



**BIRLA
CORPORATION
LIMITED**



BUILDING A BETTER TOMORROW

*Hey Aisharyabaan,
Tomarey ja diyechhinu se tomari daan--
Grohon korechho joto wrini toto korechho amai*

*O Aisharyabaan,
What You have Given me is Your Gift--
We are indebted to the beneficiaries.*

Translated from Rabindranath Tagore's work



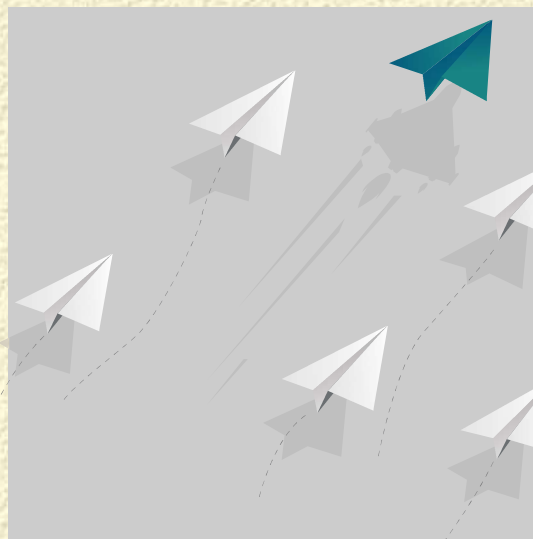
Birla Corporation Limited is the flagship company of the MP Birla Group. Incorporated as Birla Jute Manufacturing Company Limited in 1919, it was late **Shri Madhav Prasadji Birla** who gave shape to it. Under the Chairmanship of **Smt. Priyamvadaji Birla**, the Company crossed the turnover mark of Rs. 1,300 crores, and the name was changed to Birla Corporation Limited in 1998. After the demise of **Smt. Birla**, the Company continued to consolidate in terms of profitability, competitiveness and growth under the leadership of **Shri Rajendra S. Lodha**, late Chairman of the Group. After the untimely demise of Mr Rajendra S. Lodha, **Mr Harsh V Lodha** is Chairman of the Company, leading it from the front to achieve overall growth of not only **Birla Corporation Limited** but also the **MP Birla Group**, as a whole.

The Company has acquired 100% shares of **Reliance Cement Company Private Limited** (Reliance Cement), a subsidiary of Reliance Infrastructure Limited (RIL). After this acquisition, Reliance Cement has become a wholly-owned material subsidiary of Birla Corporation Limited.

Birla Corporation Limited now has 10 cement plants at seven locations and 11th one will be inaugurated soon at Mukutban near Nagpur. It has jute goods production facilities at Birlapur, near Kolkata. The Company also has a captive coal mine at Sial Ghoghri, Madhya Pradesh.

Vision

**To be admired
for our culture,
ethics,
practices &
performance**



Mission

**To be the
best-in-class
player in
every sector
we operate in**

Values-Integrity | Professionalism | Value Creation | Socially Committed



We implement CSR programmes through our own team and also with the help of like-minded partners and local institutions. Diverse community-based CSR projects and multi-stakeholder interventions are focusing on inclusive growth and building a better and sustainable way of living. In FY 2020-21 more than 2,53,584 people in 127 villages (six States) were benefitted by our CSR projects.



