



# Godfrey Phillips India CSR

*Report for 2020-21*

# Our CSR Objective

Basis the need assessment, the CSR programme of Godfrey Phillips India was designed to focus on creating sustainable development and livelihood for communities linked to tobacco industry.

Our short term goals are to ensure farming efficiencies so that we can provide sustainable livelihood from tobacco farming.

Our long term plans, a necessity for sustainable business, look at water and environment conservation to manage climate change.

The measurable objectives of the program is to ensure not only sustainable livelihood for the direct beneficiaries identified, encourage farmers and workers to join tobacco farming but also sustainability of tobacco production.

156 villages have been identified in total for outreach.

We also work with the urban marginalized communities around the corporate office to promote education, life skills and empowerment.



# CSR Budget 2020- 2021

<b>Initiatives</b>	<b>Budget in lacs</b>
Burley Tobacco Farmer's Program	358.00
Modicare Foundation	230.00
Education	42.55
Administration	28.00
<b>TOTAL</b>	<b>658.55</b>

# Burley Tobacco Farmers Community Program

## Project Initiatives

2020 - 2021

# Burley Tobacco Farmers Community Program

## Introduction

The marginalized Burley Tobacco Farmers from the Guntur district with land holdings between 1 to 5 acres continue to struggle with the drought like a condition that allow them to only grow a single crop- and that is tobacco. Moreover tobacco is an eight month crop.



Given this context, farmers are caught in the trap of seasonal employment, low incomes, lower bargaining power, increasing debts and a downward trend in labour prices. Along with these issues, there are larger community issues arising from drought such as low access to safe and potable water, high fluoride contamination in groundwater, poor access to toilets, lack of community sanitation and hygiene, limited access to education and skills beyond farming, and with non-availability of social protection, the children of farmers and labourers' inadvertently get pushed into child labour.

Godfrey Phillips India is working closely with the farmers in the region to address these challenges through a programme created with the objective of creating a safety network for the farmers and create a sustainable livelihood through tobacco farming. Along with initiatives to improve earning capacity, working and living conditions , provide safe drinking water, awareness and access to sanitation, health & hygiene, child education and elimination of child labour, the programme also includes collectivisation of farmers into Farmers Development Societies, providing revolving fund support, access to credit, water and soil conservation, exposure to good agricultural practices and systems and protocols for the institutional development of the farmers' collective as cooperatives.

Every village identified goes through the process of need assessment, baseline evaluations for measurable outcomes and impact.

# Water Conservation - Check Dams

The region suffers from low groundwater table due to persistent arid conditions and lack of rainfall. To help mitigate this concern, check dams were constructed with sufficient thickness of permeable bed or weathered formation to facilitate recharge of stored water within a short span of time. With very little rainfall most year, these check dams are now providing water for communities surrounding the area and has helped boost groundwater levels. There has been a direct impact on the groundwater levels due to the check dams built in the region. The water is also used by farmers for irrigation of crops and enables them to go for second crop after tobacco. The community is using the water for cattle, cleaning and domestic use.

## **6 Checkdams built + 4 check dams repaired**

### **Villages: New Check Dams**

Basireddypalli-I

Gangadonakonda

Thamballapalli- I

Thamballapalli- II

Abbaipalem

Bandiveligandla

### **Villages : Check Dams repaired**

Battuaripalli

Cheekategalapalem

Brahmanapalli

Tummedhalapadu-I

Impact : 557 Farmers covering 1020 acres of land have cultivated 2nd crop and improved income. Community is using water for cattle, washing tractors and machinery and domestic use.



# Water Conservation – Borewell Recharges



**Borewell Recharge** - The borewells supplying the water to RO plants are drying in a few villages due to prolonged summer and drought conditions. In some cases, the borewells have been dug again at a greater depth to pull water. Moreover, RO plants are known to waste almost 45-50% of the water. Due to very high fluoride content in the water, alternate water saving filtration systems cannot be established. To ensure safeguarding of ground water levels and sustained water flow for borewells, all community RO's established by Godfrey Phillips will be fitted with a recharge pit in the near future.

