

**CORPORATE SOCIAL RESPONSIBILITY**

# Partnering inclusive, equitable growth

Asian Paints believes in the power of focussed, consistent, well-designed sustainable initiatives to drive social transformation.



Our strong belief in bringing about social transformation continues to motivate us constantly to do more, achieve more, and connect with more people from various communities we interact with. We are committed to ensure that social responsibility finds an inherent space in every area of our organisation. A socially responsible ecosystem is key to inclusive, equitable growth that can benefit us all. The contribution of our people in this regard is extremely encouraging and reassuring, giving us the strength and confidence to intensify and expand our programmes every year.

We continue to maintain our focus on what we recognise as the pillars of stability and growth of communities, namely education, skill development, healthcare and hygiene, and water management. We are running numerous programmes that help support people from various marginalised communities. Our dream is to help them realise their true potential and make them empowered participants in the larger, mainstream society.

Headlining our activities during FY2018-19 was our string of initiatives in the domain of disaster management, and the participation of our employees in SPARSH, which is our source of pride.



**Amount spent in each focus area during FY2018-19**

**Education**  
(including employability)

**₹ 9.35** Crores

**Skill development**  
(through Colour Academy)

**₹ 25.09** Crores

**Healthcare and hygiene**  
(including disaster management)

**₹ 9.93** Crores

**Water management**

**₹ 8.33** Crores



**Core values that guide our CSR activities**

**TRUST**

Strive to have a deeper understanding of our domain

**FAIR**

Empowered to create value by being consistent in our thought, speech, and action

**CARING**

To protect and enhance the interests of our stakeholders

**CORPORATE SOCIAL RESPONSIBILITY (Continued)**

**Education**

We are enriching the ‘school-going experience’ as part of our commitment to encourage education for communities around us.

We are also strengthening the school infrastructure, which serves to motivate school children while also providing them with a more conducive environment for consistent learning.

Our education programmes are aimed at reducing the dropout rate; they also include special education measures towards enhancing learning outcomes for special children. In the true spirit of inclusion, we support every stage of the child’s education, facilitating all-round development.



**Learning Enhancement Programme**

This programme is aimed at improving the learning levels of children in government-run schools of Maharashtra, and has benefitted 870 students in FY2018-19 in various parts of the state.

We also equipped various schools and colleges with benches, desks, Smartclasses, tablets and an IT lab. These projects had a positive impact on 1,300+ students. Moreover, we provided bicycles for girl students to ease challenges regarding commute, which helped to reduce absenteeism.

**School adoption and improvisation**


Through our school adoption and improvisation model of intervention, we have intervened in schools which caters to children from less-privileged background. During FY2018-19, we assessed the requirements of 5 selected schools in Mumbai in terms of quality of education, capacity

development of teachers and have provided support and intervened to fully adopt the school.

**One for One – Naya Savera**

Naya Savera is a programme designed for school dropouts from less-privileged communities. Through this programme we train them on communication skills, life skills, maths, basic computers, business skills and logic. The programme focusses on making them job ready and enables them to earn a livelihood and a respectable life.

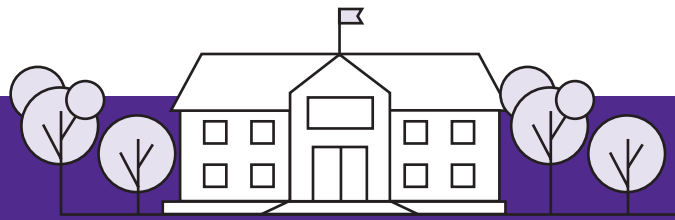
Our first batch of 23 graduates from Mumbai passed out in February, 2019.



**Key intervention areas**

- Enriching learning outcomes with e-learning initiatives
- Improving infrastructure and other facilities through school adoption programme
- Motivating students from economically backward families with scholarships
- Reduce school dropouts and bring back students into the fold of formal education with structured programmes

*The details of beneficiaries are as provided by various NGO partners to the Company.*



**Enhancing learning outcomes**

Manaswi was a class III student in Maharashtra, who could not identify letters of the alphabet properly when she joined our learning camp organised in collaboration with Pratham Education Foundation. She was reluctant to participate in group activities. We understood that Manaswi would learn better through games and started involving her in various activities, giving her more chances to come up and speak to others in the class. Slowly, as her confidence grew, she became more participative and started being

involved in group games. Today, Manaswi understands languages better, participates enthusiastically in activities and communicates confidently with her teachers.



