

# CORPORATE SOCIAL RESPONSIBILITY



# Corporate Social Responsibility at JK Paper



*Creating socially harmonious and economically viable communities.*

Much before corporate social responsibility (CSR) became mandatory for corporates, the JK Group had assigned the highest priority to the welfare of its workers, their families and the people who lived around its manufacturing facilities. For decades now, projects have been implemented depending on the needs of the people and the challenges of that particular setting.

Using trust and community partnership as its main drivers, JK Paper has established a strong presence in 141 villages covering a population of more than 87, 000 of which more than 48000 are direct beneficiaries. JK Paper is well on its way to expanding its CSR footprint in more districts and gram panchayats in Gujarat, Uttar Pradesh and Odisha. Every year the CSR budget has increased to match its CSR footprint.

## WOMEN

Under Sparshs' women empowerment program, several mobilisation and income enhancing activities, contextualised to their socio-cultural milieu, were identified. SHGs remained the most powerful medium of bringing them together. The income from the SHGs provided these women with a sustainable source of income. It gave them an opportunity to participate in village development programs and appear on public platforms to share their concerns and have their voices heard.

The number of SHGs as of today stands at 172 and the membership at 1901. Loans from the National Bank for Rural Development (NABARD) were secured and women guided on setting up small enterprises that enhanced their incomes substantially.

## Key highlights

- A project on the formation and promotion of 50 SHGs under Self Help Promoting Institutions (SHPI) was sanctioned by NABARD with a plan to increase the number of SHGs to 100.
- 47 SHG's are engaged in micro businesses ranging from Mushroom (oyster) cultivation and tamarind processing to Flour Mills.
- Unsecured loans of over 113.91 lakhs mobilised from banks and OLM.
- Additional earnings per member increased by Rs2000 to Rs2500 per month
- Platforms like group based enterprises and a producers group on goatery were also formed. The products that are developed are then marketed and sold by Odisha Rural Development and Marketing Society (ORMAS), NABARD, Agriculture and Livestock



development committees and the Ministry of Micro, Small and Medium Enterprises (MSME) through exhibitions and other interactive platforms.

- A total of nine SHGs have set up their own group based enterprises. Popular group based enterprises that have mushroomed in the project setting include hill broom binding, mushroom cultivation, goat farming and setting up of flour mills.
- Producers Group on Goatery: The Goatery Producers group is a business organisation owned and managed by rural women giving them access to common facilities like infrastructure, capacity building, mentoring and access to markets. The Group is one of the most effective platforms for economic emancipation through collective efforts. As of date the group has 61 members with an ownership of 250 goats amongst themselves with an enterprise value of INR 25 lakhs.

## FARMERS

The primary source of income for people in the project settings is farming. The company along with government agencies is making planned



interventions to enhance their income from farm activity, awareness generation programs amongst farmers on the use and benefits of advanced scientific and new farming technologies are regularly arranged and the following interventions were successfully implemented

- 29 Farmer clubs formed with 734 farmer members.
- Crop Specific training on Kharif and Rabi crops was imparted with the support of NABARD.
- Cropping area increased to 179.5 acres.
- The increase in farm income went up to over a lakh each from Rs45000.
- As many as 24 new crops ranging from lemongrass, sweet-corn to arhar were introduced.
- With better awareness, training and practices, cost of regular healthcare services for livestock decreased considerably from 40% to 15%.
- Livestock is a major source of livelihood for villagers. Sparsh the implementing NGO of the company, in collaboration with the Mobile Veterinary Unit organises training camps on Integrated Livestock Management, vaccination and de-worming. Vitamin A was given to all small ruminants helping bring down death rate of livestock.

## YOUTH

The company has a wide focus on skill and entrepreneur development in line with the national objectives. Accordingly, several skill development programs and entrepreneurship initiatives have been started in both Rayagada & Songarh. The initiatives range from imparting training on tailoring, driving, mobile shop repairing to setting up of MSME's.



Some of the key features of this initiative include:

- Demand generation for Govt. programs like MUDRA & OLM, youth mobilization activities and mentoring.
- 554 young people from marginalised communities (SC & ST) were mobilized. An assessment of their skill sets and the prevailing market conditions was done and suitable micro enterprises were identified & set up.
- Most of the youth opted for entrepreneurship models that revolved around establishing of grocery shops, setting up tiffin and fast food centres, tailoring units, cycling marts, mobile repair shops, mobile vending for spices and mobile vending for fancy items. Tailoring units were the maximum going up to about nine followed by grocery shops at five. Earnings per entrepreneur were in the range of Rs6000 to Rs12000 per month.
- Given the need for drivers in the area, trainings on light motor vehicles (LMV) were imparted. Once they cleared the driving exam, they were connected to companies and individuals seeking drivers. Some of them took a loan and brought their own vehicles and set up a taxi service.



- For adolescent girls, vocational training on tailoring was imparted, helping them set up their own tailoring units. Soft loans were provided to some of them for them to start their tailoring business.

- 12 villages were covered wherein adolescent girls in Rayagada were helped with training and setting up of tailoring units. About 40 girls benefitted from the training, enabling them to earn anywhere between Rs6000-7000 per month.

