



UNITED BREWERIES LIMITED

# CORPORATE RESPONSIBILITY REPORT



2018-19

# FOREWORD BY THE MANAGING DIRECTOR



MR. SHEKHAR RAMAMURTHY

United Breweries Limited is cognizant of the needs of the changing times which necessitates a tenacious commitment of industries on the social and environmental front. As a company, we operate in the complex environment of peri-urban India which faces multitude of development concerns. We prioritise local area development in the specific domains of water conservation, safe drinking water and primary education. Our large manufacturing footprint engages us with over 150 villages and a population of over 1 million people in 13 states. The priorities of the company in line with the social development goals of the Government of India are aligned and adapted to the needs and concerns of the local communities.

The company's intent is to ensure a close alignment between the core commercial goals of business and maximum possible social and economic benefit achievable. UBL deploys the 4R strategy of

We prioritise local area development in the specific domains of water conservation, safe drinking water and primary education.

reuse, reduce, recycle and recharge for efficient use of water. The company is moving towards extensive usage of energy generated from renewable sources to minimise our environmental impact. It also set out to address those aspects of the operations – such as responsible alcohol consumption, a source of greatest public concern and where the company is well-placed to help inform public debate through the programme.

Under the Safe Drinking Water Programme initiated in 2015, another 10 villages in the state of Karnataka have been covered in this year. The programme has reached out to 59 villages through 47 water plants and 1,565 household water purifiers under this initiative. Adding to the efforts of achieving water neutrality as a company, 11 water bodies have been rejuvenated in the states of Haryana, Punjab, Rajasthan and Karnataka. Rooftop rainwater harvesting has been undertaken in 100 houses in Nandi gram panchayat in the foothill of Nandi hills. In the cumulative effort to recharge the freshwater consumed by the breweries, by March 2019, the company was able to create a recharge potential for 83% of the fresh water consumed. Our water conservation efforts have resulted in the recharge potential of over 47,19,083 KL water per year. The water initiatives have benefitted over 2,00,000 people.

The company continued to support the 10 government schools in Rajasthan and maintain the science centres established in one school in Rajasthan and eight schools in Karnataka. Infrastructure development for a rural school in Nagpur, Maharashtra was initiated in the last year. The education initiatives benefit over 13,000 school children. Mid-day meals have been supported for 1,666 children in 23 Government schools of Mangalore.

Week long awareness programme on “Responsible Consumption of Alcohol” for truck drivers associated with UBL were conducted, at 13 of our breweries in Tamil Nadu, Kerala, Andhra Pradesh, Maharashtra, Goa, Punjab and Rajasthan in the last year. The awareness programme was conducted with a goal to build awareness on implications of driving under the influence of

alcohol on their financial and social wellbeing. Over 2,500 truck drivers linked to the supply chain have been covered under this programme, which has received an overwhelming response from the beneficiaries.

The company has received recognitions and awards on national platforms for CSR initiatives. UBL CSR received the SKOCH Order of Merit for qualifying among top CSR projects in India for Ecological Restoration of Water Commons and Natural Resource Management. It received HR Excellence Awards 2018 for leading practices in CSR conferred by People First. The company's water conservation programme was also awarded with ET Now CSR Leadership Award for 2018.

UBL is strengthening its endeavours on promoting responsible consumption and water stewardship in the communities and will continue to work with partners to promote sustainability along the entire value chain.

# UBL'S PARTNERS

## Ace Education Trust



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 such 500 mini science centres in rural Karnataka in the coming five years.

Ace has worked with UBL for establishment of science centres in 9 Government schools in Nanjangud and Nelamangala, Karnataka and Aslimpur, Rajasthan.

## Akshayapatra



The Akshaya Patra foundation is a non-profit organisation that implements the world's largest NGO led school feeding programme serving over 1.6 million children every day. The Foundation provides unlimited, nutritious, hygienically cooked hot noon meals in 13,000+ Government schools and Government run day-care centers (Anganwadi), in partnership with the Central and State Government to promote universalisation of primary education.

The Akshaya Patra foundation in association with UBL has ensured feeding of government and government aided school children on regular school working days in and around Mangalore, Karnataka.

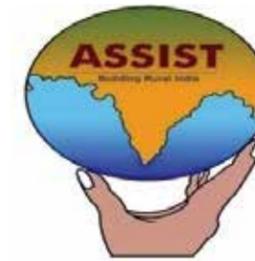
## Akhil Bhartiya Gramin Utthan Samiti (ABGUS)



ABGUS is an NGO working in the field of empowering communities and enhancing their participation in gradually sustaining the development of their own society and nation. It focuses on strengthening of water resources and providing safe and clean drinking water to the rural community for a healthy and sanitised environment.

UBL and ABGUS work together on the Safe Drinking Water and Water Conservation projects in Dharuhera, Haryana.

## ASSIST



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 and Mysore, Karnataka.

## Dilasa Janvikas Pratishthan



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 has implemented watershed development projects in 3 lakh hectares 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. Dilasa has also been UBL's partner in the Education projects implemented in Ponda, Goa and Aurangabad and Nagpur, Maharashtra.

## Goodera



Goodera empowers companies to track, measure and communicate the impact of their volunteering initiatives. They help companies understand the health and progress of their CSR programmes and derive data driven insights for every stakeholder through interactive dashboards and report as per Section 135 of The Companies Act, 2013. Inspiring global impact through volunteering and giving programmes, Goodera provides technology that amplifies employee engagement and drives social impact.

UBL has worked in partnership with Goodera for a Monitoring and Evaluation Platform for the company's CSR and Sustainability projects.

## Sambhav Foundation



Sambhav Foundation is a non-governmental organisation that drives transformational change. Sambhav intends to reach more people “in need”, effectively and to create sustainable benefits for the communities that they engage with, in terms of income, skills, behaviour etc. Sambhav attains this by working closely with the target communities, taking in to consideration their socio-cultural backgrounds, inclinations and challenges and develop suitable programmes to achieve its goals.

Sambhav Foundation is UBL’s implementation partner for the Responsible Consumption of Alcohol project, a project that is being implemented across each of UBL’s manufacturing units.

## Sarvodaya Integrated Rural Development Society (SIRDS)



SIRDS is a non-profit organisation working for over two decades, for quality care of disadvantaged children and women, 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, 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 Project in Nelamangala and Bagepalli, Karnataka as well as the School Infrastructure Development Programme in Nelamangala.

## Sir Syed Trust (SST)



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.

## Springhealth



Spring Health India Pvt. Ltd. has been working in rural Odisha for the past 6 years and aims at providing affordable clean drinking water to low income families. It believes in the entrepreneurial model which is, creating employment in the communities it serves. The organisation works with women self-help groups in 26 villages to increase their income and market presence.

With UBL, Spring Health has implemented a Safe Drinking Water Project in Odisha.

## The Energy and Resources Institute (TERI)



TERI is an independent, multi-dimensional organisation, with capabilities in research, policy, consultancy and implementation. Their work across sectors is focused on promoting efficient use of resources across sectors, increasing access and uptake of sustainable inputs and practices and reducing the impact on environment and climate. Their mission is to usher transitions to a cleaner and sustainable future through the conservation and efficient use of Earth’s resources and innovative ways of minimising and reusing waste.

TERI is UBL’s partner in implementing water conservation projects in Ludhiana and Patiala, Punjab and Shahjahanpur, Rajasthan.

## United Way of Bengaluru



United Way is a not-for profit organisation that seeks to engage with and empower local communities. Wake the Lake is a flagship campaign of United Way Bengaluru to revive the dying lakes of Bengaluru. The campaign stands out as a shining example of collaboration between civic bodies, corporates and citizens for a larger good. Wake the Lake has been successful in reclaiming and restoring several lakes which were on the verge of total collapse and ruin, by clearing them of sewage, improving the quality of water and turning them into active community spaces.

UBL has collaborated with United Way Bengaluru to rejuvenate the Nandi Lake in the foothills of Nandi. Additionally, rainwater harvesting measures are being undertaken as well.