**Driving science education**

We intend to intensify student involvement and participation in science activities, thereby enhancing the quality of science education in India. During the year under review, we collaborated with Kutuhal Science Activities Pvt. Ltd. to organise science workshops and deliver science kits to school children between the ages of 6 and 15 years.

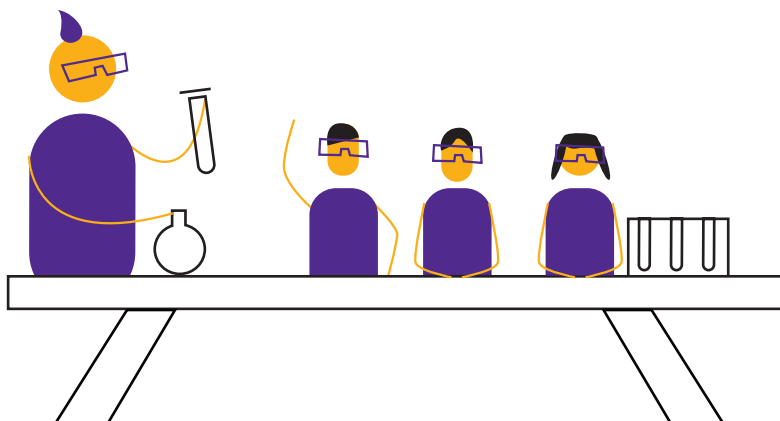
**Project TABLAB**

Our TABLAB programme offers students educational content in multiple categories in local languages. It further enables teachers to track the students' progress through cloud-based reporting dashboard. The programme is available at 28 centres in Mumbai, Satara, Rohtak, Kasna, Patancheru and Vizag currently.

The programme has facilitated ~61,064 hours of digital learning and reached over 6,000 students.

**~61,064** hours

**Of digital learning enabled and reached 6,000+ students**



**CORPORATE SOCIAL RESPONSIBILITY (Continued)**

**Skill development**

We are helping people to develop skills that may make them more employable and empowering them to leverage the emerging opportunities.

We are committed to the National Skill Development Mission and are contributing towards upskilling of India’s unorganised workforce.

At the Asian Paints Colour Academy, we train individuals in a range of vocational courses that help enhance the skills of painters, applicators, carpenters and workers, providing them better opportunities to find work in the industry. We impart technical information, prepare content and deliver training modules.



**Colour Academy works on**

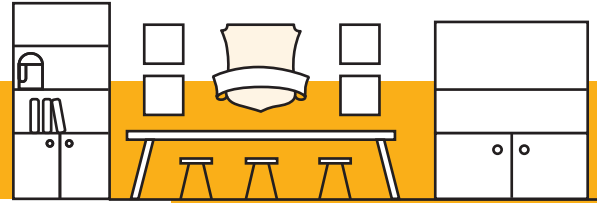
- Skilling and vocational training
- Technical knowledge distribution
- Productivity and livelihood enhancement for dignified living
- Value creation in delivering impactful solutions to the people involved in the painting industry

**Number of participants for various courses**

**3,639**  
Basic Painting Course (BPC)

**11,602**  
Exterior designer finishes

**46,110**  
Interior designer finishes



**Reaching new milestones with Colour Academy**

Mr. Haripal earned his living as a painter and his technical knowhow involved application of enamel paints and polishes, and distempers. This limited his income and he had no opportunities of growth. After he joined the Colour Academy and received trainings in waterproofing, mechanisation, interior finishes, wood finishes, wallpaper & decals in January 2019, he gained immense confidence and has started his own business. Today, he is a contractor himself and employs others.

Our institutes have contemporary training facilities for providing hands-on experience to the participants.

The Colour Academy seeks to participate in Skilling India to become a hub for best skills in the paint application trade.

**Partnering with NSDC**

We collaborate with National Skill Development Corporation (NSDC) to deepen the impact of our skill development programme. NSDC monitors, evaluates, and certifies our Colour Academy candidates upon course completion.

