



UNITED BREWERIES LIMITED

# CORPORATE RESPONSIBILITY REPORT

2016-17



MR. SHEKHAR RAMAMURTHY, MD - UBL

# FOREWORD BY THE MANAGING DIRECTOR

**UBL IS COMMITTED TO THE CSR AND SUSTAINABILITY AGENDA THAT WE HAVE SET FOR OURSELVES. OVER THE NEXT 3 YEARS WE WOULD LIKE TO REACH ONE MILLION PEOPLE WITH OUR SAFE DRINKING WATER INITIATIVES.**

UBL has always been a socially conscious company. We believe that the communities around our breweries are an essential and indispensable part of our ecosystem and thus our social initiatives are focused around the breweries. We take an active role and responsibility in empowering local communities to achieve their ambitions. We ensure that our CSR initiatives integrate social and environmental considerations. Our approach is to incorporate this philosophy into our corporate governance and business strategy.

Our country, whilst enjoying robust rates of economic growth, is still faced with huge challenges of infrastructure and availability of basic services to a large section of our

population. Many parts of our country do not have access to safe drinking water, sanitation and healthcare facilities. We have some of the best institutions in the world providing higher education and at the same time we have uneven quality and access to primary education. UBL recognises that inclusive growth is key to the long term progress of all stakeholders of our society.

In a small way, UBL CSR has looked at contributing to national development issues. We have identified the themes of drinking water, water conservation, healthcare and primary education. We have touched the lives of over 110,000 people through our water initiatives, over 11,000 children through our education

programmes and over 35,000 individuals through health interventions. In the last year, we have forayed into the renewable energy space. 75% of the energy requirement of all the three breweries in Karnataka is being fulfilled through wind energy. We have initiated solar energy projects in 10 more breweries across the country. We will be able to convert up to 15% of the energy requirement at these sites to renewable sources.

UBL aspires to be a water positive organisation by 2025 and we are constantly working towards achieving this. In addition to implementing rainwater harvesting and watershed management projects in and around our breweries, we also undertake recycling of treated waste water within the breweries. These efforts are not limited to our breweries and we make extensive efforts in generating awareness among the communities on the adoption of rainwater harvesting practices and incorporation of the necessary infrastructure. By March 31, 2017, we

have achieved a recharge of about 38% of all the freshwater that we consume.

KPMG has undertaken a non-financial audit and provided an assurance statement for our CSR initiatives implemented in 2016-17.

UBL is committed to the CSR and Sustainability agenda that we have set for ourselves. Over the next 3 years we would like to reach 1 million people with our safe drinking water initiatives. Our "water neutral" programme will see us identifying and implementing several large scale projects in water replenishment and recharge.

In addition we have identified the theme of prevention of alcohol abuse as an important aspect of our CSR programme. We will commence working on this in the next few months and our aim is to make a difference especially amongst the economically and socially dis-advantaged groups.

## GUIDING PRINCIPLES

- Leverage our resources, expertise, services, relationships and influence for the benefit of our communities and our community partners.
- Take community interests into account in our decision-making in the short and long-term.
- Actively work towards ensuring availability and accessibility of safe drinking water and sanitation for all our co-communities.
- Work towards improving availability and accessibility of education and health services for co-communities.
- Work towards environmental sustainability with particular focus on water conservation.
- Regularly monitor outcomes of our initiatives and publicly report on our progress in a transparent and effective manner.



“ I am very pleased with the progress we have made in our CSR initiatives during the fiscal year. During the year, we have implemented safe drinking water projects around five of our breweries, each contributing significantly to the welfare of communities residing in the vicinity of our operations. I would like to highlight the positive responses to the water conservation, safe drinking water and education projects. We are excited to further develop our initiatives to increase our CSR and Sustainability footprint across different regions in India. ”

**MR. STEVEN BOSCH**  
CFO

“ For several years now, United Breweries Ltd. has been involved with doing CSR activities in and around its breweries to help villagers alleviate some of the issues faced in daily life as well as get benefits of education and medical care. In the last couple of years, with a whole new focus on providing Clean and Safe drinking water to villages, UBL's CSR activities have clearly taken a significant leap forward and made a huge difference to the people in need. UBL now looks at CSR and activities therein as pivotal to a Sustainable Growth and Business Continuity agenda. ”

**MR. CEDRIC VAZ**  
Executive Vice President - Manufacturing



“ I believe that CSR has to become a way of life for all of us. This is not just following what is legislated. This has to do with being a responsible corporate citizen and giving back to society at large. We owe a lot to the various stakeholders who have helped us achieve so much in the field of business. This has to be about giving back to all those who helped us get here, as well as those who are less privileged than us, in a way that is safe, responsible and sustainable. This has to do with making the planet a better place to live in for future generations. ”

**MR. SAMAR SINGH SHEIKHAWAT**  
Sr. Vice President - Marketing



“ Corporate Social Responsibility is a partnership between the corporate and the community to assume and execute responsibility towards the impact of business on society. All our initiatives aim at creating long-term value and having a deep impact on the lives of our stakeholders and help in forming sustained partnerships. We implement our CSR initiatives through reputed regional non-profits, who have a continuous presence at the project implementation sites. Sarvodaya Integrated Rural Development Society, ASSIST, Dilasa Janvikas Pratishthan, Ace Education Trust, Sir Syed Trust, Akhil Bharatiya Gramin Utthan Samiti and Vrutti have significantly contributed in implementing the projects and bringing in community participation to ensure sustenance. Considering our CSR footprint is the 10 km radius of our manufacturing units, employees from the location are involved in the entire process of planning and execution of initiatives. We have seen growing enthusiasm amongst the employees towards the CSR and sustainability agenda. Innovation is key to improvising on existing interventions and we have been communicating with water based technology incubators to have the most socially and environmentally responsible intervention. Almost 40 villages around our manufacturing units will be covered under the safe drinking water programme in the next year, while health and education initiatives will continue to be sustained and made robust. ”

**MS. TUSHARA SHANKAR**  
Head - CSR

# LEADER TESTIMONIALS



**KPMG (Registered)**  
Maruthi Info-Tech Centre  
11-12/1 Inner Ring Road  
Koramangala  
Bangalore 560 071 India

Telephone +91 80 3980 6000  
Fax +91 80 3980 6999  
Internet www.in.kpmg.com



Independent Limited Assurance Statement to United Breweries Limited related to its disclosure in Annual Report on Corporate Social Responsibility (CSR) for the Financial Year 2016-17

To,  
The Management of United Breweries Limited  
UB Tower, Level 5, UB City | Vittal Mallya Road  
Bangalore 560001 | India

KPMG in India ("KPMG" or "We") have been engaged by United Breweries Limited ('UBL' or 'The Company') to provide limited assurance on the Board's report on CSR Activities ('CSR Annual Report format') disclosed in UBL's Annual Report for FY 2016-17, in accordance with Section 135 (2) of Companies Act, 2013 read with Rule 8 of Companies (Corporate Social Responsibility) Rule, 2014 ('CSR Rules, 2014') that is based on our work performed and the evidence obtained for the selected samples.

**United Breweries Limited's Responsibilities**

The management of UBL is responsible for the preparation and presentation of the report in accordance with provisions of Companies Act, 2013, that is free from material misstatement and for the information contained therein.

This responsibility includes designing, implementing and maintaining internal controls relevant to the preparation of the CSR Annual Report format that are free from material misstatement, whether due to fraud or error.

**Our Responsibilities**

Our responsibility is to examine the CSR Annual Report format prepared by UBL and to report thereon in the form of an independent limited

assurance conclusion based on the work performed. We conducted our engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000 (Revised), Assurance Engagements Other Than Audits or Reviews of Historical Financial Information issued by the International Auditing and Assurance Standards Board. The standard requires that we comply with applicable ethical requirements, including independence requirements and that we plan and perform the engagement to obtain a limited assurance about whether the report is free from material misstatement.

The firm applies International Standard on Quality Control and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

The procedure selected depends on our understanding of the CSR processes undertaken by UBL and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise. Our work included the following procedures involving a

range of evidence-gathering activities as explained below:

- Interaction with the UBL Corporate CSR Team, the implementation partners (NGOs) and local beneficiaries;
- Review of CSR policy and governance structure;
- Review of the CSR processes in place for project planning and implementation;
- Assessment of processes and CSR related data to check consistency with the requirements of the Companies Act, 2013;
- Testing the reliability of underlying data and information provided by UBL Corporate CSR team with the documents and practices being followed on site.

As part of the verification process, we have visited the following project sites identified by UBL:

- a. Safe Drinking Water Project in Nelamangala, Karnataka
- b. Mini Science Centre Project in Mysore, Karnataka
- c. Safe Drinking Water Project in Sanga Reddy District, -Telangana
- d. Water Conservation Project in Aurangabad, Maharashtra
- e. School Adoption Program and Integrated Natural Resource Management Project in Bhiwadi, Rajasthan

In obtaining an understanding of the CSR processes and other engagement circumstances we have considered the process used to prepare the CSR Annual Report format in order to design assurance procedures that are appropriate in the circumstance, but not for the purpose of expressing a conclusion as to the effectiveness of UBL's process or internal control over the preparation of the CSR Annual Report format.

Our scope of assurance includes assessment of CSR expenditure for the period of 01 April 2016 to 31 March 2017 in line with Section 135 of Companies Act 2013, CSR Rules 2014 and related notifications.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.

**Limitations in Conducting the Assurance**

Our assurance process was subject to the following limitations:

- Verification was limited to the project implementation, monitoring & evaluation and CSR expenditure disbursed on mutually selected six sample CSR projects for the period 01 April 2016 to 31 March 2017. Data and information outside this reporting period was not subject to verification. The sample projects selected involved a total CSR expenditure of INR 42.42 Million representing 56.39% of the overall CSR expenditure in the financial year 2016-17.
- Any statement remarks/ comments indicating intention, opinion, belief and/ or aspiration by UBL were excluded from the scope of assurance.
- Verification did not include computation of net profit under section 198 of Companies Act, 2013 and statement under article 6 of the CSR Annual Report format.

