

Building strong communities



Connecting to the ABG strategy

As a member of the Aditya Birla Group (ABG), our commitment to doing good in our communities is at the core of who we are. We believe in using the resources we have available to support the communities where we operate and to enable people to improve their own lives.



We endeavour to actively contribute to the social and economic development of the communities in which we operate. In doing so, we can help build a better, sustainable way of life for the weaker sections of society and raise the human development index of our country."

MRS. RAJASHREE BIRLA

Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development

Our approach to community engagement

With the Aditya Birla Group Foundation as our guiding standard, we support the sustainable development of our neighboring communities, tailoring the assistance we offer to address their specific social issues and priorities. We want to be active participants in our communities, working closely with local people to better understand their concerns so we can target our interventions accordingly.

Our community engagement activities focus on four key areas, each of which is aligned to the United Nations Sustainable Development Goals:



Access to healthcare



Quality education



Sustainable livelihoods



Community infrastructure

In FY2018, we published the [Birla Carbon Stakeholder Engagement Policy](#). This document outlines clear standards for our sites to aspire to with regards to engaging with local stakeholders, including embedding the principles of inclusiveness, transparency, materiality, completeness and cultural appropriateness in all engagement activities.

Find out more at sustainability.birlacarbon.com



Building strong communities continued



Community stories

Access to healthcare



Renukoot, India – We organized multiple mobile medical camps that reached 23 villages, providing them with general check-ups and free medicine. We supported the Pulse Polio Campaign and provided safe drinking water at remote locations. We also held health awareness camps twice a month in locations with limited access.

Quality education



Camaçari and Cubatão, Brazil – We focus on supporting students at local public schools to help improve their employment prospects and career planning. Our volunteers talk about their own careers, highlighting the competences that students need to enter the labor market, as well as discussing the role of chemistry in our lives. Through a volunteer program, developed in collaboration with apprenticeship program, CAMP, we hosted a lecture for students on how to prepare for their first job interview as well as career prospects and what to expect from application and recruitment processes.

Sustainable livelihoods



Alexandria, Egypt – We equipped four centers with materials to train 32 women in tailoring. We have also financed 108 micro projects in various trades, enhancing the living conditions of around 600 people in four villages. We developed a literacy program in Egypt to address adult education and illiteracy eradication. Local teachers were employed to deliver specialized training for 150 people.

Community infrastructure



Anghong, Thailand – Collaborating with local traffic police, we set up barriers for incoming traffic control and related checkpoints in the province, to help control the spread of COVID-19. We also collaborated with the village chief of the Huapai, Saithong, and Posa sub-districts in Anghong to distribute food to about 3,000 families.

FY2020 highlights

10,000 euros

invested in Trecate, Italy to help local charity organizations purchase masks for the local community in response to COVID-19

11

students provided scholarships at Kennesaw State University in Georgia, USA

3,000

families were provided with food during the COVID-19 pandemic in Anghong, Thailand

100%

of our facilities participate in community engagement