Healthcare, Hygiene & Sanitation



Education



Livelihood & Women Empowerment

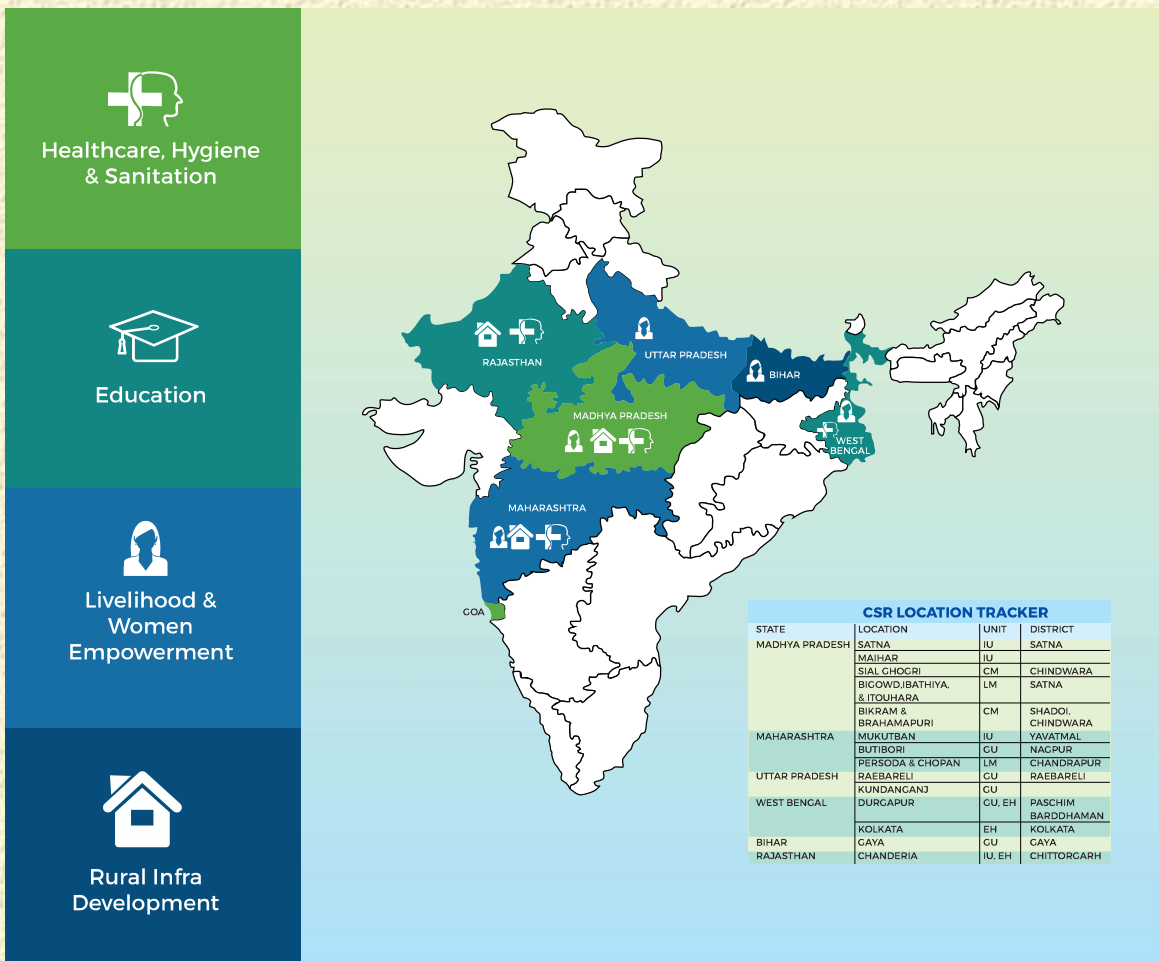


Rural Infrastructure Development

Key Areas

Our CSR programmes cover various thematic areas, including Healthcare, Sustainable Livelihood, Employability & Energy (including farm & non-farm based livelihood and skill development) Drinking Water & Sanitation, Environment, Community Infrastructure Development, Skill Development, Women Empowerment, Sports And Culture.

CSR Activity Footprints



Healthcare, Hygiene & Sanitation



Health Camp and financial aid to the poor and needy patients

- Free Health Check-up and Treatment Camps are organized in the neighbouring villages of our different plants through Mobile Medical Units and hospitals/clinics OPD
- These camps, provide necessary preventive healthcare services, educate the communities on preventive care and nutritional diets.
- Also provide financial aid to the needy patients for better healthcare.
- In FY 2020-21, more than 18,791 villagers located in the vicinity of our plants in six States, were treated in these camps,



Combating COVID-19

Our units have distributed masks, personal protective equipment, sanitizers, ventilators, oxygen concentrators and other essential medical supplies and carried out mass sanitisation drives, providing meals, ration supplies and other essentials to feed the vulnerable communities, migrants and casual labourers and also organised awareness campaigns, supporting the Government's COVID-19 vaccination Programme.

