



CORPORATE SOCIAL RESPONSIBILITY

“Godrej has always believed in giving back to nature and society. The founders of Godrej had a highly developed consciousness which drove them to undertake socially relevant initiatives in housing, education, primary health, family planning, skill building, environment conservation and protection etc. These ideals are followed even today. Our purpose at Godrej is to make life better and brighter for all beings”

Anil G Verma

The DNA of social consciousness

The founders of Godrej over a period of time, have undertaken different initiatives in different areas, which today can be said to be falling under ‘Corporate Social Responsibility’. Yet the one common theme running across the initiatives is making human life better in its totality.

Udayachal Schools: Providing quality care and education

Udayachal, the school run by the Godrej group of companies, surrounded by gulmohars, copper pods, green lawns and cooing birds, symbolises the schools’ ideal - to help students from even the humblest origins to rise to the heights of a fulfilled life.

Education in the schools focuses on total personality development of the child, which is enhanced and strengthened through joyful learning. This takes into account the physical, socio-emotional, aesthetic, spiritual and mental growth, rather than merely academic progress.

The need for a school at Vikhroli arose when, 50 years ago, on his routine visits to the company, Pirojsha Godrej was greatly disturbed by the plight of the employees’ children who, having nothing else to do, were just wasting their time roaming the factory surroundings. Pirojsha’s youngest son Naval, agreed with his father and enthusiastically pursued the project. Naval’s wife Soonu, suggested involving Cooverbai Vakil, a



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noted educationist and product of Shanti-Niketan, in this endeavour. The School began in 1955 in a small grain store, as a Bal Mandir. The founders went from door to door in the Godrej Housing Colony, explaining the benefits of education, almost begging employees to send their children to the newly opened school where they had to actually bathe and groom some of the children. Even today, individual needs are catered to and nutritional supplements and medical services provided.

For the parents, years of constant exposure to cultural and educational programmes including lectures by eminent personalities, helped lay the foundation for a holistic educational system.

Gradually the school grew into a 3 medium (Gujarati, Marathi and English), 3000 students strong centre of pre-primary, primary and secondary learning.

Currently, Udayachal School, caters to children other than those of employees. This change was brought in, when the Chairman and Managing Director of the Company gave in to repeated requests from local residents who also wanted their children to get the quality education. This promotes interaction amongst children of different castes, religions and socio-economic milieu. Udayachal School is also an ISO-14001 certified institution, which goes to show that environmental issues are held dear here.

On the technical side, subjects such as carpentry, fitting, electronics, plumbing and computer skills are offered for boys and girls. Every child is made aware of the environment. This awareness extends to the students' immediate environment where they clean their classrooms. On a small plot near the school, children are taught how to grow and take care of plants from the sowing stage to a full-grown plant.

It is our constant endeavour to create a happy and fun-filled learning environment for children. Through experiential learning, we aim to develop young inquiring minds. Children are given freedom to discover, explore, question and make choices.

Godrej Memorial Hospital - striving to strike the right balance

The Godrej Hospital (GMH) was set up by Godrej Memorial Trust. The objective of the hospital was to create a balance between the philanthropic hospital in the city and the private hospitals. For the same purpose, an alternate business model was created which would have high quality healthcare services at an affordable cost in a rational and ethical manner.

The hospital has in fact managed to implement this unique business model which is inspired by the concept of Sustainable Philanthropy. This model was adopted with a belief that a wholly philanthropic model would not be sustainable and would grow only in a very limited sense.



To make healthcare available at affordable prices, the OPD is divided into three types- OPD for poor patients where the patients are charged only Rs 10 per consultation, the concessional OPD where Rs 150 is charged for general speciality and Rs 200 for superior speciality consultations. The patient can see the doctor for the same ailment free for another nine days after the first visit and then 50 percent as follow up charges from the 10th to the 30th day. The hospital also takes pride in being one of the only hospitals in the city that does not insist on any advance.

The hospital building is well designed, where the bed moves with the patient as required. All modern biomedical equipment is available, such as CT scans, advanced operating microscopes, equipment for key-hole surgeries, life support equipment as well as ICUs for adults and new born babies (neonates).

To help the needy patients, a network of trusts and charitable institutions is put in place and is activated readily if the need arises. The hospital provides free emergency medical service through its cardiac ambulance with a well-trained medical team. The pharmacy, diagnostic and casualty services are available round the clock.

The hospital does free cleft surgeries in association with Smile Train Project and have completed over 300 surgeries till date. The hospital also organises free medical camps, especially on cataracts. For the convenience of patients who cannot make it to the hospital, an out door collection service has started in Vikhroli, Powai, Kanjumarg and Chembur area.

Godrej Memorial Hospital (GMH) has now been awarded the NABH accreditation (accreditation assures 'Quality of Care & Patient Safety' in accredited Hospitals), w.e.f. 1st July 2009.

Long term employment for the visually disabled

The activity of hardware packet making for chairs has been outsourced to National Association for Disabled Enterprises (NADE) for the last several years. The objective of this decision was to ensure continued occupation for the visually disabled. The activity began way back in 1996-97, where approximately 8,000 to 10,000 hardware packets of 30 different kinds every month were made by them.



This activity continues till date, with the scope increasing to 40,000 packets of 200 kinds. The type of hardware components has also increased

from 20 components then to 75 components now, with the change in business scenario and customer requirements. In a span of about ten years, we got approximately 3 million hardware packets from NADE. What is amazing is that the defects due to wrong packing was observed to be less than 2000 PPM, which is really a commendable performance by the people working on it.

The activity has also helped us learn that when a process is fool proofed and there is a level of dedication towards it, the output can be excellent.

Environment protection and corporate responsibility

The vast tract of unique Mangrove forests conserved and protected by Godrej in Vikhroli demonstrates how industry and nature could well exist in harmony with each other. The mangrove flora of Pirojshanagar is well diversified. There are 13 species of mangroves and mangrove associates. The faunal composition in the area is also equally diverse.



Major objectives of SPGMEC are conservation of the marine diversity (mangrove ecosystem) through research, education/awareness building and regular monitoring. Simultaneously, the centre is engaged in the propagation of various species of mangroves, developing theme parks on medicinal plants and rare endemic plant species, palms amongst others.

The Green Business Centre, Hyderabad

The Green Business Centre, technically assisted by USAID, is the first building in the world to receive the Platinum LEED award, making it one of the most environmentally advanced buildings in the world. A Green Building keeps environmental concerns in focus in the following areas - a) selection of site for the building b) architectural features c) water and energy efficiency d) energy efficiency of equipments in the buildings e) selection and usage of materials f) Indoor Air Quality g) Occupant Thermal Comfort.

A Green building and a conventional building would visually not look very different, but the difference really lies in the design, the construction and operational aspects.

Conserving for a brighter tomorrow

Godrej & Boyce, being a light engineering company, does not fall in the designated industries category as per Energy Conservation Act.

However, at Godrej, voluntary compliance of energy conservation systems is in place for the last two decades. Inspired by the adage, 'One cannot manage what one does not measure', Godrej believes measurement/monitoring and verification of past v/s present data gives an insight and paves a roadmap for Energy Conservation Measures (ECM) to be taken up.

At Godrej, Energy audits are conducted at regular intervals and all techno-economically viable suggestions are implemented.