3 Mt x 3 Mt x 3 Mt size pits are dug around the bore well, filled with Boulders in the Bottom, there after 40mm metal, then 20 mm chips and smaller chips and sand on Top. Water collection channels leading the rain water into the recharge pit are arranged.

**3 borewell recharges have been undertaken.**

## **Villages :**

West Gangavaram

Pedagollapalli

Chinna Ummanapalli



**Impact :** About 1.2meters of ground water table increased in all the 3 villages

# Water Conservation – RO Plant Waste Water Reuse



The RO plant while providing safe drinking water also wastes upto 75%. The water with the impurities may leach into the ground. To avoid that the Community RO plants are being fitted with tanks or recharge pits like borewell to keep the ground water intact.

4.8 M x 1.80M size tubs were constructed to store the waste water as many of the borewells were too far to be recharged with the waste water. These tanks were constructed besides the RO plants and are filled with the waste water coming out from the RO Plants. The tanks carry clear signs to say it is not fit for drinking and to be used for community domestic use only.

**9 Water Tanks were constructed to store water.**

**Villages :**

- Brahmanapalli
- Enugupalem
- Kothakothapalem
- Pathakothapalem
- Kondalarayunipalem
- Atchampalli
- Allibhaipalem
- Marellavaripalem
- Badrupalem



# Soil & Environment Conservation - Bio Diversity



The main thrust of the project is management of nature and soil biodiversity, protecting indigenous species, their habitats, and ecosystems from excessive rates of extinction and the erosion of biotic interactions. The project has been initiated in areas where loss of biodiversity has become a serious issue with habitat loss and degradation, air and water pollution, over-exploitation and unsustainable use of natural resources, and invasive species being the major factors.

With over 18 varieties of trees that range from fruit bearing to medicinal, **total 4560 saplings** ( 2045 + 2515 two parks) have been planted in proposed site. The park also has **drip irrigation** system, **2 farm ponds and a borewell with recharge pit** to conserve water and be self-sustainable over years. The survival rate has been 97.25% plus.



Miyawaki is a technique pioneered by Japanese botanist Akira Miyawaki, that helps build dense, native forests. The approach is supposed to ensure that plant growth is 10 times faster and the resulting plantation is 30 times denser than usual. Dozens of native species have been planted in the same area, and is maintenance-free after the first three years. Mini Forest was created and covers a total area of 100 square metre (20m x 5 m). Total 300 saplings of 25 variety native and rare species are planted on the 100 square metre (20 x 5 m) space.

### 3 Bio Diversity Areas

Presently **15 acres of land (7.5 & 8 acres) through Darsi Agricultural Market Committees is being maintained by GPI for 5 years and will be handed back to the authorities.**

**The other park is 1.75 acres is being maintained in collaboration with the community.**

**There is revival of fauna and insects in the bio diversity parks already.**

# Safe Drinking Water – Community RO Plants



**RO Water Plant for villages** - Villages in the region are fluorine affected, ground water is contaminated with fluorine deposits and fluorosis is rampant in this area with fluoride concentration ranging from 3.28 to 4.27 mg/lit. Access to de-flourinated mineral water for daily consumption is a dire need and the program has installed Community RO community plants. Too much fluorine will destroy this enamel and cause a range of endemic type disorders that are generally called “fluorosis”: malformed teeth, staining of the enamel, decalcification, tendon mineralization, digestive and nervous disorders, etc. Every RO plant is outfitted with a smart card reading device linked to the water dispenser. The residents are issued smart cards which they can swipe at the water ATMs to fill their 20 ltr water cans provided at minimal cost of Rs 5.

**7 Community Water Plants have been constructed.**

Each Water Plant caters to a cluster of villages.