**Assurance Standards and Guidelines Used**

We conducted the assurance in accordance with:

- Limited Assurance requirements of International Federation of Accountants'



(IFAC) International Standard on Assurance Engagement (ISAE) 3000 (Revised) , Assurance Engagements Other than Audits or Reviews of Historical Financial Information

- Section 135 of Companies Act, 2013 along with CSR Rules, 2014 and all related notifications as on 9th June 2015.

**Our Conclusions**

Our conclusion has been formed on the basis of, and is subject to, the matters outlined in this report. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Based on the procedures performed and evidence obtained, nothing has come to our attention that causes us to not to believe that the information in CSR Annual Report format for the period 01 April 2016 to 31 March 2017 is presented fairly, in all material aspects, in accordance with requirements of Section 135 of Companies Act, 2013 read with CSR Rules, 2014.

Minor data transcription and calculation errors were detected but the same was resolved during the assurance process. In accordance with the terms of our engagement, this independent assurance report has been prepared for the management of UBL solely in connection with compliance to requirements of Section 135 of Companies Act 2013, and for no other purpose in any other context.

**Restrictions of Use of-Our Report**

Our report should not be regarded as suitable to be used or relied by any party wishing to acquire rights against us other than UBL for any purpose or in any context. Any party other than UBL who obtains access to our report or a copy thereof and chooses to rely on our report (or any part thereof) will do so at its own risk. We accept or assume no responsibility and deny any liability to any party other than UBL for our work, for this independent limited assurance report, or for the conclusions we have reached. Our report is released to UBL

on the basis that it shall not be copied, referred to or disclosed, in whole (save for UBL's own internal purposes) or in part, without our prior written consent.

**Santhosh Jayaram**  
Partner  
KPMG

# UBL'S PARTNERS



ASSIST is a non-profit organisation working in several districts of Telangana and Andhra Pradesh. With the primary objective of making communities into viable units for their own development, a number of developmental activities have been formulated and executed by ASSIST so far in partnership with respective communities.

ASSIST has been UBL's partner NGO for implementing the Safe Drinking Water and Water Conservation Programme in Sangareddy, Telangana.



Sir Syed Trust (SST) is a voluntary organisation driven by a vision of "Enabling Poor for Sustainable Livelihood Development". The main aim of the organisation is to empower the community through activities related to agro-forestry, water, livestock development, education and health in order to overcome the socio-economic disparities and evolve a self-reliant community.

In partnership with SST, UBL has implemented two large projects, one each in Education and Integrated Natural Resource Management in Bhiwadi, Rajasthan.



SIRDS is a non-profit organisation working for over two decades on quality care of disadvantaged children and women and is expanding its horizons to reach out to under-served sections of society that need intervention. It has been playing a pro-active role in the field of education, health and community development, facilitating different forms of community based organisations to encourage people to play an active role in their own development.

SIRDS has implemented the Safe Drinking Water Programme as well as the School Infrastructure Development Programme in Nelamangala, Karnataka.



Dilasa is an organisation dedicated to rural development. It is working in 3,664 villages of Marathwada, Vidarbha and North Maharashtra Region. Dilasa is working in water and livelihood sector in 24 districts of Maharashtra. Dilasa is the only organisation which had implemented watershed development projects in 3 lakhs hectare of land with ridge to valley approach.

UBL has partnered with Dilasa for its Safe Drinking Water and Water Conservation Programme as well as the Watershed Management Project in Aurangabad, Maharashtra.



Ace Education Trust is a Mysore based NGO that has developed an innovative concept of "Mini Science Centre" for teaching basic science to rural Government school children. This concept of Mini Science Centre is to inculcate interest in science and technology amongst underprivileged kids. The trust aims to set up 500 such mini science centres in rural Karnataka in the coming five years.

Ace has worked with UBL for establishment of science centres in 7 Government schools in Nanjangud, Karnataka.

# CONTENT



15  
WATER



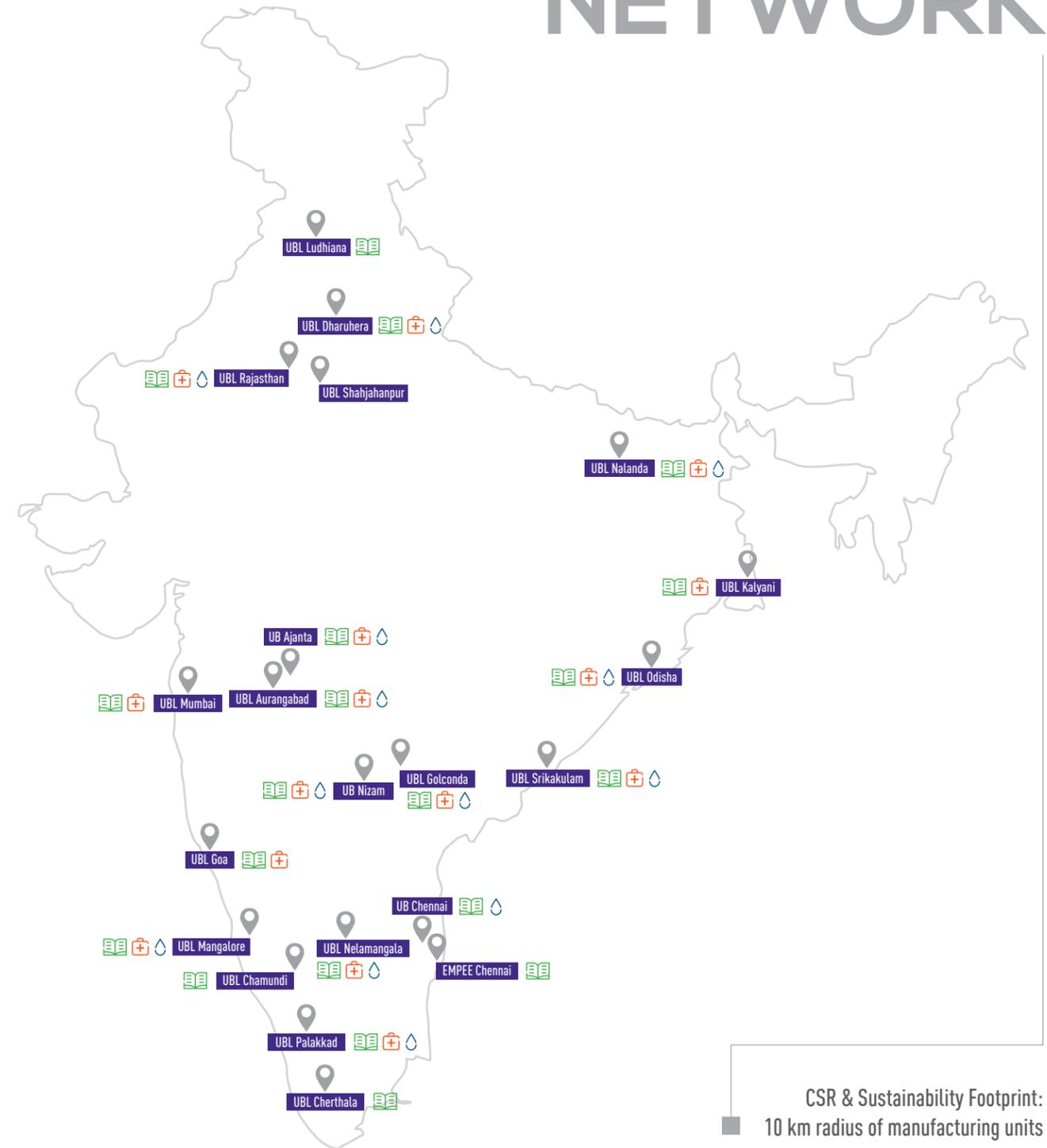
33  
EDUCATION

48  
HEALTH

52  
OFFSETTING  
CARBON  
FOOTPRINT

55  
UBL CSR IN  
NEWS

# MANUFACTURING NETWORK



CSR & Sustainability Footprint:  
10 km radius of manufacturing units

# CORPORATE SOCIAL RESPONSIBILITY

India has a long standing history of undertaking philanthropy. In the pre-independence era, the rich and influential would come together for the development of the under-privileged. Subsequently, large corporates influenced by the Gandhian principle of trusteeship set up trusts for the welfare of the disadvantaged groups. Corporate Social Responsibility has evolved over the years and the introduction of Section 135 in the Companies Act 2013 was aimed at streamlining the social initiatives of the corporates.

United Breweries Ltd. (UBL) has always had a strong sense of responsibility

towards the communities residing in the vicinity of its breweries. The CSR programme was started over a decade ago, however, over the last two years the programme has gathered a lot of momentum and interventions are being implemented on a larger scale.

UBL's CSR activities are designed around the chosen thematic areas of water, education and health. These areas are chosen being mindful of the national development goals of the Government of India as well as issues that are pertinent to UBL's business from a social perspective.

## WATER

For a country with a population as large as India's and one that is developing, the stress on natural resources is inevitable. One of the biggest challenges that India faces today is the shortage of fresh water that is safe for personal consumption as well as farming. As per a World Bank estimate, 21% of communicable diseases

in India are linked to unsafe water and the lack of hygiene practices.

Under the theme of water, UBL has a customised approach towards meeting the needs of the people. Under the safe drinking water programme, projects have been implemented in the states of Karnataka, Telangana and Maharashtra. A project has also been



initiated towards providing safe drinking water to ten villages in Haryana.

For regions that are drought prone or have insufficient water, UBL has invested its efforts in water conservation so as to supplement the efforts of the

communities in meeting the basic water requirements. These initiatives have been implemented in the states of Karnataka, Kerala, Maharashtra and Rajasthan. UBL has an ambitious goal of being water neutral by 2025, and these initiatives will significantly contribute towards this.

## EDUCATION



It is believed that children can be retained in schools if basic facilities are available. The provisional data for the District Information System for Education (DISE) Report for 2015-16 indicates that only 81% of schools are in a good condition.

