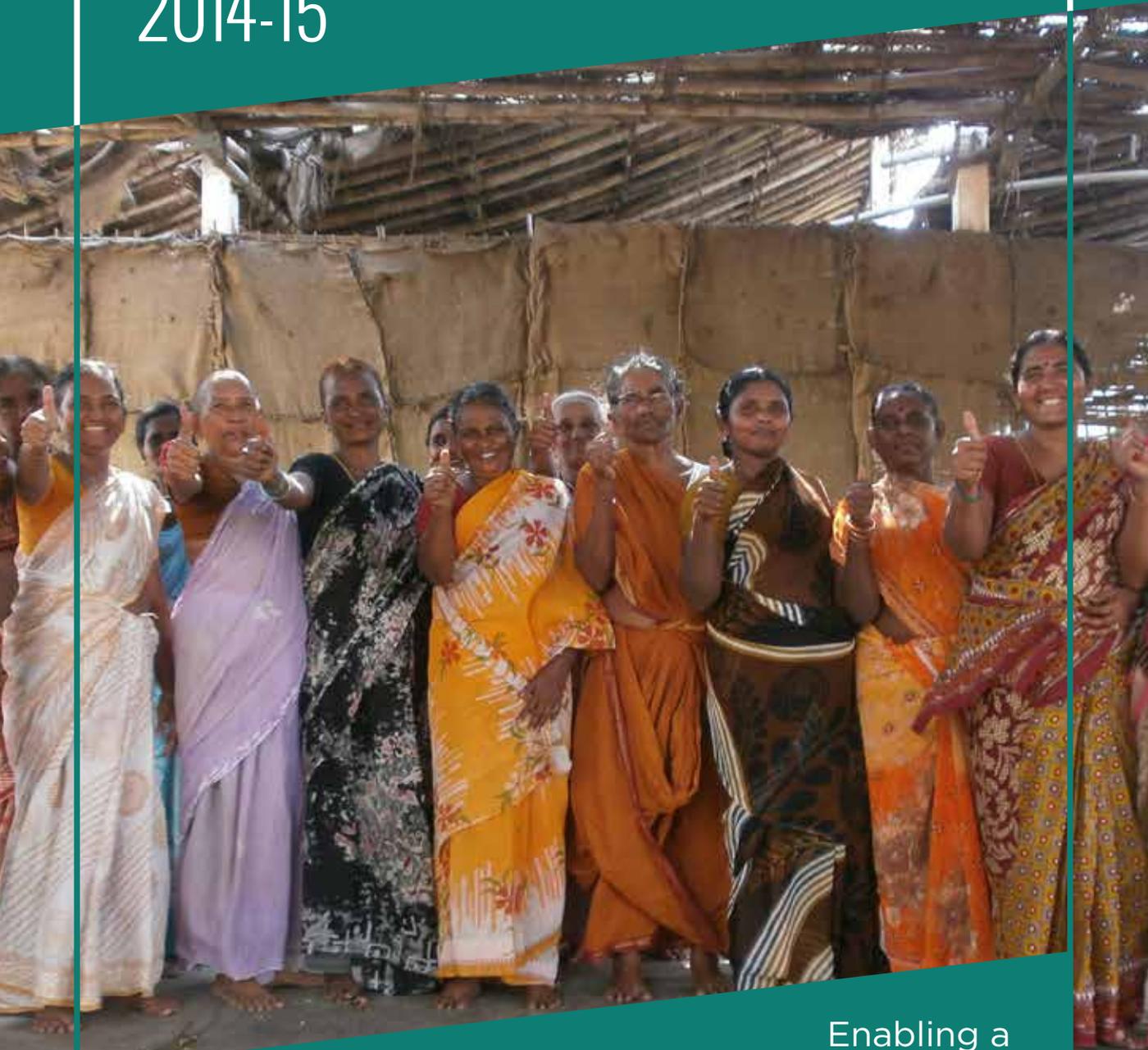


CSR REPORT 2014-15



GODFREY PHILLIPS
—INDIA LIMITED—



Enabling a
better future

GODFREY PHILLIPS INDIA FOR A BETTER TOMORROW



Godfrey Phillips India Limited, one of India's leading corporate houses, is the flagship Company of the K.K. Modi Group. Diversified across various fields such as tobacco, tea, industrial chemicals, multi-level marketing, retail and cosmetics, the Modi Group is one of India's most reputed conglomerates.

Godfrey Phillips India with a turnover of over Rs. 4485 crores (FY 2014-15), has over 1300 employees, 5 manufacturing locations in Mumbai, Ghaziabad, Guldhar, Bazpur & Kolkata, a leaf division in Andhra Pradesh and 8 branch offices at Delhi, Mumbai, Hyderabad, Ahmedabad, Jaipur, Chandigarh, Kolkata and Chennai.

