



## Report of Evaluation of MoU 2013-14 CSR Projects



BY  
NATIONAL  
CORPORATE SOCIAL RESPONSIBILITY HUB  
TISS, Mumbai.

FOR

**BALMER LAWRIE & CO**

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## Acknowledgement

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# 1. Introduction

## 1.1 National Corporate Social Responsibility Hub

In the wake of rapid globalization and pressing ecological issues, the perception towards the role of corporate in the broader social paradigm is undergoing a sea change. In the recent years, society and the state have put forward an expectation before public sector corporate to integrate the social responsibility aspects in their business persuasion. This scenario not only affects large scale public sector undertakings, but also includes firms of small scale. The underlying assumption that Corporate Social Responsibility (CSR) is one way through which companies can demonstrate their commitments towards being socially responsible. In fact, CSR as an integral aspect of corporate has double edge effect in terms of creating goodwill to the company and acting as a social and economic intervention to bring about large scale change in the life of people from different walks. It is in this context, Tata Institute of Social Sciences (TISS), Mumbai and Department of Public Enterprises (DPE), Government of India have come to realize that there is a need to have centralized system where core functions of CSR including learning and knowledge dissemination take place.

## 1.2 Balmer Lawrie & co Ltd

Founded by two Scotsmen, George Stephen Balmer and Alexander Lawrie, in Kolkata, Balmer Lawrie & Co. Ltd. started its corporate journey as a Partnership Firm on 1st February 1867. Traversing the 147 years gone by, today Balmer Lawrie is a Mini-Ratna I Public Sector Enterprise under the Ministry of Petroleum and Natural Gas, Govt. of India, with a turnover of Rs. 2843 crores and a profit of Rs. 220 crores. Along with its six Joint Ventures in India and abroad, today it is a much-respected transnational diversified conglomerate with presence in both manufacturing and service sectors. Balmer Lawrie is a market leader in Steel Barrels, Industrial Greases & Specialty Lubricants, Corporate Travel and Logistics Services. It also has significant presence in most other businesses, it operates, viz, Performance Chemicals, Logistics Infrastructure etc. In its 146 years of existence, Balmer Lawrie has been successfully responding to the demands of an ever changing environment, leveraging every change as an opportunity to innovate and emerge a leader in industry. <sup>1</sup>

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<sup>1</sup> <http://www.balmerlawrie.com/pages/introduction> (Accessed on 30th June 30, 2014)

### 1.3 Vision of Balmer Lawrie & co Ltd

"To be a leading diversified corporate entity having market leadership with global presence in the chosen business segments, consistently delivering value to all stakeholders, with environmental and social responsibility".<sup>2</sup>

### 1.4 Aims and Objectives of Balmer & Lawrie co Ltd CSR

Balmer Lawrie believes that good financial results are not an end in itself to assess the success of any business; rather it is a mean to achieving higher socio-economic goals. In pursuance of this belief, the Company is committed to conducting its business in a socially responsible manner and be responsive to the needs of the society at large. Accordingly, the Company has been pursuing various CSR initiatives since the last decade or so. Balmer Lawrie's CSR initiatives are driven by two Flagship Programs -**Balmer Lawrie Initiative for Self Sustenance [BLISS]** and **Samaj Mein Balmer Lawrie [SAMBAL]**. While the first Program is directed at providing & improving the long term economic sustenance of the underprivileged, the second Program aims at improving the living standards and quality of life of population in and around the Company's work-centers. In pursuance of these Programs, the Company has undertaken several community development projects, partnering with various NGOs with a focus to trigger development at micro-communities and thereby generate the desired developmental impact. The focus areas for the Schemes under the Programs, amongst others, have been on education, healthcare, sanitation, shelter, integrated village development, employment generation, vocational training leading to employability & livelihood, rehabilitation of the destitute, disaster mitigation, and environmental protection. CSR efforts are channelized on the above mentioned thematic focus areas and target groups like children, women, youth, elderly and differently abled people. Through the various CSR programs, the Company has constantly endeavored to integrate the interest of the business with that of the communities in it operates. In keeping with Department of Public Enterprises [DPE] guidelines on CSR, the Company has formulated a **CSR Policy and Long Term Perspective Plan**. In order to facilitate companywide implementation of our CSR policy and ensure that CSR is embedded across various business units and their operations, a **CSR governance structure** has been put in place. Further, Balmer Lawrie is a **founding member of Global Compact in India** and it has unstintingly pursued Global Compact's principles & agenda

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<sup>2</sup> <http://www.balmerlawrie.com/pages/vision> (Accessed on June 30, 2014)

over the years. We have been constantly working towards adopting fair & equitable practices at the workplace, implementing focused CSR projects, adopting environment friendly processes and technologies and advancing sustainability efforts to champion the Principles of the Global Compact.<sup>3</sup>

### 1.5 National CSR Hub & Balmer Lawrie.

Balmer Lawrie & Co has signed an MoU with the NCSR Hub to avail its professional services for planning company's CSR intervention. The undertaken evaluation study is in sync with the essence of MoU where the company has sought the services of NCSR Hub.

