

Corporate Social Responsibility

DCM Shriram has had a deep commitment towards social responsibilities right since its inception and has contributed significantly to the development of the communities in and around its area of operations.

The Company's initiatives are making a positive impact in the society through its various CSR initiatives. This is being done by regularly investing in programmes of Education, Rural development, Vocational & Livelihood programs, Healthcare & promotion of Sports.

DCM Shriram strongly believes in engaging with different stakeholders and to give back to the communities that we interact with.

Some of the areas that DCM Shriram works in for CSR activities across different geographies of its business are as follows:

Livelihood/Vocational skills

- DCM Shriram works extensively with the farmers and the larger farming community to increase their productivity and profitability. This is done through the provision of extension services in its Agri Business like Sugar, Fertiliser, Farm Solutions & Seeds.
- Working for over ten years to support the farmers, the Shriram Krishi Vikas Programme (SKVP) is an Integrated Rural Development program covering over 500 villages annually. Under SKVP, help and guidance is provided to the farmers towards holistic development. The focus is to increase farm productivity, profitability and quality of produce, while maintaining soil health. Each SKVK (Shriram Krishi Vikas Kendra) organises a six-month programme in the adopted villages with several visits of the farmers in the area to Agricultural Universities, Animal Husbandry camps and subject specialists for guidance. Crop seminars, Farmer's meetings & Field days are a regular feature of this programme. Vocational Training & income generation programme like Embroidery, Stitching, Food processing, compost making, Poultry farming are an integral part of the SKVK activities.
- To increase the soil fertility, free press mud & Phospo Gypsum is distributed to the farmers in the sugar area. 74 Apna Sewa Kendras have been set up around sugar units to promote Farm mechanization. Soil testing labs have been set up in the sugar units to help the farmers.

- 'Meetha Sona' Project of the Sugar Business in association with IFC is helping to increase the productivity of Sugarcane, promote water management through drip irrigation, improve Soil fertility & promote Field mechanisation in the area.
- 'Khushali Rozgaar', a Livelihood programme initiated by DCM Shriram's Sugar business and NGO 'Gram Swaraj Mission' provides technical and managerial assistance, training and financial support to women groups. This scheme was launched in 2006. Several cottage industries have come up in areas surrounding one of our factories, all of them driven by groups of women who grind, package and market spices: garam masala, haldi, dhaniya and mirch. These products have won quality certifications from the Khadi and Village Industries Commission.

Healthcare

- 'Khushali Sehat', initiated by the Sugar business in collaboration with Vinoba Seva Ashram, Shahjehanpur, Sarvodaya Ashram, Hardoi and Gram Swaraj Mission Ashram, Lakhimpur, is a popular Health initiative. It reaches out to over 7000 families in the 40 villages in the vicinity of the sugar mills with a mandate, to promote disease- prevention measures, chiefly among women and children. Annual Eye cataract surgery camps organised by the Sugar business in association with 'Sitapur Eye Hospital' has benefited more than 1400 villagers.
- Health advisory camps, Blood donation camps and vaccination camps conducted in association with Red Cross Society, Government Distt. hospitals are a regular feature of Company's Health initiative in all its units.
- The company has been organizing camps in all the units to create awareness on diseases like AIDS focussing mainly on transporters and Truckers. It is our belief that at present, the best hope to limit the spread of HIV-AIDS infection and its human and economic impact is through behaviour modification.

Environment

- DCM Shriram understands the need for maintaining right ecological balance and has planted trees in and around all its facilities. Over 75,000 tree saplings have been planted at Bharuch, covering 33 percent of the green belt over the last 12 years. A continued focus helped the company achieve a tree survival rate of 95 per cent. Similarly over 5, 00,000 tree saplings have been planted – in the rocky terrain at Kota.
- Initiated by DSCL Sugar, the Forest Department and Gram Sabhas, the Khushali Paryavaran initiative has taken firm root in its four locations, where as many as 150 panchvatis are involved in augmenting the area's green cover. Communities led by volunteers have begun to plant saplings in the neighbourhood of Sugar

mills. Saplings of Bargad, Peepul, Aonia, Sita Ashoka and Bilva that come from Forest Department nurseries are growing into life saving trees for the next generation.

- DCM Shriram is countering the dearth of water in arid terrains near Kota, Rajasthan, through the digging of bore wells, installation of submersible pumps & construction of water storage tanks. Around the Sugar Mills, the company has helped in financing more than 650 bore wells. Drip Irrigation technology is promoted by the company in the villages which are in the vicinity of its Sugar Factories. The Company has also facilitated supply of drinking water and animal feed to some of the drought hit villages of Rajasthan.
- DCM Shriram's man-made water harvesting based reservoir is spread over 50 acres at Kota and accommodates 4.5lac cubic metres of water, enough to provide for 21 days of production. In Bharuch, located in water-starved Gujarat, the company's start of art water collection and harvesting system holds 20,000 cubic metres that is effectively deployed at its caustic soda plant.
- Bio Control Labs are being set in the sugar units of the company in Uttar Pradesh. These labs are assisting farmers in controlling/checking pest attacks and helping in improving the ecological balance.

Education

For the well being of the community at large, and around its manufacturing locations, DCM Shriram continues to support Education activities with a special focus on protecting the future of the girl child. It has instituted scholarships in various Government Educational Institutions to encourage meritorious students .

- **Khushali Siksha** is an initiative by DSCL Sugar business in association with Community Leaders, Teachers, Students, Government Agencies & NGO's. Each mill mobilizes a teaching taskforce from amongst its employees & their families. The taskforce conducts classes on a variety of subjects including computers.
- A school in association with the renowned Ryan Foundation has been set up in Shahjehanpur, U.P. It is one of the premier Education Institutions in the area catering mainly to the rural population.
- In Kota (Rajasthan), the Company has instituted scholarship programs that encourage students to pursue advanced academic studies. The infrastructure of a number of schools in the plants' vicinities has been strengthened through the introduction of basic facilities, including safe drinking water. It has built a school at Nimoda for students up to class 10th.

- In Bharuch (Gujarat) the Company has funded a degree college and has instituted a scholarship program for primary school students in the villages around its facility.

Sports

National tennis Championship sponsored by the Company is the biggest National Tennis tournament in the country. More than 1500 players from all over the country participate in the tournament each year. This tournament is a platform for budding players to reach higher echelons.

DCM Shriram is actively involved in training & Promotion of Rugby in government Schools in Delhi including for an all girls school.

Rural Development

Extensive work is done in all the units of DCM Shriram in developing rural Infrastructure.

Regular repair of roads, school buildings, Panchayat Bhawan etc is undertaken by the company.