Under this programme, we have supported more than 1,00,000 villagers in an around our areas.





Mother & Child Health Care Programme

- Preventive & curative health services like institutional delivery, child vaccination, *Pratham Aahar*, spot-feeding practice and ante-natal & post-natal care, as well as malnourished childcare are provided to mothers and children in villages of Madhya Pradesh and Rajasthan.
- We also focus on strengthening the Anganwadi & Asha Centres. Fourteen health entrepreneurs (*Arogya Sakhi*) are deployed in 12 villages at Satna, Maihar and Chittorgarh.
- More than 3,000 persons benefitted from these activities.



Provision of drinking water facilities in Govt. Hospitals

- Our units have implemented drinking water supply schemes for the staff, patients and patient relatives in Government hospitals of MP, UP & Maharashtra.
- The Raebareli unit has set up one RO filter-cum-water cooler tank at the district hospital, Raebareli.
- The Butibori unit, has set up one water cooler in the Government hospital.
- The Mukutban unit has set up two 'Water ATM' units in neighbouring villages.



Free Eye Check-up Camps

- Free eye camps are organized in remote villages, where specialists examine patients and medicine, spectacles and surgery are provided. A total of 7,611 elderly and needy persons have been treated in West Bengal, Madhya Pradesh, Uttar Pradesh & Rajasthan in FY: 2020-21



General Care, Personal Hygiene & Sanitation

- The Butibori Cement Unit at Nagpur organized a filariasis awareness programme. In 35 villages in collaboration with the Govt. Hospital, Takalghat, Butibori in 2021
- After the outbreak of COVID-19, masks and soaps were distributed and awareness drives were undertaken at Nagpur district, Maharashtra and Chittorgarh, Rajasthan.
- The programme covered 15 villages of Maharashtra and Rajasthan.
- During the winter, our units distributed more than 1,500 blankets in slums of Durgapur city & Kundanganj, UP.
- Under the Swachh Bharat Mission (SBM), 177 individual toilets were constructed in villages of Uttar Pradesh & Madhya Pradesh.



Our education projects have helped 11,641 students of Government schools in 2020-21.

Scholarship: The Priyamvada Birla & The Jaswant Singh Lodha Scholarship are awarded every year to meritorious students belonging to the low-income group.

- Thirty students get INR 24,000/- each annually towards meeting their educational expenses.
- Maihar & Mukutban units also have scholarship schemes for the meritorious and poor, benefitting more than 250 students.

Smart Class

Smart class technology is set up in Government schools, with capacity-building programmes for teachers to run the system. Annual maintenance is provided to these schools. Smart classes benefitted more than 1,267 students in FY 20-21.



Primary School, Durgapur

- Our Durgapur unit has been running a co-ed primary school (both Hindi & Bengali medium) for poor children since 1990. It provides free education, books and uniform to its students.
- The school has its own campus, library, computer lab. & playground.
- In 2020-21, the school had 360 students.



Infrastructure Support to Govt Schools

- For improving the quality of education and reducing the dropout rate, the school infrastructure was upgraded by providing furniture, science lab equipment, electrification, repairing & painting, drinking water and sports facilities
- More than 3,276 students got benefitted in Government schools of Satna - Madhya Pradesh, Raebareli & Kundanganj - Uttar Pradesh, Durgapur - West Bengal and Chanderia - Rajasthan.
- To promote green energy and child education, the Maihar unit has provided all 10th class appearing girl students with solar power facilities. A total of 132 students were benefitted.



