

# Report on Corporate Social Responsibility (CSR)

The CSR activities of Bajaj Group are guided by the vision and philosophy of its Founding Father, late Shri Jamnalal Bajaj, who embodied the concept of trusteeship in business and laid the foundation for ethical, value-based and transparent functioning.

The core elements of CSR activities include ethical functioning, respect for all stake-holders, protection of human rights and care for the environment.

The Bajaj Group generally implements the above initiatives through its employees, welfare funds and Group NGOs/Trusts/Charitable Bodies operating at various locations in the country. It also enlists the help of non-group NGOs, local authorities, business associations, social and philanthropic organisations of repute and civil society, wherever deemed necessary.

In this backdrop, some of the major initiatives taken up through the Bajaj Group Trusts during the year under review are summarised below:-

## 1. Jamnalal Bajaj Foundation (JBF-Foundation)

Jamnalal Bajaj Foundation was established in 1976 for promoting Gandhian constructive programmes and assisting constructive workers, who devoted themselves to the national cause.

### Awards

The Foundation gives four awards annually - each of the value of ₹ 5 lakh. Of these, three are given to individuals in India for outstanding contribution in the fields of constructive work on Gandhian lines, application of science and technology for rural development and upliftment and welfare of women and children. The fourth one is an international award - given to individuals other than Indian citizens from foreign countries for their contribution to the promotion of Gandhian values outside India.

### Other charitable activities

The Foundation has given donation to various Institutions/NGOs from time to time for strengthening their various community welfare activities and charitable objects of welfare of general public utility based on Gandhian philosophy and ideals. Special mention must be made for the project undertaken by the Foundation of providing financial assistance to widows of farmers of Vidarbha region, who had committed suicide.

## 2. Janakidevi Bajaj Gram Vikas Sanstha (JBGVS)

### Rural and urban development activities

The group continued with its rural development activities in Pune, Aurangabad and Wardha districts of Maharashtra and Sikar district of Rajasthan through JBGVS. JBGVS aims at integrated development of 75 villages, to be carried out by the villagers themselves and under their own leadership by forging partnership with Government, local institutions and NGOs. In the process, JBGVS acts as a catalyst to make this positive transformation happen within a stipulated time-frame.

On completing 25 glorious years of service for the community and social development of rural areas, JBGVS celebrated 2012 as the Silver Jubilee year by organising various programmes, like clean house competition, healthy baby competition, blood donation camp, bal melava, health check-up camp for senior citizens etc. in the villages covered by JBGVS.

The events and progress made during the last 25 dedicated years were presented to the members of the Board of Directors, senior officials of the group and others on 15 January 2013. Two booklets viz. Integrated Rural Development Model of JBGVS and a souvenir illustrating the journey over 25 years were released at the hands of Rahul Bajaj and Jamshyd Godrej.

To commemorate the occasion, a cultural programme was also held at JBGVS in which Madhur Bajaj was the chief guest and in which trustees, sarpanches and prominent personalities were present and felicitated.

During the year, JBGVS implemented several programmes to strengthen primary education, primary health care, improving socio-economic condition and environmental development. The programmes touched the lives of 28,000 people, comprising people from Scheduled Caste, Scheduled Tribe, Nomadic Tribes and Other Backward Class. JBGVS programmes covered 65% people from economically weak and socially backward communities.

## Primary education

Primary education has been the major area of intervention in the villages. Support has been provided for infrastructure development of primary schools and anganwadis (pre primary schools) by repairing school rooms and providing furniture and equipment. Three user-friendly sanitation complexes have been constructed in partnership with FICCI Ladies Organisation, Mumbai and local Gram Panchayat. Special efforts were taken to check malnutrition by conducting awareness and training programmes for mothers on importance of breast feeding, nutritious food using local materials, special check-up camps etc. Non-formal educational programmes for children in primary schools were organised involving secondary school students from the villages. These programmes are aimed at generating interest of children in education. In the year under review, JBGVS installed 4 E-learning units in the schools that changed the face of education in the rural areas. Through various short training programmes, teachers and parents were motivated to actually participate and improve the quality of education. Special programmes on health-related issues and HIV/AIDS were organised for adolescent boys and girls in the schools.