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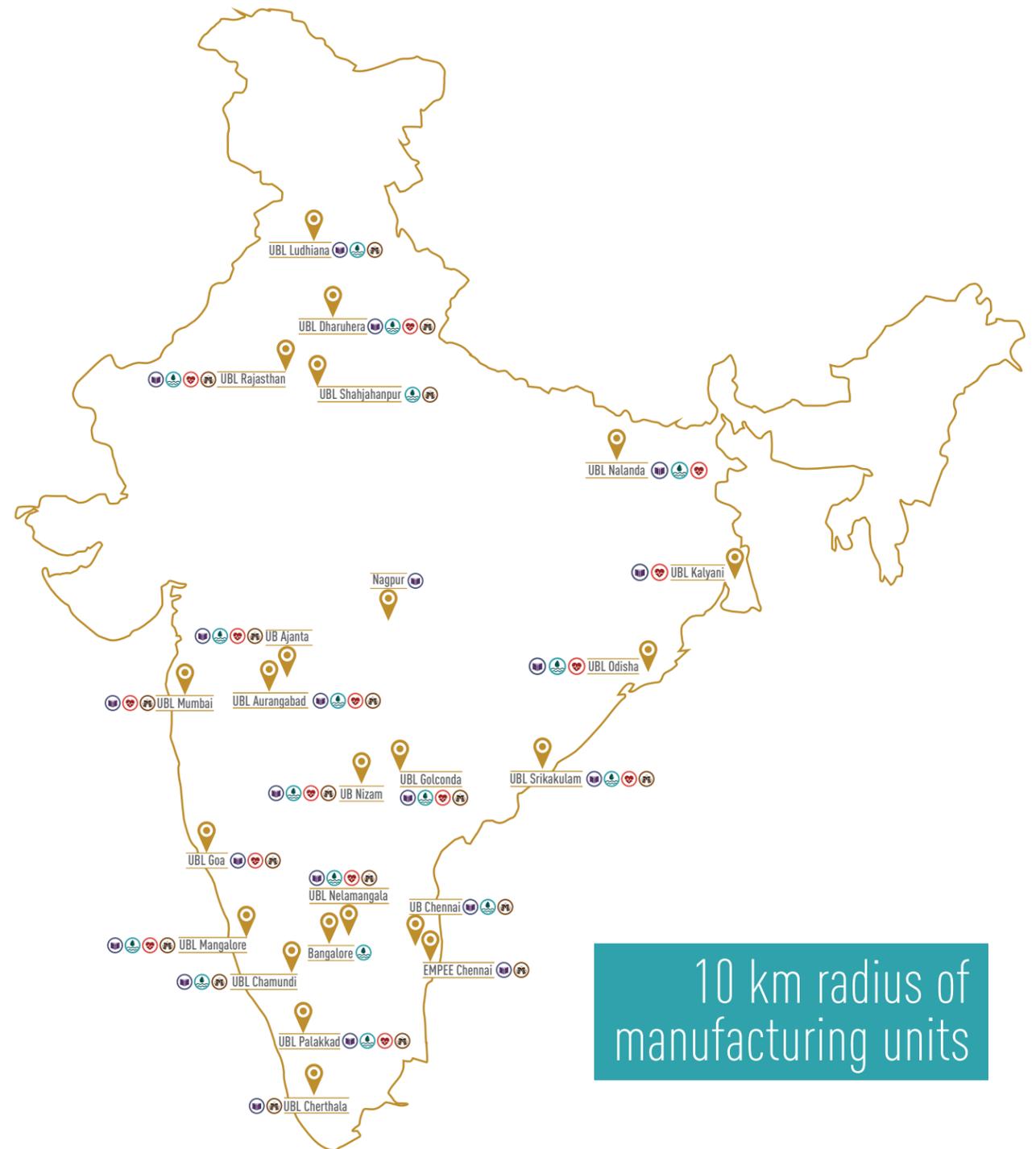


**UBL AT CSR AND  
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**59**



**WORLD  
ENVIRONMENT  
DAY**  
**65**

## CSR AND SUSTAINABILITY FOOTPRINT



# CORPORATE SOCIAL RESPONSIBILITY



“With a committed board and a passionate management team, the CSR and sustainability agenda at UBL has undergone an imperative transformation from a division operating in isolation to a function completely integrated with the business strategy in the last few years. The nuanced understanding of dependency of business operations on the social and environmental context has helped in taking business decisions from a triple bottom line perspective. Water as a critical resource for our business receives due importance in our corporate responsibility programme with 75% of the resources allocated to the domain. Local area development and prioritising community needs has been and will continue to remain the basic premise of all our interventions.

**MS. TUSHARA SHANKAR**  
Head, CSR

United Breweries Limited's Corporate Social Responsibility (CSR) focuses primarily on sustainable growth for all stakeholders around our manufacturing units. We believe in our business growing on an environmentally and socially responsible footing.

Water is an essential ingredient in all our products. Recognising the severity of water crisis in India, UBL has committed to being a "water neutral" company by 2025 and we have already created recharge potential of 83% of our production needs. In our endeavour to achieve this goal, we have made Water the most important pillar of our CSR

programme. We have therefore, undertaken projects in water conservation, replenishment and provision of safe drinking water to the communities in the neighbourhood of our breweries. We have also recognised the importance of community involvement towards the fulfilment of this objective and worked with communities in implementation of rainwater harvesting and watershed management projects.

Additionally, we have also identified the importance of primary education in upliftment of rural societies. We have thus taken up programmes in the field of primary education

around our breweries. Our primary education initiatives focus on Government schools and include infrastructure improvement and teaching aids.

As one of the leaders in the Alco-Bev industry in India, we understand our social responsibility in spreading awareness about responsible consumption of alcohol. Our responsible consumption programme was aimed at educating truck drivers, who are an integral part of our supply chain at our breweries, about the consequences of driving under the influence of alcohol.