Better health & hygiene of the students (construction of school toilets and installation of sanitary napkin incinerators)

- For better health & hygiene of the students, school toilets (both boys & girls) with overhead water tank facilities are set up/repared/renovated in Government schools of villages near our plants.
- Drinking water facilities with hand washing stations are set up in the school premises and water coolers for safe and clean drinking.
- Incinerators for sanitary napkin are set up in schools.
- More than 1,862 students from different Government schools have benefitted.



Livelihood & Women Empowerment



Changing Lives

Under this theme, various projects on social uplift of weaker sections, like farm and non-farm based activities and vocational training programmes are being implemented in the neighbourhood villages of our different plants. These projects have enabled a qualitative change in the life of weaker sections and women. More than 7,191 beneficiaries are benefitted in villages of Satna, Maihar, Chittorgarh, Durgapur and Sial Choghri.



Sustainable Agriculture Practices

- Our sustainable agriculture programme attempts to de-risk farmers from erratic weather events through the promotion of climate-smart agriculture practices with the dissemination of relevant package, adoption of appropriate mechanisation and provision of institutional services.
- Sustainable agriculture practices like soil test, seed selection, treatment, application of mechanised farming, farm yard manure, capacity building programmes and exposure visits are practised in the farmer's field to enhance the income of farmers.
- Exposure visits to the Government KVK (Krishi Vigyan Kendra) and model farm are organized. Experts from different institutes are invited in the training programmes.
- More than 5,696 farmers from villages of Satna, Maihar & Chittorgarh have benefitted from this intervention.



Better Cotton Initiatives Programme

Better cotton initiatives programme are being organised for farmers in the nearby villages of our Mukutban plant, Maharashtra. More than 4,000 farmers from different villages are benefitted.



Animal Husbandry Programme

- Our livestock development programme provides an opportunity to farmers to improve their livestock-based livelihood by improving productivity of the progeny through breed improvement and dissemination of improved animal husbandry practices.



Livelihood & Women Empowerment



- Better animal husbandry practices like breed development, vaccination, green fodder cultivation, training programmes and exposure visit, animal health camps are organized in the farmer's field to enhance the income of farmers.
- A total of 5,803 farmers from Satna, Maihar & Chittorgarh have benefitted from this programme.



Horticulture Development Programme

- Horticulture development programme is implemented in the farmer's field to create a sustainable livelihood with tree-based farming systems for small and marginal farmers
- Planting fruit trees, providing facilities of water in their land, and organizing capacity building maintenance programmes
- A total Of 105 farmers from villages of Satna and Chittoregah have benefitted from this initiative.



Kitchen Garden

- Kitchen gardens are developed in the farmer's field to supply fresh and nutritional food to farmers and their families.
- Soil selection, soil treatment, seed distribution, capacity building and application of farm yard manure (FYM) expertise are provided to farmers.
- A total of 315 kitchen garden plots have been developed in villages of Satna and Chittorgarh.



Vocational Training & Micro Enterprise Development

- Under the **Skill Development Programme**, different types of training for **tailoring & embroidery, vocations of beautician, mason, para-vet, driving, BPO, nursery raising, Honey bee rearing, housekeeping and Sanitation products**
- After completion of their training, students start their own enterprise, work in different shops and start supporting the family.
- A total of 239 persons from villages in Maihar, Satna & Chanderia have benefitted from this vocational training programme.
- The SHG (Self-Help Group) development programme is running in villages of Chittorgarh, Durgapur, Kundanganj & Sial Choghri.



Rural Infrastructure Development



Strengthening of Community Infrastructure

Community hall and school building renovations, and construction of burning ghats are undertaken in villages near our Kundanganj, Chanderia and Durgapur plants.

- More than 2,000 villagers in six villages have benefitted from these activities.



Social Forestry & Plantation

- Mass plantation was carried out in the community land, schools and hospitals. Public gardens, circle points and hospital gardens near our plants were beautified.
- More than 3,200 plantations were made at our Chanderia and Sial Ghoghri locations.