At Godfrey Phillips India, envisioning a mutually beneficial coexistence and creating an inclusive society is an integral part of all growth activities. Godfrey Phillips India has always been proactive with social welfare initiatives.

Some of these initiatives are Amodini - a women's empowerment project, community development programmes, farmers programme with GAP (Good Agricultural Practices) and environmental management at all our manufacturing facilities.

At Godfrey Phillips India, Corporate Social Responsibility (CSR) goes beyond mere platitudes, it is serious business.



MESSAGE FROM THE COO

It is my great pleasure to present our Annual CSR Report for 2014-15.

In today's globalised world, the long-term value and success of businesses are inextricably linked to integration and inclusiveness, i.e., integration of economic, social, environmental and governance into corporate management and operations.

We, Godfrey Phillips India, recognize this and CSR plays an essential role in our organisation.

Due to our pan India presence and strong position in the restricted category of tobacco, we are committed to operating with integrity while ensuring sustainability and growth, in the communities we work with.

Our Amodini initiative to empower women is focused on improving the lives of 650 contractual women labourers engaged in tobacco leaf grading in Ongole, Andhra Pradesh. The CSR programme has over 10,000 beneficiaries and various water, health, sanitation, hygiene, thrift-credit and education related interventions that have been undertaken for the communities they reside in. Infrastructure of government institutions including schools and anganwadis have also been improved through the project.

Another large project for conflict ridden women has been initiated in Kashmir. Already

equipped with traditional skills in Kashmiri handicraft, these women are being provided support for earning sustainable livelihoods from the same. It is an economic empowerment programme that provides technical inputs on aspects of marketing, design and financial management to ensure a sufficient and consistent income for about 1,200 women by 2016. Out of these, 700 women have already benefited from this scheme.

The Company is also doing various initiatives for farmer communities, as well as, helping them increase their yield.

It gives me great satisfaction to share our CSR initiatives and some of the successes associated with it. These tangible on-ground improvements and the goodwill generated thereafter drives us to work even harder.

Our efforts are focused at making simple, small-scale and effective solutions to the problems faced by rural communities that work with us. Every story of change that we see and every life that we touch positively means the world to us and we hope to add more such success stories in the years to come. Our CSR report is a testament to the same.

Warm regards,
Nita Kapoor



OUR CSR POLICY

Godfrey Phillips India Limited's CSR policy displays our commitment towards the community we work with and the environment from which we extract resources. We will ensure that our CSR initiatives integrate social and environmental considerations into our businesses. These will be incorporated into our governance, management, business strategy, daily decisions and actions.

Godfrey Phillips India Limited's CSR will:

- Be responsible for the development of our co-communities & reduce any negative impact of our work.
- Leverage our resources, expertise, services, relationships and influence for the benefit of our communities and partners.
- Take our stakeholder/community interests into account in both short and long-term decision-making.
- Strive towards improving accessibility to education amongst underprivileged communities.
- Actively work towards providing solutions for a better and sustained livelihood, infrastructure development, education, healthcare, sanitation and hygiene, and limiting/eradicating prevalent social issues in our community.
- Contribute towards preventing the spread of HIV/AIDS, enhance awareness and erase the myths and misconceptions surrounding it.
- Regularly monitor implementation of this policy and its outcomes while providing a public report of our progress in a transparent and effective manner.
- Continually review the policy, business practices and governance.



Our Focus Areas

We selected projects with the participation of business units, employees and the community they work with. The causes that we saw aligning with our businesses and values were:

- Good Agricultural Practices
- Model Village/Habitation/Co-Community Development
- Skill Development and Women Empowerment
- Education for underprivileged communities
- Prevention of HIV/AIDS and support to people living with HIV/AIDS
- Disaster Relief and Rehabilitation

We also aim to:

- Build enduring relationships with all stakeholders including employees, shareholders and trade/alliance partners, and honour all commitments.
- Encourage transparent and fair systems and policies.
- Constantly strive to exceed our benchmark against the best globally.
- Develop opportunities through a global network of distributors and alliances.
- Be a socially responsible corporate citizen.
- Ensure the compliance of all applicable laws and the highest standards of corporate governance.
- Support and encourage employees to actively participate in identified social and environmental concerns.

The CSR Committee

As per Companies Act 2013, we have set up a Corporate Social Responsibility Committee (CSRC) consisting of a minimum of three Board Directors with at least one of them being an Independent Director.

The CSRC is responsible for formulating the Company's CSR Policy and the activities to be undertaken, recommending the expenditure that needs to be incurred on each of these activities and monitoring the policy from time to time.