UBL endeavours to improve the education experience and quality for children, especially those from the underprivileged sections and the education initiatives are designed for the same. UBL's breweries across India

have adopted neighbouring Government schools and support them in meeting their requirements on a regular basis. In addition to this, UBL has focussed education projects being implemented in Rajasthan and Karnataka towards giving a facelift to select Government Schools in terms of infrastructure as well as the teaching-learning experience and to promote science education among the children.

## HEALTH

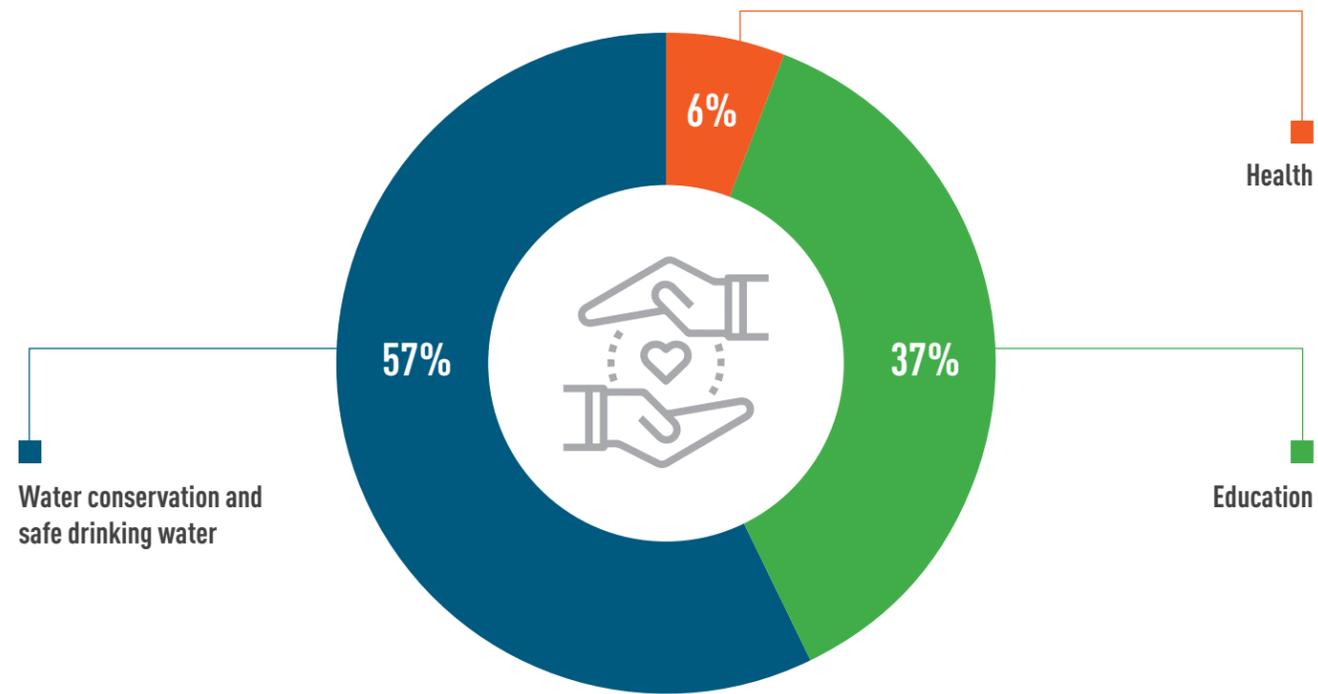
Accessing primary healthcare forms a substantial portion of a rural household's monthly expenditure. The report on Rural Health Statistics for 2014-15 suggests that there is a 22% shortfall in the availability of Primary Health Centres (PHC) across India. A PHC is the first level of medical facilities for the village communities to avail preventive and curative healthcare. As per the data released by National Health Accounts for the financial year 2013-14, Indians spend eight times more on private hospitals and twice as much on



transporting patients compared to costs in Government hospitals.

UBL's healthcare initiative is directed towards improving access to primary healthcare services and reducing the economic burden arising out of healthcare needs. A majority of UBL's breweries provide primary healthcare to the neighbouring communities in the form of consultations and medicines, free of cost, through a health centre or a mobile medical unit. UBL also undertakes preventive healthcare measures around the breweries.

## CSR AND SUSTAINABILITY EXPENDITURE IN FY 16-17



### OUTREACH NUMBERS

- UBL's water interventions have been of benefit to over **1,10,000** people across seven states

**Safe drinking water** is being provided through 11 RO Water ATMs and installation of another 10 is underway. Water purifiers have been provided to 1,565 households

**Water conservation** through watershed management is being undertaken in the drought prone areas of Aurangabad and Bhiwadi

**Rejuvenation of two large water bodies** has been undertaken in Palakkad and Mangalore

- The health initiatives have reached out to more than **35,000** individuals in ten states
- Through the education initiatives, UBL has helped improve the learning experience of more than **11,000** school going children

THROUGH OUR WATER INITIATIVE, WE HAVE TOUCHED THE LIVES OF OVER 1,10,000 PEOPLE IN SEVEN STATES.