**Villages:**

Chandalur  
Maddalakatta  
Bommalapuram  
West Gangavaram  
China Ummnapalli  
Anumalaveedu  
Achampalli

Impact : 1519 families of farmers and workers enjoying the safe drinking water and improved health

# Community Health & COVID Awareness Camps

The remote villages of Vinukonda have little to no accessibility to a reliable medical facility and lack of awareness on health, nutrition and sanitation. With an average trip to doctor costing anywhere between Rs 1000 - 5000, the marginal farmer/farm worker was not able to afford proper medical consultation or medicine in case of illness or poor health.



Specialist Doctors in Orthopedics, General Medicine, Gynecology, Ophthalmology, ENT and Dental etc, attend these camps. Held quarterly for community with access to specialists and free medicines for all attendants.

During peak pandemic teams were sent to communities to sensitize on preventive measures like wearing Mask, use of sanitizer maintaining Social Distance, importance of cleanliness and hygiene etc.

Organized various campaigns such as Rally and Cultural Programme/Street plays were held to create awareness along with slogans, posters, pamphlets for the mass awareness.

**Street Plays exhibited in 21 villages**

**Posters affixed in 21 villages**

**40,000 Pamphlets distributed explaining the dos and don'ts during Corona**

**21 Rallies conducted**

**Distributed 32000 Masks**

**41 Health Camps were held in total**

**Impact : 6520 direct beneficiaries had access to doctors and free medicine and COVID Awareness.**

# Elimination of Child Labour – After School Program



Baseline study revealed that during the peak tobacco agricultural season, not only parents remain at work over extended hours leaving children without supervision, it was also found that absenteeism of children in school along with increase in child labour. A simple but innovative After School Program was especially introduced to keep children back in school until their parents return from work. The program provides nutritious food, classes in yoga, dance, coaching and help with homework etc. ASP program has already shown results with reduced drop outs for labour.

The program also provides a holistic solution that ensures development of school infrastructure like repair and upgradation of school building, playgrounds & toilets, to provision of adequate study material and safe drinking water for kids of all ages.

**School Infrastructure Development - 3 schools.**

**ASP – 35 Schools**

State Government reopened the schools from 1st February 2021. GPI supported 4101 children in 35 schools.

**Child Labour Awareness Camps : 30 nos**

In order to discourage, minimize and avoid the practice of 'child labour' in the families of tobacco growing farmers, 30 Child Labour Awareness Workshops were held in vulnerable communities (prone to child labour) to make up for the reduced number of ASP.

1026 community members were reached out to through the awareness camp.

# Women's Empowerment



Godfrey Phillips **in partnership with associates PMI** has initiated a women empowerment project for economic upliftment on a pilot basis. Objective is to promote fair Agricultural Labour Practices and social and economic equality among the men and women farmers and labourers.

Presently launched in two selected villages in Vinukonda region this year (2020-21),

In the **pilot program launched in 2 villages Allibhaipalem and Devavaram**, we mobilized the functioning government SHGs (Self Help Groups) with trade skill trainings, financial and leadership training, exposure visits, enabled family participation, supported business set ups, provided corpus, assisted in market linkages while ensuring smooth functioning of the groups.

There are **200 women beneficiaries from 23 govt. created SHG's in 2 villages**

GPI provided Corpus of Rs 20,000 to identified members and post that program has moved forward with the members contributing forward for the other members as revolving fund.

Buffalo, milch animals, dairy, sheep & goat rearing, petty shop, fast food and tiffin service, tailoring, saree selling, vegetable vending, fodder growing, poultry and grinding are the operating micro enterprises that have succeeded.

Impact : 136 women are generating income from the micro entrepreneurship. Rest are generating income from the kitty.



# Community Solar Plant



In 2019 a pilot project was undertaken for Battuvaripalli village and a solar plant was installed to enable full street lighting, lights and fan for the school and Community RO.

The community was using the street lighting during power outage for household work and children were able to read or do their homework.

The Panchayat also saved on cost with the alternate power system.

The program was not replicated as the community was facing maintenance challenges.

