

# We Bring Smiles to Life



CORPORATE SOCIAL RESPONSIBILITY

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## We Bring Smiles to Life

A smile is a window to the soul as it expresses the state of the mind and body. It shows happiness, pride, enthusiasm and satisfaction. It is also a measure of one's health and well-being.

At Apollo Tyres, we are committed towards creating value for our stakeholders and believe that through our various CSR Initiatives the value is reflected in their smiles. Our Initiatives, categorised into Environment and Social, are strategically aligned with local, national and international development goals, and are delivered through Apollo Tyres Foundation. These are designed through a participatory approach, keeping in mind the requirements of the community. It helps us to nurture long lasting and strong relationships with our stakeholders such as customers, employees and our larger communities.

Our delivery approach is based on a partnership model in order for communities to help themselves. We operate in partnership with communities, non-governmental organisations (NGOs) and governments at the grass-root level. The focus is on identifying, sharing and building upon good practices that help foster a culture of learning, collaborative working and innovation.

Our projects range from enhancing accessibility to drinking water for our communities to restoring degraded ponds to providing health services for our customers in transport hubs to introducing livelihood initiatives in communities. All our projects display a sense of responsibility and offer support to a diverse stakeholder segment, which we believe brings joy and happiness to them.

We hope to create a positive impact in the communities we operate in.



## Chairman's Message

*"We make a living by what we get. We make a life by what we give."*  
- Winston S. Churchill

Social Responsibility at Apollo Tyres is not a new phenomenon; Sustainability and social responsibility have been an inherent component of our corporate strategy since our inception. We work with stakeholder communities to strengthen our bonds with them and focus on 'continuously enhancing stakeholder value'. Over the years, our Initiatives on health, Income generation, education and environmental sustainability are a testament to this commitment. Our strategy is guided by environmental and social principles to help create a sustainable future.

Our environmental strategy focuses on finding ways to reduce consumption, minimise landfill waste, optimise our footprint through greenhouse gas reduction, thereby Improving upon our environmental sustainability. With this objective, projects on reducing waste, conserving energy, enhancing biodiversity and saving water have already been initiated.

As a socially responsible organisation, we focus on inclusive growth and sustainable development of the community. Here our work is directed towards livelihood generation of farmers and women, promotion of health and sanitation practices around our manufacturing locations and corrective vision services along with HIV awareness through our health care project.

As a proactive measure we have already initiated biodiversity enhancement, health and education projects in our upcoming Greenfield project at Hungary.

Our efforts have been recognised at various platforms including the Asian CSR Award which honoured us in 2015.

As you read through the pages ahead, you will get a glimpse of our commitment towards creating positive impact in the lives of our stakeholders.

Yours sincerely,

*Onkar Kanwar*

**Onkar S Kanwar**  
Chairman & Managing Director



## Vice Chairman's Message

Dear Stakeholders,

Corporate Social Responsibility is much talked about these days. Policy makers, national and international forums emphasise on industry's responsibility towards society. In fact, in India, CSR is a compliance requirement under the new Companies Act.

At Apollo Tyres, CSR is embedded in our DNA. One of the values in the 'Apollo Way', our six values that drive each and every Apolloite, is 'Care for Society'. It is our stated mission to actively participate in our local communities to address health, safety, environment and community needs. Our business initiatives exhibit a sense of responsibility that is demonstrated through quality products, manufacturing excellence and our ongoing commitment towards our stakeholders, such as customers, employees, suppliers, dealers, investors and community.

The scope for sustainable development is huge and it covers environment and social dimensions of corporate activities. It is a complex issue and requires a planned approach. We continue with our ongoing efforts towards energy conservation, reduction of emissions, water conservation and reduction of waste material. There are various initiatives already being undertaken under quality, innovation and sustainability journey of the company. In this document, you will get an insight on some of them.

I am confident that we will continue to reiterate and demonstrate the 'Care for Society' value in each and every business decision by the company.

With best wishes,

A handwritten signature in black ink, reading "Murali Kanwar". The signature is written in a cursive style with a horizontal line underneath.