### 1.6 Fund Allocation and budget mechanisms:

Details of the Budget for the year 2013-14		
CSR Projects/Initiatives	Amount as per MoU (Rs/Lakh)	Actual/Estimated amount (Rs/Lakh)
2 Solar Power Plant	140	147
Water Bag Pack	120	126
Sponsoring of 2 classes suffering from cerebral palsy	100	16
Sponsoring of 3 family homes at SOS VILLAGE[Kolkata-2 & Vizag-1 Family Homes]		19.5
Scholarship to Eng students		23.9
Mobile Health Dispensary for Aged & Disabled Persons in & around Manali-Chennai.		21.84
INTEGRATED VILLAGE DEV. - of Khadoli Village - Upgradation of Primary school to Secondary school (construction of additional rooms)		20

### 1.7 Selected Projects for the evaluation

- Installation and commissioning of 160 KWp solar power plant (sustainability Project) in Asaoti, Haryana and 30 KWp in Taloja, Mumbai.

<sup>3</sup> <http://www.balmerlawrie.com/pages/csr> (Accessed on June 30, 2014)



- Distribution of 5000 each Water Back Pack in following areas: Barmer-Rajasthan|Titlagadh-Odisha|Ahmedabad-Gujarat| North East.
- Integrated Village Development; Construction of 02 additional rooms for Up gradation of Primary school to secondary school in khadoli village of Silvassa.
- **Sponsoring of 2 classes suffering from cerebral palsy, in IICP Kolkata.**
- **Mobile Health Dispensary for Aged & Disabled Persons in & around Manali-Chennai.**
- Balmer Lawrie Scholarship for Degree & Diploma Engineering Students (scholarship to eligible students)

### **1.8 Companies Act 2013**

The Ministry of Corporate Affairs (MCA) had introduced the Corporate Social Responsibility Voluntary Guidelines in 2009. These guidelines have now been incorporated within the 2013 Act and have obtained legal sanctity. Section 135 of the 2013 Act, seeks to provide that every company having a net worth of 500 crore INR, or more or a turnover of 1000 crore INR or more, or a net profit of five crore INR or more, during any financial year shall constitute the corporate social responsibility committee of the board. This committee needs to comprise of three or more directors, out of which, at least one director should be an independent director. The composition of the committee shall be included in the board's report.

The committee shall formulate the policy, including activities specified in Schedule VII, which are as follows:

- Eradicating hunger, poverty and malnutrition, Promoting preventive healthcare and sanitation and making available safe drinking water.
- Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and the livelihood enhancement projects.
- Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes and day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.

- Ensuring environmental sustainability, ecological balance and protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water.
- Protection of natural heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting of public libraries; promotion and development of traditional arts and handicrafts.
- Measures for the benefit of armed forces veterans, war widows and their dependents.
- Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports.
- Contribution to the Prime Minister's National Relief Fund or any other fund set-up by the central government or the state governments for socio-economic development and relief, and funds for the welfare of the scheduled castes and Tribes, other backward classes, minorities and women;
- Contributions or funds provided to technology incubators located within academic institutions which are approved by the central government.
- Rural development Projects.

## **Chapter 2**

### **2. Methodology**

#### **2.1 Research Methodology**

The research methodology devised for evaluation is an attempt to understand the process followed for implementation of the CSR initiatives. The aim while conducting the study was to evaluate the status of achievement of the objectives of the selected programs, i.e. to assess the extent of benefits accrued to the target groups/areas. Along with that following research tools were used in the study:-

Interview Schedules for the beneficiaries and implementing partners

Interview schedule with the balmer lawrie and co ltd

Informal discussion with the beneficiaries and the implementing partners along with observation skills of the TISS research team

#### **2.2 Research Approach and Expected Outcome of this Report**

This report is relevant to Balmer Lawrie not just as an internal stakeholder and the funding agency but also in terms of meeting its statutory requirement to DPE. This clearly indicates a period of transition towards a more institutionalized setting up which needs a lot of re-structuring of the existing project in line with the revised guideline. Broad findings of this report will help Balmer Lawrie not only in re-structuring to ensure scalability, but also help to identify further scope of improvement, by eliminating the loopholes in the initial project set up as well as modifying the existing project subject to the existing/constrained resources. One of the objectives of the report is also to understand the ongoing CSR projects from the view point of the beneficiaries. The research team at its best interacted with the beneficiaries with regard to how much is the project beneficial to the local community from various aspects.

## **Chapter 3**

### **3. Detail of the Projects:**

#### **3.1 Distribution of the water Bag Packs**

Carrying drinking/ potable or consumable water from public water taps, hand pumps, wells or ponds is always an issue of concern for any society as it demands lots of time, energy and engagement of women folk in any country of the world where door to door water facility via taps is not accessible. This practice in long term converts in to back pain, neck pain and other health related problems. It is always a burden to women as it is adding drudgery to them since they are already burdened with all household work with spending time in work place to help their families in earning bread and butter.

There had to be some solution to this issue towards reducing the drudgery of women and sometime men who also fetch water from public place. Considering the issue and its critical impact on the health of the women folk and society at large, Balmer lawrie, a government of India enterprise came up with the solution to help reduce drudgery in carrying the water. Balmer Lawrie after coming out with the solution identified some locations I India where Water scarcity is observed and people are forced to fetch water from distance places and carry the same to home covering long distance. After identifying the same Balmer Lawrie got in to partnerships with various NGOs working in the identified locations to distribute the Water Bag Packs in areas. Under Such arrangement CEDRA distributed the water bag Packs in Gujarat state. Altogether CEDRA has distributed 5000 water bag pack in Ahmadabad, Kheda, Surendranagar and banaskantha district covering different communities and caste.