4,650 people in 5 villages of Karnataka

28,765 people in 10 villages of Telangana

38,345 people in 11 villages of Maharashtra

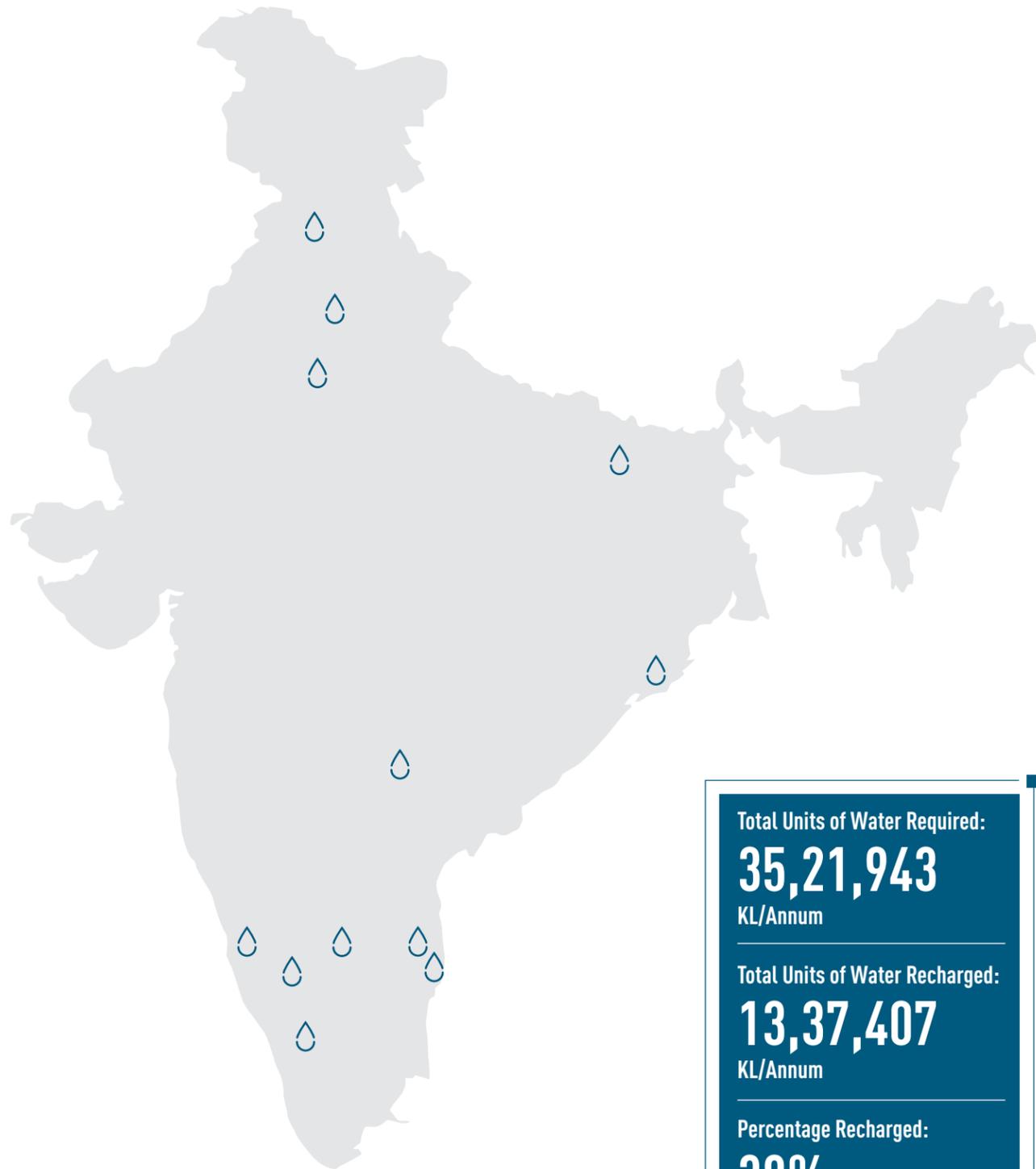
600 people in a village in Kerala

31,247 people in 10 villages of Haryana

7,286 people in 10 villages of Rajasthan

5,200 people in Odisha

# RECHARGE SUMMARY



**Total Units of Water Required:**  
**35,21,943**  
 KL/Annum

---

**Total Units of Water Recharged:**  
**13,37,407**  
 KL/Annum

---

**Percentage Recharged:**  
**38%**



# WATER

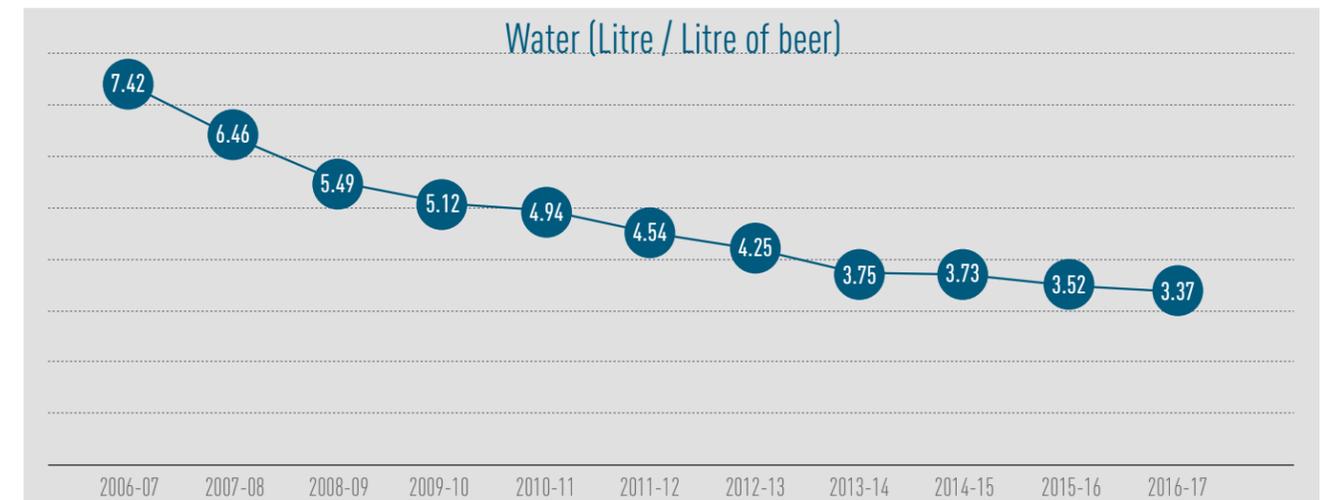
Water has been long established as the basis of all life on earth. It is an important element of our environment that has been under tremendous stress due to rapid industrialisation and modernisation.

With consumption increasing every day, there have been inadequate efforts at putting back the water that is extracted. The water extraction from the earth has been at a rate faster than its replenishment and this

has become an alarming trend that needs immediate attention.

UBL understands the importance of giving back the water that is consumed, in a usable state. The water initiatives at UBL are the largest among all the social responsibility initiatives.

The efforts are concentrated towards reducing the usage of fresh water, conserving water, providing safe drinking water as well as harvesting rain water.



# TELANGANA

## SAFE DRINKING WATER PROGRAMME

Implementation Partner:  
**ASSIST**

Location:  
**UB Golconda and UB Nizam - Sangareddy and Kondapur mandals, Medak district, Telangana**

Through this project, UBL, in collaboration with ASSIST a non-profit organisation, is supporting a community water scheme and eight drinking water plants to ensure availability of safe drinking water to 28,765 residents of 10 villages in the vicinity of the two breweries. These water plant rooms have been constructed on panchayat land and a committee has been constituted including the panchayat members, RO vendors, NGOs and UBL representatives to ensure maintenance of the plant for the next five years. Awareness generation activities have been carried out through street plays and community meetings.

As part of the needs assessment exercise for safe drinking water programme implementation around the two breweries, it was realised that one of the target villages has no source of water.

Therefore, a 45 feet well was dug, fixed with a submersible pump, pipelines laid and a complete community water scheme was sponsored benefiting over 350 families in Gunthapalli village. The needs of some neighbouring villages were also met through water tankers that fetched water from this well during the peak summer months.



The water scheme along with five drinking water plants was inaugurated by Mr. Shekhar Ramamurthy and MLA, Mr. Chinta Prakash on June 10, 2016 in Mallepalle, Cheralagopularam, Uttarapalle, Kothlapur and Makthaallur villages.

### CASE STUDY - SAFE DRINKING WATER

Padmavathi Venkatareddy is a marginal farmer of Gunthapalli village in Medak District who owns a small piece of land adjacent to the water plant. Like many other farmers in the village, he was unable to manage his household expenses with agriculture. The prevailing draught conditions and reducing water level in the borewell was drastically affecting the yield from his land. Faced with adversities, he was considering an alternate livelihood.

One day, it struck him that the waste water drained from the water plant newly established by UBL in his village, is let out to the drainage without any use. He thought that the water could be diverted to his field to save the crop this year. Spending his own labour for

one day, he dug a small canal diverting the waste water from the water plant to his field. Unlike the other villages, the water source is not the ground water in Gunthapalli. It is the water seeping from the hills and collected in the well, the only water source for the entire village which was created by UBL. The water in the well does not possess any minerals or chemicals dangerous for health and hence it has become a source of water for Venkatareddy.

He got a record yield of 35 bags of paddy this year. He offers prayers to the water plant every day before he enters into his field just like they do to God in temples. For him God is in the form of the UBL water plant.



# KARNATAKA

## SAFE DRINKING WATER PROGRAMME

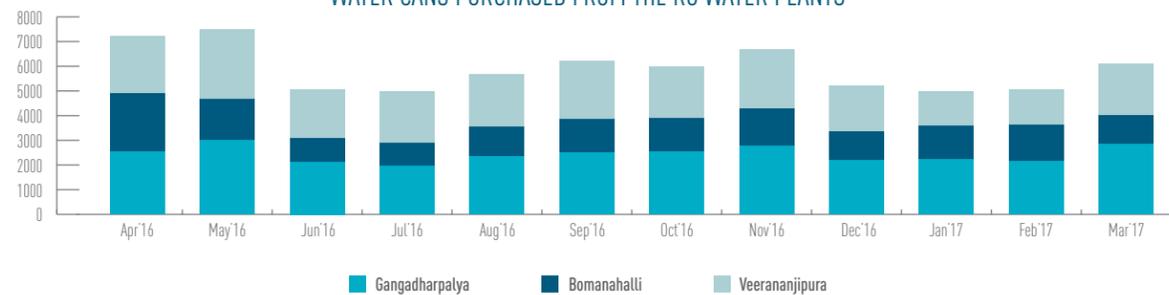
Implementation Partner:  
**SIRDS**

Location:  
**UB Nelamangala - Rural Bangalore, Karnataka**

The three RO water plants installed in Bomanahalli, Gangadharpalya and Veerananjipura have seen increasing uptake of water cans. Effective maintenance of the three plants has been carried out during the year to ensure continuous service to the communities.



WATER CANS PURCHASED FROM THE RO WATER PLANTS



## COMMUNITY WATER SUPPLY

An initiative has been taken up at the Bomanahalli village to improve the community water supply system. An overhead water tank with 1 lakh litres capacity has been constructed and will benefit about 500 families living in the vicinity.

## CASE STUDY - SAFE DRINKING WATER

Ganganna lives in Bomanahalli with his family. They had been consuming water from the borewell which tasted foul because of the hardness of the water. Sometimes they would boil the water but since his wife and he go out for work, this was not always possible and they ended up drinking the poor quality water. The children often fell sick after which they decided to buy a water filter. However, due to frequent power

cuts during summer months, they were unable to use it regularly, a time when they needed water the most.

With UBL's RO Water plant, his family now has perpetual access to clean drinking water devoid of any hardness. Happy with the quality of water and the improved health of his children, he motivated his neighbours to start taking water from the plant as well.



## CASE STUDY - SAFE DRINKING WATER

Jayamma is a 45 year old woman who lives with her family of 5 in Veerananjipura. Even though she understood that the water from the tap is not good for health, she had no option but to consume it. She was unable to travel to neighbouring villages to fetch purified water and even her sons had no time as they left early for work. She would boil the water that was available. However, the consumption of gas went up considerably. There were

times when she had to fetch water from Nelamangala, at a distance of about 4 kilometers for which she had to pay about INR 30 per can. All these expenses were adding up and the financial burden of basic needs was rising.

With the introduction of the RO water plant in her village, she not only has access to clean drinking water, she even volunteered to run the plant.

“ Paying INR 5 for 20 litres of pure water from the RO plant is nothing compared to paying a rupee for a small pouch of water. Ever since the RO plant has become functional, I regularly take 3-4 cans of water in a week. Now I use clean water for drinking as well as cooking. ”

Jayamma, Veerananjipura

## MANGALORE

A nallah has been rejuvenated in the Badagabellur village of the Mangalore district, which is located 25 kilometers from the Bykampady Industrial Area. Despite Mangalore not being a rain-scarce area, the water was running off in the absence of rain-water harvesting interventions. This created water scarcity for over 3-4 months, restricting farmers of the area to one crop every year. The rejuvenation of this nallah has improved the water table in the cultivable lands surrounding the nallah and the farmers who own these lands are able to cultivate two crops a year now. The water recharge potential of this project has been estimated at 2,70,000 KL per annum. The project has benefited 80-90 farmers and had a direct impact on 350-400 hectares of land.



Street plays were organised in the neighbouring communities highlighting the importance of water harvesting, in association with Inchara Foundation. Awareness generation activities reached out for 600 individuals including 250 students.

Water recharge potential:  
**2,70,000 KL**



# MAHARASHTRA

## WATER CONSERVATION AND SAFE DRINKING WATER PROGRAMME

Implementation Partner:  
**Dilasa Janvikas Pratishthan**

Location:  
**UB Ajanta and UB Ellora - Gangapur Taluka, Aurangabad District, Maharashtra**

The water situation in the entire Aurangabad district is grim. Considering this, UBL has concentrated on water conservation in general around the two breweries in Aurangabad, in partnership with Dilasa a non-profit with expertise in water related interventions.

Water storage structures were constructed, a well was deepened to enable better water availability, bunds were constructed for ground water percolation and water purifiers were distributed in different villages of Aurangabad.

### CASE STUDY - WATER CONSERVATION

Ramesh Chandra Bhandary, 73 is a farmer and has been cultivating rice and other crops on his 4 acres of land. On another 4 acres, he has an areca plantation of about 2,000 trees. A well and a borewell serve as the source for irrigating the crops.

In the past few years, with water levels reducing, he had been facing a water

crunch for irrigation with the well completely drying up by March. With UBL's water conservation initiative, his well now has water throughout the year inspite of low rainfall. He is now able to irrigate his crops without any water shortage and is thankful to UBL for their efforts.



### WATER PURIFIERS



A majority of the targeted villages have absolutely no ground water available and they get water from the Government MIDC pipelines, which undergoes one round of purification at source and

therefore TDS and other impurities are low. For these villages, household water purifiers were distributed to 1,565 families in 5 villages.



