Making a Difference
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Mr. G. D. Birla and Mr. Aditya Birla, Our Founding Fathers. We live by their values.
OUR VISION
To be a premium global conglomerate with a clear focus on each business.

OUR MISSION
To deliver superior value to our customers, shareholders, employees and society at large.

OUR VALUES
Integrity
Commitment
Passion
Seamlessness
Speed
“For over fifty years now, we in the Aditya Birla Group have been and continue to be involved in meaningful, welfare driven initiatives that distinctively impact the quality of life of the weaker sections of society, surrounding hundreds of villages that are among the poorest.

Our work is carried out under the aegis of 'The Aditya Birla Centre for Community Initiatives and Rural Development', the apex body, responsible for development projects.

Our Group's activities are wide and far-ranging. These encompass innovative projects. Among them are: providing the rural youth with a chance to shape their future through sustainable employment schemes; education and training; making safe drinking water easily accessible and health-care.

Reaching out to physically impaired people who are tremendously disadvantaged and helping enhance their self-esteem also forms part of our canvas.

We espouse social causes like widow remarriages, dowry-less marriages and foster women empowerment programmes. Sponsorship of the arts and Indian culture falls within the gamut of our work as well. All of our projects emanate from a real assessment of the needs of the communities.

We believe in the trusteeship concept of management. From this stems our social involvement, far and beyond business. Our projects mirror the moral conscience of our Group. They reflect our values. Our community work is a way of telling the people among whom we operate that we care for you. The feeling that our Group is able to bring in a dramatic transformation of a people's life is uplifting.

In all humility, we have been able to make a difference to more than 40 million lives.”

Rajashree Birla
Chairperson
The Aditya Birla Centre for Community Initiatives and Rural Development
A US $24 billion corporation with a market capitalization of US $23 billion, the Aditya Birla Group is anchored by an extraordinary force of 100,000 employees, belonging to 25 different nationalities. The Group has been adjudged “The Best Employer in India and among the top 20 in Asia” by the Hewitt-Economic Times and Wall Street Journal Study 2007.

The Group has operations in India, Thailand, Laos, Indonesia, Philippines, Malaysia, China, Egypt, Australia, Canada, USA, UK, Germany, Hungary, Brazil, Italy, France, Luxembourg, Switzerland and Korea. Over 50 per cent of our Group’s revenues flow from its operations across the world. Our products and services offer distinctive customer solutions worldwide.

A premium conglomerate, the Aditya Birla Group enjoys a leadership position in all sectors it operates in. Among these are metals - aluminium and copper, viscose staple fibre, cement, viscose filament yarn, branded apparel, retail, carbon black, chemicals, fertilizers, sponge iron, insulators, financial services, telecom, BPO and IT services.

**Globally the Aditya Birla Group is:**

- A metals powerhouse and among the world’s most cost-efficient aluminium and copper producers
  - Hindalco, from its fold, is a Fortune 500 Company. It is also the largest aluminium rolling company. It is one of the 3 biggest producers of primary aluminium in Asia, with the largest single location copper smelter
- No. 1 in viscose staple fibre
- The 3rd largest producer of insulators
- The 4th largest producer of carbon black
- The 11th largest cement producer
- Among the world’s top 15 BPO companies and among India’s top 3 BPO companies
- Among the best energy-efficient fertilizer plants in Asia

**In India, it is:**

- A premier branded garments player
- The 2nd largest player in viscose filament yarn
- The 2nd largest in the Chlor-alkali sector
- Among the top 5 mobile telephony companies
- A leading player in Life Insurance and Asset Management

Rock solid in fundamentals, the Aditya Birla Group nurtures a culture where success does not come in the way of the need to keep learning afresh, to keep experimenting.
In our own humble way, our community initiatives try to make a qualitative difference to people's lives.
The Aditya Birla Centre for Community Initiatives and Rural Development, the apex body responsible for development projects, is spearheaded by Mrs. Rajashree Birla, who is the Chairperson of the Centre.