Vice Chairman & Managing Director

# We bring smiles to life By caring for the environment

*"Anything else you're interested in is not going to happen if you can't breathe the air and drink the water. Don't sit this one out. Do something."*

**- Carl Sagan**  
Astronomer & Astrophysicist



Traditionally, industrial development and environment conservation have been perceived to be engaged in a zero sum game.

At Apollo Tyres, we consider environment to be an integral stakeholder and environmental sustainability a matter of responsibility.

We are aware of the environmental risks and challenge that mankind faces today and work with our stakeholders in a concerted fashion to find solutions. We understand that eco-conscious behaviour is no more a matter of choice but an urgent need.

As a part of our environmental sustainability journey, we have initiated a number of projects on themes of Biodiversity Conservation, Climate Change Mitigation, Watershed Management and Waste Management. All this is done under the banner of 'HabitAt Apollo', where in focus is on making eco-friendly behaviour and green thinking a matter of habit within the organisation.

We believe that our efforts towards environment conservation will help reduce the burden on the planet, eventually bringing back smiles to life.



### Biodiversity Conservation

We have identified Biodiversity Conservation as a material issue, when viewed from the entire value chain perspective. The availability and dependence on natural resources on one hand; and the lack of end-of-life tyre management in the country on the other hand - both can have a significant impact on biodiversity.

Our journey began with an effort of understanding our own footprint. We mapped our impact on biodiversity within the manufacturing locations and the surrounding communities through formal risk and impact assessment studies.

The outcome of the studies led to the development of multiple projects, which should help mitigate negative impacts on biodiversity. Our activities aim to restore native species, including Flora & Fauna, and have resulted in implementing various projects across all our geographies (nationally and internationally).

The projects span from establishing theme based gardens such as creation of butterfly zones to apiculture inside the plant and outside in the community in Kerala, India. Eco restoration and improvement of water bodies in the community is yet another project aimed at restoring and enhancing the aqua-biodiversity. Within this project, we have undertaken pond restoration at our locations in Chennai, Limda and Perambra.



Biodiversity garden in Chelakkudi, Kerala

The activity includes water quality assessment, cleaning, deepening and bunding of the ponds. It also involves development of surroundings around the pond area. Taking an ecosystem approach we aspire to make these ponds fit for supporting aquatic life as well as provide for green space, and be a source of clean water. (This is also a part of our watershed management theme.)



Eco restoration of pond at Peringankulam, Kerala

Another way to expand our understanding on the dynamics of biodiversity is by participating in forums and initiatives on the topic. We joined the Leaders for Nature (L4N) initiative of International Union for Conservation of Nature (IUCN). The Leaders for Nature India is a Business - Biodiversity network that stimulates and facilitates companies to take the lead in the transition towards a sustainable green Indian economy, by incorporating Natural Capital in their core business. We are the only Tyre manufacturing company to be a part of this unique initiative in India. We intend to build awareness with L4N amongst our employees on the basics of biodiversity and underlying business interlinkages. Another aspect of the association shall be to carry out natural capital accounting.

### Climate Change Mitigation

#### Carbon Offset through plantation programme

Our afforestation programme is aimed at creating carbon sinks by promoting plantations of teak trees in water stressed areas of Tamil Nadu. Teak is a naturally existing plant of the region and requires less water in the growth years. It thus makes it a natural choice coupled with the fact that teak wood has a good value as timber. This makes it an attractive proposition for the farmers who realise economic benefits from selling the timber at the end of the life of the tree. We have initiated this programme in Kancheepuram, Tiruvannamalai and Tiruvallur districts in Tamil Nadu. Under this initiative, we are on our way to plant 1,00,000 saplings by the end of 2018. The programme also promotes inter cropping to enhance the soil productivity thus presenting extra income opportunities to the farmers participating in the programme.



Farmer engaged in tree plantation in Tamil Nadu, India



Apollo Tyre's initiative to encourage tree plantation in Tamil Nadu, India

### Watershed Management

Water is the elixir of life. Growing urban populations, increasing industrial activity and climate change impacts have all transformed water from a shared resource to a competing resource. This transition is underlined by the fact that water availability is currently being increasingly noted as a societal risk as compared to being a predominantly environmental risk some time ago, is a clear call for action.