**SAFE DRINKING WATER**

**NEARLY 1.4 Lakh INDIVIDUALS**



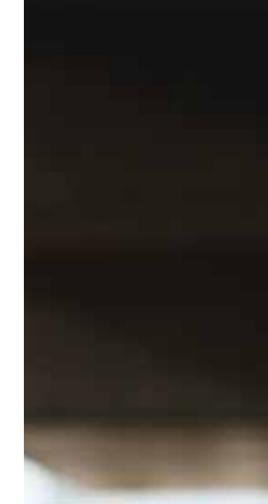
**EDUCATION**

**OVER 13,000 STUDENTS**



**WATER CONSERVATION**

**NEARLY 75,000 INDIVIDUALS**



**RESPONSIBLE CONSUMPTION**

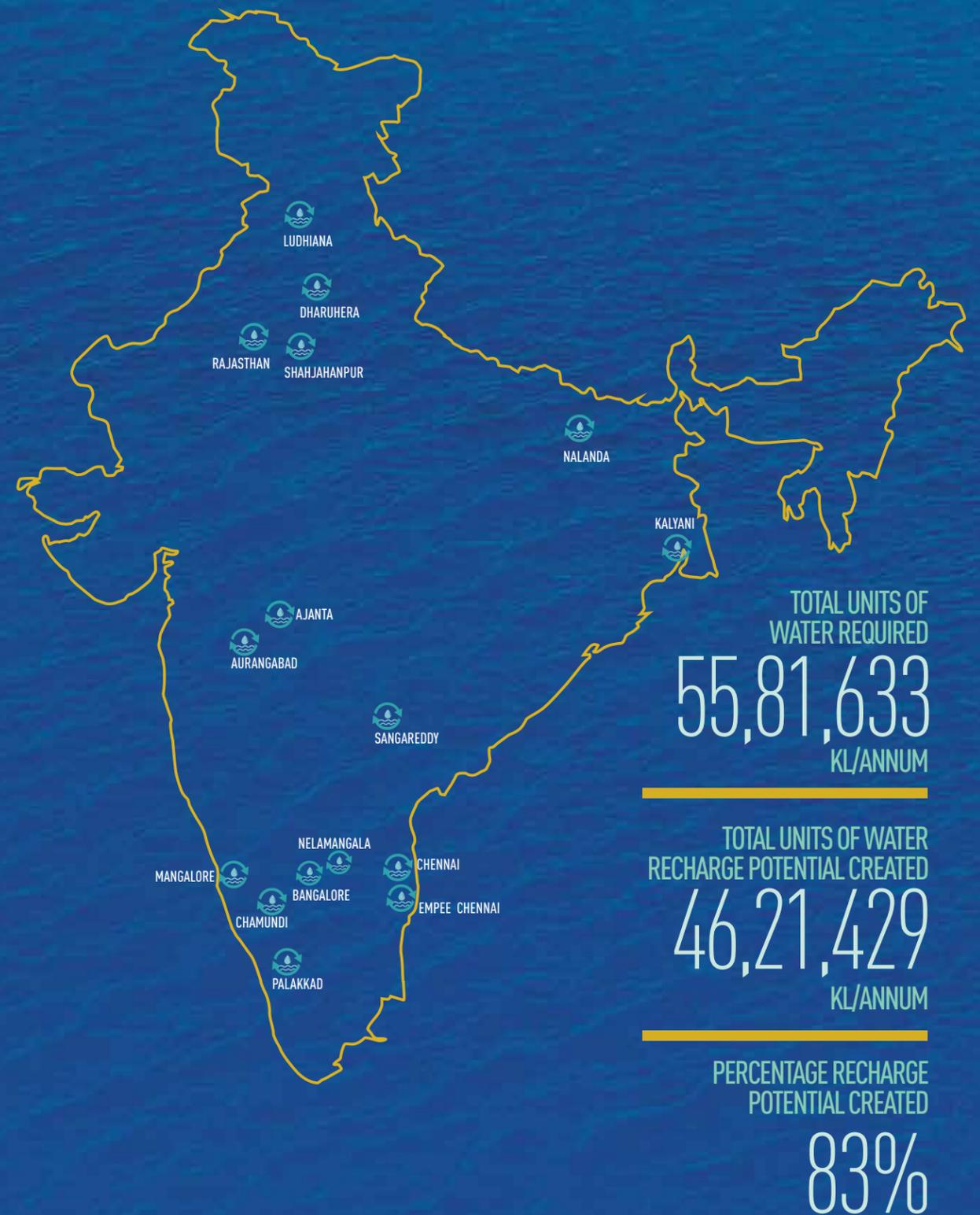
**OF ALCOHOL**

**OVER 2,500 TRUCK DRIVERS**

THROUGH OUR WATER INITIATIVE, WE HAVE TOUCHED THE LIVES OF OVER 2,00,000 PEOPLE IN EIGHT STATES



## RECHARGE SUMMARY



# WATER

At UBL, CSR projects have a special focus on Water conservation and increasing accessibility to safe drinking water.

In India, almost two thirds of rural households do not have piped water and 60% of the agriculture is rain-fed. Although many regions in India receive good rainfall, more than 90% of the rainwater is lost through run-off. With hardly 5-10% of the available rain-water being put to use, the wastage of this precious resource is alarming. Carelessness in making effective use of rainwater has led to decline in the ground water levels. Moreover, with unpredictable monsoons, almost 70% of India's population faces water scarcity throughout the year, making it difficult to sustain normal life.

More than 50% of our CSR budget is spent on water conservation and preservation related projects. These projects are generally implemented in and around our breweries across India with a sense of giving back to community the most important resource that we utilise in our production processes. Extensive efforts are being made to generate awareness among our co-communities on the adoption of Rainwater Harvesting practices and incorporation

of necessary infrastructure for Water Conservation. We are focusing on institutional development and capacity building of village institutions through community mobilisation and Village Institution formation for better Local Governance.

We are working on five major projects rejuvenating 13 Water bodies across five states in India. Rainwater harvesting for individual beneficiaries is also an important project taken up in four villages of Nandi Gram Panchayat in Karnataka.

## SAFE DRINKING WATER



59  
VILLAGES



31  
R O WATER  
ATMS



18  
CHLORINE  
DIOXIDE PLANTS



1565  
WATER  
PURIFIERS FOR  
FAMILIES



5  
STATES  
KARNATAKA  
TELANGANA  
MAHARASHTRA  
HARYANA  
ODISHA

# KARNATAKA

NANDI GRAM PANCHAYAT  
CHIKKABALLAPUR



## LOCATIONS

Nandi, Sultanpet, Saigat  
Kadirenhalli and Madagu Hasahalli  
of Nandi Gram Panchayat

## IMPLEMENTATION PARTNER



## REJUVENATION OF NANDI LAKE, KALYANI AND GUNDU THOPU



Nandi Lake has a capacity of 4 Lakh KL and is spread across an area of 27 acres at the foot of Nandi Hills. Due to illegal blocking of the inlet channels the lake dried up over the years. Eventually a dense forestation of bushes and small trees grew in the lakebed and illegal activities like unscientific

soil excavation and land encroachment started taking place. UBL is working with United Way Bengaluru on this project, and the needs



Desilting of the tank, levelling, jungle clearance and inlet cleaning is definitely going to have an impact on the water availability. There are more than hundred bore wells in and surrounding Nandi village. Currently even at 1,000 ft. depth there is no water available. But once the Nandi lake is full of water, this will help recharge bore wells and wells in the villages and more than hundred hectares of the land can come under cultivation again”.

**MUNIYAPPA**  
Sultanpet village

**NANDI RESTORATION**



assessment was conducted in 2017-18 with major work starting this year. The work involved clearing up of the dense forestation of bushes and trees and relocation of electric poles passing through the lake to the periphery. Levelling work had to be done for the entire lakebed. A 600m long embankment was constructed to strengthen the bund. The three inlet channels carrying rainwater from the surrounding hills to the lake were cleared. The project also involves beautification by planting 3,000 trees of which

200 were planted in this financial year and the rest are planned for plantation in the coming monsoon.

This project, over the years, will result in increased cultivation (20-50%) in 50 Acres of land around Nandi Lake. The project will bring back cultivation in an additional 10 Acres and reduce the cost of cultivation, which will directly affect the livelihood of approximately 500 small and marginal farmers.



Gundu thopus are primarily green spaces that are capable of small-scale production of forest products and serve as points of bird watching and bush walking. In addition to the trees, they support considerable flora and fauna, including birds, butterflies and ants. They also help regulate the microclimate, keeping temperatures low. UBL in association with United Way Bengaluru worked to rejuvenate the Gundu Thopu in Sultanpet village and this will benefit the 1,500 people living there. Trees have been planted, sprinkle and drip irrigation setup has been installed and a 222KL pond has been cleaned to improve ground water level in the surroundings.



**KALYANI RESTORATION**

An old Kalyani in the same premises with a capacity of 1,300 KL has also been cleaned and restored. Kalyani is a stepped well outside temples, used for bathing and cleaning purpose before prayers. Children also use it for swimming and recreational purposes.

**GUNDU THOPU REJUVENATION**





### ROOFTOP RAINWATER HARVESTING FOR INDIVIDUAL BENEFICIARIES

Rooftop Rainwater Harvesting in the four villages of Nandi Panchayat aims to cover 350 households over three years to install the setup including construction of 4,000L tanks with hand pumps. The tank can easily hold water required

for 15-20 days. 50 households were covered in the last financial year and another 135 were done in this year.



## CASE STUDY

### INSTALLATION OF RAINWATER HARVESTING UNITS AT VILLAGES UNDER NANDI GRAM PANCHAYAT

Sarojamma and her family experienced a lot of hardship in accessing water for day-to-day needs of the household. They had to travel about 2 kilometers one way to reach the water point / bore well, wait for their turn to collect water, if they were fortunate they used to fetch water quickly however, that was not the case always as it depended on the availability of electricity.

During the needs assessment, it came out that the family was in real need of a rainwater harvesting unit which would help meet their water requirements. A rooftop rainwater harvesting unit was setup in their house. Apart from domestic purposes, her family also uses the water for drinking purposes. Sarojamma's son who works as a labourer is very happy that he can devote more of his time towards earning for the family. He is very particular about maintaining the unit and even cleans the filter regularly.