Last year the Solar Power unit stopped operating due to the battery wires getting chewed by rats and inverter getting spoilt. One panel was also damaged in the Nivar cyclone.

Funds were used to repair the battery and inverter. Community lighting has resumed but connection to RO is pending. There is constant disruption due to COVID issues.



# Capability Development of ASSIST



A Capacity Building program was designed to support our implementing partner ASSIST to develop effective processes to ensure that GPI CSR program remains sustainable and well managed.

A program has been designed in phases as due to COVID it could not be held in entirety.

The first phase has been held over 3 days which included –

- Stakeholders Expectations, CSR Trends and Donor Management ,
- Workshop on RBM -Results Based Management
- MIS and Reporting

20 members – program coordinators and supervisors received training.

The rest of the training will be held next year as 2 more phases are pending which will include strategic planning, report creation, impact measurement,



# Awards

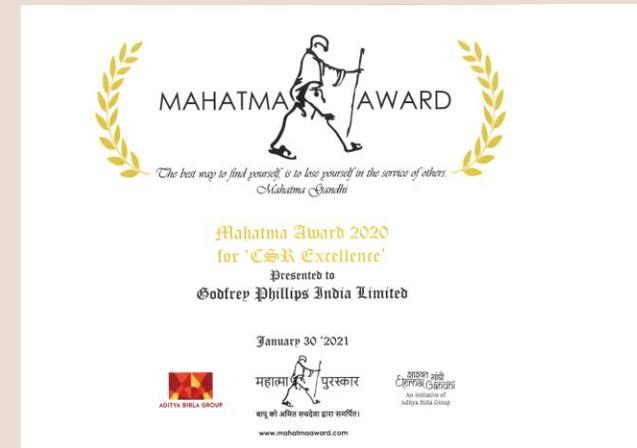
The CSR Program won awards this year :

**Greentech Foundation CSR Gold Award 2020,**

**Apex CSR Excellence Award 2020 (2019-20 Awards was presented),**

**Mahatma Awards 2020**

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Medicare Foundation

Project Initiatives

2020 - 2021

# Main Programs

**Ambassadors of Change (AOC)** - life skills training is provided to adolescents and primary children.

**Khwabgah** - Modicare Foundation has adopted Municipal Corporation of Delhi (MCD) schools to provide a safe and appropriate environment for the overall development of children.

**Partners in Change** - training and awareness building is provided to organizations on critical social issues.

# Ambassadors of Change

## Objective :

To enable adolescents to understand and accept their physical, emotional, and mental changes associated with this phase of life

To equip adolescents with the skills that enable them to make informed choices for responsible behaviour

To build capacities of NGO staff to help them integrate life skills in their day to day activities with adolescents and young adults

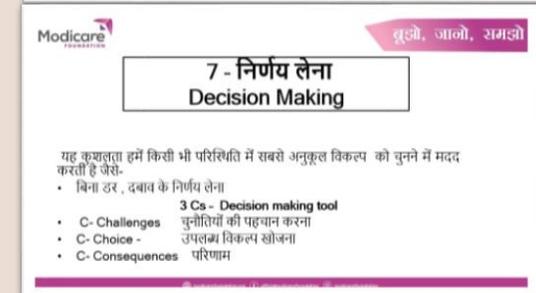


# Ambassadors of Change

## Initiatives Taken:

### 1. Content Development and Information Education Communication (IEC) Material Development

- Hindi module of Life Skills Program for adolescents was revised
- A session on puberty was added in the life skills training for children studying in grades 4 and 5
- Teachers' flyers were developed to help them better understand the transition faced by adolescents
- Worksheets were prepared on topics covered in the Life Skills training to gauge the learning of the adolescents and to reiterate the key messages of the training
- Content related to the Foundation, its programs and the key messages from the life skills training for parents was developed and standees displayed during Parent-Teacher Meetings (PTMs)
- Development of scripts and recording of videos for topics covered under Life Skills training so that it could reach a wider audience through the Foundation's YouTube channel
- PowerPoint Presentations which encapsulated the key messages of the Life Skills training were created in Hindi for online training of adolescents
- Recording of a series of videos for adolescents and primary children. The videos for primary children used puppets to engage the young audience and covers topics like bullying; health, hygiene and nutrition; and safe and unsafe touch