Within this theme we have two areas of work. One



Purified Drinking Water Project near Chennai Plant, India

is pond restoration, which aims to restore water bodies. (This is covered under biodiversity section) The other is enhancement of water availability as a resource which features prominently in our strategy for Environmental Sustainability. We are currently working towards addressing the issue of shrinkage of potable water sources in vulnerable communities. This also translates to health impacts by the consumption of inferior quality water. Our endeavour is to enhance the availability of good quality drinking water by making it both accessible and affordable. We have piloted this programme for communities around our Chennai plant



Villagers collecting purified water near the Chennai plant, India



Waste segregation in Transport Nagar Delhi, India

### Waste Management

Waste generation and its management is a key challenge for any paradigm – Industrial, urban or rural. The limited use of resources to generate less waste, and wherever possible to look out for effective reuse and recycling of waste remain the best solution for sustainable development. We have identified waste management as a significant environmental issue and started our work in the year 2012, way before it was recognised as a national agenda through the Swachh Bharat Abhiyan (bringing cleanliness to the centre stage). As a result of this, waste management projects have been implemented namely Clean My Transport Nagar, Clean My Village and End of Life Tyre Playground.

#### Clean My Transport Nagar and Clean My Village

Clean My Transport Nagar (CMTN) targets to improve waste management and cleanliness of the 7 identified transport nagars (hubs) in India, along with generating awareness on health and sanitation amongst stakeholders. Similarly, Clean My Village (CMV) is a part of the initiative to create sustainable waste management practices in identified villages around our manufacturing locations in India. The Waste Management programme offers a spectrum of services like waste collection, waste segregation, daily



Clean My Transport Nagar: Daily cleaning of roads in Transport Nagar Delhi, India



Clean My Village: A community based solid waste management project near the Chennai plant, India



End of Life Tyre Playground near Chennai Plant, India

cleaning of the streets and lanes, creating compost from biodegradable waste, waste recycling and creating livelihood opportunities for rag-pickers.

#### Go The Distance Playground Structure

We have created two Go The Distance Playgrounds for the kids of Senakuppam and Vallakottai villages. These playgrounds have been created using worn-out or end-of-life tyres (ELT). These two village schools were identified for the Tyre playgrounds, as they lacked play structures. Structures like monkey-climb, swing and ropeway have been created using the worn-out tyres. Apart

from making use of end-of-life tyres, the Go The Distance playgrounds also provide a platform for the children from the villages to improve upon their agility and activeness, while sensitising them on the concept of reuse and recycle.





# We bring smiles to life By making the society smile



*"There is no greater joy nor greater reward than to make a fundamental difference in someone's life."*

**- Mary Rose McGeady**



A country's economic health can be measured by looking at that country's economic growth and development. Economic development is usually indicated by an increase in citizens' quality of life. It is mapped by many indicators such as literacy rate, life expectancy, poverty rate, and social security.

On one hand economic development has provided smart infrastructure, employment opportunities, advancement in health and technology. On the other hand, it has also created issues like migration, poverty, pollution, depletion of natural resources, etc. This has raised concerns and further contributed to the problems of unemployment, youth unrest, crime, unequal division of resources taking away smiles.

At Apollo, we recognise the importance of our stakeholder and the society we operate in. Our endeavor is to contribute in nation building by investing in the communities thereby bringing smiles to the society.

Our initiatives within social category include providing health care facilities and community development ranging from livelihood opportunities for unemployed youths and women to helping the farming communities with better technical knowledge and support to creating awareness on hygiene and sanitation.

# We bring smiles to life By bringing health to life

*"Communities, countries and even the world are only as strong as the health of the people."*

**- Dr. Margaret Flowers**  
Social Justice & Healthcare Activist



Preventive healthcare is an important dimension of health that needs significant attention and investment from all sections of the society. Preventive healthcare directly improves health, well-being and productivity of community/population, families and individuals, and it also promotes equality by benefiting most the disadvantaged and marginalised groups.

People from the marginalised sections are often deprived of the basic health care services. They don't have the affordability and the accessibility to health care facilities, and this attributes as a health risk to their life.