The members of the CSR Committee are:

Mr. R.A. Shah

Mr. K.K. Modi

Mr. Anup N. Kothari

Budgets

The Act lays down mandatory requirements with regards to CSR spends for larger companies (those with at least Rs. 5 crores net profit/Rs. 500 crores net worth/Rs. 1,000 crores turnover). The same is pegged at, at least 2% of the average annual net profit (average of three preceding years) on CSR activities. Therefore, 2% of the PBT of Godfrey Phillips India Limited comes to Rs. 5 crores.

Project Scope & Focus

The Company proposes to spend a sum of Rs. 500 lakhs during 2014-15 for various CSR initiatives including on 'Amodini', a women empowerment project to equip rural women with self-respect, financial independence through vocational training, skill development and financial education through thrift and credit model. This initiative will improve the lives of women tobacco leaf traders in Ongole apart from providing safe drinking water, sanitation facilities, hygiene, health, adult education, and thrift and credit facilities in leaf grading centres at Ongole. The programme also intends to benefit women in Kashmir valley earning their livelihood from Kashmiri arts and crafts. This economic empowerment programme will also cover women in U.P., Uttarakhand and Bazpur to impact the women workers near the tea factory. The 'Amodini' programme intends to create model habitations by working on comprehensive development of villages in the years to come.

The Company will also undertake some of the projects in association with Modicare Foundation, which is a charitable institution registered u/s 80G of the Income Tax Act. This Foundation has been rendering useful social services committed to nurturing children, adolescents and women in difficult circumstances through education, nutrition, health and livelihood. They have adopted a comprehensive model of community development through child and women centric interventions and are reaching out to large number of people in remote slum areas of Taimoor Nagar, Kapashera, Naraina and Surhaul (Gurgaon). They work on providing education on gender and life skills to promote safe mobility of female commuters. They also organise nutritional camps to promote healthy food and eating habits in women and girls apart from providing support to HIV positive children. Promotion of sports among adolescent boys for developmental needs is a part of their activities to channelise positive energy for more productive use amongst such individuals. The Foundation has embarked upon an ambitious target to increase the coverage manifold to impact a large number of people with a target for hundreds of children and women to be provided educational and health services, capacity building of a large number of workforce. Comprehensive health and hygiene services are planned to be covered through this implementing agency.



OUR CSR PROGRAMMES

THE WOMEN GRADERS OF ONGOLE, ANDHRA PRADESH



Amodini in Sanskrit means 'a happy, joyful woman'. Since 2008, we have been aiming to achieve the same through our Amodini initiative. The initiative has enabled over 23,000 women to discover the power of self-respect and financial independence - through vocational training, skill development and upgradation, and basic financial education.

The women graders at Ongole, A.P., constitute a co-community of the Company. Amodini focuses on improving the quality of lives of 650 contractual women labourers engaged in tobacco leaf grading there. Our objective is to create model habitations through provision of facilities such as water, sanitation, health, hygiene, thrift-credit and education related interventions. So far, our programme has touched the lives of over 10,000 individuals, including the family and community members of leaf graders.

Physical infrastructure of government institutions including schools and anganwadis in four habitations are being improved through the project, and the health centre is being supported with required equipment and furniture.

Our Partner

ASSIST, a society for integrated rural development

Area Covered

3 grading centres and 4 villages

- Grading Centres:
Sri Rama Uma Maheshwari Tobaccos , Murali Krishna Tobaccos, Vishwanath Tobaccos
- Villages:
Endluru, Edugundlapadu, Mukhthinathulapadu, Pernamitta

Project Details

1. Safe Drinking Water and Sanitation:

- a. Water treatment plants were set up in 3 villages and grading centres which included reverse osmosis plants in 3 identified villages. Over 6,000 people have benefitted from these plants.
- b. Open defecation being one of the largest causes of preventable diseases in India, we decided to make a change starting with Prakasam, A.P., by constructing toilet complexes in the contractor owned work premises & supporting construction of 54 individual toilets in a public-private partnership mode.

- c. For better garbage disposal practices, the project sponsored 40 community dustbins and several household dustbins. Regular awareness sessions were conducted on having a specified area for garbage dumping and reduction of littering. The garbage management programme has benefitted 4,752 individuals.
- d. The sway of caste system traditions have meant that scheduled caste and backward caste localities are deprived of water supply. We decided to have the project include laying and joining of water pipelines to extend water supply to the deprived communities. While 200 families have benefitted from this, the real beneficiaries have been the women.
- e. The hamlet of Edugundlapadu was suffering from narrow roads with no drainage system making it unlivable, particularly during the rainy season. The project supported the construction of drains on both sides of the road thereby benefiting 70 families.