- Two notable ventures that were set up included that of Nabin Tailors and Dilip Satellite Laboratory both of which received an initial loan of Rs 20000 under the MUDRA

Yojana. Post successful launch, they were in the next phase given a loan of Rs 50000 for expansion.

### JK Paper BYST Partnership

The company with the objective of significantly contributing to the national program on entrepreneurship development has signed an MoU with Bharat Yuva Shakti Trust (BYST) to create 150 entrepreneurs, 3000 direct jobs over a three year period in district Rayagada, Odisha. The activity that began from September 2017 has till date covered 3943 youth, counseled 770 and trained 208 youth. Twenty four new ventures have come up and a loan of Rs 32.28 lakhs disbursed. The financial support to this program from the company stands at 2.25 crores over a period of 3 years.



## Education

- **School education:** The Company through its schools has been imparting quality education from the primary to the tertiary level. The three schools located in Raygada (Odisha) and Songadh (Gujarat) leave no stone unturned to enroll students from the weaker sections of the society.
- **Adult education:** In response to the low literacy rates an adult education program was started a decade back and has thus far enabled more than 12,600 individuals to become literate and productive assets of the society and grown from two community-based centres to 25.
- **Remedial education:** The project aims to address the problems faced by slow learners by extending supplementary tutorial support to fourth and fifth standard students who are weak in English, science and mathematics.
- **Nutan Gyanvardhini:** The Company in collaboration with the district administration has set up Nutan Gyanvardhini, a special school for the educational rehabilitation



of children with special needs. Currently, the school has 30 students from Raygada and Kolnora blocks on its rolls. Vocational training is offered for the rehabilitation of these children. Regular meetings with parents are organised to assess the development of their children. The children are provided with a nutritious breakfast and lunch on a daily basis as well as brought into the school and taken back to their home in escorted buses. General health checkup camps are organised twice a month.

## HEALTHCARE

The health programs address specific concerns of the community. While creating awareness on basic personal hygiene and good health practices is a major activity, The company also works towards improving access to healthcare facilities in the following areas:

### Adolescent care & Women's Health:

The company provides handholding support through dedicated platforms like the Balika Mandals to adolescent girls on basic life skills



like personal hygiene and reproductive & sexual health practices.

Most of the project areas have a high maternal and neonatal mortality rate. Home deliveries are still common and anemia and malnutrition chronic issues of concern.

### Key highlights:

- 16 programs related adolescent reproductive and sexual health were held covering 356 beneficiaries.
- Regular home visits were made by community facilitators to 25 villages covering 2164 beneficiaries
- Birth registrations were completed in 25 villages for 204 beneficiaries
- Complete Immunization was done in 25 villages for 987
- 17 programs held on generating health

awareness for pregnant and lactating mothers covering 413 beneficiaries

- Institutional delivery up by 92% and compliance on immunization to 100%.
- Regular sessions on awareness and sensitisation held on neo natal care and child health covering 60 beneficiaries.

**Eye care:** The JK Center for Tribal Eye Health in partnership with the LVPEi eye hospital has screened over 21977 patients & performed more than 2200

surgeries. Its outreach program targets 100,000 individuals a year.

Project Roshini was launched in collaboration with JK Centre for Tribal Health Care in Rayagada. The objective was to enhance eye health a focus on eradicating cataract from the villages. Free cataracts surgery including medicine, stay, food and logistics was met through this project. Out of 869 patients, 326 were screened for cataract. Cataract surgeries were carried out in 21 villages.



## Infrastructure & Rural Development

The pace of infrastructure development is a crucial indicator of how the community is able to access services and enhance productivity. Basic infrastructure like building of crematoriums, village approach roads and overhead water tanks have been taken up on a year by year basis.

## Awards and Recognition

CSR initiatives of JKPL are recognized by institutions through awards & certificates of commendation. Some of them include

- Best Performance Award at the Krushi and Pranisampad Mahostav by the Rayagada district administration.
- The Best Performance Award on CSR by The National Board of Workers Education & Development.
- The Federation of Indian Chambers of Commerce and Industry (FICCI) Appreciation Certificate for being a socially responsible corporate.
- The Odisha CSR Forum acknowledged Sparsh's work by presenting the CSR Excellence award for Sustainable Livelihood.



*Flour Mill operated by SHG members*



*Goatery Producers Group*



*Tribal Youth set up an Electrical Repair Shop under enterprise development program*



*Children undergoing physiotherapy session at Nutan Gyanvardhini.*



*Tribal women recuperating post cataract surgery at JK Center for Tribal Eye care, Rayagada.*



*General Health camp at CPM, Songarh, Gujarat.*



*Tiffin/ canteen operated by SHG members at Songarh, Gujarat*



*Students learning design, tailoring & cutting at ITI center operated by JK Paper at Songarh.*



Computer education classes at ITI in Songarh.



Award for Innovation in CSR practices by World CSR Day & Worldwide Sustainability Organisation.



Patients being checked at a health camp in Songarh.



Certificates being given to successful participants of the Adult Education Program at Songarh.



Best Performance Award to Sparsh- the CSR implementing partner of JKPL.



Shri N. Tomar , honorable minister for Rural Development handing over the FICCI certificate of Commendation on CSR to JKPL.



Adult Education Program underway at a JK Paper center in Songarh.