## MYSORE

### SAFE DRINKING WATER AND SANITATION IMPROVEMENT



Last year, UBL initiated the project for provision of safe drinking water and improvement of sanitation and hygiene in 11 villages. The project is spread over two Panchayats, i.e, Hulimavu and Tandavapura around the Chamundi Brewery in Nanjangud Taluk of Mysore District.

Water treatment plants have been established in 8 villages, and they provide safe drinking water to the nearby communities.

The villages faced water contamination because of open defecation. UBL has raised awareness to make the villages Open



#### LOCATION

Nanjangud Taluka

#### IMPLEMENTATION PARTNER



Defecation Free (ODF) and provided financial assistance to families with no toilets to help them in construction. An assistance of INR 5,000 is being provided to construct toilets in each household without toilet. 100 toilets have been constructed so far under the project.



**IN THIS FINANCIAL YEAR, MORE EMPHASIS WAS LAID ON IMPROVING SANITATION IN THE ADOPTED VILLAGES, AND THE FOLLOWING ACTIVITIES WERE UNDERTAKEN:**



Distribution of 8,500 individual dustbins, two for each household, one for the collection of wet garbage and the other for dry garbage covering a total number of 4,250 households in 11 villages



Promoting community ownership by regularising the process

Strengthening the garbage disposal management practices by Panchayat, providing necessary assistance in the form of cycle carts/ movable wheeled bins



200 community dustbins with each dust bin covering 20 families, kept in all the streets and corners

## CASE STUDY

Deepika was born in 2016 to Madappa and Geetha of Chikkaihanachatra village of Nanjangud Taluk in Mysuru District. After she turned one, the baby suffered from repeated incidences of diarrhoea, vomiting and respiratory infections. She started losing weight and became sick quite often. The local

doctors diagnosed the disease as water borne diarrhoea and prescribed the medicines for relief without mentioning the cause of the disease. Although Deepika showed initial signs of recovery, eventually her condition deteriorated by the day, thereby restricting her to bed rest most of the time. She was referred for expert opinion, where the doctors advised the parents to have safe water at home, and maintain sanitation.

Together with community awareness sessions on sanitation and hygiene, the UBL water plants were installed in Chikkaihanachatra around the same time. Madappa and Geetha started using the water from the UBL RO water plant regularly.



DEEPIKA WITH HER PARENTS

The parents moved to bottled water and the results were encouraging. Though Deepika's health improved after switching to bottled water and adhering to the doctor's prescribed medicines, the respiratory disease symptoms persisted. Moreover, buying the bottled water from private vendors was quite expensive and the parents could not afford it for long.

“ Thanks to UBL for providing safe drinking water and helping us save the life of our only daughter”.

**GEETHA**  
the mother of Deepika

## BAGEPALLI

**IMPLEMENTATION PARTNER**



### SAFE DRINKING WATER PROJECT

Bagepalli is situated over an over-exploited aquifer and is hence struggling for accessing safe drinking water. The town largely depends on the ground water which has high TDS levels.

A safe drinking water project was undertaken in Bagepalli wherein two RO water plants, one each at a Government Boys School and the Government Hospital, have been installed. The MLA from Bagepalli, Mr.S.N. Subbareddy inaugurated the project.



## CSR EXPERIENCE

As part of the Management Trainee programme I had the opportunity to be part of the CSR initiatives undertaken by our company. My project involved conducting an impact study in Aurangabad and a needs assessment exercise in Chennai. I had a chance to speak to people from different villages across two cities where they are facing acute water scarcity and tried to understand the gravity of the situation. The situation is very grim and people are suffering without water. Most of them rely on agriculture as their major source of income and they are heavily dependent on rainfall, which has been very low over the past few years. It is therefore, important to raise awareness and help them sustain their livelihood. In Aurangabad, United Breweries has been fundamental in helping the villagers in conserving water through water conservation initiatives like 'Cement nalla bands', and interventions on watershed and drinking water storage tanks. The needs assessment exercise in



**AKHIL S SUNDAR**  
MANAGEMENT TRAINEE

Chennai was an enthralling experience and for me personally, it was an eye-opener. Water scarcity is a real issue that needs to be addressed soon and I am happy that our organisation being water dependent themselves is giving back to the community. I am really happy that I could be a part of the CSR journey and do my bit in these activities that serve a great purpose.

## PUNJAB & RAJASTHAN



### LOCATIONS

Ludhiana and Patiala, Punjab  
and Shahjahanpur, Rajasthan

### IMPLEMENTATION PARTNER

**teri** THE ENERGY AND  
RESOURCES INSTITUTE

### WATER CONSERVATION THROUGH REJUVENATION OF POND WITH PARTICIPATORY COMMUNITY ENGAGEMENT



### MEETINGS WITH GRAM

### PANCHAYATS AND COMMUNITY

UBL has undertaken a water conservation project through participative community mobilisation in partnership with TERI. The overall objective of the project is to facilitate water conservation in villages of Ludhiana, Patiala and Alwar districts through rejuvenation of ponds with participatory community engagement. The idea is that sustainable water conservation interventions can be achieved only through active participation of stakeholders. A common

water conservation implementation framework for Pond Rejuvenation has been designed for the selected villages.

The sites were selected through scientific investigation and are in close proximity of the UBL plants. These ponds collected wastewater from different places in the village and were filthy wastewater and garbage pools. Under this project, the selected pond sites were dewatered,

cleaned, landscaped and taken up for wastewater management. Injection wells were built in the ponds for groundwater recharge. The wastewater is now managed in such a manner that it does not find its way straight into the pond and the groundwater levels are recharged by clean water entering the pond.

A scientific assessment was done to evaluate the recharge potential of each of the eight ponds using GIS techniques

LUDHIANA : VILLAGE PONDS INTERVENTION PROCESS



PATIALA : VILLAGE PONDS INTERVENTION PROCESS



SHAHJAHANPUR : VILLAGE PONDS INTERVENTION PROCESS



and available data on rainfall and soil-type. All these activities were done with the support and consent of local community and respective panchayats of the villages.

of these rejuvenated ponds. As a part of engaging community in this project, awareness creation and sensitisation meetings were held at various levels. Wall paintings with messages to raise awareness about water conservation and preservation have been done in the villages.

There are Village Development Committees (VDCs) formed under this project for each of the site which comprise of some active members of the community with representation from female members. This group is responsible for providing inputs, suggestions in planning and implementation phase. After the project is completed, it will be handed over to the village community and this committee would be responsible for maintenance



**THIS PROJECT HIGHLIGHTS SUCCESSFUL AMALGAMATION OF SCIENTIFIC TECHNOLOGICAL SOLUTION WITH CORDIAL INVOLVEMENT OF LOCAL COMMUNITY TO ACHIEVE SUSTAINABLE MANAGEMENT OF GROUNDWATER. MAIN OUTCOMES OF THE PROJECTS ARE:**

 Increased awareness in the community with respect to the value of water conservation; importance of recharging the depleting groundwater and pond rejuvenation

 The estimated water recharge potential of the project is about 19,51,475 KL per year and the total beneficiaries are 13,614 in 8 villages close to our operations



Filthy ponds converted into recreational spots with clean water and landscaped surroundings providing better aesthetic value. Parks and walking trails around the ponds are used for recreational purposes by local communities including women and kids



## RAJASTHAN & ANDHRA PRADESH



Bhiwadi, Rajasthan and Srikakulam, Andhra Pradesh

### NEEDS ASSESSMENT CONCLUDED FOR IMPLEMENTING SAFE DRINKING PROGRAMME



A community needs assessment (CNA) was conducted by Samhita Social ventures to understand the availability of natural resources especially water near our breweries in Srikakulam and Bhiwadi.

Other than water, the study focused on social, human and economic resources available in the two locations. UBL is going to launch projects to provide access to safe drinking water for community members near both of the breweries in the next financial year.

## CSR EXPERIENCE

My project for the CSR stint was divided into two sub projects, one with The Energy and Resources Institute (TERI) for water conservation and groundwater recharge near UBL's Shajahanpur brewery and other was an outcome study for the Responsible Consumption of Alcohol project in Shahjahanpur, Dharuhera, Bhiwadi and Ludhiana.