2. Health and Nutrition:

- a. Food patterns indicated that the nutritious intake, particularly amongst women was very low. We helped them develop kitchen gardens to grow their own nutritious food while also enabling them to augment their income by selling any surplus left after consumption.
- b. The project brought healthcare to daily wage labourers in grading centres and residential areas through health camps on a quarterly basis. Essential medicines were distributed free of cost & both government & private doctors participated. A total of 3720 people accessed health care through these health camps.
- c. The government hospital in Ongole town was provided with equipment and furniture in order to improve the quality of care available to grading labourers and their families.
- d. The project undertook landscaping of the area around grading centres which was previously used for open defecation. Benches were built in the shade as well as dining areas that got enough natural light for hygiene & cleanliness. A hand wash area with running water adjacent to the dining hall was created to encourage the practice of hand-washing.
- e. Nose masks were provided to all the workers of the grading centre to prevent respiratory infections. Napkins were also provided for better hygiene. Lunch boxes and water bottle were distributed to all leaf graders to ensure that their food and water remained clean and hygienic.
- f. Street plays and sessions are still being organised regularly for awareness generation on health care practices, nutritious food, better hygiene & proper sanitation practices. In the last 2 years of intervention, a huge behavioural change on these aspects has been observed amongst the targeted communities.

3. Education:

- a. 4 government schools were provided support in the form of some required infrastructure, which included maintenance and renovation/construction of a toilet complex, provision for safe drinking water, landscaping, gardening, playgrounds, sports equipment and classroom facilities to ensure quality education for the children of grading labourers. This resulted in boosting the morale of teachers and the students too.
- b. In addition to infrastructure support, 1276 children were provided with bags and textbooks.
- c. We supported 6 anganwadis, set up under the central government's Integrated Child Development

Scheme with learning, play materials and a required infrastructural face-lift.

- d. 92 meritorious students, children of leaf grading labourers, were supported with scholarships under the project to pursue further education.

4. Skill development:

- a. With the aim of providing additional income & alternative livelihood to adolescents in the women grader's families we set up 2 training centres for courses in tailoring, embroidery, fabric painting, crochet work and similar skills. It has successfully trained 70 women and would continue to train more number of women in the next few years.
- b. Village Development Society and Self Help Group members in 4 villages were provided with training to enable these groups own the responsibility of sustaining the efforts made under the project.

Case Studies

Kavuri Surekha had big dreams for her children and wanted them to study and have well-paying jobs. Unfortunately, her husband's meagre salary inhibited her. The 22 year old resident of Arundathivada, Pernamitta village, once worked as a grading labourer at one of Godfrey Phillips India's contracted grading centres. Lack of adequate child care support forced her to quit.

In these circumstances, Godfrey Phillips-ASSIST partnership project entered Kavuri's life. As part of a skill development initiative, it established a centre at Pernamitta which imparted free training on tailoring, embroidery, fabric painting, crochet work and other handicrafts.

Needless to say, it helped improve Kavuri's quality of life. With her supplementary income, she could look forward to a better life for her children.

Yedugundlapadu village suffered from a rash of waterborne diseases.

As a result of this, **Chinta Ramanjaneya Reddy**, a tobacco grower, suffered from chronic body ache. Not only did his work suffer, his medical expenses mounted - a two-fold blow.

So when Godfrey Phillips-ASSIST partnership project came to the village, it created awareness and subsequently decided to construct a 1000 litre capacity Reverse Osmosis Plant, to help the villagers access safe drinking water.

To ensure sufficient funds for the plant's upkeep, a nominal fee of Rs. 5 for 20 litres was collected. Ramanjaneya believes that the plant has helped his family come out of the cycle of ill health. He and his children were able to cut irregularity at work and school respectively - a happy ending for both.

Koteswaramma, an ambitious woman, wanted her children to be educated and successful. Her meagre savings combined with an alcoholic husband were a major setback. Driven to provide a better future for her children, she often ended up borrowing from moneylenders at high interest rates.

When Godfrey Phillips India stepped in with a scholarship project for meritorious students, Koteswaramma's daughter was one of the earliest recipients. She secured a scholarship and was set to pursue her dreams. What's more, Koteswaramma was able to avoid the burden of a loan.



Chinta Ramanjaneya Reddy

Kavuri Surekha

Koteswaramma

KASHMIR VALLEY WOMEN EMPOWERMENT PROGRAMME, SRINAGAR, J&K

Kashmir, being a major market for the Company's products, is also an implementation area for a programme intended for the women in the valley. Already equipped with traditional skills in Kashmiri handicraft, these women are being provided support for earning sustainable livelihoods from the same. As an economic empowerment programme, it intends to provide technical inputs on aspects of marketing, design and financial management to ensure a sufficient and consistent income for about 1200 women over a period of three years. The three critical issues in focus are -

1. Filling the existing skill gap through provision of market relevant trainings.
2. Capacitating women to work for production at commercial level.
3. Providing marketing facilities, supply chain and backward & forward linkages.