The Centre is anchored by the Group’s Corporate Communications Division, supported by the various company CSR Heads and a 250 strong field force. The Centre provides the strategic direction and the thrust areas for the Group’s work, ensuring performance management as well. The work of all the Group companies, in India and globally is channelised and monitored by the Centre. At the Group Company, the Business Director takes on the role of the Project Mentor, while the onus for the implementation of the projects is on the various Unit Presidents.

**Our Corporate Social Responsibility Philosophy**

Even as we in India have made a mark on the globe as a reservoir of intellectual capital, as a Nation we are grappling with ‘quality of life’ challenges. More so, in the hinterland, where poverty is a ground reality. To address these larger issues, we work in tandem with the Government, the District Authorities and NGOs.

We believe in the trusteeship concept of management. Simply put, in the context of social responsibility it entails ploughing part of the profits into programmes, which result in the larger good of society. Our legendary leader, Mr. Aditya Birla ingrained the concept of sustainable livelihood into it. In the year 2000, Mr. Kumar Mangalam Birla, our Chairman, spawned the concept of the triple bottom line accountability, which entails factoring three key aspects viz., economic success, environmental accountability and social responsibility, for ensuring sustainable success.

In a holistic way, the interest of all the Group’s stakeholders has been textured into its fabric.

Thus the Group takes its social responsibility very seriously, far transcending mere cheque-book philanthropy. Corporate Social Responsibility is accorded as much importance as a business project. Therefore, our social vision forms an integral part of the business vision of our Group companies. Each company has an ongoing One-Year Plan and a Three-Year Rolling Plan, presented at the Annual Planning and Budgeting Meet. All projects are assessed under the agreed strategy, periodically monitored, measured against targets and budgets, with their findings shared throughout the Aditya Birla Group.

**Our Vision**

“To actively contribute to the social and economic development of the communities in which we operate. In so doing build a better, sustainable way of life for the weaker sections of society and raise the country’s human development index.”
1. Our school children marching forward.
2 & 3. Helping Farmers reap a rich harvest.
4. Proudly displaying her crop of onions.
Our Project

Processes

Project Identification

All projects are planned in a participatory manner, in consultation with the community, literally sitting with them, and gauging their basic needs. We recourse to “participatory rural appraisal”, which is a mapping process. Subsequently, based on a consensus and in discussion with the village Panchayats, we prioritize them. And thus a project is born. The implementation is the responsibility of the community and our team, as is the monitoring of the milestones and the other aspects. Monitoring entails a physical verification of the progress, the actual output of the Project.

Village meetings are held periodically to elicit feedback on the benefits of our community programmes and the areas where these need to be beefed up. We try and ensure that while in the short-term we have to do enormous hand-holding, the projects become sustainable by the beneficiaries over the long haul. After this stage is reached, we withdraw. In this way we do not build a culture of dependence, instead we make the villagers self-reliant.

Model Villages

Going forward, developing of model villages in a phased manner underpins our strategy. Each of our major companies is working towards the total transformation of a number of villages in proximity to our Plants. Making of a model village entails ensuring self-reliance in all aspects viz., education, healthcare and family welfare, infrastructure, agriculture and watershed management, and working towards sustainable livelihood patterns. Fundamentally, ensuring that their development reaches a stage wherein village committees take over the complete responsibility and our teams become dispensable.

Of the 3700 villages that we are engaged in, we have zeroed in on 300 villages which we hope to morph into model villages. Over a period of time, we expect to see a changed face of these villages. More than 50 villages in the hinterland have already become model villages.

Our Project Operations, Geographic Reach, and Annual Spends

The footprint of our community work straddles 3700 villages across the nook and cranny of our country. We reach out to more than 7 million people annually. Over 60 percent of these live below the poverty line and belong to the scheduled castes and tribes. The Group spends in excess of Rs 90 crores annually, inclusive of the running of 18 hospitals and 41 schools.

Transcending the conventional barriers of business to send out a message that “We Care”.