In the water conservation project at Lamachpur and Nangal Udia villages we organised community meetings with the villagers to get their opinion and feedback on the progress of the ongoing projects. Residents from both the villages were happy and looked optimistic with the development. I also had the opportunity to visit new ponds in the 10 k.m radius of our brewery which could be developed as ground water recharge sites.

My interactions with the truck drivers, during the outcome study revealed that the participant drivers were extremely thankful for the workshop and have noticed a behaviour change in other



**PRIYANKA CHAUHAN**  
MANAGEMENT TRAINEE

drivers and themselves. They also requested for more such workshops to spread awareness around responsible consumption of alcohol.

Overall, I had an uplifting experience during my CSR stint that helped me understand the incredible work done by UBL. Such work leaves a positive impact on the community, project participants and helps them in the long run.

# HARYANA



## LOCATION

Dharuhera, Haryana

## IMPLEMENTATION PARTNER



## WATER CONSERVATION PROJECT

In line with its larger goals, UBL has undertaken a water conservation project in Dharuhera to develop and rejuvenate village water bodies i.e. make ponds usable and ready for rain water harvesting and conservation. The project also aims to treat inlets to improve the ground water table sustainably in three villages-Joniawas, Kapadiwas and Khatawali. The region faces severe water scarcity problems especially during summer months. This project will bring relief to the 6,700 residents of these villages by creating a combined recharge potential of 9.5 lakh KL.

### VILLAGE JONIAWAS POND INTERVENTION PROCESS



2,500  
PEOPLE

BENEFITTED



### VILLAGE KAPDIWAS POND INTERVENTION PROCESS



1,890  
PEOPLE

BENEFITTED



### VILLAGE KHATAWALI PONDS INTERVENTION PROCESS



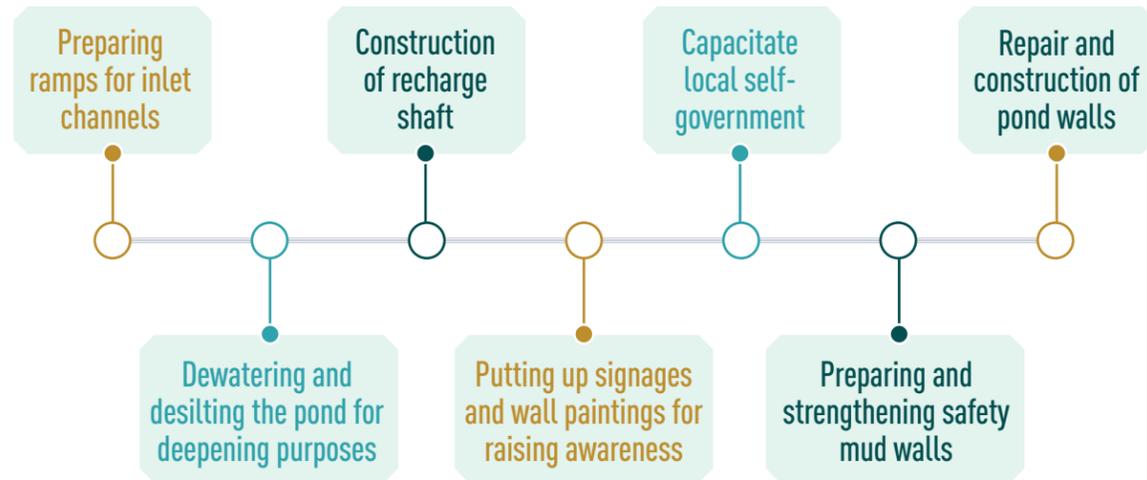
2,200  
PEOPLE

BENEFITTED



An important feature of this project is the inclusion of the local self-government and communities in the project progress, which increases the awareness for careful use of the scarce resource. Extensive training sessions and mass awareness exercises have been conducted for the village members to enable them to maintain water bodies and keep the ecological practices alive.

**THE REVIVAL PLAN FOR THE WATER BODIES IS AS FOLLOWS:**



# THROUGH THE EDUCATION INITIATIVE, WE HAVE SUPPORTED OVER 13,000 CHILDREN IN THIRTEEN STATES

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

Mid-Day-Meals provided to over **1,825** children in Mangalore, Karnataka

9 mini science centres have been established in Government schools in Nanjangud and Nelamangala, Karnataka and Aslimpur, Rajasthan benefiting nearly

**2,400** students

Infrastructure overhauling and improvement of the learning environment has been brought about in 10 Government schools benefitting

**3,107** children in Bhiwadi, Rajasthan

# EDUCATION

Around 70% of the Indian population is currently residing in rural areas and the human development indicators reflect poor state of education amongst the rural populace. Education in rural India has extreme significance. The most important problem India is currently facing in the academic industry is that most of the academic innovations are aimed to improve education in urban areas while education in rural areas is neglected. Most of the schools do not have proper buildings, classrooms, teaching

equipment, playgrounds, toilets and above all, face severe shortage of teachers.

United Breweries Limited under its Corporate Social Responsibility adopts Government Primary schools in the vicinity of its manufacturing units and supports them by improving infrastructure and improving the quality of learning amongst students.



# RAJASTHAN



**LOCATION**  
Tijara

**IMPLEMENTATION PARTNER**



**NAI PAHAL PROJECT - ENHANCING AMBIENCE AND QUALITY OF EDUCATION IN GOVERNMENT SCHOOLS**

Into its third year of running, the programme aims to transform students into educated, responsible and self-reliant citizens with a deep sense of commitment to their society. Both classroom as well as out of classroom activities help students to develop holistically; helping them imbibe the right values, life-skills and confidence. Active involvement of parents, community and like-minded people are integral to the project.



**THE PROJECT HAS FOCUSED ON THREE MAJOR ACTIVITIES FOR ACHIEVING THE GOALS SET OUT.**



Understanding background and present situation of education system and educational institutions and plan accordingly to improve their status and provide quality education



Community's and Bal Sansad's engagement and participation in managing a school



Use of reading corners to improve learning outcome

**HIGHLIGHTS**

623 new enrolments (263 Girls and 363 boys enrolled) in this year and 1,627 enrolments collectively in adopted schools.



Inauguration of computer lab in Government Primary School, Sarekhurd.



Various national, international days celebrated in all the schools where different cultural programmes and activities were organised.



Nutri Garden in adopted schools of Sedhwali, Jodiya Mev, Gadhelia Ki Dhani, Khohrikhurd and Indor.



Green wall from waste material in adopted schools of Indor, Gadhelia Ki Dhani, Kayra, Sarekhurd.



SMC has placed volunteer in the adopted schools of Indor and Gadhelia Ki Dhani, 60% of the parents started contributing towards the volunteer's salary.



School Management Committee (SMC) and community of Khohrikhurd village went to SDM, Chief Block Education Officer and Tehsildar office and handed over memorandum to place teacher.

### INFRASTRUCTURE WORK

Renovation and refurbishment of infrastructure had been completed in the previous years. This year, minor repair works were done for the maintenance of the infrastructure.

### BAAL SANSAD (CHILD PARLIAMENT)

Baal Sansad has been constituted in eight schools with the objective of managing day-to-day activities. Every member of Baal Sansad has very clearly defined roles and responsibilities. Baal Sansad is actively engaged in five schools (Indor, Sarekhurd, Sedhwali, Gadhelia and Khohrikhurd).

Kayra Ki Dhani, Sedhwali, Khohrikhurd, Gadhelia, Sarekhurd, Indor for the office bearers of the Baal Sansad. From amongst the elected office bearers, the students have selected a Prime Minister and a Deputy Prime Minister.



Electoral process, similar to that of the Indian parliament has been adopted for selection of the Baal sansad in these schools. Elections were held in the schools in

Every fortnight Baal Sansad conducts a review and planning meeting. Every member presents their work and plan for next month. In Indor, Baal sansad presents their work in Baal Sabha. In Baal Sabha every member of school participates. They raise questions to baal sansad members.