Partner

Human Effort for Love and Peace (HELP) Foundation, J&K

Area

Srinagar and sub-urban areas around

Project Details

This project's objective is to achieve the economic welfare of 1200 women of the Srinagar district through projects such as the intensive training programme in Kashmiri craftwork, production of craft items and their marketing. The training programmes are being facilitated by a consultant with an expertise in design training. The consultant is also lending technical support for production scalability. Training programmes are planned in five cycles of two months each, excluding the extreme winter period of two months. Selected trainees from the first batch started production immediately after completion of the training and the same was followed by other groups.

The products so produced are marketed by executives, who are unemployed youth from some of the families to which these women belong to. The returns in terms of wages are directly paid to the workers and the raw material and other costs recovered are ploughed back into production. These products are marketed through online portals and exhibitions. Intermediary costs have reduced significantly.



From a sustainability point of view, a women's cooperative model has the potential of removing middlemen and reducing the women's dependence on the Help Foundation in the long run, thereby making them self-sustainable. It is a known fact that negotiation powers and skills improve as a collective. SEWA's expertise can also be utilised for this purpose.

Extensive community mobilisation has been carried out for identification and enrolment of trainees. A thorough baseline survey mapping of existing expertise and a willingness to pursue craft as a livelihood option amongst women is carried out in a 10 km radius of the training centre. In the year 2014-15, 474 women artisans were identified to be trained for tailoring, embroidery and fashion designing.

HELP Foundation's team is supported with design, marketing and production inputs. The project facilitates participation of HELP Foundation in national and state level exhibitions and fairs in the coming year. A logo has been designed for Shehjar and support for positioning it as premium brand is going on.

Case Studies

23 year old **Mubeena's** family was economically disadvantaged. Her father was the sole breadwinner for this family of 7 and it was often not enough to cover all of their needs.

Seized with a fervent desire to help out, Mubeena sought out the Shehjar training centre where she decided to try and improve her fortunes. Her 2 month training gave her the skills necessary to excel in traditional embroidery craft.

Mubeena was able to supplement her family's meagre earnings and help improve their quality of life.

28 year old **Shameema Amin** was guided by a strong determination to stand on her own feet and improve the financial condition of her family. This is why she decided to enrol as an artisan for production in Shehjar. Women Empowerment Project, implemented in partnership between HELP Foundation and Godfrey Phillips India.

With a skills training project, her income increased from Rs 2000 per month to Rs 4000-4500 a month. She was able to supplement her family's income in a big way.

In an inspiring turn of events, she ended up as a master artisan in the project and a guide to several other artisans who created embroidered products of a very high quality.

Nahida, 38 years old, was widowed when her children were still very young. Apart from the emotional shock, her husband's death resulted in an acute economic crisis. Her in-laws were able to support her for some time but Nahida wanted to secure her financial independence.

Skilled in hand embroidery, she decided to work on that. However, the presence of several middlemen meant that she was only earning meagre amounts of money. So when the Godfrey Phillips India-HELP partnership project rolled out, she signed up for the first training batch. Nahida participated in all training workshops and gradually her income increased with time. Today, she is working in the project as a trainer and takes home a monthly income of Rs. 6000.



FLOOD RELIEF AND REHABILITATION PROGRAMME, JAMMU & KASHMIR

Jammu and Kashmir battled one of the worst floods in decades. Apart from the loss of life, the floods had a devastating impact on valley infrastructure. As per official estimates:

- More than 12,50,000 families were affected
- More than 300 lost their lives and some are still missing
- More than 3,53,846 private structures got damaged
- More than 6,51,000 hectares of land was affected
- Crops worth Rs. 6,611 crore were damaged
- More than 10,050 milch animals and 33,000 sheep/goats perished
- Huge loss to the public and tourism infrastructure with 550 bridges/culverts, 6,000 km road network, 3,000 water supply schemes, 3,000 power sub stations etc. affected
- Loss to business and private establishments has been estimated at Rs. 1 trillion

Needs Assessment

Once the water level started receding, wholesale dealers of Company products and officials of J&K HELP Foundation were consulted to help understand the extent of loss suffered by their respective teams. Each individual household/shop was visited to understand the scale of damage and their most urgent requirements.

The total entities included 208 wholesale dealers out of which 147 were in Central Srinagar. They had suffered losses of Rs. 88 lakhs out of which the compensation that was recommended was Rs. 43 lakhs (49% of the loss amount).