**Figure 1: Interaction with the women in Gujarat, Ahmadabad District using the water bag pack**

Target group was mainly the backward class but bags were also distributed to others considering the local need and to avoid any discrepancies in and among villagers or communities. These bags are really useful and huge demand in future from communities was also observed. Some of the communities selected under the distribution felt blessed by receiving such item; The Agariya in Little Rann of Kutch (Surendranagr), the tribal in Danta and the displaced in Ganeshpura and Indira Nagar of Ahmedabad and Nadiad slums.

**The details of the 5000 water bag packs distributed by the CEDRA Organisation (Sponsored by B&L) are as follows:-**

Sr. No	District	Taluka	Village/Location	No of Bags distributed	Community/Comments
1	Ahmedabad	City	Ganeshpura	825	Displaced/Minorities and other downtrodden, get water from hand pumps
2	Ahmedabad	City	Narol, Naroda,sarkhej hgihway	103	Minorities and other downtrodden, get water from hand pumps
3	Ahmedabad	Viramgam	Vani, Kakreji and hamlets	544	Other backward class where Cairn India gifted RO plant, so all villagers have to carry water from plant.
4	Ahmedabad	Mandal	Nana Ubhda	488	Other backward class where Cairn India gifted RO plant, so all villagers have to carry water from plant.
5	Ahmedabad	Mandal	Trent and hamlets	545	Majority falls under Other backward class and work in farm, can carry water in bags to farm
6	Kheda	Nadiad	Moholel, salun, Palayia, , Utarsanda and hamlets	1628	Majority falls under Other backward class and work in farm, can carry water in bags to farm
7	Kheda	Nadiad urban with rural periphery	Indira Nagar/uttarsanda/piplag	537	Poor and down trodden get water from hand pumps
8	Banaskantha	Danta	Ambli, Mal, Vav, Pancha, Ambaji etc	299	Major tribal block where people go far to get water climbing the mountains
9	Dahod	Dahod/Zalod	Dahod and Zalod (Migrant labours)	31	Migrant construction labour
<b>TOTAL NUMBER OF BAGS</b>				<b>5000</b>	

### 3.1.2 Distribution of the water bag pack in Rajasthan, Barmer District

Barmer is located in desert area. Although physical infrastructures are very racy in this area but major problem is scattered population. Due to this problem, it's very difficult to bring the every facility to remote areas; especially women of rural Barmer are very much burdened by various responsibilities imposed upon them. These responsibilities are somehow affecting their health in some or the other way. The water problem not only limits itself to irrigation but also extends to provision of clean drinking water. A woman has to walk long distance to get drinking water from far away for their families. In spite of doing so much to get water the water which she brings spills out from the pot as she has to carry it on her head till she reaches home. Moreover the she could carry a very limited amount of water as she can carry only one or two pots at a same time.



Figure 2: Interacting with the local community in Rajasthan using the water bag pack

#### 3.1.2.1 Implementing Mechanism

In order to distribute 5000 bags, Dhara had appointed 4 Field Supervisors, whose initial responsibilities were to identify potential villages and confirm them with the CEO of Dhara Sansthan. Side by side, the local Women Self Help Group (SHG) from each potential villages were identified. Each of these SHG group were allotted the responsibility to identify right

beneficiaries and invite them for the respective meetings. This process was chosen with an objective to select right beneficiaries and strengthen the existing SHG group in whole process by giving them this responsibility.

#### **3.1.2.2 Beneficiaries Selection Process:**

The selected SHGs further helped us in identifying and listing the right beneficiaries from their respective villages. After conforming the meeting dates, these SHGs helped us in organizing meeting with the women group in each of their targeted villages. Before handing over the actual bags, the target groups of women were given a demonstration on the usage of the bag. Plus, they were also oriented about the positive impact on one's health.

The bag distribution program started on 15 April 2013 and ended on 25 September 2013. In total 4998 water bags were distributed in 77 Villages. The details of each beneficiary were filled up in the 'Water Back Pack Distribution Register', availed by Balmer Lawrie.



Details of the water bag packs distributed in Rajasthan, Barmer District.

