

# CORPORATE SOCIAL RESPONSIBILITY



# **Education**

Our academic programmes are designed to improve learning outcomes through various activities focused on digital literacy, learning management system and virtual classes.

It includes supporting the basic infrastructure ecosystem to enable quality education. We provide scholarships for students who require financial support in completing their education and we also renovate school buildings. Our programmes include coaching for competitive examinations and sponsoring school buses. We conduct awareness sessions on sexual health, hygiene and water literacy and are helping drop-outs from schools to return back via the incentive of experiential learning and academic camps.

#### Gyan Shakti programme for school adoption

Through the three-year programme we offer a holistic approach to education for students between third and eighth grade focusing on the following:

- Remedial education in Mathematics, other Science subjects and English
- Technology-oriented learning experiences
- 21st century skills focusing on communication, creativity, collaboration, critical thinking and digital literacy



# 10%

Improvement in midline results vis-a-vis baseline results in learning levels of students

Year-on-year increase in enrolment of students

**6** schools In Patancheru (Telangana) and Rohtak (Haryana) where the programme is running

28,500+ Beneficiaries

144 Schools and centres impacted

2 schools Where virtual classrooms have been introduced

14 Centres for school dropouts enabling employment

#### **ENHANCING EMPLOYABILITY**

#### Nava Savera

Academic failure and unavailability of resources are some of the principal reasons for students dropping out of schools in India. The six-month-long programme is aimed at transforming the lives of school dropouts by educating them and creating job ready candidates. There is also an assurance of job placements. The students are provided with context-based learning, life skills training, career guidance, counselling and hands-on training. The programme is conducted in locations such as Kasna (Uttar Pradesh), Rohtak (Haryana), Visakhapatnam (Andhra Pradesh), Patancheru (Telangana), Ankleshwar (Gujarat), Cuddalore (Tamil Nadu), Khandala (Maharashtra), Mysuru (Karnataka), Mumbai, Delhi, Kolkata, among others.

15 LOCATIONS Of the programme's operations

750 TRAINEES Enrolled

₹8,409 Average monthly income of individual trainees



From a delinquent orphan to a business owner Jayesh Shah, a school drop-out, grew up on the streets of Mumbai, successfully completed his six month training via the Naya Savera initiative. This gave him a chance to build a career around photography. He now works with a studio as an assistant and owns a mobile service shop. He now wants to scale up his business to support his children in their journey through life.



### Project Udaan

This project is focused on providing career and skill courses for school dropouts between tenth and twelfth grades. The curriculum includes digital and financial literacy programmes and other courses, such as basic Information Technology (IT), advanced MS Word and MS Excel familiarisation alongside spoken English and personality development. The project is now being implemented in Kasna (Uttar Pradesh)

~600 Students registered for the programme

~138

Beneficiaries are placed in jobs against set target of 120

#### **TABLAB**

A tablet-based, plug-and-play, digital learning laboratory for government schools, the TABLAB is a platform that guides students to explore subjects in their regional language and English. This helps them bridge their learning gaps in a conducive environment. Student attendance has seen a rise following the implementation of this programme.

~1,10,000 HOURS Digital learning facilitated

~6,500 Beneficiaries

### Digital literacy through learning management systems

The project introduces computer-aided learning management system to young children and is currently active in Mumbai and Khandala (Maharashtra). Each student is given individual attention by the facilitator to enable:



Digital literacy to navigate the learning content on machines and

literacy for basic calculations

English literacy to read, write, speak and communicate in English

~200 STUDENTS Benefited

~2 CENTRES Adopted in 2 locations >50% STUDENTS Improved their learning outcomes in English. Maths and digital literacy in less than 6 months





# **CORPORATE SOCIAL RESPONSIBILITY**



# Health and hygiene

With our integrated healthcare initiatives, we are making primary healthcare accessible for all. We also focus on raising awareness on government schemes and drive referrals for advance treatment at hospitals. We have also launched women's health sensitization initiatives in some locations.



#### Static Clinic

During the year, we established four static clinics near our manufacturing locations (Mysuru, Patancheru, Kasna, Khandala), in association with Piramal Swasthya. The static clinics address RMNCH+A (reproductive, maternal, newborn and child health + adolescent), non-communicable and communicable diseases, eye care and general OPD through screening and identification, ante-natal services, post-natal check-ups, hygiene etc. The clinic also provides free laboratory examinations for random blood sugar, urine, haemoglobin, malaria, pregnancy etc. Additionally, eye test for visual acuity, lipid profile, among other concerns are also addressed. During FY 2019-20 around 20,900 beneficiaries received treatment from these clinics.

