

a difference in the lives of school children.

Sakshar Beti We have also extended our support towards enhancing educational standards in government schools, and more specifically, promoting the education of the girl child in the country through Sakshar Beti (Literate Daughter).

Launched in 2017-2018, over 2234 children have benefited through the various initiatives offered through this programme such as career counselling, financial literacy camps, access to educational stationery material and school infrastructure development. The girls of government schools in Phonta, Himachal Pradesh, have been one such successful undertaking. Between 2017 and 2018, this programme has changed the lives of around 385 girl students through career counselling and notebook distribution initiatives. Further, considering that the girls undergo several economic constraints to purchase school supplies, we also provided stationary support to 540 girls under this programme in Dehradun.

Our efforts of providing equal educational opportunities to women can result in a ripple effect as each empowered woman has an impact on many, and we are determined to help create this value chain.

Educate Girls We continue our efforts to provide quality education to marginalised girl children along with the NGO 'Educate Girls'. The Educate Girls programme is focused on improving the Enrolment - Retention - Learning cycle of every girl child in the educationally backward districts of the country. By tackling the problem at its root, the programme has helped improve the learning outcomes by focusing on micro competencies of children in English, Hindi and Mathematics. The curriculum was implemented for children at Grades III to V using a specially-designed kit called Gyan Ka Pitara. In the reporting



year, we have worked in Udaipur district of Rajasthan and Dhar district of Madhya Pradesh. A total of 2,09,040 children have benefited from the Educate Girls programme in FY19.

Healthcare

We have always been a keen proponent of a healthy and active lifestyle, and we intend to create a strong impact in this regard. Incubating disruptive ideas that can positively impact the population, we deep dive to identify the issues affecting both preventive and curative healthcare in India.

Saffolalife This is a not-for-profit initiative that has always championed the cause of heart health with a vision to create a 'Heart Healthy India'. Every World Heart Day (September 29), Saffolalife undertakes various initiatives to educate consumers on risks of heart problems or encourage consumers towards pro-active lifestyle care for a healthy heart by raising awareness about heart health, common causes of cardiovascular disorders in the country as well as providing explanations and solutions to create a Heart Healthy India. Over the last few years, Saffolalife has

undertaken initiatives such as Heart Check-up camps conducted with leading medical institutes, walkathons and talks conducted by leading experts in the field which were aimed at spreading awareness of the degree of the problem in India.

In 2014, we started #Protechotheart campaign to raise awareness about women's heart health for the first time in India. In 2015, we stayed committed to further drive the cause and educate consumers on early markers of heart health. We further continued the journey towards educating consumers by spreading awareness about the fact that belly fat is a common marker of heart health, enabling them to take proactive steps towards improving their heart health.

On World Heart Day 2019, we launched an impactful campaign through this initiative to drive awareness on lifestyle behaviours and habits that are often ignored but can have a significant impact on one's heart health. Understanding the impact of these underlying habits is essential to better heart health awareness and care. Lack of sleep, stress, sedentary lifestyle, skipping meals and ignoring belly fat are key