Village	Panchayat	Qty.	Village	Panchayat	Qty.
Ramdev Mandir	Chadar madrup	165	Jati meghwalo ki dhani	Jogasar Kua	60
Jhab	Jhab	160	Jesindhar STN	Jesindhar	16
Jogasar Kua	Jogasar Kua	140	Kagau	Kagau	20
Gudamalani	Gudamalani	200	Kantal ka par	Kantal ka par	18
Bhadkha	Bhadkha	150	Katliya	Keradu	40
Barmer Agor	Barmer Agor	310	Keradu	Keradu	60
Pabusriya	Pabisriya	40	Khaniyani	Khaniyani	30
Juna Patrasar	Balera	140	Khariya Khurd	Khariya Khurd	20
Sujannagar	Balera	120	Khariya par	Khariya par	60
Merasiyon ki Dhani	Balera	140	Kudani	Kudani	30
Ramsar Agor	Babukaleriya	130	Kumbharo ki Dhani	Payla Kalan	80
Bhakharpura	Bhakharpura	150	Lilsar	Lilsar	20
Setrau	Setrau	150	Madpura	Madpura	40
Athali	Athali	60	Mahabar	Mahabar	40
Atma	Atma	40	Mananiyo ki Dhani	Madpura	40
Badmerwala	Badmerwala	12	Meghwalo ki dhani	Madpura	20
Bakhasar	Bakhasar	40	meghwalo ki Dhani Balera	Balera	40
Balera	Balera	80	Minaniyo ki Dhani	Balera	13
Basra	Basra	40	Mithiberi	Mithiberi	50
Beniwalo ki Dhani	Beniwalo ki Dhani	40	Mithiya basti	Mithiberi	40
Bhachpar	Bhachpar	40	Muslimano ki dhani	Mithiberi	40
Bhilo ki Dhani	Bhilo ki Dhani	5	Nehro ki Dhani	Nehro ki dhani	20
Bhure ki Basti	Bhure ki Basti	30	Nohdiyo ki Basti	koslu	48
Bijabal	Bijabal	13	Nopat	Nopat	35
Bisnoiyo ki Dhani Chadi	Chadi	40	Padmara	Padmara	29
Bothiya	Bothiya	40	Payla kalan	Payla Kalan	60
Bisnoiyo ka was	Pabisriya	20	Pemaniyo ki dhani	koslu	29
Chandaniyo ki Dhani	Ramsar	33	Pola	Pola	18
Chawa	Chawa	40	Puniyo ka tala	Puniyo ka tala	35
Chhotu	Chhotu	20	Rajputo ka was Kotra	Kotra	40
Chohatan	Chohatan	40	Rajputo ki Dhani Chadi	Kotra	80
Dalaniyo jakhro ki Dhani	Bhachpar	40	Ranji ki Dhani	Kotra	11
Derasar	Derasar	60	Rikhiani	Rikhiani	20
Dhatrawalo ki dhani	Duda beri	60	Rohidala	Rohidala	17
Duda beri	Duda beri	80	Rohidi	Rohidi	61
Gadra road	Gadra Road	42	Rohila	Rohila	31
Gagriya	Gagriya	40	Sabgoraliya	Sabgoraliya	31
GiDaliya	Chadi	80	Sajanani	Sajanani	17
Girab	Girab	40	Sarla	Sarla	20
Godaro ki dhani	Bhachpar	40	Siyago ki Dhani	Sarla	20
Hapiya	Hasani	30	Siyani	Siyani	40
Harsani	Hasani	40	Sonasadha	Sonasadha	24
Hathma	Hathma	80	Sura	Sura	40
hudo ki dhani	Bhadkha	80	Suthro ki basti Kotra	Sajta	20
Indroi	Indroi	40	Tamliyar	Tamliyar	20
Jakhro ki Dhani	Bhadkha	20	Trimohi	Trimohi	15
			Viratra	Dhok	40
<b>Total</b>					<b>4998</b>

### Response of the people towards the water Bag Pack in Rajasthan & Gujarat

Name of the beneficiary	Place of residence	Occupation	Response towards the water Bag Pack
Shahnaz Ansari	Gujarat (Ganesh Nagar)	Collects Garbage	The water bag Pack is very useful for a poor family, it reduces the time a lot. It shall be made available in the local market too.
Gita Ben	Gujarat (Ekta Nagar)	Housewife	No body pain in carrying this and can be also used for carrying milk.
Mukta Ben	Gujarat (Ganesh Nagar)	Housewife	One water bag has been also kept in Education Centre for children.
Sayida Memon	Gujarat (Ganesh Nagar)	Housewife	Good Product and is very convenient to use.
Ashok Bhai	Gujarat (Ekta Nagar)	Daily Wage Labourer	Even men can carry water as it takes very less time and is very easy to carry.
Gita Ben	Gujarat	Housewife	The bag is very protected and safe, can be used in work place also.
Anupama Purshottam	Gujarat	Shopkeeper	People from other areas are also demanding from other areas.
Jashoda Anil	Gujarat	Housewife	Very Useful when there is scarcity of water and very convenient to use and clean.
Shobha Peter	Gujarat	Housewife	Taste and quality of water remains same, the bag is used in the schools also for children.
Manju Harshad	Gujarat	Daily Wage Labourer	If a bigger bag can be also provided, then men can carry more water.
Kapila Ignesh	Gujarat	Housewife	The bag is Very good and it can be used by both men and women, even children can also help if someone is ill.
Kabul Khan	Rajasthan, Balera.	Farmer	If filled once, it is sufficient for the entire day.
Zarina Banu	Rajasthan, Balera.	Housewife	Helpful during Agriculture, as more people can be involved in it. Else One person was to take up responsibility to bring water
Awali Devi	Rajasthan, Balera.	Housewife	The bag is very useful and easily taken anywhere.
Meena Banu	Rajasthan, Balera.	Housewife	For evry 10 households there is a handpump, so if filled once the bag is sufficient for entire day.
Bhutta Khan	Rajasthan, Balera.	Farmer	People use the bag more in field.
Kavita Bano	Rajasthan, Balera.	Housewife	The bag is very easy to use and carry water. Now we can carry children and water together.
Shital banu	Rajasthan, Balera.	Housewife	By carryin the bag does not have any body pain and it is very easy to clean.
Osman Khan	Rajasthan, Balera.	Farmer	If the bag will be available in the market, I will buy it.
Afsha Banu	Rajasthan, Balera.	Housewife	The bag has bring changes in our daily routine as it save our energy and time.

