



A Higher Purpose for a Better Tomorrow

Marico Builds a Progressive Society by Contributing To Education and Healthcare

"We cannot solve our problems with the same thinking we used when we created them."
- Albert Einstein, Physicist

We, at Marico Limited, believe that business has a much broader positive impact on the world when it is based on a higher purpose that goes beyond generating profits and creating shareholder value. A compelling sense of higher purpose creates an extraordinary degree of engagement amongst all stakeholders and catalyses creativity, innovation and organisation commitment. Built on a strong foundation, we are one of India's leading consumer goods company with a product portfolio spanning across haircare, skincare, edible oils, healthy foods, male grooming and fabric care. Today, we have become a household name in India with brands such as Parachute, Parachute Advanced, Saffola and Hair & Care.



Udayraj Prabhu

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spoken English, this platform provides children free-of-cost education modules along with songs, mnemonics, memorable and relatable characters as learning aids. Characters like Abbu and Dabbu, alongside Shanti Didi, have been introduced to make the learning mechanism more engaging. Last year, more than two lakh children interacted with the platform, and the average time spent on the modules was above 16 minutes. Additionally, we also partnered with Educate Girls, an NGO which makes efforts to enrol and retain girl children in schools. We also collaborated with the radio channel, All India Radio, to run the modules for 1-3 months.

Nihar Shanti Amla's Brand Ambassador - Vidya Balan - demonstrated the modules at an on-ground event in Gopal Khera, Lucknow, Nihar. Over 450 residents of the village were present at the event, including 200 children, and the Sarpanch who actively supported the initiative. Additionally, children from five neighbouring villages too attended the event. We partnered with AIR for a week-long contest where children were asked questions based on the modules. Participants

who were able to provide correct answers got an opportunity to meet Vidya Balan.

We took the programme to the next level with a unique initiative called Phone Uthao India Ko Padhao, which connected urban volunteers with underprivileged children in rural areas who want to practice speaking English and seek clarification on the earlier modules they initially learned from the Pathshala Funwala platform. Over 200 volunteers registered and more than 2000 students joined in to practice.

Nihar Shanti Amla Digital Classrooms: Furthering Nihar's commitment towards building a progressive society by contributing towards children's education, Digital Classrooms were set up under the Pathshala Funwala initiative in Uttar Pradesh and Jharkhand in August 2019. The digital classrooms initiative takes on a unique approach to teaching through remote volunteers who can connect online and teach children in government schools. These volunteers use the eVidyaloka platform to connect with the students over Skype, teaching

them English, Maths and Science, therefore bringing their expertise and quality education to the most remote villages in the area via technology. The urban volunteers have been teaching the regular school courses for students of Grade V till Grade VIII and are also helping the students learn concepts and spoken English as part of this programme.

Teach Little Minds: Realising the importance and relevance of education in the society, we launched the initiative, Teach Little Minds, to nurture young minds and raise awareness among students by teaching them the importance of quality practices in their daily life. Our Quality Assurance team visit the primary schools to educate the students on maintaining healthy hygiene, safe food habits and behaviours habitually. Our successful initiative has cascaded into various teams throughout India and has inspired them to engage with various schools and students. Through this initiative, we hope to inspire children and mould them to become responsible citizens. We believe this initiative is a step forward in our journey of playing a noteworthy social role and in making



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lifestyle habits that show up in those at heart risk. We encourage our consumers to visit our online tool, 'Heart Ka Baam', which has been launched to help people understand how their lifestyle choices could be impacting their heart health and learn simple interventions to espouse a healthier lifestyle.

Safe and Nutritious Health: Children are most susceptible to food-borne diseases due to their lack of awareness. Experimenting with diet while at school and elsewhere also contribute to them being primary victims of such ailments.

