauty, skin, hair care, and mehendi application to young women along with life skills and entrepreneurship development modules. This enables our trainees to take up jobs or pursue self-employment. The 500-hour programme curriculum has audio-visual modules, life skills, and entrepreneurship training tools that have been designed and created either entirely in-house or co-created with partners. It is aimed at women between the ages of 18 to 30 years living in urban and per-urban settlements and belonging to socioeconomically weaker sections of society. As of March 2017, we have trained more than 87,975 young women in collaboration with more than 31 nonprofit partners in 23 Indian states.

Addressing gender inequality is not only the right thing to do but is also important for our future growth. By promoting formal and active participation of women in the economy, we aim to build their lives, families, communities, and the economy. Our Salon-i skill training programme works with the women and community to enhance their domain skills while creating social and political awareness that helps them voice their opinions, negotiate their rights, and make their own decisions. We believe that more employable women will enable economic empowerment and add to the development of the nation.

² A Skilled Workforce for Strong, Sustainable and Balanced Growth, p 17, International Labour Office, 2010.

Our Training Approach

We are working with some of the most vulnerable women communities across India. Most women we worked with were first-generation semi-formal workers, and as a result, our trainees often become the first women in their families/communities to step out of the home to learn a skill. For many of our trainees, even coming to the training centre for few hours needed negotiations with their families. Through our programme, we envisioned to establish a safe space of sharing and learning and instilling in them a sense of hope and vigour to stand up for what they believe in. There is a sorority and sisterhood among our trainees through shared life experiences and this connects them together.

We also integrate our trainees to gender resource groups in their community. Resource centres provide access to public schemes and documents, and the physical space is a point of convergence, ideation, and dissemination of youth, especially young women in the community.

In addition, we are building a community with our alumni who have become champions of change in their communities, especially on women's socioeconomic empowerment issues. We have several case studies of young women who have not only started their own micro enterprises but have also become role models in their communities. Now we have brought them formally into our programme umbrella to become training partners as a part of our Beauty-preneur initiative.

The Beauty-preneur programme builds the capacity of our alumni to become trainers and run neighbourhood salons. We are supporting women entrepreneurs to start training local girls in beauty and wellness in addition to



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 business

further scaling their businesses through a rigorous year-long handholding process, which involved upskilling them as well as one on entrepreneurial support to grow their business.

Impact assessment for Salon-i

A third-party impact assessment has shown that approximately 40 per cent take up full-time or part-time

jobs, while the rest prefer to work from home due to a range of socioeconomic issues. Those who work from home earn between ₹ 1000 and ₹ 5000 per month whereas those in jobs earn between ₹ 5000 and ₹ 10,000 per month. It must be noted that for most of our alumni, this is their first skill-based income source.

Darling hair & beauty skills training in Kenya

Over the last five years, the Darling Hair & Beauty Training Centres have expanded across the country. A total of 1730 girls have been trained to date in five training centres in Nairobi, Rongo, Kitui, Machakos, and Kitale.

In addition to these, an additional six training centres were established through a public private partnership model with three county governments to provide vocational skills in hair dressing and beauty therapy to youth. These vocational training centres are in Kisii County (Nyaore and Keumbu Vocational Training Centres), Migori County (Ngisiru and Awendo-Marindi Vocational Training Centres) and, Machakos County (Yatta and Athi River Vocational Training Centres). With the support from public and nongovernmental partners, we aim to train 1200+ girls every year going forward.



A shampooing training in a session at the Likoni centre, Kenya.

Life skills education

During the course of the last five years, we have made certain observations about vocational skill training programmes and their efficiency. Many skills needed to get by in today's world do not involve academic knowledge; instead, they involve the ability to handle the events that occur on a day-to-day basis at home, at work, and in the community. Unfortunately, few of these functional life skills are actually addressed in schools and training institutes. We are working on the issue of unemployment through our skill training programmes, but not only with providing domain skills but also providing life skills education. The importance of life skills education is too high to leave them to chance, especially for youth belonging to traditionally underprivileged communities and groups.