### 3.1.3 Distribution of water bag pack in North East

A one day Water Back Pack Distribution programme organized by Bosco Mangaal, the social wing of Don Bosco Chingmeirong under the sponsorship of Balmer Lawrie and Co Limited, Kolkata and ANMA Integrated Development Association (AIDA), Dimapur was held on December 12 at Thayong Village under Lamalai Police Station in Senapati district. The programme was graced by Fr PX Francis, Director of Bosco Mangaal, Fr Bimal, Director of AIDA and Hari Kishan Bhoklay, Executive Director of Balmer Lawrie and Co Limited.

The details of the bags distributed are: -

Sl.no	Name of the State	Number of Bags
1	Arunachal Pradesh	1267
2	Manipur	2523
3	Nagaland	1210
	Total	5000

## **3.2 Integrated Village Development; Construction of 02 additional rooms for Upgradation of Primary school to secondary school in Khadoli village, Silvassa**

### **3.2.1 Project Details**

Education has been given a vital area to conduct their CSR activities and intervention at various levels. Khadoli Village in Silvassa, Union Territory of Dadra and Nagar Haveli has been adopted by balmer Lawrie & co for its holistic development. Construction of household toilets, Library and skill development for youths in the village has been already been done in past. Followed to which under the year 2013-14 Balmer Lawrie & co has been constructing 2 additional classrooms in the primary school of the village. Balmer Lawrie has signed tripartite agreement with District Administration, Dadra and Nagar Haveli and Rotary Club, Silvassa to implement village development plan in Khadoli Village. As per the MoU, Local District Administration is supposed to provide need assessment report and land wherever required, Rotary Club will implement the project and Balmer Lawrie will provide financial support. Mr Vijay parmar, Rotary Club President and Panchay A.O has reported that the work of Balmer & Lawrie has been significant towards the development of the village. With regard to the construction of the additional classrooms he was of the view that in future we are also planning to develop it into a more high tech audio visual school. Along with that he has also said that we can say that the expected benefit of this project can be reduction in dropout and development of interest towards education among children.

### **3.2.2 Major objectives of the Project:**

- Developing interest of children towards education
- Reduction in dropout

### **3.2.3 Major Strengths of the project:**

- As the village has been adopted by Balmer Lawrie & Co, they have been continuously making intervention in various developmental issues. As a result of which they have gained interest of local community as well as the district administration.



- A participatory approach; making District Administration a party of the agreement and Panchayat as prime custodian of the infrastructures created by company ensures the success of the CSR intervention as well as follows a participatory model recommended by DPE guidelines.
- As reported by the rotary club president and Panchayat AO that the officials from the Balmer lawrie has been very devoted and active in communicating with the district administration towards the successful implementation of their CSR activities.

### **3.3 Installation and commissioning of Solar Power Plant (Taloja, Mumbai and Asaoti, Haryana)**

The Department of Public Enterprise (DPE) guidelines for Corporate Social Responsibility (henceforth referred to as CSR) of 2013 clearly stated the importance of CSR and sustainability work and encouraged companies to conduct business in an economically, social and environmentally sustainable manner by combining the dimension of CSR and Sustainability.

#### **3.3.1 Project Details:**

The project of installing 130 kWp solar power plants was one such initiative as part of the implementation of CSR and Sustainability policies of the company for the FY 2013-14<sup>4</sup>. Two solar power plants, one of 70 kWp and other of 30 kWp, have been installed in the premises of the area office. A total of 464 solar panels have been installed. Implementing agency for the project is Tata Power Solar. The geographical area covered was Asaoti, Haryana. The major objective behind this project is to abate diesel consumption by producing solar energy through the use of natural resources, i.e., sunlight. It has been observed during the field visit that the power plant is closed on Sunday and so there is no generation of energy. Being a great replacement for diesel based power production, on an average, 500-600 units were produced per day after the installation of solar power plant. While the production decreased to 200-250 units during inter-season.

In Taloja, Mumbai is an industrial area where another solar power plant has been installed which is 30KWp. The officials reported that there has been reduction in the consumption of electricity for their industrial purposes.

The generation of solar power has been impediment for the decrease in the units of diesel consumed for the production and solar power can be seen as a great environment- friendly, green initiative.

#### **3.3.2 Major Objectives of the Project:**

The major objective of the project is to utilize the solar energy for their industrial purposes and abate diesel/electricity consumption.

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<sup>4</sup> Refer to Annexure 1.

### 3.3.3 Major Strengths of the Project:

- The officials in the Balmer Lawrie & co reported that it is a sustainable project and useful for the company too towards reduction in their electricity consumption.
- The solar panel is easy to maintain and one person has been given responsibility to look after its cleaning and reading the meter installed for the same.
- A project like this can act as role model for the other industrial set up in the area.