“ We have a small piece of agricultural land near the nallah and previously, we could cultivate only one crop due to the shortage of water. This year, there was enough water stored in the nallah due to excavation so we decided to take one extra crop, thank you UB for this project. ”

*Prema Rama Devadiga, Farmer, Parkuru, Mangalore*



## CASE STUDY - SAFE DRINKING WATER : WATER PURIFIER

The life of any house wife in Ramraiwadi is almost the same; the routine activities of waking up early, cleaning the house, cooking food and taking care of other chores. The male members are mostly employed with the nearby industries. Chandrakala's life also follows the same pattern, her husband works in a press and her son works in a company. The only difference between her and the other women in her village is that whenever she gets free time, she goes to other villagers' houses and discusses about clean water, health and their correlation. This transition happened over time.

During the lean season, the family got water from MIDC which they stored in traditional matkis (earthen pot) and used it for cooking and drinking. The water was there but so were the health problems. They were surprised to learn that the water they were consuming was the reason behind the majority of their health complications. They had to spend nearly INR 500 on every visit to hospital as the children suffered from vomiting, dysentery and stomach pain. The medical expense was too much for her family whose monthly income was around INR 7,000. The other villagers faced the same plight.

It was during this time that United Breweries and Dilasa Janvikas Pratishthan visited the village and carried out awareness campaigns regarding the problems of unsafe drinking water.

**“** *Janseva (serving the people) is one thing which I have always liked doing, so when the Dilasa representatives came, I decided to help them in implementing the project. If there is a chance to get clean water, why let go of it?* asks Chandrakala. **”**

Chandrakala has since become the resource person for her village. She helped and guided the entire team in spreading awareness. Her enthusiasm in the project has been an inspiration for other women. She was reminiscent of what it was like before the introduction of the water purifier;

**“** *Those were terrible times, it was like we had water but it was as good as it not being there. We could not use it. It would smell bad and was yellowish in color. We got diseases also. At the same time we could not even live without water.* **”**

**“** *Now it's quite good, we still use the MIDC water, but we fill it in the purifier first. It is clear and does not smell at all.* **”**

She sends her grandchildren to school with water bottles filled with safe and clean water as the water available in the school is not of good quality. She makes sure that the filter and purifier is regularly washed and kept clean.

Chandrakala asserts that none of this would have been possible without the UB project. She is forever thankful for this project and is still actively involved in mobilising the village women. The success of this project in Ramraiwadi would never have been possible without the efforts of Chandrakala, who even though may seem like doing nothing different from other housewives, did an exceptional job of mobilising the people and spreading the thought of **“Clean water, Safe water.”**



## WATER STORAGE TANKS AND WELLS

Four villages in Aurangabad, Ambelohal, Kasoda, Ghanegaon and Jogeshwari had been struggling with the problem of water scarcity and the villagers were dependant on water tankers.

Ambelohal has a population of 4,663 and the village was not receiving enough water to suffice for the routine activities of the villagers. In spite of six water tankers delivering water to the village, there was a deficit of about 1,14,520 litres of water.

In the village there is one well but the depth was only 64 feet and therefore to solve the problem of water scarcity, it was important to deepen the well. It was therefore decided to deepen the well by about 21 feet to reach a total depth of 85 feet.

School children in Kasoda were dependant on the neighbourhood houses

for water during the school hours. A majority of the existing hand pumps and borewells had become non-functional further adding to the water woes of the villagers. The community connections in certain villages had no taps as a result of which the water would flow out at all times.

In order to improve the availability of water and reduce drudgery for women, 15 water storage tanks were constructed in partnership with Dilasa, around different settlements in the villages where they could go collect water as per their convenience.

The well in Ghanegaon village was de-silted to be able to collect and preserve the rainwater as a pre-monsoon measure.





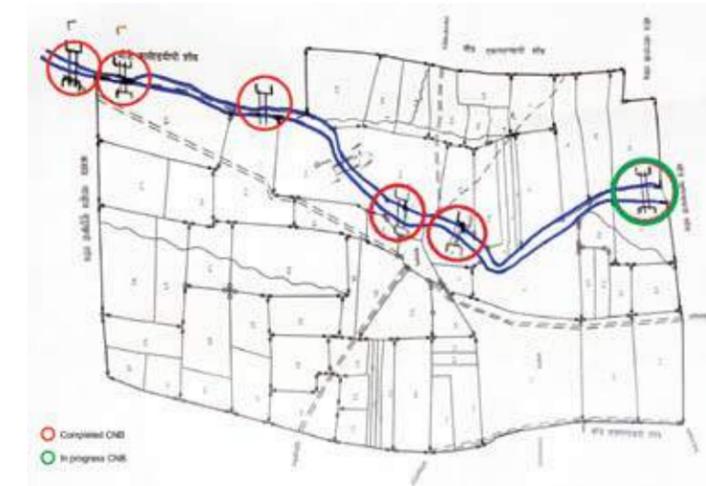
## CEMENT NALA BUNDS

Cement nala bunds have been constructed to harvest rainwater, check soil erosion and help increase the ground water level in the surrounding areas.

A series of five bunds have been constructed on a dying river so it can hold the water during monsoons and

increase the recharge in the surrounding areas. These bunds have helped check the flow of water, as a result of which the level of water in the surrounding wells has increased and the borewells that had previously run dry have started pumping water again. In all, 13 cement nala bunds have been constructed in Gangapur taluka.

Water recharge potential:  
**6,187 KL**



“ Due to the unavailability of water sources near our village, women travelled long distances in the night to collect water after finishing the household chores. Several of them fell into the well and died. We were helpless. The storage tanks constructed by UBL have been a blessing and the women no longer have to go to unsafe areas to fetch water. ”

Madhukar Valmik Ugle, Ambelohal



“ Due to the CSR initiatives by United Breweries, the drinking water and associated problems have been mitigated to quite an extent. Previously, there was no facility for storing drinking water and the villagers were dependant on the tankers made available by the Government. The limited supply created conflicts among the different communities in the village. With the construction of the tanks the water can now be stored and made available to everyone throughout the day. ”

Hasan Patel, Sarpanch, Ambelohal



## CASE STUDY - WATER CONSERVATION: CEMENT NALA BUND

Lawki, a hamlet of Kasoda village in Aurangabad had been reeling under the effect of water scarcity with almost no water being available after January, till the monsoons. A majority of the villagers were dependant on the sale of agricultural produce and milk for income.

Agriculture was mostly restricted to the Kharif season. With villagers just about managing to source drinking water, cultivating twice a year was a distant dream for them. Being a hamlet, they did not even have a water tanker coming which was otherwise available for Kasoda.

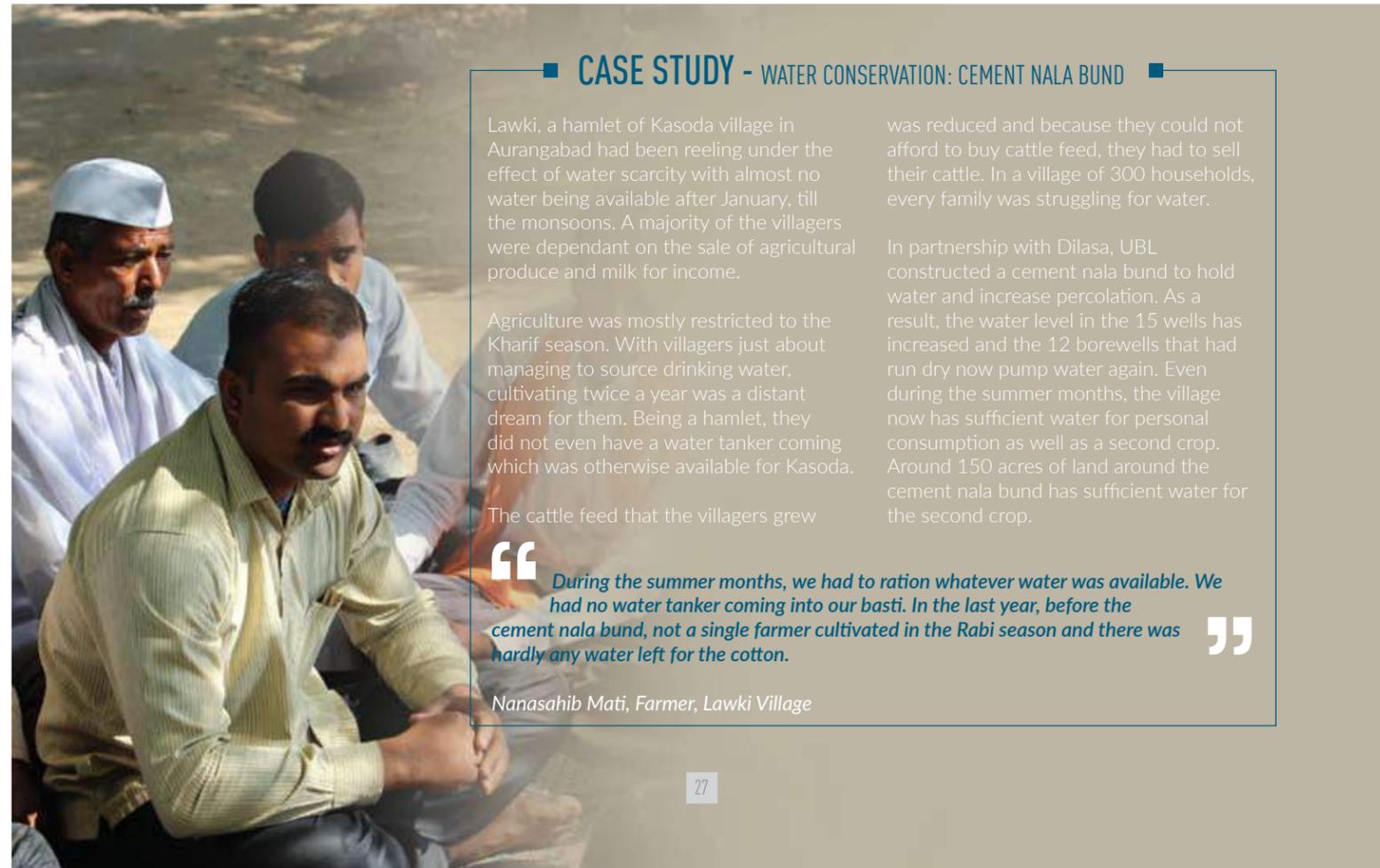
The cattle feed that the villagers grew

was reduced and because they could not afford to buy cattle feed, they had to sell their cattle. In a village of 300 households, every family was struggling for water.