# Ambassadors of Change

## **2. Training**

- Sessions on hygiene and Covid-19 prevention were conducted with 7 SDMC schools. Around 250 people from the neighbouring communities attended these sessions
- Connections with adolescents was established through WhatsApp groups and phone calls
- Information and support was provided to adolescents through a letter
- The trainers conducted mock sessions physically and online for feedback and to hone their online training skills
- Online trainings were conducted with adolescents associated with NGOs

## **3. Reporting and Documentation**

- Consolidated Impact Analysis of the Life Skills Training Program was updated
- Development of new format for work updates and submission of daily and weekly reports

## **4. Developing a Movie on AOC**

- Coordination with the Principals, Coordinators and students of organisations and schools for interviews, training set-ups
- Visits to different organisations to facilitate the shoot of AOC video to commemorate 25 years of Modicare Foundation

## **5. Capacity Building**

- AOC team members learnt technical skills like using various online platforms and their tools
- Development of video shooting and editing skills for social media platforms

# Impact

Despite a year of great uncertainty and hurdles like limited technological capacities, limited mobility and travel the Ambassadors of Change team overcame the challenges caused by the covid pandemic.

- Established connections with **850 adolescents** through phone calls and WhatsApp groups to address their queries and motivate them during the pandemic
- Establishment of linkages with **29 NGOs**
- Online Life Skills training was conducted for **692 adolescents (285 girls, 407 boys)**
- Conducted **13 online trainings** successfully
- Development of **33 videos for online dissemination**. The life skills training includes an introduction, life skills, growing up, peer pressure and bullying, responsible behaviour, substance abuse, HIV/AIDS and child sexual abuse.
- Development of **4 puppet videos for primary children**. The topics covered are bullying, health hygiene, nutrition and safe and unsafe touch were developed
- Developed the AOC Program Analysis which traces the evolution of the program since its inception in 2000 and its impact
- Developed the Hindi module of Life Skills and the Primary Module in English
- Preparation of IEC on the following:
  - Puberty which was added as a new session for adolescents
  - Child Rights
  - PowerPoint Presentations on Life Skills in Hindi and English for online trainings
  - Frequently Asked Questions (FAQs) on life skills
  - Teachers flyers to help them better understand the challenges faced by the adolescents
  - Post training worksheets for adolescents

# Khwabgah

## Objective :

Work with MCD schools to promote quality education, develop school infrastructure and resources to create friendly and safe spaces for children and provide conducive environment for learning

To improve the learning level of children, increase connection and participation of the students and enhance mental, physical, creative, and social skills

Increase involvement of the parents in the development of the children

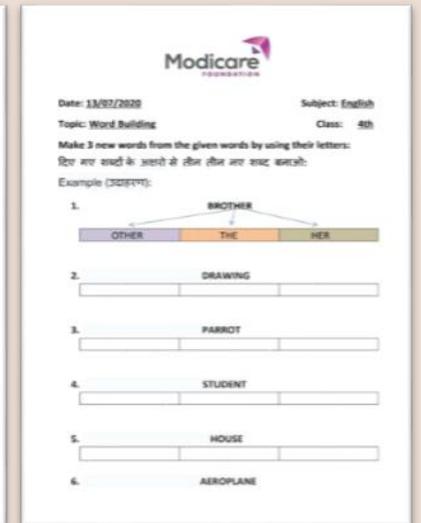
Increase outreach of our learning resources to a larger group of children