## Primary health care

JBGVS attaches a lot of importance to its community health initiatives and follows the philosophy 'Prevention is better than cure'. The programmes, i.e. mother and child health care (MCH), health check-up camps, mobile clinic service, hygiene and sanitation programmes etc. were organised with the help from village level JBGVS-trained health workers. JBGVS has also been partnering with Government in strengthening National Rural Health Mission (NRHM) at the grass-root level by supporting check-up camps organised for pregnant mothers by PHCs. During the year, JBGVS organised 135 health check-up camps benefitting 4,155 people in all the project areas. In Aurangabad, six health check-up camps were organised for BPL families in association with Kamalnayan Bajaj Hospital. 305 patients were examined in these camps. The idea was to screen and detect complicated cases and provide them free treatment at Kamalnayan Bajaj Hospital. In Wardha, JBGVS has been working in partnership with Vinoba Bhave Hospital, which provides free treatment to the villagers. In total, 550 patients have benefitted under these programmes. During the year, 30 HIV/AIDS awareness programmes were organised, in which 1,250 women participated. There was no polio or severe malnourished case in these villages.

## Economic development

Agriculture is the main occupation in the villages, where JBGVS works. Programmes, like soil testing, demonstration plots for improved variety of seeds and fertilisers, improved agricultural practices, natural farming, promotion of horticulture etc. were implemented in all the project areas. Various types of farm and non-farm based vocational training programmes i.e. dairy, poultry, goatry, two wheeler repairing, fashion designing etc. were organised. In Wardha, JBGVS has been working in partnership with Ministry of Small and Medium Enterprises (MSME) for conducting vocational training programmes.

JBGVS has been working in partnership with Rotary Club of Poona North for implementation of Kamdhenu cow project.

Cows distributed	100
Co-partners	100
Total milk yield (October 2012- March 2013)	99,000 ltrs
Total Income generated (6 months)	₹ 17.82 lakh

In Kasi ka bas village of Sikar district, a revolving fund of ₹ 1.24 lakh created by JBGVS has helped 32 SHGs to get ₹ 19.23 lakh loan from bank to start income generation activities like goatry, dairy, small enterprises, etc.

## Environmental development

Wardha is one of the drought-prone districts of Maharashtra. During summer, drinking water becomes scarce and women have to travel long distance to fetch water. Last year JBGVS completed water conservation work in 5 villages of Wardha district by deepening of nullah. The ponds created on these nullahs helped in increasing water storage in the wells downstream. This solved the drinking water problem of these 5 villages. Villagers are now very happy. After a survey, it has been decided to carry on similar work in 102 water scarce villages in coming months.

No. of nullah treated	5
Quantum of water stored	59 TCM
No. of villages benefitted	5
No. of families benefitted	2,600

## Social development

Local leadership plays an important role in the development of villages. JBGVS organised various types of leadership development programmes for local youth, women, adolescent girls and boys etc. The Government invited JBGVS to train the newly elected women members of Gram Panchayats in Maval and Khed blocks of Pune district. JBGVS supported sports competitions and procurement of sports equipments. Support was also provided to promote local cultures and celebrate various festivals. 31 new Self Help Groups (SHG) consisting of 380 women were formed and they were motivated to take up village development activities, in addition to their regular savings and credit programmes.

## Urban development

Samaj Seva Kendra (SSK) is the urban development wing of JBGVS. It has a total membership of 1,057 families. SSK provides facilities for social, education, cultural and economic development to the residents of Akurdi, Nigdi and adjoining areas. During the year, various types of programmes like pre-primary class, balbhavan, literacy, tailoring, yoga, karate, tabala and harmonium, classical and western dance, senior citizen programmes etc. were carried out. A senior citizens' club with over 100 members has also been started. Various special programmes, like medical check-up, study tour etc. are being organised for them. Summer camp for school children got very good response. 374 children attended summer camps in two batches. The library has 67 members and 659 books on subjects ranging from stories, novels, tailoring, nutrition, health care, autobiographies etc. A few vocational training programmes, like beauty parlour, basic tailoring, fashion designing and mobile handset repairing were also conducted. About 100 youth mostly women were benefitted from these programmes. It has been decided to start a Samaj Kalyan Kendra at Aurangabad and Sikar.

## 3. Group trusts for colleges

### Shiksha Mandal

It was founded by Late Shri Jamnalal Bajaj in 1914 with the strong conviction that sound education was essential for our nation's development. Initially a school, from the 1940s, it transformed itself into an institution for higher education.

Presently, it consists of 7 institutions with student strength of 8,500 and 274 teachers. At Wardha, it has a Commerce college, a Science College, an Engineering Polytechnic, a degree and diploma institution in Agriculture and a College of Rural Services. It runs a Commerce College at Nagpur. Its mission is to provide high quality education at a low cost and to instill nationalistic and humane values in its students.