Area	Name	Estimated Loss (in Rs.)	Disaster Relief Compensation after Review (in Rs.)
South Srinagar	The Bhat & Co.	17,00,456.00	9,22,167.00
Central Srinagar	Waleed Agencies	62,80,682.00	29,90,279.00
North Srinagar	MM Wani & Co.	5,54,740.00	2,83,457.00
Anantnag Zone	Rafiq Sales Corp	2,82,227.00	1,36,529.00
Total		Rs. 88,18,104.00	Rs. 43,32,432.00

574 retailers suffered major losses. 464 of these dealers were in Central Srinagar. Retail loss amounted to Rs. 93 lakhs out of which the recommended compensation amounted to Rs 25 lakhs.

Area	No. of Retailers	Estimated Loss (in Rs.)	Disaster Relief Compensation after Review (in Rs.)
Central Srinagar	464	87,06,474.00	22,11,200.00
North Srinagar	51	1,85,571.00	1,16,500.00
South Srinagar	8	1,70,169.00	49,500.00
Anantnag Zone	51	2,39,330.00	1,18,500.00
Total		Rs. 93,01,545.00	Rs. 24,95,700.00

Partner

Human Effort for Love and Peace (HELP) Foundation, J&K

Support to Flood Victims

Phase 1 - Reached out to 208 individuals with a rehabilitation support amounting to Rs. 43,32,432

Phase 2 - Reached out to 574 relief support amounting to Rs. 24,95,700

Phase 3 - A 'Needs Assessment' was carried out and the data on loss suffered was gathered for which an allocation of Rs. 6,50,000 was made

This short term project was implemented over a period of seven months (November 2014 - May 2015).

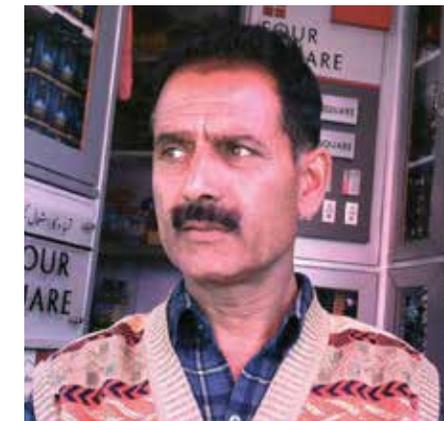
850 individuals and their families who suffered losses due to floods are beneficiaries of this programme. The physical and financial support to the victims was utilised to restore their sustainable livelihood. The impact that it has had on flood victims can be gauged through the appended case studies.

Case Studies

Mushtaq Ahmed Bhat's story is one of hope. He lived with his wife and 2 sons in Lal Nagar, Chhanpora. His shop was located in Polo View, one of the major commercial areas of Srinagar.

During the floods, Mushtaq's shop was completely submerged for 20 days. He suffered losses amounting to Rs. 32 lakhs - decidedly a big amount. In these tough times, Mushtaq says, "Abid, the Godfrey Phillips India sales person was the first to reach me. He came at a time when nobody else could come. Entire Srinagar was devastated but Godfrey Phillips India officials were concerned about me. I was so touched by the gesture of this Company."

Thanks to the consistent support from Godfrey Phillips India, he was able to reopen his shop on 15th of December 2014. He could take care of his expenses and also pay off outstanding debts.



Mushtaq Ahmed Bhat



Ghulam Qadir Bhat

Ghulam Qadir Bhat lives in Pampore, 30 kms away from Srinagar.

Incessant rains in J&K had blocked the approach road to Ghulam Qadir Bhat's shop. Unfortunately, his home was flooded too. He had to take the painful decision of leaving his home behind and shift to a relative's place. His shop had suffered losses to the tune of Rs. 5 lakhs. Insurance covered some of his losses, however, he had to borrow from friends again in order to re-start his business.

He was in dire need of help and that's when Godfrey Phillips India stepped in. In his words, "Being the only breadwinner for a family of seven, I couldn't have waited for external support to come to start my business. So I borrowed from a friend to re-start my business. Godfrey Phillips India was the only Company which sent its officials to understand the ground level situation and share our concerns. Besides the moral support received from the Company, I also received a cheque of Rs.20,000/- with which I could replenish some of my stocks and start afresh."

Another heart-warming story was that of **Farooq Ahmed**. During the devastating floods in J&K, his locality, Qamarwari, was waterlogged for about 18 days. On certain days, even the comfort of a warm cup of tea was difficult to find. His total damages exceeded Rs. 10 lakhs.

Having had a relationship with Farooq that went back to 25 years, Godfrey Phillips India decided to step in with financial and emotional support that he needed.



Farooq Ahmed

MODICARE FOUNDATION - PROJECTS, DELHI

Modicare Foundation has been working towards providing growth opportunities to marginalized youth, women and children of our society, thereby aiding them in becoming empowered and responsible citizens of the nation.