In partnership with Dilasa, UBL constructed a cement nala bund to hold water and increase percolation. As a result, the water level in the 15 wells has increased and the 12 borewells that had run dry now pump water again. Even during the summer months, the village now has sufficient water for personal consumption as well as a second crop. Around 150 acres of land around the cement nala bund has sufficient water for the second crop.

“ During the summer months, we had to ration whatever water was available. We had no water tanker coming into our basti. In the last year, before the cement nala bund, not a single farmer cultivated in the Rabi season and there was hardly any water left for the cotton. ”

Nanasahib Mati, Farmer, Lawki Village



## WATER CONSERVATION PROJECT TO COMBAT DROUGHT

**Implementation Partner:**  
Dilasa Janvikas Pratishthan

**Location:**  
UB Ajanta and UB Ellora - Phulambri Block, Aurangabad

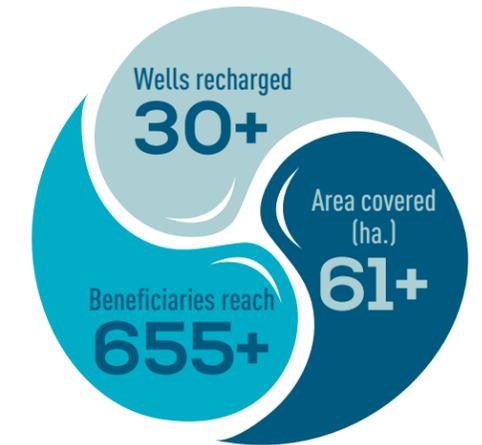
Sultanwadi, a village in the Phulambri block has been suffering at the hands of climate change and poor management of natural resources. The water resources have been under tremendous pressure and agriculture is limited. The dipping water table and limited livelihood opportunities resulted in numerous instances of migration for as long as 7-12 months.

To combat the drought situation, the watershed is being treated with interventions like construction of earthen dams, trenches, gully plugs, gabions among others. The topography guides the nature of intervention and the treatment and an in-depth analysis of the topography is conducted before each intervention.

As a preparatory measure, rain gauges have been installed in the village to capture and record the rainfall quantity for the monsoons in 2017-18.



### PERCEIVED IMPACT (Due to Construction)



## RAJASTHAN

### INTEGRATED NATURAL RESOURCE MANAGEMENT PROJECT

**Implementation Partner:**  
Sir Syed Trust (SST)

**Location:**  
UB Rajasthan - Tijara block, Bhiwadi, Rajasthan

The integrated natural resource management project has been initiated to conserve water as well as improve the livelihood opportunities for the communities living in the 10 villages around the brewery. The project is designed largely to recharge ground water by renovating indigenous rainwater harvesting structures like ponds and constructing earthen dams on private lands locally known as paals. In addition to rainwater harvesting, the project is designed to address the livelihood needs of people living in these villages.

The agricultural land in the area is undulated and the flowing rainwater further

adds to the poor terrain. As a result, the agricultural productivity is nearly 25%-30% lower than land in the nearby villages where the land is levelled. Under this project, land levelling has been carried out so as to improve the in-situ rain water harvesting impacting the microclimate in the area which ultimately will increase the productivity of these lands. Appropriate agricultural practices are being introduced including bunding and planting on these farm bunds. Fruit orchards are being promoted among several farmers to provide enhanced livelihood opportunities.



**Intervention:**  
Continuous Contour Trench

**Area:**  
22.96 Hectares

**Intervention:**  
Water Absorption Trench

**Area:**  
1000 running metres

**Intervention:**  
Earthen Gully Plug

**Units:**  
10

**Intervention:**  
Gully Plug

**Units:**  
20

**Intervention:**  
Loose Boulder Structure

**Units:**  
2

**Intervention:**  
Earthen Nala Bund

**Units:**  
2

**Intervention:**  
Gabion

**Units:**  
1

**Water recharge potential:**  
**6,961 KL**

In addition to the on-field activities, community mobilisation has been taken up in a large way to build a pool of community leaders and involve the youth and women in the processes. The objective is to make the village self-dependant so they can take these projects ahead and ensure the sustainability of the initiatives.

Water recharge potential:  
**2,02,700 KL**



Gandhola Paal

Intervention:  
**Paals**

No. of Units:  
**3**

Catchment area:  
**181.25 HA**

Intervention:  
**Renovation of pond**

No. of Units:  
**2**

Catchment area:  
**22.85 HA**



Intervention:  
**Plantation on bunds**

No. of Units:  
**2,975**

Intervention:  
**Orchards promoted**

No. of Units:  
**18**

Intervention:  
**Vermi-compost units established**

No. of Units:  
**20**

## KERALA



A rain water harvesting project has been implemented in Chellankavu village of the Pudussery panchayat that has benefited around 700 families living in the vicinity.

The villagers were using water from the lake for the cultivation of two crops. However due to the limited storage capacity of the lake, they were not able to utilise water for a 3<sup>rd</sup> crop cultivation.

The project involved rejuvenation of the village lake, which has a huge catchment area on the Northern side next to the hills of the Western Ghats. In addition

to this, the depth of the lake was also increased by 1.5m from the existing base level. The bunds on the Northern, Eastern and South- Eastern side were strengthened and the height of weir was increased, thereby increasing the storage capacity by a great extent. This improved the source of the water to the lake. A check weir was constructed in Eastern side of the nallah, thus diverting water to the lake through open drains and a pipeline network.

The project was inaugurated by Mr. Shekhar Ramamurthy, Managing Director,

UBL on September 21, 2016 and the project was commissioned by Mr. K. Unnikrishnan, President, Pudussery Grama Panchayat at a grand function organised at the Pudussery Grama Panchayat office.

Water recharge potential:  
**3,00,000 KL**



### CASE STUDY - WATER CONSERVATION: LAKE REJUVENATION

Prabhakaran, a farmer for the last 25 years, had been affected by the recent drought conditions in Palakkad and his agricultural productivity had reduced substantially. Nearly 1,000 - 1,500 farming families had been affected.

UBL decided to intervene and initiated a water conservation project in the form

“ We were heavily dependent on rainfall for cultivating crops, however, with the rejuvenation of the lake, we have sufficient water to irrigate the third crop during the year. ”

Prabhakaran, Farmer, Palakkad

of rejuvenation of a nearby lake. The water from the nearby hills was tapped and stored in the lake that spreads across an area of 6 acres and that not only helped store the water but also helped increase the ground water level.



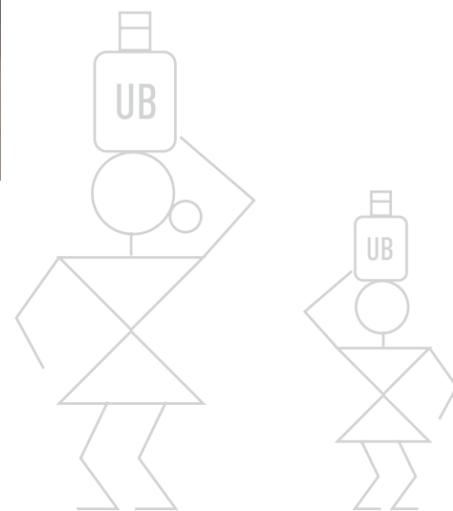
## ■ ODISHA

Under Project Jeevandhara, three water stations have been provided in the District Headquarter Hospital, Khordha. These water stations would benefit over 1,200 people including the patients and their attendants. The water stations

would benefit the patients, both visiting and the ones admitted. Additionally, one water station has been provided for the hospital kitchen where the food for the patients is prepared.



In addition to the water stations, drinking water supply has been ensured to the local communities benefiting more than 4,000 individuals through water tanks.



# THROUGH THE EDUCATION INITIATIVE, WE HAVE SUPPORTED OVER 11,000 CHILDREN IN THIRTEEN STATES.



Each brewery has adopted at least one primary school and 250 children on an average benefited



7 mini science centres have been established in Government schools in Nanjangud, Karnataka benefiting 1,623 students



Infrastructure overhauling and improvement of the learning environment has been brought about in 10 Government schools benefitting 3,107 children in Bhiwadi, Rajasthan



Nutritional support is being provided to 1,746 children in 12 Government schools of Mangalore, Karnataka

# EDUCATION

Education and educated youth form the backbone of any country's economy and progress. It is important to bring children into the education system and retain them till they pass out as educated youth who could contribute to the nation building efforts.

UBL believes that one of the ways in which children can be encouraged to complete their education is by making education exciting and attractive to them. UBL's education initiatives are aimed at providing a safe and conducive learning environment to the children. UBL adopts Government schools around the breweries and provides them the

required infrastructural support in terms of books, buildings, mid-day meals, toilets and safe drinking water.

Reducing dropouts among the female students has been a priority. One of the major reasons identified for the girl child dropping out of the education system is the lack of toilet facilities. UBL has supported several schools by constructing toilet blocks for the students, especially the girls.

By covering basics like food, water and hygiene among others, UBL endeavours to make schools an impactful experience for children.



30-60 working science models to help children understand the concept rather than learning it through the rote method. These science centers are being maintained by the Ace Education Trust with financial support from UBL.