Our Focus Areas

• Education
• Health Care And Family Welfare
• Sustainable Livelihood Encompassing Agricultural And Water-shed Development, And Women Empowerment Processes
• Infrastructure Support
• Espousing Social Causes
1. At a Balwadi in Nagda, Madhya Pradesh, pre-schoolers take their first steps on the stairway to education.
2. We espouse adult literacy.
3. A vocational class on knitting in progress, at our Rural Technology Park at Renukoot, Uttar Pradesh.
4. Educate a woman and you educate a family is the principle that underpins our endeavours in reaching out to village women, across our projects.

Each Year
- Over 18 thousand children learn at our Balwadis.
- Over 29 thousand people are reached out to through our adult literacy and bridge education programmes.
- Over 8000 students are awarded merit scholarships.
- Over 12 thousand students benefit through various training and capacity building programmes.
Deep in the interiors, endeavouring to truly raise the literacy level is indeed a challenge. In many of the villages, schools do not exist in close proximity to the homes of the villagers. This acts as a deterrent for sending children to schools. To facilitate the learning process, we support balwadis which are non-formal education centres, we run primary schools, named ‘Aditya Bal Vidyamandir’, and also help schools run by the district authorities or Panchayats.

Importantly, our Group runs 41 formal schools in proximity to our plants, where over 45 thousand students enjoy the learning and growing process. Our schools are affiliated to the State Education Boards, CBSE, ICSCE and IGCSE.

**Spreading Literacy**

For any development strategy to be all enduring, women have to become central players, therefore educating the girl child is a long term investment bound to yield sustainable returns. With this focus, we have partnered with the Central Government’s Scheme of “Kasturba Gandhi Balika Vidyalaya” (KGBV). The objective of KGBV is to ensure access and quality education to the girl child of disadvantaged sections of the society by setting up residential schools up to class 8 and bring them back to the main stream of education. One such school supported by us is situated at our model village Udgi, in Karnataka. At present there are 100 girls from rural areas in the age group of 11 to 14 years (dropouts) who are studying in this school.

To ignite the spark of learning among adult women, we have designed a six months training programme, which teaches them the basics, reading, writing and managing household budgets. These sessions are held in the evening, when the lady of the house is done with all her chores. They are taught two hours, four days a week. They are also given vocational training classes in areas of their interest that are lucrative as well, so that they can utilize their education to earn a living and have a better future.

To encourage meritorious students who are needy, special scholarships have been instituted by us. For instance, in Durgamanwadi (Kolhapur) and Belgaum, 250 scholarships are accorded to girl students. Here, financial assistance has been extended to foster the education of 96 girls under the Savitribai Dattak Pallak Yojna, with which we are closely associated. We mentor boys through career counseling classes, sponsoring them to ITI courses, organizing preparatory classes before their exams and providing them with computer training. Our Pragnya Shivirs and Jeevan Utkash Shivirs, which are basically residential camps for character building and intensive coaching for promising students, have generated tremendous response in the communities surrounding our plants.

Over 2000 employees at Dahej and Gumidipoondi have taken on the responsibility of facilitating the education of the economically backward students, who live near the plant. Every month each employee contributes Rs. 100 towards this cause. Many of them work with the students during the weekend. We hope to extend this project in phases to our other units.
1. The well-being of women and child-care, underpins our projects (Rajasthan).
2. Bishnu was crippled by Polio at an early age. Today she can walk straight again with an unnoticeable limp (Madhya Pradesh).
3. Eye micro-surgery and lens implant camps, are held as part of our healthcare initiatives. Panditji’s daily routine is now again characterized by a busy schedule, after a successful cataract operation at Nagda, Madhya Pradesh.
4. To combat diarrhoea our team of doctors at Gulbarga, teach young mothers how to make rehydration salts, and resort to oral Rehydration therapy (ORT).