At Apollo, we have identified Health as one of our key area of intervention, where preventive health services are provided to the vulnerable sections such as truck drivers, and communities around our manufacturing locations. It covers a range of public health activities focused on prevention of diseases and promotion of good health. We believe that through rendering our services we are creating awareness on health and proving support in strengthening healthy systems, which brings back smile on the faces of our stakeholders.





## HIV-AIDS Awareness and Prevention Programme

One of our key programme under CSR is the HIV-AIDS Awareness and Prevention programme that



One to one awareness session with truck driver

was started in 2001. This comprehensive programme focuses on stakeholders like employees, customers, supply chain partners and the community around all our operations in India. The focus of the programme is on awareness and prevention through strategic tie ups with organisations which bring to the table the technical and capacity building capabilities to optimise our resources.

We undertake these interventions through Health Care Centres in transport hubs; a holistic workplace initiative; and a supply chain initiative.

### Health Care Centres for Truckers

An important aspect of our CSR programme is the efforts to understand the world of our target segment, our most important customer, the truck drivers, who have a nomadic lifestyle which makes



Condom distribution at Apollo Health Care Centre, Delhi

them increasingly vulnerable to HIV-AIDS and Sexually Transmitted Infections (STIs).

Interventions for truck drivers are undertaken through 25 Health Care Centres in large trans-shipment hubs across the country. These Health Care Centres are staffed with well qualified doctors, paramedics, counselors and outreach workers. The Health Care Centres are in the following cities Delhi, Agra, Kanpur, Varanasi, Jaipur, Jodhpur, Mumbai, Pune, Nagpur, Nalagarh, Barmana, Farakka, Kolkata, Anklashwar, Surat, Gwalior, Indore, Guwahati, Jalandhar, Bangalore, Hyderabad, Vijaywada, Kochi, Chennai, Patna.



Health check-up for truck driver at Apollo Health Care Centre



### Services provided under Health Care Centre

Our Health Care Centres have defined Standard Operating Procedures (SOP) and are in line with National AIDS Control Organisation (NACO) operating guidelines. The service provided includes:

#### Behaviour Change Communication (BCC)

The aim of BCC is to increase awareness and knowledge about the spread and prevention of HIV-AIDS among truck drivers and allied population in the transport hubs. The prime objective is to change the attitude and behaviour through effective communication on the modes of transmission, prevention methods, myths and misconceptions pertaining to HIV-AIDS. BCC activities are carried out by the outreach workers and a network of peer educators through one-to-one and group sessions along with various infotainment activities. These sessions are supported by visual aids like flip books; information, education and communication material; condom demonstration; magic and puppet shows; street plays and cultural programmes.

#### Sexually Transmitted Disease and Infection Identification and Treatment

Truck drivers are highly vulnerable to Sexually Transmitted Infection (STI). This is primarily due to their 'always on the move' lifestyle when they stay away from their spouses for long periods. The objective of STI management is to provide quality services, accessible and free from discrimination to truckers through Health Care Centres. The health educators are thoroughly trained to refer STI cases to the clinic. The clinics are equipped with qualified doctors who diagnose STIs. The patient goes through a counselling session and medical examination, post which suitable treatment is provided. The patients are given health registration cards for a month at a nominal fee of INR 15, which is valid across all our Health Care Centres in the country.

#### Counseling

Counseling sessions are an important aspect of the clinics. A patient, who walks in, before and after the medical check-up, goes through a complete counseling session. Post the counseling

session and subsequent check-ups, suitable treatment is provided to the patient.

On the basis of the behaviour pattern of the patient which becomes evident during the counselling session, sometimes he or she is referred for voluntary testing to the nearest government hospital as well. Accordingly, positive cases are also attached to local care and support groups. At times effective counseling is responsible for a drop in the number of repeat STI cases.

#### Condom Promotion

One of the key objectives of the STI program is to promote safer sex practices among the target population. The project focuses on two aspects- promoting the use of condoms as a method for dual protection as well as increasing the availability of condoms in trans-shipment locations.

This is achieved during Behavior Change Communication sessions conducted by health educators and peer educators as well as during community events and infotainment programmes. Condom promotion takes place through free distribution as well as social marketing of condoms. Condoms are made available at various outlets and strategic points within the transport nagars.