Its Agriculture College, Engineering Polytechnic and Science College enjoy good rating by external agencies. Its Agriculture Diploma course consistently delivers over 90% result.

It has well developed infrastructure and a positive work culture. All its colleges, barring the one at Nagpur, run in a single shift to encourage greater student-teacher interaction and extra-curricular activities. It has over 700 computers with extensive internet access.

During the year under review, its Science College had the distinction of being awarded a ₹ 1 crore "Star College" grant by the Department of Biotechnology, the only college in Vidarbha to have been so chosen.

In 1937, Shiksha Mandal had the privilege of hosting India's first Education conference, which was presided over by Gandhiji. To commemorate its 75th Anniversary, a seminar was held in which Prof. Mushirul Hasan, ex-Vice Chancellor of Jamia Millia, Dr. Krishna Kumar, ex-director of NCERT and Prof. Anil Sadgopal, Founder of the Hoshangabad Science Experiment participated.

15 of its students appeared in merit lists of the University. Its students excel at sports. 24 of them represented the state and 93 represented the University. 3 of them won medals at the national level. Its students are very active in extra-curricular activities. This year, one student from the Polytechnic has made it to the national level in a technical contest.

For meritorious students, free-ships are also provided by Shiksha Mandal. Thus, no meritorious student is denied admission due to inability to pay fees.

Shiksha Mandal, not only focuses on the academic and personal development of students, but also works on making them employable. It runs successful guidance programs for Chartered Accountancy, Company Secretaryship and competitive exams for jobs in banks.

Shiksha Mandal is connected to the community it operates in. It has been running a Community Polytechnic since 1984, where school drop-outs are trained, at Wardha and 5 village centres, in technical trades. It has been involved in a number of national level agricultural programs.

In 2012-13, its colleges received over ₹ 3 crore funding from the University Grant Commission for various facilities including Library, Girls' Hostel etc. A ₹ 20 lakh grant was sanctioned by AICTE for up-gradation of its engineering laboratories.

Its annual non-recurring expenditure now exceeds ₹ 5 crore. This is funded by Bajaj group trusts, external agencies and internal accruals. The Bajaj group trusts have donated to Shiksha Mandal around ₹ 19 crore in the last 5 years.

## **Bajaj Science Centre**

In academic year 2012-13, 403 students from 27 different schools of Wardha benefited from the Bajaj Science Education Centre. In addition, 106 students were coached at the Centre for various competitive examinations. 880 students appeared for Entrance examination held on 4 March 2013, for the 218 fresh intake capacity of the Centre, which reflects the recognition of its quality.

The Centre conducted crash courses of practicals of standard X students. These courses are mainly organised for the students from villages, who cannot come on regular basis. 86 students benefited from this programme.

It also conducted a four day workshop for 32 Science and Mathematics teachers of Wardha city. Some teachers from outside Wardha also participated.

Achievements of its Students included winning of many prestigious awards. The culture of appearing for competitive examinations is growing in Wardha, due to consistent efforts of Bajaj Science Centre.

## **Institute of Gandhian Studies (Gandhi Vichar Parishad)**

Institute of Gandhian Studies (Gandhi Vichar Parishad), Wardha founded in memory of Late Shri Jamnalal Bajaj completed 25 years of service in October 2012. During the year, the Institute organised (a) Post Graduate Diploma Course in Gandhian Thought (University Recognised) for students from different parts of India and abroad (b) Orientation Camp Classes on Gandhian Thought for Medical Students (c) University Students' Camps at the local, regional and national level (d) International Non-violence Day and related programmes (e) Annual Ravindra Varma Memorial Lecture (f) Silver Jubilee Seminar on Gandhi, Development and Sustainability (g) Short Term Course on Gandhian Thought (h) National Seminar on Child Labour (i) Inter Religious Study Course on Methods, Training and Practices for Purification and Path to Perfection. (j) Special training programme for Gandhi International, France (k) publications and other programmes.

## **4. Marathwada Medical and Research Institute (MMRI) – a trust**

Bajaj group is giving substantial support to this trust, which runs Kamalnayan Bajaj Hospital and Kamalnayan Bajaj Nursing College for B.Sc. Nursing degree course.