#### Mobile Medical Units (MMUs)

Our MMUs help us reach out to communities across Kasna, Rohtak, Patancheru, Sriperumbudur, Visakhapatnam, Khandala, Mysuru. In association with HelpAge, we have been running 6 MMUs and this year we launched one MMU in Visakhapatnam with Piramal Swasthya. Our MMUs provide consultations, free medicines, basic diagnostics, referral to government hospitals, among others specially to those who are aged or too sick to make it across to clinics or health centres. These units also conduct awareness and quiz sessions on health within the community. Specialty camps are conducted every quarter wherein Asian Paints employees volunteer their time and effort. During FY 2019-20, over 1,54,000 treatments were provided to the beneficiaries. The Company's MMUs were deployed in Mumbai and Khandala for disaster management as well.

### Rukkamma (76), Patancheru

"It was my fifth year of availing the MMU service when I fractured my leg. The team responded quickly and with empathy. They regularly paid visits to my home for counselling. Their efforts and support helped me start walking again. I believe that the Company and its initiative was a godsend for me and our entire village."



#### Safar

Safar, one of our healthcare initiatives, is directed towards improving health awareness and correcting lifestyle habits of the truckers. We also provide medical care facilities for this profile of beneficiaries that include both consultative and curative in nature. The project uses unique mass communication techniques like *nukkad* natak (street plays), games, interpersonal communication sessions and films to spread awareness on various health issues like ergonomic illnesses, skin diseases and gastritis, among others targeting truck drivers. The initiative is running across seven manufacturing locations in Kasna, Rohtak, Visakhapatnam, Mysuru, Patancheru, Khandala and Sriperumbudur. During the year, we covered the treatment of over 32,000 truckers, while reaching out to around 78,800 beneficiaries through behaviour change communication.

#### **Project Drishyam**

At Ankleshwar, Project Drishyam is catering to diseases related to eyesight and distribution of spectacles. They are currently working in eight villages near the plant locations and have treated over 1,000 patients in the year.



#### Khushbu Sukhdevibhi Rohit, Ankleshwar

"I was diagnosed with Subluxated Cataract in both eves through the Project Drishyam eye camp held in September in our village, Kosamdi. I was running the risk of permanently losing vision in one eye with the disease quickly spreading to the second eye, if not immediately treated. Following the diagnosis, I was immediately admitted in Kaka Ba Hospital and my surgery was conducted in Vadodara. The surgery was completely successful and I recovered quickly."

#### **Employee Volunteering**

We put much thought into strategising which employee is suited for our myriad ongoing CSR Initiatives. Our volunteering initiatives are made keeping in mind parameters of empathy, expertise, time and effort. Additionally, activities are also mapped out in terms of the intensity of engagement. For instance, one-time contributions are required for programmes, such as donation drives, Plogging, among others, whereas interventions, such as Naya Savera, Me Superhero, Pro-bono volunteering, audio book recordings require more regular and rigorous participation.

Some of the programmes where our employees volunteered are as follows:

- Audiobook recording for visually impaired children
- Participating in a free, online quiz game with multiple choice questions where the more you play, the more quantities of free rice is donated to families in need.
- A clean-up marathon called Plogging where you must pick up trash from the streets while you jog
- Expressions, an exciting opportunity to work with school children, plan their learning activities and develop scientific academic models
- Donation drives
- Engagement with existing CSR projects through guest lectures, health camps, etc.

~700 Employees volunteered for CSR activities



43,000

Beneficiaries

### Relief for the Distressed

**Strategic Review** 

At Asian Paints, we have been at the forefront of providing relief to those affected by disasters and natural calamities. Some initiatives undertaken have been discussed:

- Response to Cyclone Fani that hit the Puri district in Odisha in May 2019 where we conducted a relief programme between May and June 2019 to distribute hygiene and shelter kits to 1,500 families in the villages of Jharapada, Panichhatra, Ranapada, Shorishapada, Benipur and Sapuasahi.
- Relief measures were provided to flood affected families in Bihar where close to 88 lakh people were uprooted from their places of residence and a further 130 casualties were incurred. We attended to the families in Sitamarhi district of Bihar to distribute hygiene kits, mosquito nets and shelter material. We were able to reach out to 1,200 families across seven villages of Runnisaidpur block.
- Relief for the 57.7 lakh people affected by the Assam floods scattered across 29 districts where we extended humanitarian support and provided rehabilitation in Baksa and Morigaon districts of Assam in the form of distribution of hygiene kits to 1,770 families, installation of water purification units and decontamination of water sources such as ponds, wells and hand pumps.
- Support for the families distressed by the Khandala and Mysuru floods was extended by our employees in the Company's Khandala and Mysuru plants. We distributed essential material to communities when the surrounding localities were flooded. The Khandala flood relief activities were carried out by the local MMU, which covered over 22 villages in Kolhapur and Sangli district and provided healthcare to over 2,800 beneficiaries.