#### Peer Educators (PEs)

Given the geographical spread of the transport nagars and the migrant and mobile nature of truck drivers, Peer Educators are a very important link of the BCC approach. The PEs normally constitute dhaba owners, mechanics, barbers, tea shop owners, who are found at transport nagars and remain in close contact with truck drivers on a day to day basis. They become significant ambassadors for the cause and help in information dissemination through informal sessions. They are not only easily accessible but help in tapping the target audience at the most opportune time, thereby becoming effective messengers for HIV-AIDS awareness and referrals to the clinics.

#### Integrating Counseling Testing Centre (ICTC) Support

At some of the clinics, linkages have been further established with the government or other organisations to add facilities like counseling and

testing or ICTC to the set-up. For instance, the clinic in Kolkata is running in partnership with Ambuja Cement Foundation (ACF). Integrated Counseling and Testing Centre (ICTC) facilities were also added there in collaboration with West Bengal State AIDS Control Society (SACS). Similar arrangement has been made in Kanpur where linkage has been established with Uttar Pradesh SACS to add ICTC facilities to the existing clinic.

#### Workplace Programme for Employees

We consider our employees to be an integral stakeholder and their welfare is of the utmost priority to us. It is therefore equally important to spread awareness of HIV-AIDS within the organisation as much as outside it. Within this we have also recognised Substance Abuse as another area of intervention. We have a robust non-discriminatory policy on HIV-AIDS for all employees, built on the guidelines stipulated by ILO. The policy recognises HIV-AIDS as a workplace issue and deals with it accordingly.

To create awareness internally, around 40 Master Trainers were trained by International Labour Organisation (ILO) in 2006. These Master Trainers regularly carry out training and awareness sessions for employees at Apollo. The focus of these trainers remain on continuous knowledge upgradation and implementation of all on-ground activities related to HIV-AIDS and Substance Abuse, not just amongst the workforce but also from time to time in the community.

#### Integration with Supply Chain Partners

Our Supply Chain Partners are equally significant stakeholders in our business and so we actively engage with them. Our endeavour is to work jointly with the partners to mitigate and reduce the risks of their operations as this will ultimately impact positively on the business. With the help of our Corporate Purchase and CSR team, we conduct awareness programmes on HIV-AIDS on a regular basis. We have identified small and medium corporate partners to carry out the sensitisation and awareness programmes.

#### Substance Abuse Awareness Programme

Alcohol and tobacco consumption in its various

forms has been clearly identified today as health and business risks. The objective of the programme is to reduce absenteeism among workmen, strengthen family relations and ensure improved productivity, by treating and dissuading them from substance abuse, which is prevalent in the manufacturing locations around our Chennai, Kalamassery, and Perambra operations. The programme also aims to create awareness about the ill effects of substance abuse on health and reduce consumption. More than 3000 employees were reached out since the inception of the project and a few alcoholic cases were sent for treatment at Perambra.

#### Vision Care

It is an undeniable fact that vision problems contribute to road accidents. That's why we have recently initiated eye check up camps for truck drivers and allied population at transport nagars (hub). Under this initiative, a pilot was undertaken for drivers and related population at Sanjay Gandhi Transport Nagar in Delhi. The programme offers various services such as eye testing,



Vision Care Project for truck drivers in Delhi Transport Hub, India



Beneficiaries using toilets

dispensing eye glasses and awareness related to vision care and related issues. The successful outcomes from the pilot led to the expansion of this initiative further to other transport hub locations.

#### Promotion of Health & Sanitation in Communities

Poor sanitation is something that not only affects the health of the people of the country, but also affects the development of the nation. In fact, women are most affected by the hazards of lack of proper sanitation. For instance, in India majority of the girls drop out of school because of lack of toilets. Only 22% of them manage to even complete class 10. Under poor sanitation, open defecation is a major problem which our nation is struggling hard to deal with. Worldwide, there are one billion people who do not have a toilet, and Indians make up to 60 percent of this number. Of this 60 percent, the majority comes from rural areas. The extent of open defecation in India presents a major health and safety issue.

