



UNITED BREWERIES LIMITED



# CORPORATE RESPONSIBILITY REPORT **2017-18**

# FOREWORD BY THE **MANAGING** DIRECTOR

*Being a responsible corporate citizen is in the DNA of this organisation and all business decisions are taken from a triple bottom line perspective.*



**MR. SHEKHAR RAMAMURTHY**  
*Managing Director*

UBL has always believed that communities are an essential and indispensable part of its ecosystem and it continued to focus on the socio-economic development of areas surrounding its manufacturing locations in the year 2017-18. Being a responsible corporate citizen is in the DNA of this organisation and all business decisions are taken from a triple bottom line perspective. In alignment with the social development goals of the

Government of India, the organisation continues to work on critical national development issues like Water, Education and Health, while studying the needs from a region specific lens.

We have touched the lives of over 1,90,000 people through our water initiatives, over 12,700 children through our education programmes and provided more than 24,000 health consultations. We have

also progressed well in the renewable energy space. While 75% of the energy requirement of all three breweries in Karnataka and 80% of the energy requirement in the two breweries of Tamil Nadu is being fulfilled through wind energy, 10% of the energy requirement of 5 of our breweries is being met through solar power.

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. By March 31, 2018, we have created the recharge potential of about 53% of all the freshwater that we consume.

One of the most intrinsically linked social issue to the Business - Responsible Consumption of Alcohol has been added as a CSR domain in the last financial year. 637 Truck drivers across four of our breweries have attended the workshops, wherein messages on not to drink and drive are conveyed in an entertainment format. The Responsible

consumption workshop would be rolled out to the rest of the manufacturing locations. The aim is to make a difference to the lives of this socio-economically disadvantaged group which is very important in the supply chain.

Awards like Bhamra Shah by the Government of Rajasthan and Spiritz Gold Award for initiatives in water and education have brought recognition for the community initiatives undertaken by UBL.

UBL will continue to be committed to the CSR and Sustainability agenda and over the next 4 years we would like to reach out to every individual residing around the breweries with safe drinking water initiatives. The "water neutral" programme will see us identifying and implementing several large scale projects in water replenishment and recharge.

# UBL'S PARTNERS



## ACE EDUCATION TRUST

Ace Education Trust is as 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.



## AKHIL BHARTIYA GRAMIN UTTAN 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 project in Dharuhera, Haryana.



## AKSHAYAPATRA

The Akshaya Patra foundation is a Non-profit organisation that implements 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.



## 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 for the 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 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. Dilasa has also been UBL’s partner in the Education projects implemented in Ponda, Goa and Nagpur, Maharashtra



## 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 unit.



### 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 Programme as well as the School Infrastructure Development Programme in Nelamangala, Karnataka.



### 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.

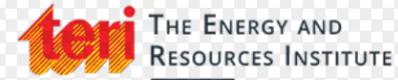
In partnership with SST, UBL has implemented two large projects, one each in Education and Integrated Natural Resource Management in Bhiwadi, Rajasthan.



### 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 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.

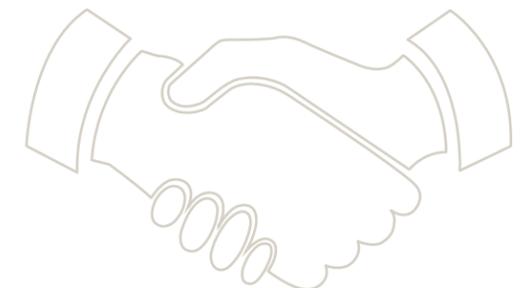
TERI is UBL’s partner in implementing water conservation projects in Ludhiana and Patiala, Punjab and Shahjahanpur, Rajasthan.