## CASE STUDY

Set in the heart of the village, the school is a very special place to learn where each and every child feels proud to belong. The school is in Indor village in Alwar district of Rajasthan, situated a few kilometers away from the town of Bhiwadi. It is a larger than average Government elementary school located in an area of acute social deprivation and disadvantage. Unlike most Government schools, this school has a functioning library. The book collection in other schools are confined within cupboards, and in some cases, do not even see the light of day after purchase, except during annual stocktaking. However, in the library at this school, the books are in open shelves, and clearly visible. Children come to the library to read books whenever they have free time.

There is a dedicated library period for every class in the school, where a teacher engages children in activities like storytelling and role play. Children borrow books to read, something that is not usually encouraged, since teachers are often fined for the loss or damage of books. The books in this library are carefully curated, keeping in mind that they should appeal to children. The collection boasts of large illustrated books with well-written stories on diverse themes.

For children, this is the only place where art and craft happen in the school, so it is a place of joy for them.

Children play an active role in shouldering the responsibility of running the library. Pustakalay Mantri (Library Minister) of Baal Sansad (Child Parliament) undertakes the task of maintaining registers and lending

“Activities in the library made me realise my interest in reading, and this was the reason I started visiting the library”.

**SAPNA**  
Standard 7

cards for issuing books. They maintain the space and play an active role in recommending books to each other and to the rest of the school through word of mouth, book reviews, role play conducted in library sessions and during the daily school assembly.

The positive learning outcomes we have consistently seen in our Education Programme are encouraging.



# KARNATAKA

**NANDI GRAM PANCHAYAT  
CHIKKABALLAPUR**



**LOCATIONS**  
Nandi, Sultanpet of Nandi  
Gram Panchayat

**IMPLEMENTATION  
PARTNER**



## GOVERNMENT HIGHER PRIMARY SCHOOL, SULTANPET



Water proofing has been done for one of the classrooms to give the 120 students of the primary school a roof safe from seepage to study in. Toilet repairs were undertaken and separate toilets for boys and girls were constructed. Educative and attractive pictures have been painted on external and internal walls to keep the students engaged and interested in attending school. Additionally, the school kitchen has been refurbished so that clean and hygienic food can be cooked. A roof top rain-water harvesting unit with 6,000 ltr capacity tank has also been installed at the school for washing hands and cleaning the mid-day meal plates.

## GOVERNMENT HIGHER PRIMARY SCHOOL, NANDI

The students at this school faced problems as the local goons would use the school toilets in the evening for antisocial activities and cause damage to the toilet. UBL with United Way has refurbished the toilets along with grills on all sides to prevent the misuse of the school property.

## GOVERNMENT HIGH SCHOOL, NANDI



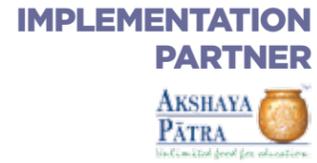
The water supply in school was irregular and they either had to spend huge amounts for water tanks or they stayed without water in school. A 14,000 Litre rooftop rainwater harvesting unit along with underground tank and hand pump was installed at the school to benefit 140 students, teachers and staff members of the school.

# MYSORE

UBL supported the 72nd Independence Day celebrations in six schools around the manufacturing unit. Prizes and sweets were distributed among the 500 students at the event to encourage participation. A model library has also been proposed for the one of the primary schools which has been finalised and will be completed soon.



# MANGALORE



## MID-DAY-MEAL PROGRAMME



With a view to enhancing enrolment, retention and attendance and simultaneously improving nutritional levels among children, the Mid-Day-Meal Programme was re-launched by the Government of India in August 1995 as National Programme of Nutritional Support to Primary Education (NP-NSPE). The Mid-Day-Meal programme serves Government and Government aided school children across India with the objective of eradicating classroom hunger, malnutrition and bringing children to school.

In partnership with Akshaypatra Foundation, UBL continued to support mid-day-meals for 1,666 children in Mangalore. This contribution towards the betterment of the children has inspired them to chase their dreams and has a direct impact on their academic progress and nutritional standards.



In this financial year, UBL's support helped provide lunch on all 230 school working days for the planned 1,666 students and also an additional 159 students.



The meals served are hot and tasty, I like rice, sambar and chips the most. There are a lot of vegetables in the meals, I feel that having the meals has improved my health. My parents are also happy that I receive lunch at school".

**RADHIKA**

## CASE STUDY

### YOUNG RADHIKA WANTS TO BECOME A TEACHER

Radhika, a standard 9 student of Abyasi High School, Hampankatte, comes from a family of 6. Her father used to work as a painter, but now works as a watchman in a banquet hall. Her mother works for daily wages to support the family. Two of her brothers and a sister are studying in Bolara Higher Primary School.

She has been having hot meals at her school and now looks forward to coming to school everyday.



## OTHER PROJECTS



UBL also supported the education of students in schools around the brewery by providing desk-bags and other material.



Medical camps and child safety sessions were conducted.



Skill training programmes conducted and worked on Model School Safety Index at Adka Higher Primary School.

Free medical camps were conducted for the 250 students of Meenakallya School.



Playground improvement and toilet construction was taken up for Baikampady school providing better recreation facilities to the 350 students of the school.



## CSR EXPERIENCE

My CSR experience was largely focused around understanding the water conservation project being implemented by The Energy and Resources Institute (TERI) in three villages each from Ludhiana and Patiala in Punjab.

We started with Ludhiana and then moved on to explore Patiala. We started with getting a general overview from TERI team and that included details about the duration of the project, community participation, para-workers, challenges the team had faced in implementation, etc. Post that we visited the pond sites, where we physically verified the work quality, had discussions with the local person overseeing the construction, and understood the hindrances they faced. We also conducted focused group discussions with women groups, Village Development Committee (VDC), farmers and the Gram Panchayat.

I came across some interesting things during my journey. Most of the village community members felt that UBL brought cleanliness to their village as the areas where ponds were being constructed were in a very bad state. Another thing that I noticed was that excess water from heavy rains that used to destroy the



**KANIKA MALIK**  
MANAGEMENT TRAINEE

crops can now be diverted to the ponds and recharged to the ground. Farmers who have agricultural land near the ponds were benefitted by this.

It was a beautiful journey where I understood the strategic planning involved in rainwater collection and groundwater restoration structures, including the waste water diversion needed. I also felt that there should be more cost effective ways for everyone to be able to save and utilise rainwater by themselves and this should be compulsory for every household.

# GOA



**IMPLEMENTATION PARTNER**



## PROVIDING BASIC INFRASTRUCTURE FACILITIES TO ANGANWADIS

In line with UBL's commitment towards improving the education experience of children in Government Schools, we supported 92 kids in three Anganwadis of Bethora, Coddar and Mestwada villages under the Bethora Gram Panchyat. Anganwadis are the first step towards education and create the first impression of education in the minds of children. The objective of this



project is to provide basic infrastructure, increase enrolment ratio and promote learning through fun and quick learning tools. The selected anganwadis had a functional building but lacked basic infrastructure like benches, tables and playing kits. We have provided them with tables, chairs, display of different study materials, poems, soft toys, and slides.

## 'युबी' तर्फे अंगणवाड्यांना साधनसुविधा सामग्री

दापाळ, दि. २० (बार्साह)

बेठोडा येथील युनायटेड ग्रॅज्युवरील कॅम्परीलक बेठोडा, सिंकात, कोन्ने, फोडार पंचायत क्षेत्रातील तीन अंगणवाड्यांना शैक्षणिक साधनसुविधा साधनी उपलब्ध करून देण्यात आली आहे. सार्वत्रिक सुवातेत गावकर मांच्या उपस्थितीत ही शैक्षणिक साधनसुविधा साधनी अंगणवाड्यांच्या शिक्षकांकडे सुपूर्द करण्यात आली. सुमारे ७ लाख रुपये खर्चून सामाजिक, सांस्कृतिक, उद्योगांमधील कॅम्परीलक ही साधनी उपलब्ध करून दिली आहे. फोडार येथील एक तर बेठोडाघातील पाटल व तळवेवाडा या दोन्ही अंगणवाड्यांचा न्यात समावेश आहे.