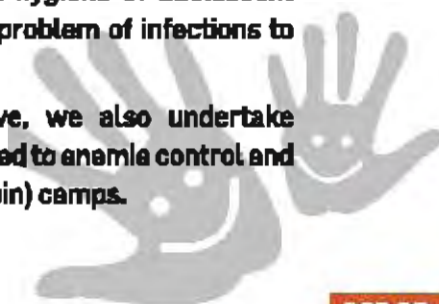
We have identified open defecation and poor sanitation as one of the major health issue in the villages around our Chennai manufacturing location. Further, most importantly it contributes towards the national agenda, 'Swachh Bharat Abhiyan'. In order to drive this initiative forward,



we partnered with the local Panchayat in Oragadam and Senakuppam villages in Chennai and constructed 200 toilets. The objective of the project is to reduce the habit of open defecation and also increase awareness on personal hygiene.

The project not only promotes the habit of using toilets but also sensitises people in adopting good personal hygiene practices and healthy lifestyles. Special emphasis is given on hand washing and awareness on menstrual hygiene of adolescent girls to avoid associated problem of infections to the urinary track.

In addition to the above, we also undertake awareness sessions related to anemia control and specialised HB (hemoglobin) camps.



# We bring smiles to life By empowering the community

*"The education and empowerment of women throughout the world cannot fail to result in a more caring, tolerant just and peaceful life for all."*

**- Aung San Suu Kyi**  
Politician & Democracy Advocate



We firmly believe that unless the weaker and disadvantaged members of a community are empowered and made self-reliant, the community as a whole cannot progress. Within the dynamics of the community, women are a crucial factor as they are the nuclei that hold families together. We recognise that empowered, self-reliant women with a sense of achievement are fundamental for the growth and well being of a community.

Our strategy is to engage with women groups by either strengthening the existing self groups or by creating a new group, where it is needed. We invest in women by providing skill development training to create livelihood sources. The aim of the initiative is to provide them with economic independence and a sense of pride and fulfillment. The women are also trained to deal with social issues like domestic violence, gender rights, dowry etc.

As an outcome of the trainings, the women in our communities have formed their own women cooperative, and some have become entrepreneurs creating successful stories.

These initiatives are all a part of our determination to empower the community and bring smiles to their lives.





*Khakhra making for income generation near the Limda Plant, India*

### Livelihood and Income Generation

This programme focuses on generating livelihood and improving the well-being of the community around our manufacturing units. The initiatives follow a well-defined strategy to ensure that the key needs of the stakeholders are met. Under the banner of Project U programme, skill building and entrepreneur development training is designed

and cascaded for women and unemployed youth. The training includes vocational skills such as apparel making, jewellery designing, nursing, beautician, housekeeping, soap and detergent making, making home cleaning agents, cotton waste products for Industries, fork lift operation etc. The trained beneficiaries are further linked to the market and service sector for employment. As a result of this initiative trained women have started their own business where they are not only supporting their own families but also providing employment opportunities to other women of their villages. This is showcased by a self help group based in our Limda location, where a self help group member started Khakhra Making unit and employed nine more women in the same business. The average monthly income of the beneficiary from the project is around 4500 INR.

### Improved Farming Practice

The project supports the farmer community by training them on modern ways of farming techniques; ways to increase agricultural productivity and improving agricultural practices with increased crop yield. The aim of this project is to enhance the knowledge and skills in modern crop practices to increase their productivity and income. Basic training related to seed selection, preparation of land, soil tasting, organic compost making, methods of irrigation, perennial and kitchen gardening practices is delivered.



*Women engaged in improved farming practices in Limda, India*

The project also offers services related to livestock care and management. Awareness programmes related to livestock care management practices, breeding and vaccination camps are also organised under this initiative. The major objective of this initiative is to promote dairy farming as a secondary source of livelihood. Farmers are trained on cattle management, fodder management, clean milk production practices etc.

Through this project community women have opened a dairy in their villages. They have provided a direct market linkage to the farmers whose livelihood is directly dependent on livestock.



*Self Help Group women opened dairy for income generation in the village near Limda Plant, India*



*Project U: Supplementing Nutrition Project for Anganwadi near Limda plant, India*



*Women practicing Systematic Rice Intensification Method in Limda, India*



*Project U: Self Help Group members*

# Exploring International Boundaries



Stationary support to the children of community in Gyöngyöshalász, Hungary

Our commitment is not just limited to Indian location. We are conscious about contributing to the lives of our stakeholders across international boundaries too. In line with the Apollo Way value 'Care for Society', the organisation has taken various community initiatives in Gyöngyöshalász, Hungary.