Strengthening of Community Water Supply Infrastructure

- Constructed drinking water tanks with good drainage system and provided soak pit facilities in villages.
- Increasing the carrying capacity of the water bodies by deepening water bodies, installed submersible water pumps in community bore wells for easy pumping of water in villages of Satna, Maihar and Kundanganj.
- Our Kundanganj plant has created mass awareness on water literacy through employee volunteering programmes in nearby villages. Shri Rajendra Singh, Waterman of India, attended one awareness programme.
- More than 28,000 villagers in 17 villages around our plants benefitted from these activities.



Rain Water Harvesting Pond at Durgapur, West Bengal

Durgapur Cement Works: has a well-built infrastructure for rain water harvesting. The harvested water is used for various purposes, including plantation & groundwater recharge.



Watershed activities (to sustain & recycle natural water resources) are carried out in the neighbourhood villages of our Satna, Chanderia & Durgapur units. These help villagers irrigate farm land & recharge ground water.



Rural Electrification

- Our Kundanganj, Maihar and Chanderia units have set up electric transformers and community street lights in different villages.
- Five villages of MP, UP & Rajasthan have benefitted from this activity.



Other Initiatives



MP Birla Planetarium, Kolkata, West Bengal

Planetarium was opened in 1962 and formally inaugurated by our 1st PM, Pandit Jawaharlal Nehru. The Planetarium has been conducting a series of programmes for students of various age groups. Since inception, it has been conducting a free evening course in astronomy. In 1993, a PG Diploma Course in Astronomy & Planetarium Sciences has been introduced.

Joka Agriculture & Horticulture Society, Kolkata, West Bengal

Spread on an 85-bigha plot, the Society is engaged since 1987 in research on agricultural and horticultural activities. The Society's mission includes the popularization of the use of organic fertilizer.

Daan Utsav Samman

A unique initiative by Birla Corporation Limited Daan Utsav Samman recognises significant "Giving" initiatives organised by schools, housing societies and organisations in and around Kolkata, in the areas of Health & Hygiene, Education, Environment and Schools Development.

Educational initiatives

Birlapur Vidyalaya (HS), Birlapur, West Bengal

It was established in 1948. Fairly adequate educational facilities are provided to meet the requirements of the residents of surrounding areas.

Sarada Kanya Vidyapith, Barrackpore, West Bengal

Sarada Kanya Vidyapith was set up in association with the Ramakrishna Vivekananda Mission at Barrackpore, it maintains a free hostel for destitute students.



South Point School, Kolkata, West Bengal

South Point School was established in 1954. It is one of the best-known private schools in Kolkata and is affiliated to the Central Board of Secondary Education. It has the rare distinction of winning a place in the Guinness Book of World Records (1984-1992) as the world's largest school.

MP Birla Group Activities



MP Birla Foundation Higher Secondary School, Kokata, West Bengal

Established in 1988 under the MP Birla Foundation Education Society.

MP Birla Foundation Private Industrial Training Institute, Rewa, Madhya Pradesh

Considering the importance of imparting vocational training courses, the institute was established in 1989 at Rewa.



Priyamvada Birla Higher Secondary School, Satna, Madhya Pradesh

Established in 1969, it is an English-medium and CBSE-affiliated school with more than 1,125 students with a fully-equipped science lab and library.

MP Birla Shiksha Bhawan, Allahabad, Uttar Pradesh

With a view to imparting formal education to students from the backward areas, the school was established at Jhusi, near Allahabad.

MP Birla Institute of Management, Bengaluru

Approved by AICTE, it is run in association with Bhartiya Vidya Bhavan. In its two-year MBA programme, top percentile scorers on MAT and top-rankers in the Karnataka PGCET are admitted.



Birla Shiksha Kendra, Chanderia, Rajasthan

Birla Shiksha Kendra was established in 1968. There are 1,600 students in this Higher Secondary school. It is an English-medium, CBSE-affiliated school with consistently good performance in Board examinations and sports / extra-curricular activities.