### 3.3.4 Response towards the solar power plants:

It was reported by the Balmer Lawrie & co officials that the only challenge is towards cleaning and removal of the dust and leaves from the solar panel. With regard to same 2 persons have been involved who look after the solar panel on regular intervals. It is a very good initiative and is sustainable in nature.



Figure 3: Solar panel installed in talaja, Mumbai.

### **3.5 Scholarship Programme for the Degree/Diploma Students**

Balmer Lawrie as a part of its CSR initiative under the BLISS (Balmer Lawrie Initiative for Self Sustenance) scheme has been providing financial assistance to the meritorious student. The beneficiaries belong to the SC/ST and differently abled categories for pursuing Degree/Diploma courses in Engineering.

#### **3.5.1 Project Details:**

The features of the scholarship programmers are:

- For degree courses the scholarship amount is Rs 40,000 for a period of four years
- For diploma courses the scholarship amount is 30,000 for a period of 3 years.

The scheme was initiated in the year 2011-12 when 76 students (Degree: 51 and Diploma: 25) received the fellowship. In the continuance in the current year total of 61 eligible students will be receiving scholarship. The reason for the reduction in number of student is due to lack of producing the required documents or those unable to clear their examinations. The concerned students will be getting their scholarships as soon they provide the relevant documents.

#### **3.5.2 Major strengths of the project:**

- The scholarship schemes acts as a support to the student across the country to meet his/her basic needs.
- It is also expected that there will be development of interest towards the education and self development and motivation among the beneficiary student towards building their career. In a way also self development of the student in the long run.
- Because of the eligibility criteria and condition to receive scholarship, always motivates the students to focus and perform better in their studies.



### 3.6. IICP

The Indian Institute of Cerebral Palsy is a Non- Governmental Organization (NGO) that offers services across the life cycle for children and adults with disability, particularly Cerebral Palsy (CP) a condition that leads to physical and associated disabilities. Services include a special school, Centre for Special Education (CSE) for children aged 2.5 years -18 years. Some of the unique features of the school include the following:

- IICP has taken an innovative move in that they have 10-12 children in our school who have no disabilities and are from the poorest of poor families. This is an effort to make our school more inclusive. The corporate sponsors' involvement as a whole has enabled us to provide high quality services to these children, free of cost in accordance with Government of India norms for persons belonging to the BPL (Below Poverty Line) category.
- Students with cerebral palsy include all intellectual abilities from children who have 'normal' intelligence to those who have severe intellectual disabilities.
- A holistic curriculum with education, therapy, augmentative communication and co-curricular activities is offered to all children taking individual priorities into account.
- In all units teachers meet the needs of children who are at varying levels – in fact no two children are identical. It is the great skill and excellent training of the teachers – only two per class – that enables progress in each child.

#### 3.6.1 Project Details:

Two classes have been allocated for the Balmer Lawrie Class sponsorship –

- Junior Academics I Hindi and English
- Junior Academics II Bengali Section

Currently around 165 families are beneficiaries under the IICP. It was reported by the IICP that in order to run two classes total budget is approximately 16, 00,000. An update on the educational goals of children belonging to these classes is sent to Balmer Lawrie & Co. every three months.

#### 3.6.2 The objectives of the project were:

- To upgrade the services provided to children in the school, Centre for Special Education run by Indian Institute of Cerebral Palsy (IICP). Thus a project 'CLASS: Corporate Leverage and Support Scheme' comprising sponsorships for each of 11 classes was formulated.

- To leverage corporate organizations in this endeavor and to help them channelize their social responsibility initiatives towards meaningful processes and outcomes



Figure 4: Teaching and learning materials in IICP, Kolkata.

### 3.6.3 Challenges and Mechanisms to Address Them

#### Challenges:

One of the major challenges faced by the school is a high rate of absenteeism. Reasons include:

- Susceptibility to illness and infections is high in relation to age-related non-disabled peers
- Ill-health, crisis, fatigue faced by parent or caregiver that result in not being able to send the child to school.
- In non-academic classes since there are no examinations or tests parents are more casual in their attitude to regular attendance.

- There is no penalty for absence from school since IICP believes that under no circumstance should a child have to be punished or penalised for absence or have to be asked to discontinue.
- For children with very severe disabilities where signs of progress are few and not easily evident there is a high degree of parental stress and fatigue.

**Mechanism to address the challenges:**

- Social Workers contact families to find out reasons for absenteeism and constantly encourage parents to send their child on a regular basis and appreciate the value of a holistic education regardless of the severity of the child's disability.
- Parents are encouraged to visit the classroom on a regular basis to understand the methodologies used in the classroom so there is maximum carry-over at home of what is taught in school.
- 'Sahay', an organization formed by parents of children studying at IICP and members have regular meetings with the IICP Social Workers to address the needs and problems faced by them in relation to their children's education.
- Regular workshops are held for parents on various educational and children's rights-related topics so that it encourages them to send their children to school on a regular basis and also get involved in continuing the process at home.