# CORPORATE SOCIAL RESPONSIBILITY



# **Enhancing vocational skills**

We are invested in the concept of inclusive growth and believe that everyone should be given a fair chance at a dignified life. We are becoming the medium for more people to be given the opportunity to rise above their immediate realities and chase bigger dreams.



### Colour Academy

Our aim with this singular endeavour is to hone talents in India, so that the nation may become a hub for outstanding skills in the paint application trade. We are committed to this mission and are contributing towards upskilling those with an inherent predilection for the work. Our training programmes cover a multitude of subjects, such as designer finishes, emulsions, metal care, mechanisation, water proofing, wood finishes and wallpaper installation. This helps painters connect with lucrative professional opportunities in the industry. Our academies are equipped with contemporary facilities to provide hands-on experience to the participants.

The skill development programmes undertaken at the Colour Academy impart knowledge and expertise in the following ways:



Vocational training

Technical knowledge distribution



Productivity and livelihood

Value creation through impactful people solutions



50+ Colour Academies in India

~1,47,400
Participants skilled

₹26.1 CRORES
Total spend



# Upskilling plumbers and carpenters

During the year we initiated upskilling programmes for plumbers in Himachal Pradesh and carpenters in Chennai with an objective to increase their earnings and disseminate knowledge and awareness to apprise them of latest techniques. The first training session for plumbers commenced in January 2020, for carpentry it was initiated in March 2020 with over 250 candidates completing the training during the year.

#### Making experts out of elementary painters

Parmeshwar Fakkad Koli was born to a painter father and the constant financial troubles in his family meant that he never received a chance at proper education. He joined his father in the painting profession but realised soon enough that his outcomes were restricted as a result of only basic technical know-how on the application of enamels, paints, polishes and distempers.

He was advised by a dealer to register with the Colour Academy, where he began with the Royale Play texture training. Upon completing the module, he was better equipped to offer superior décorsolutions to his customers.

This helped augment his income and acclaim. With time, he signed up for other courses - waterproofing, IDF, mechanisation, wallpaper installation, wood finishing, and so on. He rose to be known as an adept contractor among his peers and is now a subject matter expert.



## Water

We are helping communities around our manufacturing locations conserve water by developing integrated water-shed management programmes. The effort has increased the water potential and aided in conserving water in agricultural practices and allied activities.

Our future approach will be to make our locations completely water secure. We drafted this water vision for the Company with a pilot for the Khandala model under way. Expert implementation partners like NAF and Ambuja were taken on board at locations for long term collaboration.

Some of the interventions undertaken are as follows:

- Installing rooftop rainwater harvesting units and recharge systems in villages and schools
- Influencing irrigation practices and awareness on conservation of water in the farmer community.
- · Recycling and reusing wastewater
- Identifying water bodies near our locations that need rejuvenating
- Construction activities to increase capacity for surface water storage
- Desilting of surrounding lakes and ponds

Some focused water conservation projects have been discussed at length.





### **Pond Restoration**

We enhanced surface water and groundwater resources in the villages of Badanavalu and Sindhuvelli. Three ponds have been rejuvenated by increasing total storage capacity by 45,200 KL. The inlets of the ponds were restored, helping in increasing the inflow. Additionally, the embankments of ponds were strengthened by providing stone pitching. With this, groundwater recharging in the aquifers increased considerably. This will arrest further decline of groundwater levels and improve water quality in nearby villages. Over 70 farmers benefitted from this project and are using the water from this pond for irrigation of over 550 acres of agricultural land and cattle rearing.

#### Phytoremediation

We conducted a water body rejuvenation project at Ladpura using phytoremediation. This technique predominantly through organic means, treats domestic effluent run-off leading to potential creation of 9,000 KL water annually. Apart from the recharge benefit, the project also enhanced hygiene and sanitation in the area.

#### Check dam restoration

We fortified and restored the check dam at Rojghat village in Gujarat, constructed in 1996. Our aim was to enable water to pass easily during flood situations. Over time the timber gates of the check dam got damaged, the body of the dam developed cracks and upstream got silted. We addressed the problem by repairing the cracks and removing the silt, thus increasing the depth of the water catchment area of the dam, which created additional water potential of 11,320 KL.