All these initiatives are targeted towards bringing smile in the life of our stakeholders. Some of our initiatives, covering environment and social categories are listed below.

#### Conservation of Bükk National Park

Cleaning the meadows of Mátra Mountain is identified as core area of work under biodiversity conservation. The project involves cleaning and maintaining of about 5 hectares of meadow, in order to attract native species within the area. Bükk National Park is responsible for maintenance of the territory by traditional grazing, the cleaned territory will be used by cattle and sheep for grazing. Post cleaning activity numbers of native spiders have increased from 35 to 60

#### Modernisation of the Kindergarten

We have supported the only kindergarten in Gyöngyöshalász village. The project involves providing equipment (1 cauldron) in the kitchen in order to ensure dining of 300 people from the village. Alongside the organisation has also assisted the children by offering each child a complete high quality drawing set and stationary.

#### Support to camps for the children suffering from Cancer

The camp is organised for children suffering from cancer and chronic illness and their families, as well as for families who lost their child due to a severe illness. The direct beneficiaries are around 550 children and their parents (approximately 1000). We have hired the Bator Tabar camp premises to host the annual take off party. The proceeds from the hired services went towards the services provided for children's camp



# Project Outcomes

(since inception-till date for the Indian locations)

## Environment

### Biodiversity Conservation (started in 2015)

No of biodiversity parks maintained	<b>02</b>
No of ponds revived	<b>03</b>

### Waste Management

#### Clean My Transport Nagar (CMTN) (started in 2012)

No of CMTN project running	<b>07</b>
Total waste collected	<b>65879 Kgs</b>
Total biodegradable waste collected	<b>47572 Kgs</b>
Total non-biodegradable waste collected	<b>18307 Kgs</b>
Total number of people outreach from awareness	<b>16000</b>

#### Clean My Village (CMV) (started in 2015)

No of CMV project running	<b>03 locations (covering 6 villages and 10 wards)</b>
Total waste collected	<b>279340 Kgs</b>
Total biodegradable waste collected	<b>253086 Kgs</b>
Total non-biodegradable waste collected	<b>26254 Kgs</b>
Total number of people outreach from awareness	<b>8865</b>

#### Go The Distance Playground (started in 2015)

No of Playground	<b>02</b>
No of children benefitting	<b>250</b>

### Climate Change Mitigation- Afforestation (started in 2013)

No of trees planted	<b>73000</b>
No of farmers benefited	<b>75</b>



## Health



### Targeted Intervention Project (started in 2002)

No of Health Care Centre	<b>25</b>
No of clients treated	<b>374040</b>
No of truck drivers treated for STI	<b>6660</b>
No of people outreach	<b>3013612</b>
No of people counselled	<b>236550</b>
No of HIV testing	<b>80003</b>
No of cases identified HIV+ve	<b>818</b>