बेठोडा : अंगणवाड्यांना साधनसुविधा उपलब्ध करून देण्याच्या कार्यक्रमा प्रसंगी सुवातेत गावकर, मंडा गावचे, विरसा यमाडे, विरोद कुमाा सिंग, किरसा रायकर, सिंग्या घावंगलकर व इतर. (सिद्ध धरेडे)

या कार्यक्रमात युबी तर्फे सार्वत्रिकसाधक किरसा यमाडे, अधिकाारी विरोद कुमाा सिंग, किरसा रायकर, सिंग्या घावंगलकर, विरसा इत, गणेश कुमाा, टीपक नाटेकर, मरुदेरी सिंग, उपसरसंच मंडा गावचे, पंचसदस्य बळढी गावकर, उन्वला गावचे, अनुचा नाईक, निमात

गावकर, माती सार्वत्रिक अशोक नाईक, समाजसेवक मंगलदास गावचे, प्रसांत गावकर, शिक्षक व पालक मोठ्या संख्येने उपस्थित होते.

पंचायत क्षेत्रातील अंगणवाड्यांमध्ये आवश्यक न्या साधनसुविधा उपलब्ध होत नसल्याने

मुलांची गैरसोब घडवची. तसेच मुलांना जमिनीवर बसून अभ्यास करायचा लगेचचा त्यासाठी येथील मुलांना खूप त्रासदाक टरणचे. त्यासाठी येथील अंगणवाड्यांमध्ये चांगल्या प्रकारचा साधन सुविधा उपलब्ध करून देण्यात याव्यात, अशी मागणी पालकांनी केले होती.

कार्यालय असलेल्या युनायटेड ग्रॅज्युवरील कॅम्परीलक येथील पंचायत क्षेत्र समायोज्येची उपक्रम राबविल्यास सुवातेत केलेली आहे. सुवातेला सहकार्यदायक चांगले शैक्षणिक साधनसुविधा मिळाले. त्याची शैक्षणिक क्षमता, आकार, व्यवसायिक, कौशल्य वाढवणे व पुढे जाऊन देण्याचे चांगले यत्निक हावेत हा उद्देश यशस्वी ठेवून युबी कॅम्परीलक हाती घेतलेला एक नमुन्य उपक्रम अमुद त्यासाठी कॅम्परीलक अधिनियम पात्र आहे, असे सार्वत्रिक सुवातेत गावकर यांनी सांगितले. युबी कॅम्परीलक गावातील इतर शाळांना, सार्वसमुल्लेख मंदळ कार्या, असे आवाहन त्यांनी केले. बेठोडा औद्योगिक बसालीमध्ये कार्यालय असलेल्या इतर अख्यपतींनी युबी कॅम्परीलक साधनी साधनी साधनी साधनी, असे आवाहन त्यांनी केले. यावेळी विरोद कुमाा सिंग यांनी युबी कॅम्परीलक साधनी साधनी साधनी साधनी आदावा घेतला व येथील लोकांना सहकार्याची अंक्षा ठेवली. सुवातेतले प्रयोग निकम यांनी केले.



# MAHARASHTRA



**IMPLEMENTATION PARTNER**



## INFRASTRUCTURE DEVELOPMENT: CONSTRUCTION OF MULTI-STORY BUILDING FOR SEVANAND SCHOOL

Sevanand School in Mahadula Koradi is undergoing complete infrastructural transformation and will get a new lease of life.

The school was first built in 1929. Its condition had deteriorated over the years and the school needed revamping. UBL decided to construct a multi-storey building to provide sufficient space for facilities like classrooms, library, computer centre, digital learning, etc. under one roof.

The project started this year and more than half of the



construction of the building has been achieved. On completion of the project in the coming months, the school will be well equipped with modern classrooms along with computer labs and digital learning tools. The contemporary infrastructure will enthuse the learners in the village to come to school and assist in the development of the village.



# AURANGABAD

## BASIC FACILITIES IN IMPARTING QUALITY EDUCATION IN ZILA PARISHAD SCHOOLS

### COMPUTERS, TABLES AND CHAIRS

As computer knowledge has become essential and an indispensable part of an individual's life, it becomes important to impart computer education at school. Six sets of computers, tables and chairs were provided to the Zila Parishad schools of Ghanegaon and Lauki Village. Additionally, three computer sets in the school at Vitawa were repaired and upgraded with new hardware and software.

### E-LEARNING (SMART EDUCATION KIT) SET

E-learning sets have been installed in every television set and computer in the Zila Parishad schools of Ghanegaon, Vitawa and Lauki village. These sets have pre-installed syllabus for every class as prescribed by the Government of Maharashtra. It has completely changed the learning experience of the students as it is unlike the usual method of blackboard teaching. In addition to making learning more interesting, lectures from e-learning sets can be replayed any number of times as required.

Additionally, TV sets and sound systems have been installed in the Vitawa and Ghanegaon schools respectively. Boundary walls of the Ghanegaon school were painted with attractive content to aid learning through visuals.



# MUMBAI

Educational kits were provided to 528 students from seven Zila Parishad schools near the manufacturing unit, at an event organised by the local community at Dongrichapada Village. The community appreciated UBL's continuous efforts in supporting the children's education.

The infrastructure in the Zila Parishad School, Palekhurd is being revamped. A new building is being constructed to provide additional classrooms in the school.



# KERALA

## PALAKKAD

UBL provided educational kits to the 25 students of the Government Lower Primary School in Kanjikode. The attractive and useful kits will help in generating interest among students to attend school regularly.



## CHERTHALA

UBL has regularly participated in the development of the Government Lower Primary School, Varanad. UBL has provided educational aids and uniforms and participated in Mid-Day-Meal programme for the 112 students of the school. A smart class initiative to introduce digital learning has also been undertaken.

# TAMIL NADU

## CHENNAI

Computer education has become an integral part in the overall development of students today. UBL provided information technology learning and development infrastructure for the 105 students of P U Government Primary School, Kuthambakkam South colony to prepare them for the future.



# TELANGANA

## KOTHLAPUR

MPP School, Kothlapur was facing the problem of trespassing and antisocial activities in the compound due to absence of a proper compound wall in the school. UBL took up the task and completed the construction of the compound wall for better safety of the students and staff.



## MALKAPUR

UBL has also undertaken projects in schools of Malkapur. They have provided basic infrastructure of 20 chairs and two almirahs in Government Primary School to meet the shortfall of resources. In the ZP High school of Malkapur, UBL has undertaken renovation of computer lab to support the 500 students in getting better computer education.



## MALLEPALLY

The Mallepally Primary school was facing trouble in recruiting primary school teachers due to shortfall in funds to pay salaries and UBL decided to contribute the required sum for the cause.

# WEST BENGAL

## KALYANI

UBL continued its support to the Anne Sullivan Institution for the Sightless, Kalyani. UBL supports the salaries of teachers for primary Braille education for the 32 visually challenged students. Nutritional support was provided and medical camps were also conducted at the school.

UBL also provides nutritional support to the students at Vir Sidho Kanho Primary school in Kalyani.



# PUNJAB

## LUDHIANA

UBL has put in continuous efforts to support education at Government Primary School, Sukhdev Nagar over the years. UBL supports the salary for the staff taking care of housekeeping and gardening and payment of electricity bills. A refrigerator has been provided for storage of raw materials used in the cooking of the mid-day-meal. Toilet renovation was also undertaken during the year. The efforts have benefitted nearly 400 students currently studying in the school.



# BIHAR

## NALANDA

Construction of new school building and modification of old school building was done. 20 sets of desks and benches were provided for the new building. New school building was handed over to the school committee.



# HARYANA

## DHARUHERA

UBL continued its support to the Government Primary School, Joniawas by providing salaries for teachers and housekeeping staff.

On the joyous occasion of Rakshabandhan, the students of Joniawas Government School participated in Rakhi making competition and the best ones were recognised and rewarded. Also, sweets and chocolates were distributed among all the students present there.



## CSR EXPERIENCE

My CSR stint involved conducting a study in order to understand the outcomes of the responsible consumption of alcohol project and if the intended impact has been achieved. The idea was to also seek feedback on the programme and gauge the willingness among the drivers to undergo similar programmes in the future. The impact study was mediated with the help of a questionnaire consisting of both qualitative and quantitative questions so as to seek how different aspects of the project were received by the audience and the changes it initiated in their day-to-day life.