Each Year
- 2800 medical camps treat 5 lakh patients for various ailments, over 6000 people are operated for cataract.
- 800 people are provided with artificial limbs, and over 500 corrective surgeries are done. Up until now 400 children have benefitted from cleft-lip surgery.
- More than 30 lakh children are immunized against polio.
- Over 2.5 lakh women take advantage of the anti-natal, post-natal and mass immunization schemes.
- More than 20 thousand couples take to planned families.
Health Care
and Family Welfare

Primary Health Care
To provide healthcare to the populace, we organize medical camps for primary health check-ups. These camps, which are conducted thrice a week in most locations and at least once a week in every location, attend to patients afflicted with various ailments ranging from polio to leprosy, to tuberculosis, to cardiovascular problems, to blood-related issues, to visual and physical impairment. Patients who cannot be treated at the camps because of serious ailments are taken to the Company’s hospitals and looked after until their case is taken care of.

Mother and Child Care
Over the last few years we have begun a population control strategy based on a holistic approach which encompasses education, women and their development and child health care areas, apart from sensitizing men to the need for small families. Our intent is to support the Government in stemming the population tide.

The scope of our work is varied. It includes providing easy access to the entire gamut of family planning services, distribution of contraceptives, pre-natal and post-natal counseling, medical care, immunization and medical checkups.

Towards better health-care of children, immunization against polio, diphtheria, tetanus, measles, mumps, hepatitis B and tuberculosis and administering the BCG vaccine is an ongoing activity at our Units.

The Physically Challenged
To alleviate the lot of the physically challenged and to reduce their high dependency levels, medical camps led by orthopedics and surgeons are conducted. Our team of doctors undertake restorative surgery for the physically challenged.

Many of the patients are taken to the Group’s hospitals for operations that call for greater care and more time. Where surgery is not possible, patients are given supportive aids such as the Jaipur Foot, calipers, crutches, artificial limbs, tricycles, hearing aids, etc.

The “Viklang Kendras,” all over the country, are actively associated with us in this project.

To bring back smiles on the faces of those affected by cleft lip and cleft palate, we organize cleft lip surgery camps. Cleft lip and cleft palate are caused due to a physical imbalance in the mouth and afflicts the child right from the birth. It represents the second most frequently occurring deformity after clubfoot. The corrective surgery helps children physically and enhances their confidence. Those benefitted in these camps are primarily from rural and tribal areas surrounding our Units.

Visually Impaired
To help the visually impaired, eye microsurgery and lens implant camps are held by most of our Units. Cataract detection and operation forms part of our health care services for the economically weaker sections of the society.

Our involvement with the Hellen Keller Institute of the deaf, the deafmute and the deafblind, is our way of paying tribute to Dr. Hellen Keller and to all those who take her message of hope forward. Here education and training provide succour to such challenged children.

AIDS Awareness
Awareness drives on HIV/AIDS forms a major initiative of our Health based activities. The Hindalco unit at Taloja has entered into a joint project titled “Work Place Intervention for HIV/AIDS prevention and control” with the Avert Society. The strategic objective of this project is to increase the awareness levels and mitigate the impact of STD/HIV/AIDS and related infectious diseases. The project undertakes various activities such as organizing workshops, street plays, rallies, and distributing literature to create awareness and sensitize the community. These projects are being replicated at other units as well.
1. The Shaktiman Khedut Mahotsav (Farmer’s Meet) at Lucknow, which we organize, is one event all farmers look forward to.
2. Khumbhar’s clay-ware adorns houses in large parts of western India. They make a living out of their art, in Madhya Pradesh.
3. By making “durries” (woven mats) women eke out a decent living in Rajasthan.
4. Sutli (rope) making by self help groups of women is a popular source of livelihood in Renukoot, Uttar Pradesh.

Each Year
- Training in agricultural skills and appropriate farming methods improves the productivity of 40 thousand farmers.
- Water harvesting structures support over 35 thousand families.
- Over 70 thousand animals are immunized in animal husbandry camps.
- So far 2420 self help groups have enabled the empowerment of 35 thousand women.
- More than 25 thousand people are given training in income generation activities.
To empower men and women in the villages by helping them become economically independent, we have their inherent skills honed through training and education at our vocational training centres. Men are imparted several skills, such as repair and maintenance of diesel pump sets, electrical and electronic equipments, hand pumps, cycles, bee keeping, among others.