**1,15,000+**

**Total number of participants at Colour Academy in FY2018-19**

**6,463**

**Wallpaper**

**11,560**

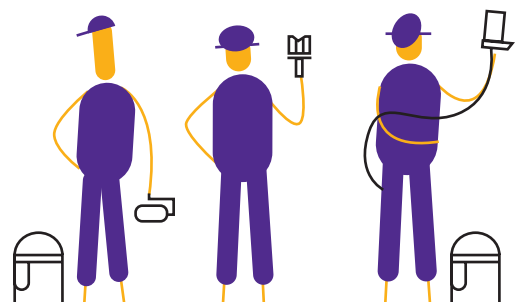
**Wood finishes**

**18,752**

**Mechanisation**

**20,207**

**Waterproofing**



**CORPORATE SOCIAL RESPONSIBILITY (Continued)**

**Health and hygiene**

Health is a crucial aspect of community development. We constantly endeavour to deliver reliable and specialised healthcare facilities for communities in our vicinity.

We are creating strategic partnerships with organisations working to improve people’s access to quality healthcare and sanitation facilities.



**+**

**Key intervention areas**

- Delivering primary healthcare support and free medical camps for rural communities
- Equipping mobile medical units and ambulances
- Helping complete sanitation projects
- Leading awareness programmes for communities on health and hygiene
- Providing access to potable water
- Facilitating ‘Safar’, an ongoing programme, to improve health awareness among truck drivers

**Project Drishyam**

Drishyam is one of our major healthcare and welfare initiatives. It serves the underserved communities across India’s interiors, providing eye check-ups and treatments. During FY2018-19, the programme reached 1,822 people, under which spectacles were distributed to 887 patients and eye surgeries were organised for ~161 patients at hospitals.

We also provide healthcare support among rural communities residing near our manufacturing units through specialised medical camps. Patients requiring medical attention after being diagnosed with ailments are referred to local hospitals.

**Project Swasth**

The programme is specifically designed to provide healthcare facilities to urban slum-dwellers. It provides low-cost yet quality healthcare, including consultation with general physicians, dental care, and pathology tests. Swasth clinics draws an average footfall of 45 patients per day and organises specialised clinics on diabetes and blood pressure screening, among

others. We offer these facilities through financially sustainable health centres.

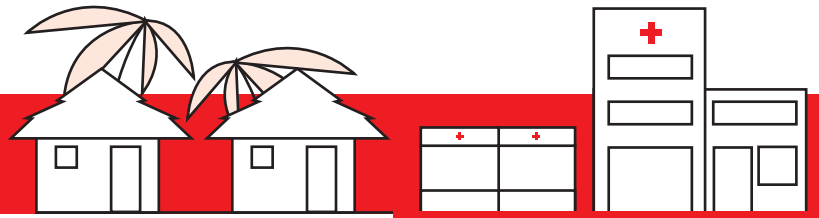
**Delivering mobile medical care**

We are providing healthcare facilities through Mobile medical units(MMUs) in numerous villages near our manufacturing locations of Patancheru, Sriperumbudur, Kasna, Rohtak, Khandala and Mysuru. These MMUs are focused on providing medical checkups and conducting free health camps around the communities.

**Project Safar**

Safar is our special healthcare programme directed towards improving health awareness and medical care facilities among truck drivers. The project uses unique mass communication techniques like *nukkad nataks* (street plays), games, interpersonal communication sessions and films to spread awareness on various health issues targeting truck drivers like ergonomic illnesses, AIDS, skin diseases and gastritis, among others. During FY2018-19, Project Safar reached 21,171 new

*The details of beneficiaries are as provided by various NGO partners to the Company.*



**Receiving the right medical care**

Andada village lacked proper healthcare facilities and its residents had to travel for miles to get medical care before Asian Paints introduced free medical camps in association with a hospital within reach. Today, the villagers, especially those who are financially distressed, look forward to these diagnostic camps facilitating medical care.

truckers and the Safar Clinics recorded 22,601 footfalls. Overall, the programme has covered 40,154 individuals through its behavioural change communication initiatives.

**Offering access to better sanitation**

During FY2018-19, we built a new set of toilets in Garhi Bohar Government School, Rohtak (Haryana), as the previous building lacked a roof and had low walls that jeopardised the safety of girl students. The newly installed toilet complex now has a proper roof and a high boundary wall, along with running water and a proper drainage system. The project has enabled ~200 girls pursue their education without worrying about their safety.

**Beat the Plastic**

We steered an awareness drive regarding the hazards of utilising single-use plastics in Sriperumbudur. The initiative called Beat the Plastic led to collection of 200 kg of plastic, which was then repurposed to make a 2.261 km long rope in the city.