The drive not only helped us identify different avenues for the betterment of the project but on a personal level it assisted me in reflecting how life is not fair to everyone and the privilege with which I live should not be taken for granted.



**MAYANK KOSHITA**  
MANAGEMENT TRAINEE

# RESPONSIBLE CONSUMPTION OF ALCOHOL

# RESPONSIBLE CONSUMPTION OF ALCOHOL

With a major rise in the number of drink and drive cases, sensitisation on effects of alcohol abuse is the need of the hour.

Being one of the leading AlcoBev companies in India, UBL has given utmost importance to ensure responsible consumption of alcohol. Road Transport is the most important link in the supply chain connecting the breweries to the market. Truck drivers are the most critical



players, forming the human backbone of this chain and highly vulnerable to indulging in drunken driving. UBL launched a “Responsible Consumption of Alcohol” programme in 2017 to reach out to the truck drivers in UBL’s supply chain.

In continuation to the Responsible Consumption of Alcohol workshops for truckers associated with our breweries, this financial year we covered 13 units, 8 states and 1,980 truckers. These training programmes saw participation from brewery team members, government officials from excise, traffic etc. in addition to the truck drivers.

Additionally, UBL partnered with The Times of India and launched the #TakeTheBackSeat Campaign to promote responsible drinking during the festive season around New Year’s eve in December 2018.



DRIVERS ENGAGING IN A GROUP DISCUSSION



NUKKAD NATAK TO SPREAD AWARENESS



REFLECTION AND SHARING EXPERIENCES



GLIMPSES FROM THE PROGRAMME



# AWARDS AND RECOGNITION



# AWARDS AND RECOGNITION

BHAMA SHAH AWARD FOR  
EDUCATION PROJECT IN RAJASTHAN



UBL received the Bhama Shah Award for its contributions in the field of education by the Government of Rajasthan, for the year 2017-18.

ET NOW-CSR LEADERSHIP AWARD 2019

UBL received the prestigious ET NOW-CSR Leadership Award for its water conservation initiatives.



## CSR EXPERIENCE

This was my first close interaction with grassroots level local community, and one of the experiences that made me reflect profoundly on how in our city lives, we are unaware of the issues of the local village communities. In addition, despite all the challenges they face in daily life they go about it with such zeal and joy.

Women in the community have a strong voice, they make sure they put across their point in Panchayat. Seeing them take initiative for their family to bring about change, is according to me, what women's empowerment should look like.

It was difficult to communicate in Kannada, since the locals would only understand Kannada. However, Google Translate and sign actions came in handy and I was then able to bridge this communication gap a little.



**VISHWA BHATT**  
MANAGEMENT TRAINEE

In all, it was a once in a lifetime opportunity that CSR at UBL gave me, to interact with the communities and learn from the real Bharat.

# UBL AT CSR AND SUSTAINABILITY PLATFORMS



# UBL AT CSR AND SUSTAINABILITY PLATFORMS

## INDIA WATER EXPO

UBL was represented at the India Water Expo in New Delhi by Ms. Tushara Shankar. She was a part of the panel discussion on Industrial leadership collaboration for secure water future.



## INDIA WATER FORUM 2019

Ms. Tushara Shankar was a part of a panel discussion on Water Conservation where she also presented UBL's water initiatives. The event was organised by TERI in association with the Ministry of Water Resources, River Development and Ganga Rejuvenation, Government of India in a panel comprising CGWB Chairman, World Bank representative and senior government officials.



## CSR SUMMIT AND AWARDS 2019

Ms. Tushara Shankar represented UBL in an engaging Panel Discussion on "CSR as shared value creation" which had representatives from the corporate sector, NGOs and the Government.



## CSR EXPERIENCE

Any opportunity where one can contribute to helping a community grow is one of the most gratifying experiences UBL has given me. My project involved interviewing the truck drivers who attended the Responsible Consumption of Alcohol programme. Talking to them allowed me to understand the challenges faced by drivers in their day-to-day routine. This also gave us an insight into their lives and helps us understand their difficulties better. This will surely help us address many issues going forward. As a matter of fact, the suggestions and feedback from the truck drivers will help us scale up similar initiatives, reach and positively impact more lives.

I was also fortunate to visit a school that UBL had helped rebuild. The staff at the school was very happy to see us. Likewise, it was our pleasure to meet the people



**SHASHWAT MISHRA**  
MANAGEMENT TRAINEE

doing so much to help the kids get an education.

I look forward to being part of many such opportunities where I can help contribute in any way.

## UBL AT THE SPECIAL ROUNDTABLE ON CORPORATE SUSTAINABILITY

Ms. Tushara Shankar spoke on a panel on Circular Economy at the Special Roundtable on Corporate Sustainability organised by UN Global Compact

Network India in collaboration with Philips Lighting and KPMG India.



The session was specially arranged to deliberate and discuss the coming together of market potential, societal demands, and policy action to create an Integrated Sustainability strategy for business.

## UBL CSR AT CSR CONCLAVE ORGANISED BY ROTARY MID TOWN AND JAIN UNIVERSITY, BANGALORE

Ms. Tushara Shankar was a part of a Panel Discussion on Environment, at the CSR Conclave organised by Rotary Mid Town and Jain University in Bangalore on December 1, 2018. The Panel was moderated by Mr. Ravi Nedungadi.

UBL's interventions in the space of water, in Bangalore, were shared. Additionally, UBL's 4R strategy of Reduce, Reuse, Recycle and Recharge as well as integrating renewable energy in manufacturing processes were highlighted in the panel discussion.



# WORLD ENVIRONMENT DAY

## UBL CSR ON "ZEE CSR LEADERSHIP"

UBL's CSR efforts in the field of education were covered on Zee Business and Zee Rajasthan in a special episode under the series "Zee CSR Leadership". The school adoption project in Rajasthan and the Mini Science Centre project in Mysore were covered.



## UBL CSR AT THE 10TH GRIHA SUMMIT, NEW DELHI

Ms. Tushara Shankar represented UBL CSR at the 10th GRIHA Summit as a panellist in the session, "Water stress: Perplexing probabilities". The Summit was organised, in collaboration, by, GRIHA Council, University



of New South Wales (UNSW), Australia, Bureau of Energy Efficiency, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and The Energy and Resources Institute (TERI).

The session involved a discussion on the challenges and probable solutions to ensure rapid dissemination and appropriate adaptation or application of water resource management in the built environment, which is key to strengthening water security.



## UBL CSR ON TIMES NOW

UBL's Water initiatives across Rajasthan and Haryana were covered on the India Indeed series on Times Now.



# WORLD ENVIRONMENT DAY



## UBL MANGALORE



Beach cleaning campaign at Bangre Beach, Mangalore



Awareness generation among employees on re-using plastic bags



Plantation drive held and saplings gifted to employees

## UBL AJANTA



World Environment Day celebrated with Oath and tree plantation by employees

## UBL AURANGABAD



## UBL DHARUHERA



Tree plantation drive

## UBL GOLCONDA



## UBL NELAMANGALA



Tree plantation drive

## UBL SRIKAKULAM



## UBL GOA



Theme adopted: "Go Wild for Life". Day was celebrated by planting saplings

## EMPEE CHENNAI



Plantation of saplings in ETP area and sapling distribution to all employees

## UBL ODISHA



Plantation across the brewery and nearby government school

## UBL LUDHIANA



Tree plantation drive

## UBL NIZAM



## UBL SHAHJAHANPUR



## UBL KALYANI



A befitting Tableau, with banners carrying messages on urgent need for Environment Protection was taken round the main roads of Kalyani during which 500 saplings of fruit bearing trees were distributed among willing citizens



200 Saplings of Neem were planted with cooperation of JIS Engineering College, at the college campus

## UBL MUMBAI



- Banner display at gate
- WED badge distribution
- Flag hoisting
- Pledge by all employees
- Sapling distribution
- Tree plantation
- Jute bag distribution
- Inauguration of WED poster and slogan gallery
- Slogan and poster competition



**UNITED BREWERIES LIMITED**

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