### UNITED WAY OF BENGALURU

United Way is a not-for profit-organization 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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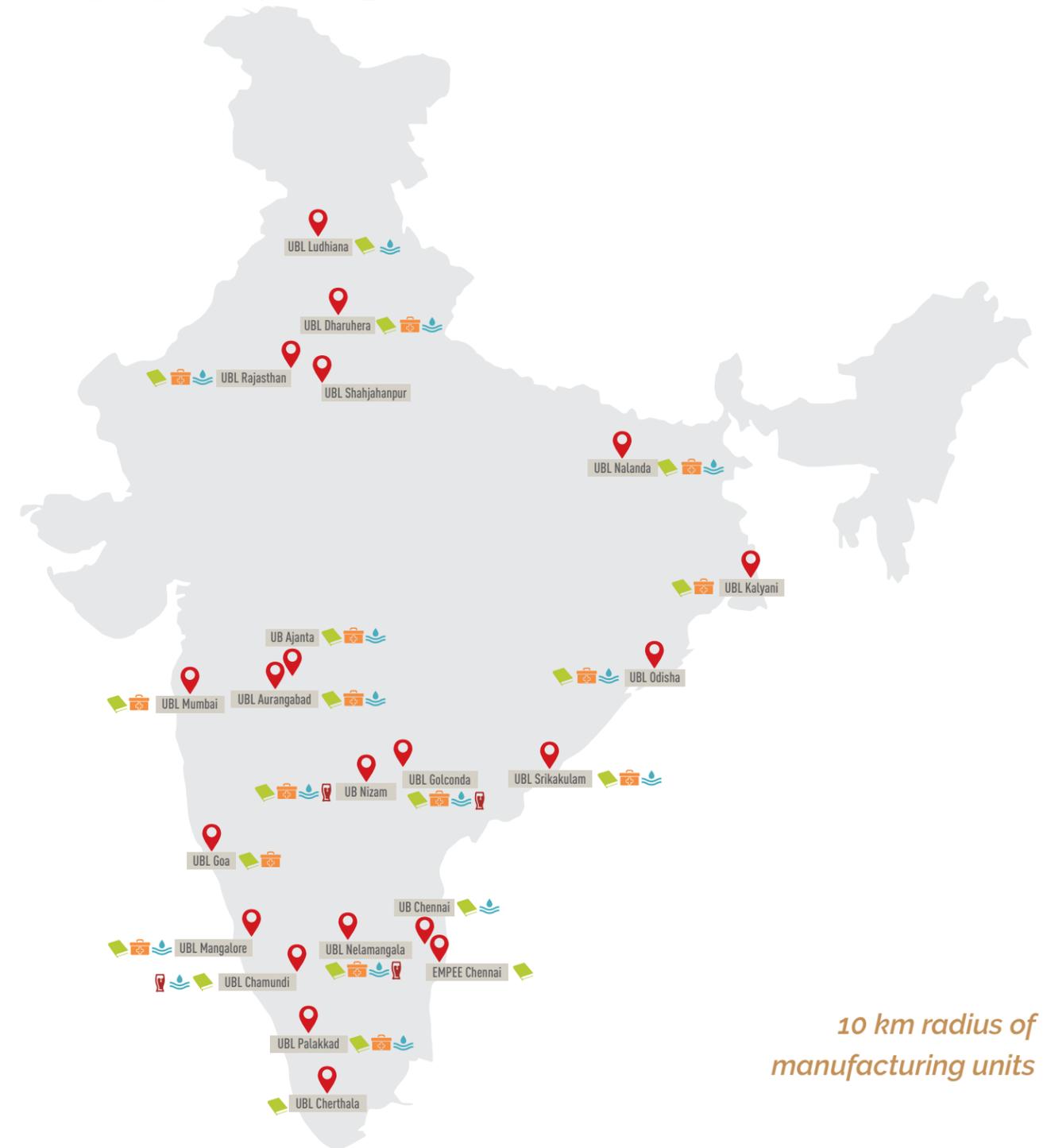


46  
Off-setting  
Carbon  
Footprint



47  
World  
Environment  
Day

# CSR AND SUSTAINABILITY FOOTPRINT



# CORPORATE SOCIAL RESPONSIBILITY

*Corporate Social Responsibility (CSR) at United Breweries Limited (UBL) is a long term commitment and is focussed on the communities residing around our breweries.*

Water is a key resource in India and it is also a key input in our products. We have therefore identified initiatives in water conservation, replenishment and provision of safe drinking water to the communities in the neighbourhood of our units as the most important pillar of our CSR programme. In recognition of the fact that conservation of water is a very important national issue, UBL has committed to being a “water neutral” company by 2025. Towards the fulfilment of this objective, we have worked with communities

in implementation of rainwater harvesting and watershed management projects.