**Disaster relief: Helping revive normal life in Kerala**

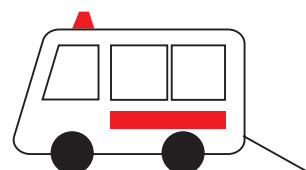
After the devastating Kerala Floods of 2018, we partnered with HelpAge India to provide resources, manpower, and logistical support for on-ground relief and rehabilitation for the victims of the floods. We collaboratively helped 577 families restart normal life; 1,459 people received treatment through Mobile Medicare Units (MMUs) during the initial 8 days, distributed 577 relief kits to different families and ensured 1,533 patients received medical care in follow-up camps for 45 days.

**2,800+**

**Beneficiaries of Project Drishyam**

**21,171**

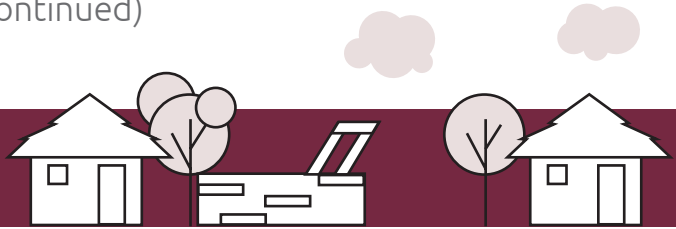
**Unique truckers reached in FY2018-19**






**CORPORATE SOCIAL RESPONSIBILITY** (Continued)

**Water management**



We are helping communities conserve and preserve water by providing necessary support for water management.





**Key intervention areas**

- Installing rooftop rainwater harvesting units and recharge systems in villages and schools
- Promoting integrated watershed development in areas around our manufacturing locations

**Projects on groundwater recharge**

We are creating potential for water storage in areas around our manufacturing locations with well-planned interventions like DHAN and REFILL.

**Harvesting rainwater**

We have been promoting integrated water harvesting resources that involve rainwater harvesting as well. These measures enable creation of water potential. We also provide necessary assistance in setting-up rainwater harvesting structures.

**Rejuvenating water bodies**

We are helping to revitalise water bodies, near our plant locations, by desilting them, constructing dams and building their water storage capacity. We are partnering with National Agro Foundation and Bosconet to co-develop projects in water management, which will lead to water rejuvenation, rainwater harvesting and creating water potential.

*The details of beneficiaries are as provided by various NGO partners to the Company.*



## Employee Volunteering



At Asian Paints, we encourage our employees to participate in volunteering activities that strengthen our ability to deliver the CSR initiatives of our Company. During FY2018-19, more than 123 employees participated in four events that directly impacted over 1,200 beneficiaries in Mumbai.

We have SPARSH—which is a translation of our organisational values and commitment to communities, business and the nation as a whole as our overarching programme for employee volunteering.

SPARSH is a belief that active and empathetic engagement with communities and causes can bring inclusive growth. It is an active effort to create a positive change that we wish to see around us by actively engaging with our communities to change lives.

We launched our first initiative under SPARSH in January, 2019 through an effective engagement of our teams with relevant communities and beneficiaries. Under Sparsh we launched four key programmes.

### 01 Expressions

Expressions is our attempt to engage with students and understand their hopes and expectations from their school. Our employees engaged as group leaders among groups of students and helped them understand and brainstorm for mining meaningful suggestions for making their schools better. Our employees guided these children to design initiatives that will enable us to build the right infrastructure for their dream school.

### 02 One-for-one Naya Savera

This programme involves training and skilling less privileged school dropouts and making them job ready. Our employees serve this programme as mentors and guide these young minds by contributing weekly sessions for six months. The programme nurtures the mentees to be self-reliant and after its completion, they start a new phase of their lives with conviction and optimism about their future.

### 03 meSuperhero

meSuperhero is a Sparsh intervention that celebrates the lives of children suffering from life threatening diseases. We believe they are truly our real superheroes and our employees blend together to give these children and their families a reason to smile. We create beautiful memories by fulfilling the wishes of these children and delivering joy to them.

### 04 Plogging

Plogging is a concept that encourages people to stay healthy by running and cleaning their vicinity, literally by picking waste strewn on roads. It assists people to stay in shape and helps the environment, as well. Our employees participated enthusiastically in plogging and created awareness for clean and hygienic surroundings. Our team collected 1 tonne of waste materials under this project.

Going forward, we will continue our journey of bringing positive change to our communities and enhance engagement among our people. Our conviction and commitment are a constant motivation for building a future of inclusive and positive growth.