Projects Supported by Godfrey Phillips

- Khwabgah, Taimoor Nagar - Pre-school education, non-formal education, remedial classes and sports for 201 children and 32 youths
- Khwabgah, Khijrabad - Pre-school education, non-formal education, remedial classes and adult education for 142 children and 16 women leaders
- 33 children were supported with nutritional supplements, 25 families covered for counselling and mentoring & 64 infected and affected children were supported with protein powder through Ehsaas - a care and support programme for infected and affected children and adolescents
- 725 girls and 476 boys were imparted with life skills training

Overall, we continue to adopt intensive and holistic approach in ensuring the overall development and growth of children, youth and women.

Education
NFE, Remedial &
Creative Learning

Health
Health Clinic
Health Camp
Nutritional Support

Leadership
Life Skills Training
Personality
Development
Exposure Visits

Livelihood
Skill Development for
Women and Youth

**Formation of Women &
Youth Groups**

**Training on Gender,
Health and Life Skills**



Programme Highlights

The year started with the initiation of 2 new projects namely Khwabgah, Khijrabad and life skills training with the community adolescents and young adults in the NCR region. A massive mobilisation activity was carried out in the new location of Khijrabad slum to engage the community members in the programme. Some of the innovative strategies adopted were:

- Summer creative learning workshops with art and craft sessions engaged over 40 children during their summer vacations. These enabled the children to learn teamwork, discipline while also exploring their talents. Children prepared paintings, friendship bands and small artifacts during the workshop.
- A theatre workshop was organised with the support of Mudra - a group of theatre artists from Delhi University. Over 80 children participated in the workshop. A significant increase in their confidence level was observed.
- Music classes with 40 children were conducted by Mr. Zamaan Khan. Children finalised a Khwabgah anthem song and medley that was later performed at the Foundation's annual event - Baavre-Sur.

Baavre-Sur

This was the Foundation's culmination event to showcase its efforts in empowering women, children and young adults, organised on 26th July'14. Over 200 children participated in the events and its management. The materials prepared by the children during the summer workshops such as friendship bands, paintings, kites, and doves, were displayed during the event. Children welcomed the guests and facilitated the programme.

The event included a theatre show - named Panchayat (an adaptation of a Munshi Premchand story) and a musical performance by the children. Baavre-Sur also served as a fundraising event for the Foundation wherein corporates and individuals contributed by sponsoring the event. The event was sponsored by Coca-Cola and Twenty Four Seven among many other corporate and individuals. Around 500 people from the community attended the event.

The education initiative is the prime activity and a platform for growth and development of children and young adults in the community. The children are engaged under 3 categories of learning sessions such as the Preschool, Non-Formal Education and Remedial Classes.

1	Total no. of children enrolled in preschool classes	67
2	Total no. of out-of-school children enrolled in non-formal classes	70
3	Total no. of children enrolled in remedial classes for improved performance (primary)	105
4	Total no. of children enrolled in remedial classes for improved performance	100
5	No. of adult education learners	16

Outcome

- 342 children in the age group of 5-16 years are enrolled in various categories of the education component in the programme.
- As part of massive enrolment drive with the support of the local MCD School, over 110 children have been mainstreamed in schools.
- The well-planned curriculum is worked based on the teaching and learning materials from KATHA, Pratham and NCERT while using a playway method of teaching and learning.

Health and Nutrition

To help achieve the healthy mental and physical growth of children, regular health check-ups are being organised through monthly health clinics. Apart from the regular height and weight measurement, the children are screened for ailments. The cases are referred to the local dispensary for medicine and treatment. The prevalence of cases of anaemia, de-worming and lack of dental care among children has been observed.

Realising the essential need of a healthy diet among children of growing age, the project supports a well-planned nutritional plan to address their physiological need for iron, vitamin, calcium and minerals.

Health education sessions were held with children, women and community members to encourage safe and healthy self-hygiene practices as well as to encourage community involvement in keeping their area clean. WASH sessions were held with children. A detailed discussion was held with women to understand their health seeking behaviour, where the key concerns raised were issues of reproductive health and hygiene.

Outcome

One of the programme participants enrolled in the preschool classes was observed to be very quiet and would often fall asleep in class. Her eyes and skin were very pale indicating poor nutrition. However, a remarkable change was observed in her one week after the roll out of the nutritional plan. She started actively participating in class. Today, she is one curious girl eager to learn & play.

Life Skills and Leadership

The life skills programme for community children and young adults covering 1200 adults and children in the NCR region has worked well. Over 200 master trainers have been identified from among the above. Noted organisations like Deepalaya, CASP plan and NYK have sought our services to impart life skills training to their children.

Issues of assault among children have come up in most of the trainings conducted so far. Children have expressed their inability to deal with the situation. Consultation with legal experts was taken to understand ways of effectively addressing such cases.