'Safe and Nutritious Food at School (SNF@School)' is a nation-wide campaign, initiated by the Food Safety and Standards Authority of India (FSSAI), to help school children inculcate the habit of eating safe and eating right. The programme is driven on a three-pronged approach, at the school, state and national levels. The culture of food safety and nutrition is promoted through Health and Wellness Coordinators and Health Teams.

We actively support the SNF@School initiative. Through Saffolalife, we distributed around 25,000 Pink Books (Safe and Nutritious Food at Home) and Yellow Books (Safe and Nutritious Food at School) among students and teachers as part of the school activation programme. We have covered over 200 schools pan-India. 42 per cent of schools have reduced junk food consumption amongst children.

Eat Right India: Launched by FSSAI (under the Ministry of Health and Family Welfare), the Eat Right Movement is a collective effort by Corporates and citizens focusing on public health. Our association with Swasth Bharat Yatra, a pan-India cyclothon, positively impacted over 25,000 people. We also partnered with the Eat Right Mda conducted by FSSAI in Delhi, reaching out to 20,000 people.

Health and Hygiene of Women and Children: Understanding the pressing need for feminine hygiene practices in the country, we conducted awareness camps alongside consultation drives in the areas surrounding our Guwahati factory. Through these

initiatives, we have been able to educate more than 415 women and adolescent girls on the importance of feminine hygiene. We also distributed first aid kits, feminine hygiene products such as sanitary pads while educating them about healthy practices for their hygiene. To address the issue through interactive means, we also arranged a documentary show followed by a general consultation and discussion with a senior gynaecologist for the women of the area. Most importantly, though the initiatives were undertaken as part of this awareness-raising programme, practices that have had adverse effects on women, which are still prevalent in the society, were finally rooted out and replaced with healthy hygiene practices, along with the tool enabling them to take their feminine health seriously through correct means.

Further, while conducting another need assessment drive near our Guwahati facility, we found that children in the area were addicted to the consumption of betel nut, which is a popular intoxicant in Assam. To combat this issue, we conducted health check-up drives at various Government schools in the area, reaching over 289 children and their parents to educate them about the problems surrounding the consumption of betel nut.

Sustainability Initiatives

Farmer Community: Over the years, we have relentlessly worked towards the upliftment of various communities, including farmers. Our groundbreaking socio-economic development model has been instrumental in transforming the lives of farmers in the country. To support them beyond traditional agricultural practices, we train them in the gamut of agricultural management and educate coconut cultivators in increased productivity and higher yields.

Parachute Kalpavriksha: Our initiative to support coconut farmers,



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We believe in consciously maintaining and fulfilling the interests of all our stakeholders - shareholders, consumers, associates, employees, Government, and the society at large - while growing responsibly and in a sustainable manner. A compelling sense of purpose creates an extraordinary degree of engagement among all stakeholders to truly make a difference. Over the years, we have aligned our sustainability efforts to the United Nations Sustainable Development Goals (SDGs) and taken measures to meet those parameters through our business operations. We have identified five focus areas wherein we aim to effect positive changes: Responsible Resource Consumption, Climate Change, Sustainable Supply Chain, Product Responsibility and Community Development.

We strongly believe in sustainable and inclusive growth of all our stakeholders, alongside business progress. Embedded within our purpose statement, we put to practise this ethos every day, identifying innovative ways to transform the lives of our stakeholders at scale.

Education

One of the most significant indicators of social progress in education. We play a decisive role in promoting education, and two of our highly innovative programmes - Mobile Pathshala and Educate Girls, continue to support the underprivileged children for their education needs.

Mobile Pathshala: For the past two decades, Nihar Shanti Amla has consistently been true to its purpose of championing progress that enables itself to bring to life a movement that resonates emotionally with the consumers while delivering on its functionality. The brand believes that an Indian woman not only wants to look good but also good for the larger progress of society. Hence, Nihar Shanti Amla helps them contribute to the cause every time they buy the product. We contribute five per cent of our profit for the cause of children's education directly in line with our brand promise of "Dikho Khubsurat, Karo Khubsurat".