In addition to the theme of water, we have also undertaken programmes in the fields of primary education, health interventions around our breweries and initiatives in the socially sensitive area of responsible consumption of alcohol.

Our primary education initiatives were focussed on Government schools and included infrastructure improvement and teaching aids. The responsible consumption activity was aimed at truck drivers, who are an integral part of our supply chain.



**THROUGH OUR WATER INITIATIVE, WE HAVE TOUCHED THE LIVES OF OVER 1,90,000 PEOPLE IN SEVEN STATES.**

**23,749**  
people in 16 villages of Karnataka

**28,765**  
people in 10 villages of Telangana

**41,723**  
people in 11 villages of Maharashtra

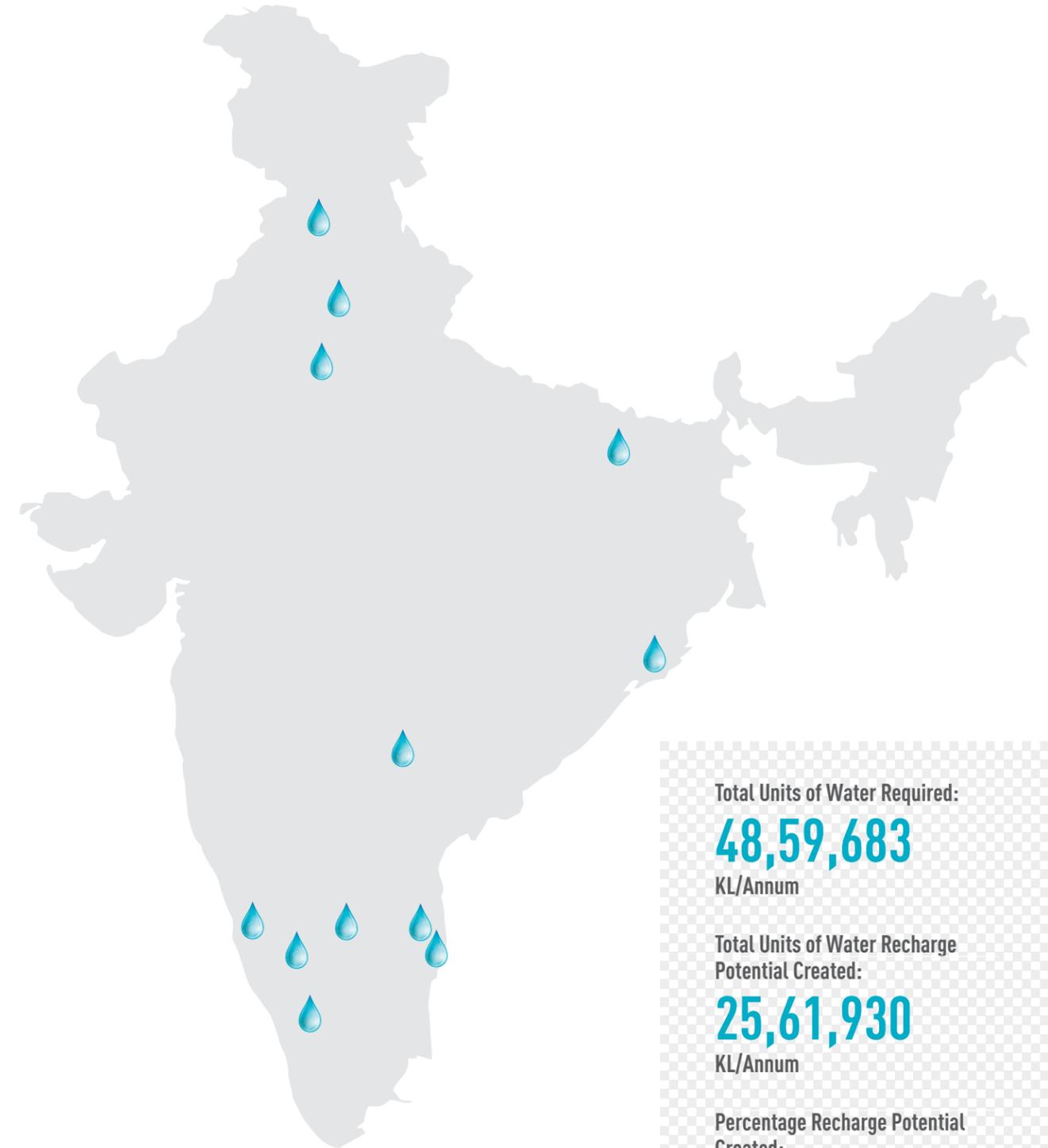
**3,880**  
people in a village in Kerala