MP Birla Group Activities

Health Initiatives



Bombay Hospital, Mumbai & Indore

It was established in 1949 with a 440-bed capacity. In 1972, a 15-storey Medical Research Centre (now known as the RD Birla Tower) was added with all specialities. Now, Bombay Hospital has 650 beds.



Belle Vue Clinic, Kolkata, West Bengal

Kolkata's premier medical care institution, Belle Vue Clinic was established in 1967. Started with 60 beds, now it has 241 beds. A nursing school-cum-college, Priyamvada Birla Institute of Nursing (2019), is being run in Rajarhat, New Town.

Rameshwa Das Birla Smarak Kosh

The RD Birla National Award has been instituted by the Kosh under the aegis of Bombay Hospital to encourage research in bio-medical science by an Indian working in India.

MP Birla Eye Clinic, Kolkata, West Bengal

Started in 2001, the M P Birla Eye Clinic is the dedicated "Community service" arm of the Priyamvada Birla Arvind Eye Hospital. It regularly organizes outreach eye camps in remote areas.

Hindustan Medical Institution, Barrackpore, West Bengal

The 10-bed hospital was established in 1989 and is managed in association with the Ramkrishna Vivekananda Mission.

Birlapur Hospital, Birlapur, West Bengal

This hospital was set up in 1988 with a capacity of 60 beds. It provides affordable medical services to the nearby population.

Dispensary at Allahabad, Uttar Pradesh

This Dispensary was set up in 1988. It provides medical facilities to the backward communities and rural area of Jhusi.



MP Birla Hospital, Priyamvada Birla Cancer Research Institute and Priyamvada Birla Institute of Life Sciences, Satna, Madhya Pradesh

MP Birla Group opened a NABH-accredited hospital with 104 beds that offers services in clinical and surgical care as well as a wide range of specialty for patients.

The same compound has a cancer diagnostic and treatment centre with 10 beds, 40-Channel Brachytherapy units, Dual Energy Linear Accelerator and Radiation field analysis with CT simulation systems for providing radiation therapy to cancer patients. PBILS is the newest addition that offers holistic research in medicine and advancement of drug knowledge, particularly against cancer.



MP Birla Hospital and Research Centre, Chittorgarh.

200,000 sq. ft 200-bed hospital | Quality healthcare at an affordable cost.

Available services: General Medicines, Cardiology, Orthopaedics, Gynaecology, Childcare (NICU & SCBU), General Surgery, Urology, Nephrology, Neurology, Ophthalmology, Radiology, including CT scan & Colour Doppler, Dentistry, ENT, Dermatology, Pharmacy and Physiotherapy and more.



Priyamvada Birla Arvind Eye Hospital, Kolkata, West Bengal

Started in 2006, this 46-bed super specialty tertiary care eye hospital has been set up in collaboration with Arvind Eye Hospital, world's largest community eye care provider.

Priyamvada Birla Arvind Eye Hospital - Durgapur, West Bengal

Set up in early 2016 at a central location in Durgapur city, this eye care unit primarily conducts cataract surgeries. Arrangements are there for free surgery for deserving patients.



MP Birla Group Activities

Vindhya Telelinks Limited, Rewa



Safety

One multipurpose fire tender was provided to the Rewa Udyog Vihar Industries Association for emergency services in Rewa. In the industrial area, there are about 60-70 units and the nearest fire station is about 10 km away.



Solid Waste Management

An automated scavenging machine-cum-truck was provided to the Rewa Udyog Vihar Industries Association to help and maintain environmental sustainability and stop manual scavenging.

Birla Furukawa Fibre Optics Private Limited, Goa



Construction of Drainage System

The Company has constructed a concrete drain for channelizing rain water in the area.



Drainage Facilities

Widening of the storm water canal, flowing through the Udyog Vihar Industrial Area, Rewa, with stone masonry work on each side, has been completed to mitigate the risks of flood.