We also mentor the villagers, facilitating them in the setting up of their shops in arts such as cobblerly, black smithery, durry making, making khatias (native cots), jute products and pottery. Wherever necessary we provide them with the seed capital to kick-start their mini enterprises.

**The Aditya Birla Rural Technology Park**

The Aditya Birla Rural Technology Park at Renukoot, Uttar Pradesh, fosters people empowerment through capacity building. It is a huge campus with a multitude of training centres, where the thrust is on building, upgrading and honing competencies. Within the campus, is housed an Agricultural Research Section, an Animal Husbandry and Veterinary Hospital. Modern ways of animal rearing are taught apart from providing facilities such as artificial insemination and mass vaccination. At the Vocational-cum-Production Centre, students master electrical and electronic repairing, diesel pump-sets and generator handling, rope making, tailoring and knitting. The Rural Hospital at the Technology Park caters to the healthcare needs of the community, besides training women in delivering babies safely. Additionally Vocational Training Centres are quartered at several of our plants.

**Better Farmer Focus**

To boost agricultural and horticultural activities and in so doing, help farmers reap a rich harvest, we reach out to them in many ways, across the length and breadth of the country.

Farmer training programmes that enable them remain in sync with the most modern agricultural practices, demonstration plots, soil testing facilities, providing quality seeds, teaching them inter-cropping forms the spectrum of our work. These activities help farmers attain optimum farm productivity. We also support them with irrigation facilities. Likewise, helping procure healthy milch cattle for the villagers and backing them with marketing support has enabled villagers eke a livelihood. So that farmers prosper, in tandem with the Government, we organize veterinary camps, where besides health check-up, artificial insemination for their animals is done by professional veterinaries.

**Agriculture and Watershed Development**

In agriculture and watershed development we work to ensure the optimum use of land and water resources, raise the ground water table and promote multi cropping. We are attaining this on an ongoing basis through the installation of hydro towers, pedal pumps, hand pumps, erection of baandhs, digging wells, and rain water harvesting.

**Women Empowerment Process**

To empower women to attain financial independence, we have encouraged the formation of Self Help Groups (SHGs).

As a first step in this direction, we motivate the women to form their groups and begin savings. We hone their skills through extensive training in different vocations that will provide them with a steady source of income. The training canvas is extensive, ranging from traditional arts such as creating bamboo products, knitting, weaving, embroidery, dyeing of fabrics, rangoli, candle-making, handicrafts to meeting modern day aspirations of young girls for taking on fashion designing, computer operating, lamination and beauty treatment through cosmetology.

Goat rearing, bee-keeping, making of ropes, mushroom cultivation, raising coconut saplings are also encouraged among women as these yield good returns.
1. “A Model Village” that’s how Mr. Bill Clinton, former US President described the Housing Colony that we set up in Cuddalore for the Tsunami affected.
2. Model house constructed at Cuddalore for the Tsunami affected.
4. Hand pumps installed at intervals of every 10th hut, provide access to safe drinking water. These are manned exclusively by women. They operate the pumps, maintain and repair them as well in villages surrounding Renukoot, Uttar Pradesh.

**So Far**
- Over 20 lakh people have been benefitted through better infrastructure facilities created for them.
Our endeavours to equip villages with basic amenities such as supporting infrastructure through better roads, check dams, potable water systems, bio-gas plants, water storage tanks, bore wells, tube wells and animal sheds are ongoing. Panchayat buildings have also been reconstructed by us.

To improve the quality of life of the rural people and to provide privacy and dignity to women, we put in place rural sanitation processes. We collaborate with the Government and construct dry toilets in the surrounding villages. This initiative is part of Government’s Total Sanitation Campaign which is a comprehensive programme to ensure sanitation facilities in rural areas with a broader goal to eradicate the practice of open defecation.

We work very closely with Habitat for Humanity. We have already built 100 houses in partnership with them in Renukoot, Uttar Pradesh. In this project, we invested a lot of our management time and our funds. Habitat provided the expertise and one-third of the funds by way of loans. This project has been extremely satisfying. It has changed the lives of the villagers to a great extent.