**31,247**  
people in 10 villages of Haryana

**7,286**  
people in 10 villages of Rajasthan

**44,349**  
people in 18 villages of Odisha

## RECHARGE SUMMARY



Total Units of Water Required:

**48,59,683**

KL/Annum

Total Units of Water Recharge Potential Created:

**25,61,930**

KL/Annum

Percentage Recharge Potential Created:

**53%**

# WATER



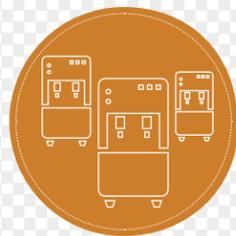
A 2012 World Bank report states that India is the largest user of groundwater in the world. It uses an estimated 230 cubic km of groundwater per year - over a quarter of the global total. UBL implements rainwater harvesting and watershed management projects in and around the manufacturing units. Extensive efforts are made in generating awareness among the communities on the adoption of rainwater harvesting

practices and incorporation of the necessary infrastructure. UBL's "water neutral" programme is about identifying and implementing large-scale projects in water replenishment and recharge. During the year, projects were undertaken in the states of Rajasthan, Haryana, Karnataka, Kerala and Punjab. In the past, projects have been completed in the states of Bihar, Maharashtra, Tamil Nadu and Telangana.

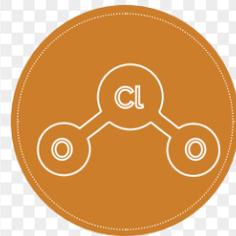
**An estimated 76 million people in India have no access to a safe water supply, and the situation is only getting more serious. UBL, in its relentless effort to battle this problem, launched the Safe Drinking Water Programme in 2016, currently spread in villages across the states of Karnataka, Haryana, Odisha, Telangana and Maharashtra.**



59  
Villages



29  
RO Water  
ATMs



12  
Chlorine  
Dioxide  
Plants



1565  
Water  
purifiers for  
families



5  
States  
Karnataka,  
Telangana,  
Maharashtra,  
Haryana, Odisha

ODISHA

## SAFE DRINKING WATER



LOCATION:  
Khordha, Odisha



IMPLEMENTATION  
PARTNER:  
Springhealth Water Pvt. Ltd.

A needs assessment study in the villages around the Khordha Brewery highlighted the fact that drinking water from ground water sources is available to the villages for about 8 months in a year. For the balance part of the year water tankers provide water to the communities.

A safe drinking water project with the objective of reaching out to over 44,300 persons has been launched in 18 villages of Khordha, Odisha. In addition to providing safe water, the project would help create livelihood opportunities, as it is an entrepreneur driven model.



### THE PROJECT IS AIMED AT:

- Improving access to safe drinking water
- Providing a sustainable solution for drinking water
- Reducing drudgery for women
- Reducing the number of sick days resulting out of consuming impure water
- Promoting entrepreneurship and creating livelihood opportunities in the village

The project has adopted a new technology for purification of water. Chlorine Dioxide is being used in the water plant to eliminate pathogens. With low levels of Total Dissolved Solids (TDS), this new technology is most appropriate.