The project faced difficulty in identifying out-of-school adolescents and young adults as most of them are either mainstreamed to formal school or are working children and are beyond the purview of NGOs. This further strengthens the need to have community peer educators and master trainers who will be the point of contact for out-of-school and working children.

Outcome

One of the organisations where life skills training was conducted had this to say, "Post the 3 day session with Modicare, the boys joined the MenEngage movement and the response from them was very positive and heart-warming. They are breaking gender stereotypes. One of them (12 yr old boy) joined Kathak classes after convincing his family of his passion. Two boys spoke in the press conference of MenEngage and shared why they would support the cause of a violence free society".

Livelihood and Sustainability

The project design has an inherent strategy of long term sustainability by building community institutions such as women's group and youth groups as community assets to sustain the effort of development.

Formation of Youth Group

Youth clubs have been formed and are at a nascent stage. The purpose of these clubs will be to work as change agents for the youth and their community. Over 80 children/youth have been mobilised for the same. 3-4 rounds of mentoring sessions have been held in both locations of Taimoor Nagar slum and Khijrabad.

The youth club in Taimoor Nagar initiated a cleanliness drive in the community. These members are now taking the lead in organising events at the community level & holding rallies. Future effort is to channelise their energy in more focussed and envisioned activities.

Formation of Women's Group

Attempts were made in Taimoor Nagar slum and Khijrabad to organise women into Self Help Groups. A learners group of 16 members has been formed in Khijrabad where weekly adult literacy classes take place. This was formed based on the demand of the women. The zeal and enthusiasm shown by women has resulted in a few of them already able to write their name in a span of one and half months.

Meeting with the mothers of our programme children in Taimoor Nagar slum showed that majority of them are working as domestic workers and would like opportunities to upgrade their skills to augment their income. Average income earned by them range from Rs.6000-7000 per month.

Linkages

Strategic linkages have been developed for long term partnership with expert agencies in health, education, skill building etc. Some of them are as follows:

Health	Established links with FORTIS, Dr. Shroff's and Maulana Azad Dental Medical College to organise health camps for general check up, eye and dental care respectively. Loknayak Hospital and AIIMS will be used for referrals.
Education	5 staff attended a 5-day training programme organised by SCERT, playway teaching methodologies for children.
Vocational Skills	Discussion with Burlington English for spoken English classes for adolescent boys and girls. The agency has offered a 1-month trial package for 5 learners before entering into partnership.

Discussion has been initiated with BASIX to explore skill development opportunities for improving the employability of young adults on key trades like retail, hospitality etc. Discussion with RISE India was also held to understand their model and a visit was made to a vocational centre being supported by Tech Mahindra in Madanpur Khadar.

CSR EXPENDITURE

Sr. No.	Particulars	FY 14-15 Expenditure (in Rs.)
1	Ongole - Improvement of life quality	90,94,000.00
2	Kashmir - Women Empowerment	67,00,936.00
3	J&K- Flood Relief and Rehabilitation	76,78,132.00
4	Modicare Foundation - Multiple Projects	1,50,00,000.00
5	CSR - Administrative Cost	25,00,000.00
	Total	Rs. 4,09,73,068.00



Our Partners

ASSIST is a not-for-profit organisation working for the development of poor and marginalised communities in the rural areas of Prakasam, Guntur, Krishna, and Ranga Reddy Districts in Andhra Pradesh, India. Founded in 1985, ASSIST is today a highly respected, trusted, and capable organisation in the state of Andhra Pradesh. A unique feature of the organisation has been in developing innovative and adaptable strategies based on experience and continuous communication at the village-level and today it has phased out its support in 130 villages, and is currently working to build the foundations for sustainable development in a total of 350 villages.

Contact: G. T. Road, Chilakaluripet, Guntur District, Andhra Pradesh

For more details: www.assist.org.in

HELP Foundation, J&K, is a Civil Society Organisation (CSO) working for the psychosocial and socio-economic development of victims of Kashmir conflict. The core areas of intervention remain education, health care and economic empowerment of women and youth. Besides, relief and rehabilitation of traumatised widows and orphans under the banner of SHEHJAR act as the cool shadow of a tree of dignity and empowerment.

Contact: 50 Tulsi Bagh, Behind Amar Singh College, Srinagar, Jammu & Kashmir

For more details: www.jkhf.in

GODFREY PHILLIPS INDIA LIMITED

HEAD OFFICE:

Godfrey Phillips India Limited, 49, Community Centre, Friends Colony, New Delhi - 110025
Tel: +91 11-2683 2155, 2631 8400 Fax: +91 11-2683 5803

REGISTERED OFFICE:

Macropolo Building, Ground Floor, Next to Kala Chowky Post Office, Dr. Babasaheb Ambedkar Road,
Lalbaug, Mumbai - 400 033