**In Times of Need**

The complex climate and varied geological conditions result in a multitude of natural hazards. Floods, droughts, earthquakes, and cyclones cause the greatest economic losses and shock to the sociological systems. During natural disasters, we have worked to rebuild life-sustaining systems in parts of Tamilnadu, Gujarat and Maharashtra.

At Tanfac, Cuddalore, during the Tsunami, apart from immediate relief measures which we gave in terms of basic necessities and new boats to start fishing again, we decided to opt for constructing houses in the village of Thazhankuda. Habitat linked up with us again and between them and our Group, we have built 119 houses which are Tsunami and earthquake proof. The Housing Complex has come up very well. In 2006 when Mr. Bill Clinton visited the township, he said that it was a model colony and sets a global benchmark.

Given that our experience of involving Habitat in these years has been very rewarding, we have committed to build another 300 houses in the foreseeable future for the underprivileged.
1. Daughters are no more a burden - espousing dowryless marriages.
3. One of the most revolutionary projects undertaken by us - widow remarriages at Renukoot, Uttar Pradesh.
4. Creating social awareness on the ills of the dowry system and affording help to the prospective grooms.

- Over 3000 couples are united in widow remarry and dowryless marriage programmes, so far.
- More than 50 thousand people have participated in our awareness drive.
Certain social evils are products of inherent maladjustments in the social order and their complete eradication needs basic social adjustments.

During our survey in the villages, we found that many young girls, wedded very early, regrettably were widowed in the prime of their life. Most of the widows were in the age group of 20-34. Many of these young widows were condemned to a life of poverty and hardship, suffering humiliation even in the confines of their extended family. Often widows had to face social exploitation too, with many of them becoming ladies of the night. This led to the conceptualization of the widow re-marriage project.

The project operates on two levels. Firstly, mapping of young widows through surveys and counseling and persuading them to get married again. Secondly, scouting for bridegrooms from the village with the help of village panchayat, briefing them about the widows and eliciting their empathy with their plight. As part of the rehabilitation process, couples are encouraged to go in for self-employment schemes and are given tools and equipment to start a business.

Yet another social change process begun by us is the dowryless marriage. Despite the poverty levels in the interiors, the practice of dowry still persists. To help families tide over the situation and get their daughters married, we began dowryless mass marriages by creating social awareness on the ills of the system and helping the prospective grooms.

Apart from these, we conduct awareness drives on various social issues such as child marriages, alcoholism, drug addiction and other social evils that hinder the growth of the society. In these awareness drives, we educate people about the ill effects of such anti social practices and habits through the medium of street plays, films and lectures.
Aditya Birla Memorial Hospital has been built in homage to our visionary leader, Mr. Aditya Birla. The Late Mr. Aditya Birla had envisioned the creation of a world-class Hospital which, while catering to different segments of society, would never turn down the poor from its doors. This vision has been brought to fruition with the setting up of the Aditya Birla Memorial Hospital.

Sprawling over 16 acres, at Chinchwad, Thergaon, near Pune, this state-of-the-art Hospital aims at providing holistic health care facilities under its umbrella. It combines the best of allopathy, naturopathy and traditional systems of treatment under one roof, keeping the patients' well-being above everything else. It provides best-in-class diagnostic services, inclusive of imaging and nuclear medicine facilities, interventional radiology, coronary and peripheral angiography, 24x7 diagnostic and support facilities to deal with traumatology, haematology, transfusion medicine, pathology and other laboratory services, radiology, intensive care and nursing, besides a well stocked pharmacy.

It offers a multi-disciplinary facility. It has 65 consulting rooms, 13 operation theatres that benchmark with the best in the world, a 127-bed acute care unit for medical, surgical, cardiac, neuroscience, paediatric, neonatal, trauma and acute emergency and high dependency units. It has a modern Dialysis Unit with 10 Dialysis stations. Its maternity floor offers total facilities for child birth and prenatal/postnatal mother-and-child care. The Out-patients Clinic provides preventive, curative, and rehabilitative medical care besides traditional therapy. Over 70 top-ranking consultants, 190 doctors and para-medical staff, 560 nurses and 320 staff form its 1140 strong team.