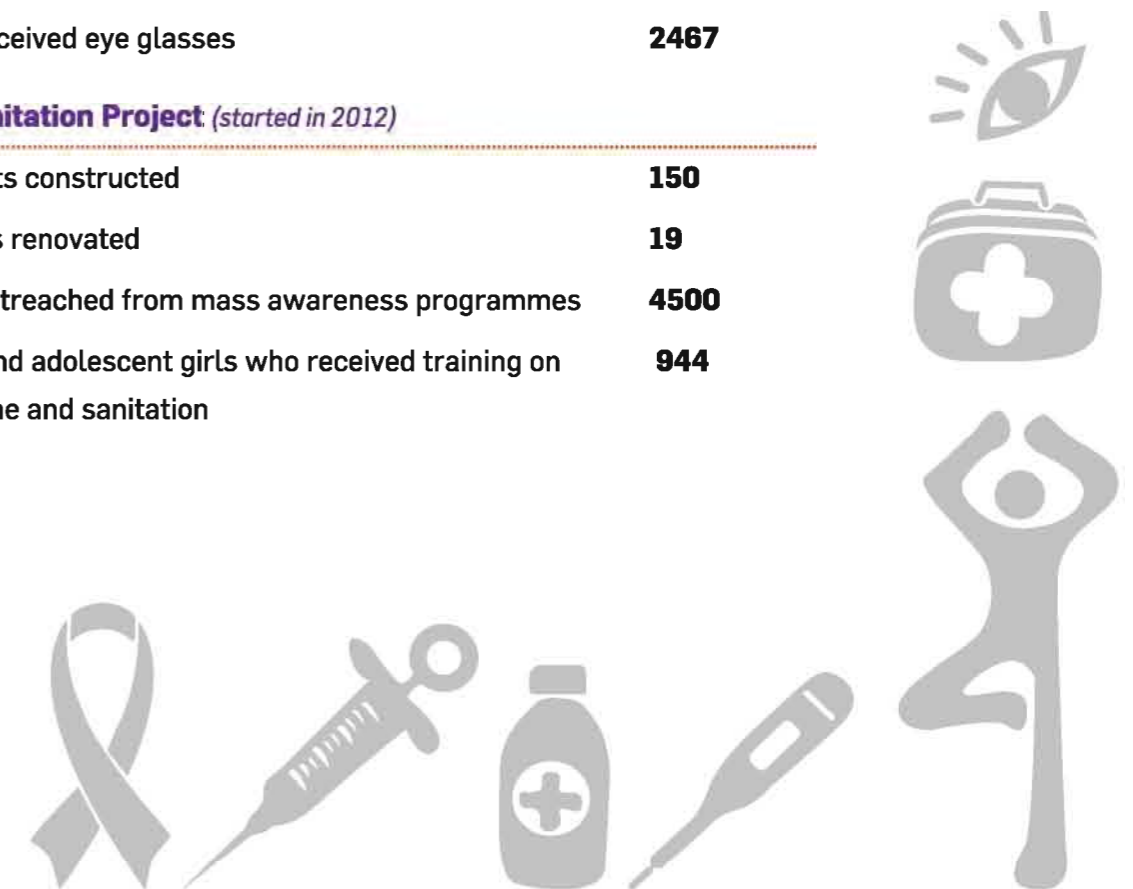
\* Please note that above figures are from 2008 due to unavailability of data in similar format.

### Vision Care Project (started in 2015)

No of eye check up camps organised	<b>124</b>
No of people screened	<b>8258</b>
No of people received eye glasses	<b>2467</b>

### Hygiene & Sanitation Project (started in 2012)

No of new toilets constructed	<b>150</b>
No of old toilets renovated	<b>19</b>
No of people outreach from mass awareness programmes	<b>4500</b>
No of women and adolescent girls who received training on personal hygiene and sanitation	<b>944</b>







## Community

### Livelihood & Income Generation Project (started in 2012)

No of Self Help Groups (SHGs) Formed	<b>28</b>
Total Members in Self Help Groups	<b>467</b>
Total Savings of SHGs	<b>302300</b> (In INR)
No of women and youth trained In skill building	<b>1215</b>
No of women and youth started income generation (this result from 2014-16)	<b>220</b>

### Sustainable Agriculture (started in 2012)

No of farmer clubs formed	<b>8</b>
No of farmers received scientific agriculture training	<b>423</b>
No of farmers adopted scientific techniques in farming	<b>238</b>
Average increase in yield	<b>25-40 %</b>



## Awards & Recognition \*

Name of the Award	Category	Awarded By
Asian CSR Award 2015	Health Enhancement Category	Asian Forum of Corporate Social Responsibility
Global Green Future Leadership Awards 2016	Best Waste Management	World CSR Congress
Asian CSR Leadership Award 2013	Corporate Social Responsibility (Health Care)	World CSR Congress
Asia Responsible Entrepreneurship Award 2012	Health Promotion	Enterprise Asia
Business Action on Health Awards 2011	Community Investment (Leadership in HIV/AIDS Prevention & Treatment Services in India)	GBC Health
Recognition for Workplace Programme 2009	Workplace programme on HIV/AIDS awareness	International Labour Organisation (ILO)
FICCI-SEDF Social Responsibility Award	Corporate Social Responsibility	FICCI

\* Awards till date



