

INDIA

CSR GOOD BOOK

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2013

A compendium of India's Strongest Socially Responsible
Brands, Corporations and Foundations

Foreword by
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2013



Anubhuti-2 : Totally free school for childrens of BPL families



Happy farmer is at the core of all our activities.



Bahinabai Literary Awards given to outstanding Marathi writers

"At Jain Irrigation, corporate social responsibility is not merely a matter of an obligation to be fulfilled or an account to be presented to society. We firmly believe that we are indebted to society for our existence, survival and success. We have experienced that we have an invisible bond with the society. This bond inevitably leads us to a natural relationship of empathy. It impels the corporation to understand and appreciate social issues and problems. It results in our being part and parcel of the society's progression through the process of inclusive growth. This philosophy is born out of our Mission Statement, formulated twenty-five years ago – "Leave this world better than you found it." We realize that happiness is not a destination. It cannot be travelled to, cannot be earned, loaned or owned. It cannot be worn or consumed. It has to be experienced – and we are experiencing it." **Bhavarlal H. Jain**, Founder Chairman

Villages and Society

The Company has adopted six villages namely Wakod, Shirsol PB, Shirsol PN, Takarkheda, Mohadi and Kadauli in the Jalgaon district for improving the educational, health and sanitation conditions.

Medical Camp : We have arranged medical camps and seminars about traditional medical disciplines such as Naturopathy, Ayurveda and the Homeopathy. An awareness camp was held regarding social evils such as female infanticide with the active partnership of Jalgaon District Health Association. Every year on 6th September a blood donation camp is organized with active participation of associates.

Helping Hand : We regularly provide donation and financial assistance to differently abled people for their medical treatment and for building the required educational infrastructure.

Local Community Events : SATPUDA Forest conservation initiative, Vasundhara International film festival and cultural activities.

Bahinabai Memorial Trust : Bahinabai is known as "Khandesh Kanya". She was not educated but many have obtained doctorates and degrees on her poems. Literary Awards are also bestowed under the aegis of Bahinabai Memorial Trust and other trusts.

Agriculture & Rural Development

Creating Shared Value : Corporate social responsibility is imbedded and is a part of our corporate strategy as we work for 'creating shared values' from the very inception of our business. For example, drip irrigation not only solves the water-food-energy nexus, but brings prosperity to the farmers. Most of the farmers we work with have small land holdings. These farmers are at the bottom of the pyramid as per the definition of classical economics. But to work with them and bring prosperity in their lives is more than CSR to us. The happy farmer is our reward. Thus, our strategy of CSR is integrated, interwoven and inter related to our business for creating a sustainable

society of the future. Some steps which we have undertaken towards this direction are enumerated below

Training, R&D : At JISL, farmers and other stakeholders are trained at an in-house training facility of the sprawling 2000 acres Jain R&D farms in Jalgaon, Maharashtra and R&D farm at Udumalpeth and Tamil Nadu. We undertake research trials and demonstration jointly with Agriculture Universities and innovative farmers on their farms. Till date more than hundred thousand people have been trained at the R&D and Demonstration Centre, Jain Hills over the last 15 years. This has had a ripple effect on the thought process of farmers and even the policy makers.

Harvard Visit of Farmers : Two successful farmers were invited to Harvard Business School, USA to showcase how technology and innovative cultivation methods transformed their lives. They made a full scale presentation regarding how we 'create shared value' in our business.

Collaboration : IFC and Jain are working on a successful project JAINGAP. Coca-Cola India and Jain are working on UNNATI- to cover 50,000 ha. area under ultra high density mango plantation. Similarly we work with IRRRI, ICRISAT and other agricultural universities in India.

Sports

The Jain Sports Academy is the vehicle that scouts, encourages and improves the performance of sportsmen. This is a dream project of JISL Vice Chairman Ashok Jain. We give an opportunity for sportsmen to develop themselves. The main thrust of the academy is to "Catch them young, nurture and watch them grow". This is not an institution but a movement and it is completing ten years of its existence.