At its core lies the concept of compassionate care. In line with our tradition of trusteeship, at this 500-bed Hospital, at least 10 percent of beds are apportioned for the under privileged and weaker sections of the community. The Aditya Birla Memorial Hospital endeavours to ensure that no one goes back without medical care, especially for want of funds.

Going forward, instituting an in-house Nursing College and a continuing Medical Education Centre for Doctors are on our radar. In the foreseeable future, from being a “medicity”, it will grow into a Research Centre as well.
Our Group’s Founding Fathers, Mr. G.D. Birla and Mr. Aditya Birla were deeply influenced by Mahatma Gandhi’s values of trusteeship, of truth, of non-violence, of justice. And these permeated generation after generation in the Aditya Birla family who look upon it as a legacy.

Our Chairman, Mr. Kumar Mangalam Birla, has been an ardent follower of the humane values that Gandhiji and Mr. G.D. Birla espoused. He felt a compelling need to present these in a contemporary fashion to the youth and the children of today. To give them a sense of history, to help them realize at what cost we won our freedom, to give them a feel of our leaders, of our nation in its making he thought, was worthwhile. Most importantly, to take the Mahatma’s message of shanti - peace, of satya - truth, of ahimsa - non-violence, of ekta - the universality of mankind, in today’s days and age is depicted in a grippingly interesting way.

To rediscover these truths that the Mahatma lived by, he thought that we should take them as voyagers on an energizing and revealing journey that could touch them in a subliminal way and embed his life’s message in their psyche. To do so, we have created a technological marvel on the life of the Mahatma. This uniquely innovative, first of its kind digital exhibition on the Mahatma is the brainchild of Mr. Kumar Mangalam Birla. The project was spearheaded by Mrs. Rajashree Birla and supported by Mrs. Neerja Birla. It is admirably conceptualized and executed by Dr. Ranjit Makkuni, a renowned computer and multi-media expert, and the Project Head, Mr. Bharat Parekh from our Group.

The exhibition opened under the aegis of the Gandhi Smriti and Darshan Samiti, of which the Prime Minister is the Chairman. It is permanently housed at the Gandhi Smriti in New Delhi. The response has been phenomenal. Thousands of students, men and women, young and old, foreigners and tourists, have visited this Digital Exhibition, in homage to the Mahatma.

Overwhelmed by the response, we made a mobile replica of the Exhibition, which up until now has moved from Mumbai, to Pune and is currently at the Science city at Ahmedabad. We hope to create some more replicas. Our desire is to have as many people as possible, listen to the voice of the Mahatma, and imbibe his values.
Summation

We firmly believe that business is not an end in itself and that business exists to serve the larger interests of society. The work that we accomplish under the Aditya Birla Centre for Community Initiatives and Rural Development epitomizes the values that we stand for. At the end of the day, we are into social responsibility because of our convictions. We truly believe in it.

Learnings

- **Firstly:** Integration of the social vision into the business vision has been very useful as it has given a tremendous focus to this activity.
- **Secondly:** Having a One-Year Plan and a Three-Year Plan on community projects, with milestones and measurable targets has enabled us to factor accountability and performance management into our projects.
- **Thirdly:** Having our projects audited by reputed external agencies, who measure it on qualitative and quantitative parameters, has aided us in gauging the effectiveness of our work and provided excellent inputs into what more needs to be done and the way to move forward.
- **Fourthly:** The Government has special funds earmarked for human development and we recourse to many of them. Working as catalyst and networking with the Government and other like-minded bodies has been both useful and fulfilling.

Looking Ahead

“Slowly and silently our Group is trying to change the face of villages. From abject poverty to meeting the necessities of life. From dependency to freedom. From backwardness to progress - in more ways than one.

There is a palpable difference. Tens of thousands of villagers now seem self-assured, confident and happy at being able to move towards a sustainable livelihood. There is new found dignity among them.

For all of us in the Aditya Birla Group, every project when successfully executed brings a humble sense of happiness. A way of living our values. Above all playing a leadership role even as a respectable caring, corporate citizen.