# Khwabgah

## Initiatives Taken:

- Organising the students in class-wise and section-wise WhatsApp groups to continue the learning process
- Khwabgah teachers connected with 1215 students with smart and non-smart phones and the schools WhatsApp groups have 942 students
- Facilitation of financial support for some of the Khwabgah families in need and also distribution of ration to the families
- Development of G.K question booklets, and basic science practical manuals for the students
- Development of MCQ booklets for the primary students based on three main subjects – Hindi, Math and English
- Development and dissemination of worksheets and workbooks aligned with the educational videos. Progressed from hand-drawn worksheets for English, Hindi and Maths to computerised worksheets for the students
- Development of educational videos and disseminating it to the students through the WhatsApp groups



# Khwabgah

## Initiatives Taken:

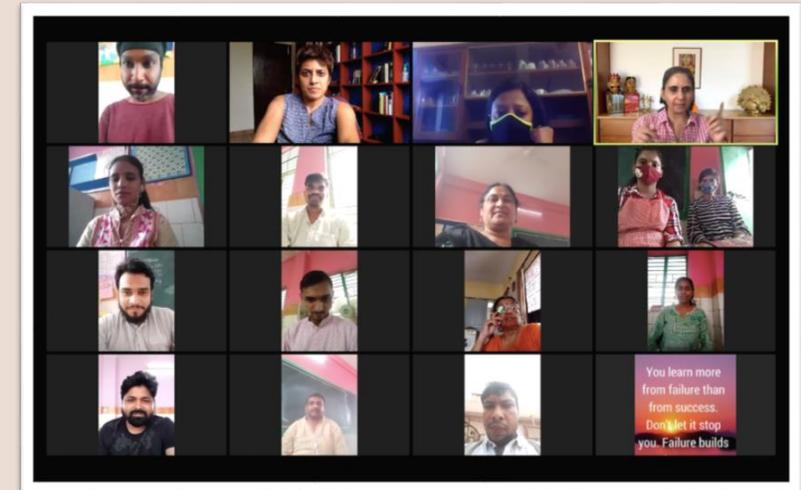
- Providing counselling and emotional support - Teachers remained in touch with the students and their families to enquire about their well-being, solve their queries regarding the work sent on the WhatsApp groups
- Inclusion of basic Social Studies and Science in self-practice workbooks for class 4 and 5 to impart knowledge about the community and the environment
- An online assessment of the students was conducted in December to gauge their learning levels for Hindi, English Maths and Art
- Creation of a MIS for Khwabgah in consultation with the team
- Prepared learning resources to improve Hindi reading skills of the students
- Launch of Modicare Foundation's YouTube Channel to disseminate learning videos
- Meetings with the Director, Education of SDMC to keep her abreast of the activities undertaken in SDMC Pratibha Vidyalaya I and II in Jasola
- Levelling of the school ground and covering it with grass
- Diya Making Workshop for Fundraising - 13,000 hand-painted diyas were made by the teams in collaboration with Twenty-Four Seven for raising funds



# Khwabgah

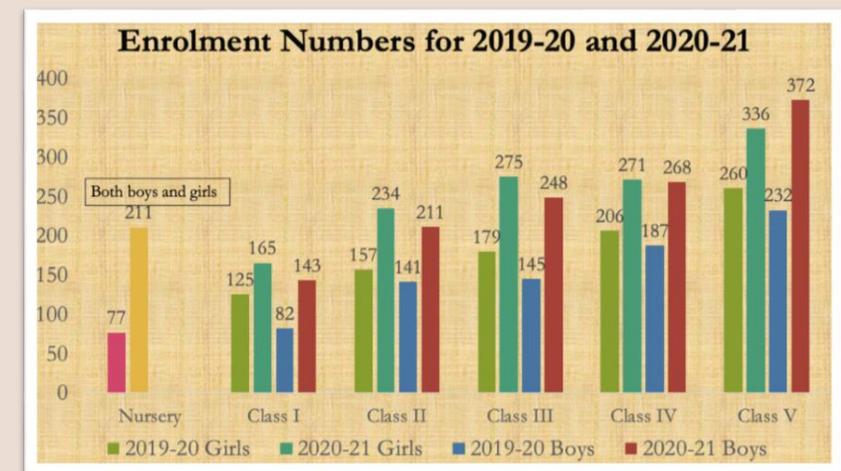
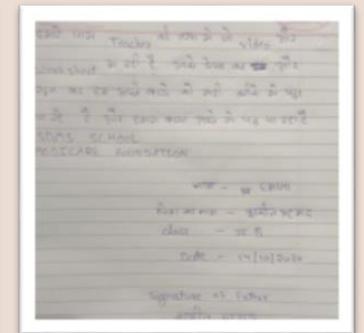
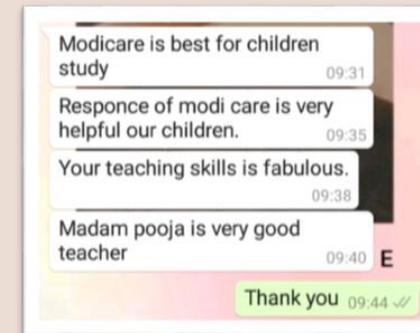
## Capacity Building :