### **3.7 SOS Children Village, Kolkata**

In India 31 SOS children's village is functioning nearly in every state of our country permanent care to thousands of children. In SOS kolkata, Balmer Lawrie & co has adopted two houses which approximately have 25 children in total. in the SOS Children's village there are facilities such community hall, Playground, computer center, yoga room etc. The most important aspect is that the special care is taken towards the education of the children. The children as per their capability and interest have been studying in various schools of kolkata. With the SOS Children's Village concept, the organization pioneered a family approach to the long-term care of orphaned and abandoned children. Building families for children in need to help shape their futures is the basis for SOS. The SOS model is well appreciated by the Government of India.

#### **3.7.1 Project Details:**

Under "Family Home sponsorship" Balmer Lawrie sponsors two families in SOS Kolkata and one in SOS, Vishakhapatnam. This covers the daily needs of the families including education facilities for the children. Each family comprises of 10-15 children and one care giver (Mother). The total funding for the year 2013 is 19.5 lakhs.

#### **3.7.2 Major strengths of the Project:**

- This project focuses on providing continuous support by ensuring nurturing and enabling environment for the child, right through early formative years to adulthood. It focuses on the holistic development of the child.
- SOS pay special attention on the capacity building of the care givers (Mothers) which in turn ensures the better home environment to the children.
- Building good relationship with sponsor for partnership to sustain long term child care.

- There is a very frequent interaction and communication between both the partners i.e. Balmer Lawrie and SOS, Kolkata.

### 3.8 Mobile Health Dispensary for the aged people.

#### 3.8.1 Project Details

Mobile Medical Unit for the elderly at Chennai in collaboration with Help Age India specializes in geriatric care.

**The primary objectives of the project are as follows:**

- Providing health care facilities to people with old age.
- To decrease the burden of high medical costs on the family
- To provide health assistance to elderly who are left ailing without any medical attention.

The MMU is sent to ten villages around the Manali, Chennai plant. The ten villages are covered in two shifts –morning and evening. The schedule of which is as follows:

<i>Days</i>	<i>Morning Shift</i>	<i>Afternoon Shift</i>
<i>Monday</i>	Manali Market	Harikrishnapuram
<i>Tuesday</i>	Chinna Mathur	Bottrum
<i>Wednesday</i>	Bank Colony	Asissi Nagar
<i>Thursday</i>	Madhavaram	M.G.R Nagar
<i>Friday</i>	Chenna Cherkadu	Periya Thoppu

### **3.8.3 Major Strengths of the Project:**

- During the reporting period April 1, 2013 to March 31, 2014 MMU Manali has done total of **482** visits to the down trodden areas to meet the medical requirements of **10463** underprivileged elders.
- On an average **40** elders were benefited during each visit.

## **Chapter 4**

### **4. Implementing Partners Mapping:**

#### **4.1 Distribution of the water bag packs project: -**

##### **4.1.1 Centre for education developmental and research action (CEDRA)**

Established in 1995 under the Trust Act and also registered under FCRA, CEDRA (Centre for Education Developmental Research and Action) is a modest attempt to reach out to the poor, downtrodden and oppressed citizens to envisage an equitable and balanced society. To empower the masses through awareness generation on issues like, education, health, livelihood, and gender and child rights with community participation besides undertaking developmental activities for their enrichment by establishing linkages with Government's, Non-Government Organization's development programmes and through Natural Resource Management, is a cherished dream of CEDRA<sup>5</sup>. CEDRA has outreach in the 23 districts of Gujarat and has experience in working with government and foreign donor agencies in the areas of Health, Education, Water and Sanitation and Infrastructure. Recently CEDRA is managing six RO plants in Gujarat for CAIRN India and carrying out free Medical Camps in partnership with HelpAge India.

##### **4.1.2 Development of health hygiene and rural action (DHARA)**

Dhara is a nonprofit organization working in Western part of the Rajasthan for last two decades. Dhara intervention in many sectors but the core areas are, Health, Education and Livelihood. Dhara is committed to work with the underprivileged society and working for their upliftment.

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<sup>5</sup><https://CEDRA/474012449330695?sk=info> (Accessed on June 30, 2014)

Dhara Sansthan is registered under society act in the year 1989. Dhara Sansthan is working mostly in Western Rajasthan (Barmer and Jalore District)<sup>6</sup>.

#### **4.1.3 ANMA Integrated Development Association (AIDA)**

AIDA the development of the salesians of Don Bosco (SDB) is a non-government, non -profit voluntary association founded on December 1985, the society was registered in 1986 under the societies registration Act 198-Registration of societies (Nagaland first Amendment Act) 1969. AIDA is registered with the Home ministry of India under the Foreign Contributions Regulatory Act and under section 12 A and under the Section 80 G of the income tax Act, 1961. Since its founding, AIDA has sought to be dynamic and introspective, kept pace with national and global development perspectives and discharged its development tasks with competence, Professionalism and sensitivity. There have been many milestones in its evolution<sup>7</sup>.

#### **4.2 IICP**

Indian Institute of Cerebral Palsy (IICP) is a specialist resource centre for cerebral palsy working since 1974 for the rights of persons with disability, particularly cerebral palsy. IICP is based in Kolkata but works on a national level in partnership with a close network of NGOs in many districts of West Bengal and 11 other states of India. It has vast international linkages and is working with advocacy groups nationally and internationally for the implementation of the UN Convention on the Rights of Persons with Disabilities. IICP offers multifaceted services to infants, children and adults with cerebral palsy and a range of training programmes for persons with disability, parents and family members, professionals, students and personnel working in the community<sup>8</sup>.