Installation of Traffic Signal at Panaji City & Goa University

With the intention to promote road safety, safe traffic engineering and awareness, community development, social welfare and improvement of public infrastructure, the Company has installed smart PELICAN embedded traffic signals at important intersections in Panaji city and Goa University.



Set up Gymnasium for General Public

Installation of gymnasium equipment at Rani Talab & the Udyog Vihar Industrial Area, Rewa, for providing open-gym facilities to all categories of people, particularly to the socially & economically backward groups.

Awards and Recognitions

Awards and Recognition

- Our Maihar unit has won the sixth NGO box CSR gold award under the Livelihood category in cement manufacturing industries
- The Maihar unit has got the sixth Exceed CSR Gold award in the Livelihood category
- Satna Cement Works has won the CSR Platinum award as a unit of "Ek Kaam Desh Ke Naam" for its communities, organized by the Sustainable Development Foundation.
- The Chanderia unit has won the Bhama Shah Award for educational initiatives in villages.
- The Mukutban unit has won the Apex India Foundation Best CSR award in the Livelihood category of cement manufacturing companies.
- The Kundanganj unit has won the UBS Forum Best CSR Impact Award **(Details on third cover)**





Women empowerment through micro enterprise development

Smt Lakshmi Aerawal, w/o- Shri Sitaram Aerawal, Chanderia basti, is a beneficiary of our vocational training programme. After completion of beautician training under our vocational training programme in Dec-20, she has started a beauty parlour. She has hired a woman assistant and is earning between Rs. 3,000 and Rs. 4,000 per month.



Breed Development Programme

Shri Shankarlal Sahu S/O Shri Puralal Sahu, resident of the Bhaisasur village, a cattle owner, could get hardly two litres of milk daily. He got different types of animal husbandry services on his door step. Now he has cross-bred animals and sells 12 litres of milk per day.



Retain livelihood after cataract surgery

Ms. Gulshan Biwi, Main Gate, Durgapur, is a beneficiary of our eye camp programme. She is a domestic worker. Her husband has left her and she has one child. Her cataract operation was done at our health camp. After surgery, she retained her livelihood and is earning Rs. 3000/- per month.



Horticulture plantation, a livelihood for small farmers

Mr. Motilal Kushwaha, s/o Mr. Ramsipahi Kushwaha of Naina village, Satna district, has benefitted from our horticulture development programme. In his one acre barren land, he has planted guava, mango, and amla plant. Mixed crop is also practiced in the rabi and kharif seasons. Now he is earning up to Rs. 50, 000 per year.

Accolades

Location	Name of the Award	Year
Chandera, Rajasthan	Bhamashah Award – 2020, for excellent contribution in Education	2018-19 & 20-21
	Certificate of Excellence In maintaining harmonious employer-employee relations, skill development, CSR	2016-17, 18-19 & 19-20
Satna, MP	Platinum Award ” in the Cement Sector for Outstanding Achievement in “Corporate Social Responsibility” by Sustainable Development Foundation.	2021-22
	Silver Award ” in the Cement Sector for Outstanding Achievement in “Corporate Social Responsibility” by Sustainable Development Foundation.	2021-22
	CSR Platinum Award 2019	2019-20
	CSR Platinum Award of the EKDKN	2018-19
Maihar, MP	10th Exceed CSR Award-2021	2021-22 & 19-20
Kundanganj, UP	Best CSR Impact Awards in the Manufacturing Sector	2017-18 & 19-20
Mukutban, Maharashtra	Silver - Apex Award for CSR Excellence	2019-20
	Apex India CSR Excellence silver award for Livelihood creation.	2018-19

“CSR if it is implemented with sustainability as a focus, then it enhances business sustainability, provides new opportunities, develops customer loyalty and improves stakeholder relationship.”

- Dr. A.P.J. Abdul Kalam

“The emphasis placed by more and more companies on corporate social responsibility symbolises the recognition that prosperity is best achieved in an inclusive society.”

- Tony Blair



**BIRLA
CORPORATION
LIMITED**



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