### **Kamalnayan Bajaj Hospital**

MMRI has established Kamalnayan Bajaj Hospital, located at Aurangabad in Marathwada region of Maharashtra and is providing super speciality and tertiary care medical facilities, not available elsewhere in this region. The hospital has expanded its capacity to 250 beds and major part of the expansion has been for general category patients. It has cancer treatment facilities, including Linac Accelerator and Brachy therapy, a new generation 128 slice dual source CT scan, and MRI of 1.5 Tesla, new generation Siemens Cath Lab for heart patients, latest ophthalmology equipment and other advanced facilities including open heart surgeries and organ transplantation (Kidney). Hospital also provides non-surgical treatment of Kidney. The hospital has been providing annually relief for close to 55,000 patients on OPD basis and close to 7,000 patients, who are admitted to hospital for various treatments. It also has an intensive care unit and cardiac care unit, with a capacity of 30 beds and with an occupancy rate of more than 95%.

The hospital also runs a programme of providing relief to Below Poverty Line (BPL) and Economically Weaker sections (EWS) of the society with free/subsidised treatment. During the year under review, hospital with the help of an NGO has conducted camps in 182 villages of the district of Aurangabad, where more than 9,414 patients have been checked and given free treatment and medicines and out of these, 1,867 patients needing further treatment at hospital were treated totally free as in-patients at the hospital at a cost of ₹ 1.20 crore.

### **Kamalnayan Bajaj Nursing College (KBNC)**

Kamalnayan Bajaj Nursing College (KBNC) was established in 2010 by MMRI Trust. KBNC is offering basic B.Sc Nursing 4 years degree programme with an annual in-take of 50 students. KBNC is affiliated to Maharashtra University of Health Sciences, Nashik and Indian Nursing Council.

KBNC has excellent infrastructure facilities of international standard with state-of-art Laboratories and Library with computer Lab having free internet access, hostel for boys and girls, with an investment of over ₹ 10 crore.

KBNC has well qualified and well groomed teaching staff with high profile degrees in nursing and management. KBNC has plans to start P.B.B.Sc (N) and M.Sc (N) programme and research centre for allied health sciences and short term training programmes for health-care professionals.

KBNC offers seven types of scholarships with support from Government of Maharashtra and Social Welfare Office and MUHS, Nashik.

## 5. Fuji Guruji Memorial Trust

Fuji Guruji Memorial Trust has established Bauddha Mandir, Vishwa Shanti Stupa at Wardha for promotion of thoughts and teachings of Lord Buddha, Mahatma Gandhi and other preachers preaching same or similar ideology and to propagate the message of world peace, love, non-violence and equality of all religions. It has also established Bal Sanskar Kendras for the benefit and upliftment of poor children below the age of six years from small villages of Wardha district.

## 6. Kamalnayan Bajaj Charitable Trust

Kamalnayan Bajaj Charitable Trust runs Gitai Mandir, Pujya Jamnalal Bajaj Exhibition and Vinoba Darshan Complex, Audio-video Hall at Wardha. It also runs a library with literature and books on Mahatma Gandhi, Vinoba Bhave, Pujya Jamnalal Bajaj, Smt Jankidevi Bajaj and other freedom fighters.

## 7. Jamnalal Bajaj Seva Trust

Soon after the demise of Jamnalalji in 1942, as per his wishes, the first charitable trust, Jamnalal Bajaj Seva Trust was established, with an initial corpus of ₹ 5 lakh.

In 1960, at the suggestion of Acharya Vinoba Bhave, the trust purchased about 400 acres of land on the outskirts of Bangalore to establish an International Sarvodaya Centre-Vishwaneedam for promoting agriculture, dairy development, rural development and training local women and youth for self-employment.

The trust has also been contributing its share to the promotion of art and culture through Kamalnayan Bajaj Hall and Art Gallery. Exhibition, handicrafts display as well as corporate meetings, conferences and seminars are common activities inside the Kamalnayan Bajaj Hall. The art gallery is used to display the artistic works of painters and sculptors. The art gallery also provides an opportunity to budding artists to showcase their talents.

The trust continued running 6 Balwadis i.e. Bal Sanskar Kendra in rural areas for poor children below six years of age.

“Hamaara Sapna” project initiated by the trust endeavors to uplift the slum residents of South Mumbai. The project involves imparting skill training along with overall knowledge and hands-on experience to foster a better tomorrow.

## General

The Group has about 40 Public Charitable Trusts, which are also engaged in many topical and socially relevant CSR activities and initiatives by donating to worthy organisations. Narrative above is not exhaustive, but only illustrative to give a glimpse of the importance being given by the Group towards its Social Responsibilities.

Refer web links

<http://www.bajajelectricals.com/beyond-profits.aspx>

<http://www.jamnalalbajajfoundation.org/>

<http://www.narishakti.org/>

<http://www.shikshamandal.org/>

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