- All the staff was trained in the safety measures on Covid-19 and to take awareness among the students and their parents
- Training sessions on computer literacy
- Workshop on recording and editing of learning videos
- Enrolment in short term online courses to polish online teaching skills
- Participation in webinars to improve the skills of language learning and integration of subjects to make the topics interactive. Several of these courses were certified
- Session on new National Education Policy 2020
- Diya making workshop to impart spirit of teamwork and to learn new skills like material procurement, painting, designing, decorating, filling of wax and packaging
- Training sessions were provided to the teachers through Zoom on the use of ICT in teaching to continue the learning of the students
- Attending webinars (external) organized by different organizations regarding online teaching, hand-wash techniques, preventive measures during Covid-19
- Training on Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013



# Impact

- Only MCD school to be provide online teaching
- Creation and dissemination of **3065 worksheets and 1600 workbooks** to the students
- Development and disseminated of **1052 videos** through WhatsApp groups and Modicare Foundation's YouTube channel
- Received over **6000 positive feedback** from the parents and the students
- Khwabgah teachers completed **60 online courses, webinars and training sessions** on different issues to polish online teaching skills. Many of these trainings were certified
- The teachers resolved around **10,000 queries of the students through text** and audio messages and phone calls
- The SDMC school in Jasola is fully furnished with state-of-the-art furniture
- **District level prize to SDMC Pratibha Vidyalaya Jasola I for highest enrolment** – The enrolment numbers for the school has increased exponentially because of regular classes, the level of teaching, remedial classes, extra-curricular activities, the infrastructure upgradation which has given the students furniture, provision of teaching learning material (TLM), creation of a library etc.



# Response to Pandemic

During the COVID-19 pandemic, the Company contributed by helping out the most affected communities in India by providing 35,000 dry ration packages to migrant labourers and daily wage earners. Each package contained essentials like rice, pulses, sugar, oil, and salt among other items. The distribution of the dry food relief packages was first started in some parts of Delhi and was then expanded to cover Vadodara, Cochin, Kolkata, Bhubaneshwar and Bengaluru.



# Response to Pandemic



With the Valley being a major market and reeling from impact of the lockdown, GPI reached out to the District Magistrate and the Police to assist them with their requirement.

**1 lac masks** was distributed in the marginalized communities of Srinagar and 500 PPE kits containing masks, sanitizer, gloves, infra thermometers and chlorine were handed out to the Police for their safety.



We also donated 3 sewing machines to marginalized girls who used them to stitch masks at low costs for distribution.

# SDG Goals that GPI CSR is meeting

The 17 Sustainable Development Goals (SDGs), adopted by all United Nations Member States in 2015, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

India has also signed the declaration for sustainable development along with other countries. While the government initiatives in India are linked to achieving SDGs, we believe, that as responsible corporate citizen, our Corporate Social Responsibility program can also be effectively leveraged to assist the Government in meeting the goals.

**The social initiatives of Godfrey Phillips are in line with the following UN SDG's.**