## Schools of Intervention

- Government Higher Primary School Hulimavu
- Government Higher Primary School KS Hundi
- Government Higher Primary School Hadinaru
- Government Primary School Bokkahalli
- Government Primary School Thandavaura
- Government Primary School Srirampura
- Kankadasa Trust Primary and High School Nanajanagud



## KARNATAKA

### MINI SCIENCE CENTRE PROJECT

Implementation Partner:  
**Ace Education Trust**

Location:  
**UB Chamundi - Nanjangud Taluk, Mysore, Karnataka**

United Breweries Limited and Ace Education Trust®, an NGO, based in Mysore have set up Mini Science Centres in 7 Government Primary Schools in Nanjangud Taluk. These Science Centres are the first of their kind in the country

and Hulimavu Government School was the very first primary school in the country to have a Science Center of this kind. The centres are aimed at encouraging practical learning of science in rural schools. The centre houses



Science centers in five schools were inaugurated on August 22, 2016, by Mr. Tanveer Sait, Hon'ble Minister for Primary and Secondary Education, Government of Karnataka and Mr. Shekhar Ramamurthy, Managing Director, United Breweries Ltd., with Chief Guest Prof. Venkataramaiah, Former Vice Chancellor, Kuvempu University.

“ The students are able to learn science in a more practical way. The theory is supplemented by the experiments in the science lab. Teaching science has become easier. ”

Smitha L.S., Teacher, Hadinaru Government School



“ My friends and I do not have any limitations in learning now. Earlier, we were unable to understand certain concepts taught in the class but with the lab, our understanding has improved. Learning in the lab is not just fun but also helps us improve our knowledge. ”

Ravi Chandra R, Kanakadasa Government School

## OTHER INITIATIVES

A dining hall cum stage was constructed at Government Higher Primary school in Hulimavu village, which has benefited 316 children studying there. Independence Day was celebrated with these school children.

In order to promote computer education among the children and make them equipped with the basics of using one, computer training was organised for 200 students of Government Higher Primary school, Hulimavu and K S Hundi.

Toilets for boys and girls were renovated and constructed in Government Higher Primary School, Srirampura Nanjangud.



## MANGALORE

Note books have been distributed to 444 children of Angaragundi Muslim Higher Primary School, Kejaru Higher Primary School and Jokatte Higher Primary School in Mangalore. Child safety visual training sessions and life skill training programmes benefited 532 and 173 children and teachers respectively in 4 schools.

Child Safety Workshops were organised for parents of students and teachers of 7 Government schools in association with Inchara Foundation.

Akshaypatra Foundation has been brought on board to support the Mid-day Meal Programme for 1,746 students of 12 schools in Mangalore.

Electrical work was done in the Kudumboor Aanganwadi Kendra in the last year benefiting 20 pre-school children.



List of Schools supported for Mid-day Meal through Akshaypatra Foundation:

- Government High School, Pannabur
- D.K.Z.P Higher Primary School (Muslim), Baikampady
- Government High School, Baikampady
- N.I.TK High School, Srinivas Nagar
- D.K.Z.P.M.H.P School, Panjimogru
- D.K.Z.P Marakada, Kunjathbail
- Government High School, Baikampady
- D.K.Z.P.H.P Higher Primary School Baikampady
- Government High School Chitrapura, Kulai
- Government Fisheries Higher Primary School, Kulai
- D.K.Z.P Higher Primary School, Hosabettu
- Kenjaru Higher Primary School



## NELAMANGALA

In order to enhance the safety of the children, a compound wall was constructed for the Gangadharapalya School in Nelamangala. Toilets were constructed in the school, one each for the girls and the boys so that the children do not have to use the toilets which were in poor condition.

## TELANGANA



School infrastructure has been developed in Mallepalle and Gunthapalle Upper Primary schools. Salary of Vidya volunteers was supported for Mallepalle School for a balanced teacher-student ratio, benefiting 210 students.

Infrastructure of the Kothlapur Government School has been developed through support towards toilets, classrooms, sports infrastructure and drinking water, benefiting 250 students. Digital classroom equipment and 24 dual desk-benches were given to the school.



## KERALA

### CHERTHALA

112 children were supported with Mid-Day Meals, shoes and socks in Varanad Government lower Primary school. Infrastructure development was supported for the school as well.



### PALAKKAD

Nutrition supplements to 500 children of Kanjikode Government Primary school and educational aids to 25 children of Kanjikode Lower Primary school have been provided during the year.



## ANDHRA PRADESH



Support has been provided for two Vidya volunteers benefiting 232 children. 3 school buildings were painted and school uniforms, bags and books were sponsored for 232 children. Infrastructure support has been provided for the newly constructed girls toilet in the three schools of Bantupalli, Kambalapeta and Nadikuditipalem.



## TAMIL NADU

Murukenjeri Government School has been supported with a RO system to ensure safe drinking water to over 100 students of the school. Additionally, financial assistance is provided for the education of four children of deceased workmen, who are studying in Vivekananda School in Uthukottai and Tirur.



25 children of the Aanganwadi in the Parvatharajpuram School have been supported with school uniforms, shoes and books.

## AURANGABAD

Infrastructure support through the construction of a dining room, educational painting work and UPS back-up for the library were provided for the ZP School, Vitava. Computers and Library books were provided to the school with the objective of improving computer learning and building healthy reading habits among the 298 children in the school.



A tree planting drive was also conducted in the school.



## MAHARASHTRA



## MUMBAI

Drinking water has been supplied to the Devichapada village school benefiting 250 children. The water supply will help meet the drinking water needs of the students



## BIHAR

Chainpura Primary School has been adopted for renovation and the necessary infrastructure revamp. Winter uniforms and school bags were distributed to 85 children studying in the school.

# WEST BENGAL

Educational material along with nutritional supplements have been provided to 59 visually challenged children of Anne Sullivan Institution for the Sightedless, Kalyani.

Nutritional support has been provided to 126 impoverished tribal children of Vir Sidho Kanho Nagar Primary school. Books, school bags and educational aids were distributed to 140 underprivileged children.



Child friendly hand wash stations were installed in Majher Char GSFP School, Kalyani and Charbirpara Banchharam Primary School, Kalyani that would benefit 314 students.



# ODISHA

Infrastructure support was provided to revamp the kitchen where the Mid-Day Meal for 400 students of Mukundaprasad UGME School is prepared. The revamped kitchen will provide a cleaner and more hygienic space for preparing the meals.



# PUNJAB

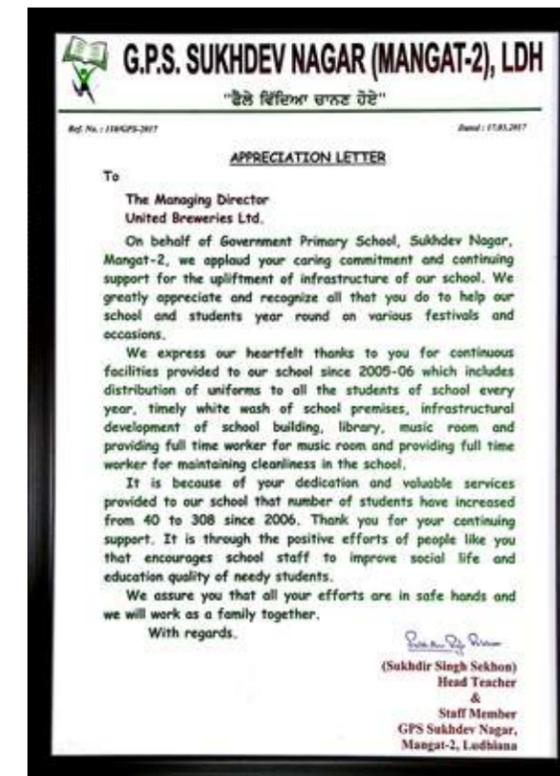
Sukhdev Nagar Government Primary school is supported regularly for maintenance and upkeep. 315 students have been given winter uniforms. A de-worming camp was organised for the students of the school.

A farewell for the students passing out of class 5 was also supported.



# HARYANA

Birthday celebrations and those for important days and festivals like Independence Day, Republic Day, Christmas, Lohri, Holi among others were carried out, which motivated the 110 children of Joniawas Primary School.



# RAJASTHAN

## SCHOOL ADOPTION PROGRAMME

Implementation Partner:  
**Sir Syed Trust**

Location:  
**UB Rajasthan - Tijara block,  
Bhiwadi, Rajasthan**

This school adoption programme in Tijara block of Bhiwadi district (around UB Rajasthan) intends to improve the infrastructure and quality of primary education in 10 schools. This project is a tripartite project between the District Government, United Breweries Limited and Sir Syed Trust. The majority population of this area comprises of meo-muslims who are very deprived and largely illiterate. Lack of proper

infrastructure and facilities has kept a majority of the next generation out of schools thereby depriving them of education.

The programme aims to enhance the overall ambience of the selected schools, introduce systems that would help in increasing enrolments and retentions and improve education status of girls in the target villages.

### Schools Supported:

- GSSS Jodiya Meo
- PS Khori khurd
- PS Shedwali Dhani
- PS Kayra ki Dhani
- PS Gadeliya ki Dhani
- UPS Hasan Gori
- GSSS Gandhola
- GSSS Sarekalan
- PS Sare Khurd
- UPS Indor

### JODIYA MEO



### KHORI KHURD



### SHEDWALI DHANI



School infrastructure revamped in eight schools



507 children have enrolled in the schools as a result of enrolment rallies and door to door campaigning



Six reading corners established in three schools



Kitchen sheds for the preparation of the Mid-Day Meal equipped in three schools



School Management Committees re-activated in all the schools



Teachers training organised to work towards improvement of quality of teaching in these Government schools.



Summer camps organised to teach children in the play way method so that they look at schools as a place where they could have fun along with education, as is the perception of private schools.

## OUTCOMES

### CASE STUDY - ADOPTION OF SCHOOLS

Rizwana, was one of the students enrolled in class 1 of the Senior Secondary School in Jodiya Meo, Rajasthan. She was soon noticed by the teachers for her meticulous school and home work and her punctuality. She actively participated in the class room activities and had an immense drive to learn. However, a month after her enrolment she stopped coming to school. While the teachers did notice her absence in school, they assumed she had some work and would come back to school soon.