#### **4.3 SOS, Kolkata**

Established in 1977 as a result of the sincere efforts of Mr. A.L. Dias, the then Governor of West Bengal and a few committed social workers. The Bangladesh Liberation War in 1971 saw a mass exodus of people from East Pakistan (territory of Pakistan before birth of Bangladesh) to India, particularly to West Bengal. In the chaos that followed the war, many children became homeless & orphaned. A registered Society namely SOS Children's Villages, West Bengal, India, was then formed to provide care to these children. The then Governor of West Bengal Mr. A.L. Dias was

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<sup>6</sup> <http://www.dharasansthan.org/> Accessed on (June 30, 2014)

<sup>7</sup> [http://aidasdb.org/?page\\_id=7](http://aidasdb.org/?page_id=7)

<sup>8</sup> <http://www.iicpindia.org/about.php> (Accessed on 1 July 2014)

named ex-officio President, and eminent social workers, educationists, administrators and industrialists of the city as members of the Society. On 28 February 1977, the SOS Children's Village Kolkata started functioning with 16 children from a Government run reception center of the State of West Bengal. Mrs. Joan Dias Inaugurated the Children's Village Kolkata on 17th September 1977. The Village was dedicated by Dr. Hermann Gmeiner on 21st January 1978. The SOS Children's Village Kolkata consists of 15 family houses, Youth Facilities and a Retired Mother Home<sup>9</sup>.

#### **Annexure: 1**

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<sup>9</sup> <https://www.soschildrensvillages.in/where-we-work/kolkata> (Accessed on 1 July 2014)



1755.  
- CSR Policy  
- Copy to ED (CA)

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and Secretary

Ph. 1.

MINUTES of the proceedings of the First Meeting of the Board Level Committee for overseeing implementation of the Corporate Social Responsibility and Sustainability policies held on Wednesday, 29 May 2013 at 4 p.m. at the Registered Office, 21 Netaji Subhas Road, Kolkata 700001

#### PRESENT

Shri V Sinha	Chairman & Managing Director
Shri VLVSS Subba Rao	Chairman of the Committee
Shri M P Bezbaruah	Member
Shri P P Sahoo	Member

#### IN ATTENDANCE

Shri Amit Ghosh	Company Secretary
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At the outset Shri P P Sahoo, Director [Human Resource & Corporate Affairs] informed the Committee that the Board at its Meeting held on 29 March 2013 had constituted this Committee to oversee the implementation of CSR and Sustainability policies of the Company and to assist the Board of Directors in formulating policies and strategies to take the Company's CSR and Sustainability agenda forward. The constitution of such a Committee is also mandated under the dynamic targets of the Memorandum of Understanding (MoU) for the financial year 2013-14.

#### 1. Status Report on Corporate Social Responsibilities (CSR) and Sustainable Development (SD) activities for the financial year 2013-14

Note dated 20 May 2013 from Shri H K Bhoklay, Executive Director [Corporate Affairs] on the above subject was considered.

Shri Bhoklay was called in. The Committee was informed that:

- a. The financial target for CSR and Sustainability activities in the MoU for 2013-14 has been set at 2.5% of PAT of 2012-13, subject to a minimum of Rs.360 lakh. While making the Note it was assumed that Profit after Tax (PAT) of the Company would be about ₹160 crore for the financial year 2012-13, and accordingly, the amount to be spent for CSR & Sustainability activities under MoU 2013-14 was shown as ₹400 lakh. However, as per the audited accounts approved by the Board in its meeting on that day, the Company has achieved PAT of ₹162.77 crore for the financial year 2012-13. Accordingly, the amount to be spent for CSR & Sustainability activities under MoU 2013-14 works out to ₹407 lakh. Further the Company has carried forward an amount of ₹52.39 lakh against CSR from the financial year 2011-12 which

also needs to be spent in 2013-14. Thus the Company will have to spend a total amount of approximately ₹460 lakh for CSR & Sustainability activities in the financial year 2013-14.

- b. Out of the above amount of ₹460 lakh, the break up for the amount of ₹410 lakh has been given in the note and further new activities / project would be identified against the balance amount of ₹50 lakh in 2013-14.
- c. The major CSR & Sustainability initiatives are [i] Two Solar Power Plants of 70 KWp and 30 KWp capacities are proposed to be set up at Asaoti and Navi Mumbai Plant respectively at a total project cost of approximately ₹140 lakh and [ii] Water Backpack project to be implemented at a cost of approximately ₹120 lakh, entailing the distribution of 20,000 nos. of Water Backpack in water distressed regions of the country. The Company has already made arrangement partnering with CAIRN Energy, Tata Projects and Rajasthan PHE Department for the launching of the Water Backpack in the Barmer district of Rajasthan.

During the deliberations, the Committee was informed that the Company might consider taking up commercial production of the Water Backpacks in India in future depending on the success of the project.

Progress of the activities as detailed in Annexure I to the Note was taken on record. The Committee expressed satisfaction over the CSR & Sustainability activities being undertaken by the Company. It was decided that if so required, the Committee members might visit the project sites for a better appreciation of the ongoing activities.

CHAIRMAN

DATE 15/7/2013

CHAIRMAN  
INITIALS