These are the topics we currently cover under life skill education:

- Financial literacy: Bank accounts; insurance; relevant government schemes; identification papers; and bills 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 finding a job; recognising job duties and responsibilities; and team work and learning to exhibit appropriate work habits
- Community involvement: Citizenship; community awareness and learning to reflect and forming opinions on sociopolitical issues



Over the years, life skills have become a core component of our training programmes that help build critical soft skills of our trainees.

Our life skills programme is customised for various target audiences across multiple geographies and is now a core part of our skill training programme. We have developed interactive games and tools to provide an experiential learning environment in the classroom. Through life skills, we aim that our trainees will also gain

confidence and leadership skills to make decisions in their family, community, and work life in order to negotiate for what they aspire to achieve in their own life and create their own identity in society.

Elimination of Vector-Borne Endemic Diseases (EMBED)

We initiated the EMBED programme in 2015 to reduce morbidity and mortality due to malaria and dengue in regions reporting a high API. In the first phase, we are working in Madhya Pradesh, a state with one of the highest malaria burdens in India. We have collaborated with nonprofit organisations and the state government to run intensive behaviour change programmes in 9 districts of Madhya Pradesh. We are working with the vulnerable and marginalised groups living in tribal, hilly, and hard-to-reach areas. The programme currently addresses 36 per cent of the malaria burden of the state.

This initiative began in 2015. The vulnerable and marginalised groups in tribal, hilly, and hard-to-reach areas of Madhya Pradesh with annual income as low as ₹17745 and literacy rate of 11 per cent were identified. These areas are also susceptible to mosquito-borne diseases such as malaria and dengue. The initiative focused on creating awareness within these communities through behaviour change communication campaigns and ensuring access to affordable mosquito repellent products and services.

We engaged with the local government health machinery and collaborated with them on exiting initiatives. By understanding the local situation, relying on local resources, and strengthening existing health infrastructure, we have attempted to build bridges between people's requirements and available government services through behaviour change communication (BCC) campaigns. Furthermore, this programme has opened up new markets for our



The EMBED programme aims to reduce morbidity and mortality due to malaria and dengue in regions reporting a high annual parasitic index (API).

business as well as laid the foundation for collaboration with the government on the Swachh Bharat and VBD campaigns.

We mapped high-burden states and districts and product dark areas to ensure that our project areas are relevant for both the community and business. Being market leaders in the household insecticide category in India, we felt a responsibility to cater to the bottom of the pyramid users, who disproportionately suffer from mosquito-related diseases. We have solutions that can protect a significant proportion of India's population from these diseases and therefore contribute to their overall health and well-being. Thus, we designed a programme that would embody the spirit of shared value: finding a business opportunity in a relevant social problem that India facing today.

The feasibility study included the identification of high-disease burden states that were also of strategic importance to the business for us to pilot the project. We

performed a communication needs assessment (CNA) to determine the knowledge and resource gaps, which became the basis for our communication strategy for information and education. We identified and trained local NGO workers to execute the BCC campaigns and support trainings of health workers. This ensured that the programme was linked not only to an assessment of the local health situation and services on the ground but also our potential for business growth in the area.

Fortune Change the World List ranked Godrej Consumer Products at number 48 and acknowledged our contribution in product innovation in Fast Card, our easy to use, inexpensive, mosquito-repellent. Revenue from our Good & Green portfolio has grown 140 per cent annually for the past five years.

Community waste management

We have conceptualised two major projects in Hyderabad and Guwahati to manage waste in the two municipalities. We are working with the Greater Hyderabad Municipal Corporation (GHMC) in a multi-stakeholder project, which includes the Resident Welfare Associations of Hyderabad to establish 10 Swachh centres for segregating wet and dry waste. The wet waste will be turned into compost, the plastic waste will be recycled into granules, and the nonrecyclable plastic waste will be converted into poly fuel through thermal depolymerisation. The project will also manufacture briquettes from other waste for use as a fuel source. The project aims to divert more than 25 tonnes of municipal solid waste per day from landfills with the aim to become a zero waste to landfill project over time. In Guwahati, Assam, we are running a plastic waste management project. It aims to collect the non recyclable multilayered plastic waste and convert it into poly fuel through pyrolysis. We aim to process more than 2 tonnes of plastic waste per day from industrial units and housing societies in the Guwahati municipality and its surrounding areas.