In Jain Sports Academy along with Fitness Program, Mental Programs, Technical Program, Diet Program, Tournaments, Match Practice, Coaching Camps and Seminars, hard work emphasized and Humility is practised.



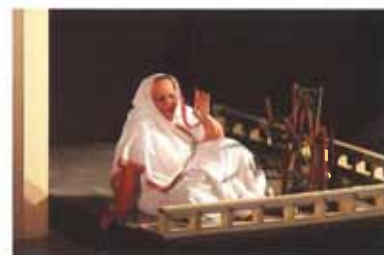
Jain Solar Street Lighting at Wakod



Internationally acclaimed Kathak exponent Birju Maharaj at a performance in Jalgaon



Swimmer Kanchan Chaudhari participated who in Asian Paralympics



Rohini Hattangadi as Kasturba in 'Jagadamba'



Education

A good part of the profit that the corporation generates through business activities is invested in the promotion of the cultural, educational and social lives of the community. Our thrust on education, particularly rural and agriculture-oriented education, finds an expression in the Anubhuti chain of educational institutions.

The Anubhūti-1 residential school, located at our Divine Park campus is developed for preserving Indian heritage and culture in young minds, while preparing them for global competitiveness and competence. The Anubhūti-2 day school located in the centre of Jalgaon town provides free education, food and uniforms to the children of the most deprived below-the-poverty-line families. In addition, two rural schools and an agricultural college are established at the village of Wakod. Under the aegis of Bhausaheb Sundarlal Mahara Potential Development Academy, we undertake many activities for the development of student's ability and aptitude to take on the challenges in the new world.



Children of Anubhūti School-2 with the 'methi' plants that they grew in their school project



Inaugurating agriculture school at Wakod, India



Museum : Installation showing Gandhi at peace amidst violence



Museum : Gandhi at Champaran, commiserating with a farmer

Gandhi Research Foundation

Gandhiji having emerged as our role model, we decided to preserve for posterity the timeless ideology of the Father of the Nation. The resulting initiative is the Gandhi Research Foundation GRF and The Gandhi Teerth at Jain Hills. The President of India, Smt. Pratibha Devisingh Patil dedicated this project to humanity in March 2012. The Gandhi Research Foundation is being developed as an international hub for education and research. It is being equipped according to international standards. An academic collaboration has already been signed with the Gujarat Vidyapeeth, Ahmedabad, North Maharashtra University, Jalgaon and Cytes University, Mexico for conducting joint teaching and research activities from the next academic session focusing

on the relevance of Gandhian philosophy for present social, economical and political situation. Scholarships shall be provided for needy students. Some of the courses that may be offered are : Certificate, M. Phil, Diploma, Ph.D, Degree, Post-doctoral, Master's, Part-time research.

'Khoj Gandhiji Ki' Museum : A thematic, state-of-the-art, interactive multimedia museum conceived to disseminate Gandhiji's life-lessons and ideology, as also the saga of the Indian independence movement.

GIRI (Gandhi International Research Institute) : The academic arm of GRF which will award diplomas, degrees and facilitate research in Gandhian studies.

GRF Think Tank : A consortium of scholars who will deliberate on contemporary issues.

Gandhiana : Collection, classification, indexing and synopsis of publications by and on Gandhiji.

Gandhi Archives : Preservation of archival publications related to Gandhiji and the Indian Freedom Struggle.

Gandhinomics : Rural Development/ Outreach Programmes based on Gandhian ideology.

Gandhi Vichar Sanskar Pariksha : To familiarize school and college students with Gandhian thoughts.

Mission : Strive to help establish a world founded on Truth, Ahimsa, Peaceful Co-existence, Conservation and Love for labour-values cherished and practised by Gandhiji.
Vision : Preserve for posterity the precious legacy of Gandhiji's life, thought and work.



Gandhi Teerth at Jain Hills, Jalgaon.