Rizwana did not turn up to school for a month and that worried the Resource Teachers employed by SST in the school. Raju, a Resource Teacher, went looking for her house and after several attempts, located it. He met with her mother there who reassured him that Rizwana would be in school the next day. When Rizwana did not attend school the next day, Raju visited her house again. This time the mother shared with the teacher that while she had been persuading Rizwana to

go back to school, she had refused to go back. They called Rizwana to understand what was stopping her from attending school. Rizwana shared that a teacher at the school reprimanded her for not coming to school in the uniform. Her father, a truck driver was out and till he came back the mother could not buy her a new uniform for lack of money.

Raju deliberated and came up with a solution. He helped her join a Self Help Group for a loan for Rizwana's uniform. On his personal guarantee, the group which was initially hesitant about lending money to a new entrant, extended a loan of INR 500 to Rizwana's mother.

Rizwana has a uniform now and she no longer has to miss school. She continues to show tremendous progress in her learning and has caught up with her missed school time. A small initiative by a concerned teacher has helped bring Rizwana, a bright young girl, back to school.



One of the schools adopted under this programme in the Jodiya Meo village was inaugurated by Mr. Vasudev Devnani, Honourable Education Minister- Government of Rajasthan on December 23, 2016. The MLA of the Constituency- Mr. Maman Singh Yadav also attended the event. Both the dignitaries took a round of the school to observe the school infrastructure, followed by a visit to the exhibition put up by the project that depicted the before and after situation of the school. They were extremely appreciative of UBL's efforts towards improving the education status amongst the rural populace of the Mewat area. Speaking on the overall literacy situation amongst the meo-muslims, the Minister and the MLA encouraged them to send their children to school and utilise the facilities provided to them by United Breweries Limited. They also highlighted the fact that this school could compete with any private school in urban centres with respect to its infrastructure. There was a participation of over 400 people in the event.



### ■ CASE STUDY - ADOPTION OF SCHOOLS ■

Tamanna was one of the students enrolled after the enrolment drive organised by the partner NGO. While she was regular to school in the initial days, her attendance dropped eventually. The resource teacher noticed her absence and decided to speak to her parents to understand the reason for this. Through discussions it came about that since she had a speech problem, the other children made fun of her and that de-motivated her from attending school.

with Tamanna the next day so they could sensitise the children in the school about her problem. The children listened, some laughed but eventually they understood. Subsequently, Tamanna was given tasks for the morning assembly to improve her confidence and now she has no fear and attends school regularly.

A little attention to a struggling child helped bring her back to school and increased her confidence leaps and bounds.

The teacher requested the mother to attend the school



### OTHER INITIATIVES

350 students at the Gandhola school were provided educational support. A function was organised to celebrate the Annual Day and farewell for the passing out students. Yoga day celebration and health check-ups have been done to ensure the well-being of the 147 children in the school. Additionally, a submersible pump has been repaired in this school.

A bridge has been constructed near the Pathredi school for improving access to the school, benefiting 1,900 individuals.

### SARE KHURD



Before



After

### KAYRA KI DHANI



Before



After



THROUGH OUR HEALTH INITIATIVE, WE HAVE PROVIDED HEALTH CARE SERVICES TO OVER 35,000 PEOPLE IN TEN STATES.



# HEALTH

Expenditure on healthcare is one of the major expenditures incurred by rural households, a majority of which is towards accessing primary healthcare. The access to quality healthcare is another challenge in the absence of which people end up visiting quacks or underqualified medical practitioners. Through the years, UBL has worked towards reaching out to the rural communities in the vicinity of the breweries with quality primary healthcare.

The healthcare services include health centres and mobile medical units equipped with qualified doctors and nurses, health camps on various issues like eye care, women's health and other general ailments. The idea is to take healthcare to the people by providing free consultations and medicines and improve the health seeking behaviour.

## KARNATAKA



## NELAMANGALA

The healthcare centre at Gangadharapalya provided consultation to 2,861 individuals. Pest control services and fumigation has been carried out in the village and has benefited 200 families.

## MANGALORE

Health camps were organised in the Bykampady and Kurikatta villages benefiting 430 individuals.



## WEST BENGAL

69 visually impaired children of the Anne Sullivan Institution for the Sightless have been provided health care services and nutritional support through a health centre.

Primary healthcare services have been provided to 334 individuals.

## GOA

The health centre in Bethoda village has provided medical services to 911 villagers. Talks on preventive health care were organised on women's day benefiting 200 women in the Bethoda Panchayat.

With the objective to improve the availability of sanitation facilities in Bethoda village, a toilet unit was constructed for women. The unit is

located near a temple that sees a large number of visitors, including women, during the festivals who will now have easy access to a toilet.



## BIHAR

A medical check-up camp including eye check-ups and spectacle distribution was organised in Chainpura village benefiting 200 individuals.

## ANDHRA PRADESH

Primary health facilities, including 33,700 consultations, provided by the Srikakulam unit in ten villages namely Kosta, Rayavalasa, Seethavalasa, JR Puram, Seethampeta, Pallipeta, Kondamurugam, Dhananpet, Mukthampuram and Bantupalli. Fumigation has been carried out for mosquito control in Bantupalli, Kambalapeta and Nadikuditipalem villages.

3,454 patient consultations were held at the Primary Health Centre at Bantupalli and medicines were provided free of cost to the visiting patients.

## TELANGANA

Mallepalle Health Centre has provided medical consultations and free medicines to 6,734 villagers during the year.

## RAJASTHAN

Health camps organised in the village of Gwalda provided medical care to 671 individuals.

The Mobile Medical Unit at Gandola provided healthcare services to 504 individuals.

## MAHARASHTRA

### MUMBAI

Medical Health centres run in Palekhurd and Dongrepada have reached out with quality medical care to more than 600 individuals.

### AURANGABAD

Regular doctor visits along with free medicines and pathology services have been provided to the students of the Gurukul Vidya Mandir at Bhangsi Mata Gad and the Bhagwan Baba Balika Ashram, Aurangabad. 1,055 consultations have been done in the last year.

Eye check up camps were organised in 5 villages of Gangapur block, benefiting 1,555 villagers.



## KERALA

The medical dispensary has provided primary health care services to approximately 1,000 people.

# OFFSETTING CARBON FOOTPRINT

## RENEWABLE ENERGY

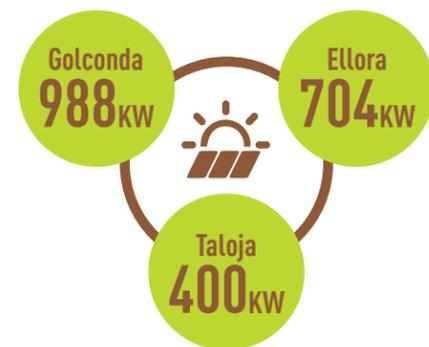
### USAGE OF AGRICULTURAL WASTE AND REPLACING FOSSIL FUELS

19 out of 21 breweries use only agricultural waste (such as rice husk, briquettes made of coconut shell, coffee bean shell, saw dust etc..) as boiler solid fuel replacing fossil fuels.

### USAGE OF RENEWABLE ENERGY SOURCES

- Wind energy usage has begun for the Nelamangala brewery from December 2016 replacing 75% of the conventional power
- Wind energy usage has begun for the Mangalore and Chamundi breweries from February 2017 replacing 75% of the conventional power
- The carbon footprint reduction on account of wind/solar power usage for FY 2016-17 was 3,351 tons of carbon dioxide emission

- Roof top solar power plants were commissioned at the following locations. This will replace around 10% to 14% of the conventional power usage at these locations.



## GREEN INITIATIVES

### EMPEE CHENNAI



Vegetables are being grown in the garden as a part of an effort to make the unit greener.

### UBL NALANDA



Saplings were planted by the associates at the unit.

### UBL SRIKAKULAM



147 badam trees were planted opposite the admin block.

### UBL MUMBAI



Under the dream project of Maharashtra Govt. to plant 20 million plants on July 1, 2016, UBL planted 1,500 plants in and around the brewery. The Maharashtra Excise and Sales Tax dept. also joined in with the UBL staff.

### UBL NIZAM & UBL GOLCONDA



4,700 saplings were planted by the two breweries under the Haritha Haram Programme.



# WORLD ENVIRONMENT DAY CELEBRATION

World Environment Day is observed on June 5 every year to promote awareness on the importance of preserving our biodiversity, the need to identify problems related to the environment and ways to take corrective action.

On the eve of World Environment Day all the units of UBL contributed towards environmental conservation by planting saplings and by undertaking a pledge to safeguard the environment.



Mr. Shekhar Ramamurthy spoke at the Annual Water Conference 2017 organised in Bangalore by CII



India Today TV, the leading English television network aired a special coverage of UBL's CSR initiatives. The episode had comprehensive coverage of the water initiatives in addition to the company's CSR vision and strategy. It was a brilliant opportunity to showcase UBL's widespread CSR initiatives to a larger audience and will help in establishing the fact that UBL does a significant amount of work to improve the quality of life of its co-communities.



# UBL CSR IN NEWS

Mr. Shekhar Ramamurthy authored two articles, one each for the online portal of Business Standard and India Water portal on Renewable Energy and for World Water Day respectively.



SpiritZ, a renowned magazine in the alcohol industry, covered UBL's CSR and sustainable development efforts in its March edition. An interview with Ms. Tushara Shankar delved into UBL's CSR vision, the projects implemented across different thematic areas of health, education and water and how CSR is internalised in our organisation.





## UNITED BREWERIES LIMITED

### United Breweries Limited

Level 3, 4 & 5, UB Tower,  
UB City, 24 Vittal Mallya Road,  
Bangalore - 560001, India

Cover page:

Mr. Balkrushna P. Chhadidar (E-mail: [bal.chhadidar24@yahoo.co.in](mailto:bal.chhadidar24@yahoo.co.in))

Compiled and Edited by:  
Ms. Tushara Shankar and Ms. Swati Jamwal

Designed and Printed by:  
Cicada Media Pvt. Ltd.