In addition, we are working with the youth in 25 colleges in Mumbai. The aim is to build awareness about the criticality of solid waste management and convert the youth into champions of change in society. We have built composting pits in these colleges to help convert organic waste into compost and recycle the dry waste. With this initiative, we aim to process close to 400 tonnes of waste per annum, which otherwise would have ended up in landfill.



One of our Swachh centers in Hyderabad where dry waste is segregated and processed and diverted from landfill.

Integrated watershed management

Our watershed development programme addresses all components of sustainable development from natural resource management, water management, conservation of habitats, and sustaining livelihoods of communities. The watershed project at Siddipet, Telengana, covers over 3,300 hectares of land and aims to restore the ecological balance of the region. Through this intervention, we aspire to improve the livelihoods of approximately 1,400 farmer households. The project ensures adoption of sustainable farming practices by local farmers, further contributing to water and soil regeneration. Groundwater recharge would result in improved agricultural yield, which in turn will help generate local employment, reduce migration, and increase household income. Off-farm activities, such as dairy and poultry farming, will also be positively impacted through our animal husbandry programmes. Going ahead, we will integrate animal husbandry training programme in the watershed project implementation.

The process of setting up a watershed project is done in a participatory manner through the formation of a Village Watershed Committee. The committee is required to represent all sections of the community with at least 30 per cent participation by women. The committee members are also provided access to finance from formal financial sources. This results in women getting opportunities to have a say in the management of their community's natural resources. The large number of women participating in watershed development will help



Working with the local panchayat and community members in Mandapur village, Siddepet, Telengana

in the formation of credit-linked women SHGs. Secondary impact, such as improvement in education, health, and housing, will enable holistic development of the watershed region.

Rural electrification

To address the shortfall of electricity, we are working to create renewable energy ecosystems in rural India. We provide decentralised, off-grid renewable energy systems through community level installations. We are installing these mini and micro-grids in 62 energy dark villages in Andhra Pradesh, Madhya Pradesh, and Uttarakhand. In addition, installation and commissioning of micro-grids generate the employment both for unskilled and skilled labour. The unskilled people were employed for mechanical and civil works, such as erection of module mounting structures, solar modules, and civil foundation. Moreover, we trained select people on the installation and commissioning of the micro-grids. The trained professions will be responsible for carrying out regular maintenance of the micro-grids and also train other youth in their communities.



One of the 460 households in Andhra Pradesh connected to the solar micro-grid and now fully electrified.

Community development initiatives

To better understand our stakeholders and implement high-impact programmes, we carried out a detailed community needs assessment at our plant locations. As a result, we have streamlined our activities, and we run a number of community development initiatives to address the immediate needs of the communities we operate in across four locations around India. We have primarily invested in education, water, sanitation, and skill building initiatives across eight villages in and around our manufacturing facilities.

Singwari village near Malanpur plant

At Singwari village near Malanpur plant, a needs assessment demonstrated that water availability was a need that was evident, and it was an urgent priority of the community. In consultation with the local panchayat and the community, we revived a dysfunctional hand pump and built an overhead water storage tank having a capacity of 10,000 litres near the Government Middle School, Singwari. This facility provides water access to more than 250 people of the village, and they now do not have to travel to get water. We worked in partnership with the panchayat and the people of the village. This approach helped us to build accountability and ensure the long-term impact of the project. Now, the villagers have taken the responsibility of maintaining the water storage tank. In line with this initiative, our team members volunteered on Godrej Global Volunteering Day, December 5, at the primary and middle school in Singwari to spread the message of



We revived a defunct hand pump and constructed an overhead water storage tank that caters to the drinking water needs of over 250 people at Singwari village near our Malanpur plant.

water conservation, health, hygiene, and sanitation. More than 50 of our team members organised various interactive activities for the school children.

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 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 volunteering in Greece.

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-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 employees 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 2017, 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



Our Guwahati manufacturing team partnered with the local schools to plant trees and spread awareness about environmental sustainability.

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 ₹7,00,000 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.