While we work in our own small way, we know that much more needs to be done, given our country and its magnitude.”

— Rajashree Birla
TRUSTEES

Mrs. Rajashree Birla Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development & Director, The Aditya Birla Group

Mr. Kumar Mangalam Birla Chairman, The Aditya Birla Group

Mrs. Neerja Birla Chairperson, Birla Academy of Art and Culture

Mrs. Vasavadatta Bajaj Trustee, The Aditya Birla Centre for Community Initiatives and Rural Development

Mr. B.L. Shah Advisor, The Aditya Birla Centre for Community Initiatives and Rural Development

Mr. Ashwin Kothari Chairman, Gwalior Chemical Industries Limited, Mumbai

Mr. A. K. Agarwala Chairman, Business Review Council

Dr. Pragnya Ram Group Executive President, Corporate Communications, Aditya Birla Management Corporation Ltd.

Mr. B.L. Ajmera Hon. Treasurer to the Trust

DIRECTORS / BUSINESS HEADS INVOLVED IN OUR PROGRAMMES

Mr. Sanjeev Aga Director, Telecom

Mr. D. Bhattacharya Director, Metals

Mr. Shailendra K. Jain Director, Fibre, Pulp & Spinning (Overseas)

Mr. K. K. Maheshwari Director, Chemicals & Trading

Dr. Santrupt B Misra Director, Human Resources & Info Technology

Mr. Saurabh Misra Director, Cement

Mr. Vikram Rao Director, Fabrics & Apparels

Dr. Bharat K Singh Managing Director, Aditya Birla Nuvo Limited

Mr. Ajay Srinivasan Chief Executive, Financial Services

Director, Corporate Strategy & Business Development

Mr. Ravi Kastia Business Head, Mining & Sponge Iron

Dr. Rakesh Jain Business Head, Carbon Black

Mr. Ratan Shah Business Head, Acrylic Fibre

IMPLEMENTATION TEAM

Dr. Pragnya Ram

Mr. Shiv Shankar Santra CSR Head, Grasim Industries Ltd.

Mr. Manoj Sinha CSR Head, Hindalco Industries Ltd.

Mr. R. S. Balasubramanyam CSR Head, Aditya Birla Nuvo Ltd.
Making a Difference

1. At Cuddalore, Tamilnadu, we train women in Tanjore painting. Over 30 women have mastered the art and their paintings sell between the range of Rs 8000 to 10,000.

2. Animal welfare - our veterinary doctor inspects a cow at Khajuria village in Madhya Pradesh.

3. Towards self-reliance - training in electrical repair at our Rural Technology Park in Renukoot, Uttar Pradesh.

4. Dhano wears a contented look with her billy goat, at Shambhupura, Rajasthan.
Our Project Locations

- Bhatinda (Punjab)
- Bhiwani (Haryana)
- Kharia Khangar, Shambhupura (Rajasthan)
- Kharach, Kovaya, Jafarabad, Magadalla, Sikka, Veraval, Halol, Vapi (Gujarat)
- Hotgi, Ratnagiri, Awarpur, Salav, Durgmanwadi, Taloja, Kalwa, Mumbai (Maharashtra)
- Silvassa (Dadra & Nagar Haveli)
- Nagda, Jawad, Malanpur (Madhya Pradesh)
- Rawan, Hirmi, Samri (Chhattisgarh)
- Renukoot, Renusagar, Jagdishpur (Uttar Pradesh)
- Lohardaga, Muri, Garhwa Road (Jharkhand)
- Durgapur, Belur, Rishra, Midnapur (West Bengal)
- Jharsuguda, Hirakud, Barbil (Orissa)
- Tadipatri, Kollur (Andhra Pradesh)
- Harihar, Malkhed, Belgaum, Bangalore (Karnataka)
- Alupuram (Kerala)
- Arakonam, Reddipalayam, Gummidipoondi, Cuddalore (Tamil Nadu)

**Overseas**
- Thailand
- Egypt
- Laos
- Indonesia
- Philippines