In 2015, an innovative mobile-based education platform - Agrezi Mobile Pathshala - was launched to teach good values in English to the kids. In a

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simple exercise, the child had to give a missed call on a toll-free number and would receive a call back from 'Shanti Didi' who would teach the carefully curated English speaking modules in a fun sing-song manner that the kids could listen to repeatedly.

Elevating this property in 2017, the second phase - Nihar Shanti Amla Pathshala Funwala, was introduced to enable children to learn spoken English. To accelerate the spread of

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 proactive 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 #ProtectHeart 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

was launched on World Coconut Day (September 2, 2017). It supports coconut farmers to increase their yield by training them on all aspects of farm management like nutrient management, pest management, disease management and water management. We have also deployed more than 45 agronomists who provide training to farmers on scientific farm practices and address challenges through daily on-field support and interactions. We have seen a cumulative enrolment of 11,800+ farmers who have experienced around 16 per cent increase in productivity post the six-month support from this initiative.

Water Stewardship: We also aim to replenish equivalent or more water than what is consumed in our operations by bringing efficiency within our operations as well as external conservation/harvesting initiatives in water-stressed areas. We completed the desilting activity of Yeldari Dam in Maharashtra recently along with our NGO partner under the Galmukt Dharan Galyukt Shivar Yojna of the Government of Maharashtra. This initiative resulted in increasing the water storage capacity of the dam while helping farmers improve land fertility by using the excavated silt. So far, 366 farmer families have benefited; 420,411 m³ of silt has been excavated, and farmers have seen a 420 million litre increase in dam storage capacity through this initiative in FY2018-19. In the past few years, we have also completed the construction of 91 additional farm



ponds in Tamil Nadu and Karnataka with an overall storage capacity of 130 million litres. The initiative was undertaken as a part of a tri-partite arrangement with an NGO and the farmer community. This initiative, which was implemented across 20 villages benefited 91 farmer families by making water available to them to meet both agricultural as well as domestic needs.

Energy Conservation: We understand the larger purpose and necessity of energy management for a sustainable future. Concerning the 2022 energy-intensity target, we have achieved a 25 per cent reduction in energy intensity against the 2013 levels. In comparison to last year, the energy intensity has reduced by 4.4 per cent. We make diligent efforts to increase the use of clean and renewable energy by reducing our dependence on the

fossil fuel source. To this end, the use of diesel and furnace oil at our operations has reduced by 6 per cent and 83 per cent respectively from FY13. As of FY19, 73 per cent of the energy requirements of our operations were met through renewable energy sources.

Tackling Climate Change: In FY19, our GHG emission intensity (Scope I and Scope II) reduced by 56 per cent from 158.3 to 69.7 kgCO₂e/KL of product manufactured, putting us on track to meet our 2022 goal to reduce our greenhouse gas emissions to 75 per cent below 2013 levels. We are also committed to implement systems to account for Scope III emissions (outside the organisation boundary) and also re-align our targets encompassing all three emission scopes within the next two years.

The pursuit of profits is not at odds with the pursuit of purpose. It is the pursuit of a purpose that helps realise the true potential of all participants of the ecosystem. We endeavour to be a purpose-focused organisation, which achieves sustainable profitable growth by making a difference to others by enabling them to realise their true potential.

Udayraj Prabhu is EVP and Head, Business Process Transformation and IT, Marico Limited.



Pawan Kumar Agarwal, CEO, FSSAI

"Marico Limited has taken several initiatives in support of various SNF activities through their CSR budgets over the past three years. FSSAI is very happy to see the progress in several areas. FSSAI conveys its gratitude for the deep commitment of their leadership team and active participation of their employees for this important cause. Marico has been engaged in promoting right messaging around safe and healthy food through various interventions as a shared responsibility and has demonstrated that it is a socially responsible business."