Community mobilisation and sensitisation forms an important component of the project. Through events, cultural camps and trainings, the community has been made aware of the ill effects of drinking polluted water and its impact on health.

## CASE STUDY



**LOCATION:**  
Talakata Chak,  
Khordha, Odisha.

Bikas and Binod are brothers who run a tea stall cum bakery at the Jatni Gate in Talakata Chak. They are residents of Talakata Chak and had been drinking water from the natural well in their backyard. They served the same water to the customers who would come to their shop. Since their shop was adjacent to the highway, tourists would usually stop by but were wary of the water served at the shop.



*Earlier we consumed water only at our home and kept the water from the well at the shop. We got used to the treated water and then started keeping a can for our consumption as well as for our customers. Our customers liked the water very much and more people came to our shop just because of the water and our business increased over time. Since our shop is close to the highway, people from other villages frequent our shop and also enquire about the water."*



UBL, in association with Spring Health Pvt. Ltd., set up a water treatment plant in Talakata Chak. The plant uses a unique chlorine-dioxide treatment methodology coupled with a filter to medically treat water. Water is supplied from the plant in 20 litre jerry cans and distributed to all the households at a subsidised price. Bikas and Binod also subscribed to the service at their home and found the water considerably superior in taste. Once they got used to the water provided by UBL, they subscribed to the water service at

their shop too. Since then, the brothers observed that their customer base has increased than other shops in the vicinity. Customers have expressed that since they get better drinking water at the shop, they prefer coming here more often than other shops.

Students residing in a nearby hostel had approached the two brothers to supply the same water to them on a daily basis and the same was fulfilled by the executives of Spring Health.

## KERALA

# RAINWATER HARVESTING



**LOCATION:**  
Palakkad, Kerala

UBL has implemented a project on Rain Water Harvesting and Drinking water arrangement at Ganeshapuram, as it has been facing severe drinking water shortage particularly during summer months. The project is implemented to meet the water requirement of 85 families having about 380 members. The quantity of water that is recharged in the well is equivalent to the quantity of the water consumed by the members of these families.

The scientifically designed rainwater harvesting (RWH) structures have been constructed for the existing open well. Both roof water and surface water harvesting structures have been installed to check the depleting water level and sustain the yield from the open well. Rainwater gutters have been provided for the sloping terraces of houses and

chambers have been constructed.

The collection chambers have been interconnected and roof water from one of the chambers is diverted to the open well directly after passing through an innovative filter system provided with different types of filter media. The surface water generated from open areas and roads is diverted to a recharge well constructed near the well after passing through a desilting chamber.

A 3 HP motor pump is fixed for the well and an overhead tank of 5,000 litres capacity is installed at entrance of the Panchayat. Ten taps have been fitted at suitable locations for the public distribution system in the colony.

## OTHER INITIATIVES

Malayankavu village in Pudukkottai panchayat has about 400 families, most of whom are financially backward. The only source of drinking water for the villagers is Malampuzha dam, which is available only in the night hours. The villagers have to wait long hours for collecting water near the public pipes in different locations of the village. During summer, there is a huge scarcity of water in that area.

UBL provided a bore well and an overhead tank in Malayankavu, for the above village in order to meet the requirement of drinking water.

# RAJASTHAN



## WATER CONSERVATION



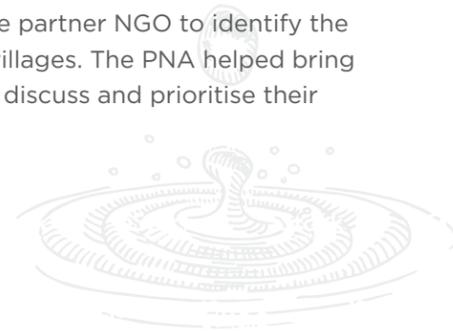
**LOCATION:**  
Tijara, Rajasthan



**IMPLEMENTATION PARTNER:**  
Sir Syed Trust

The project is designed largely for recharging ground water by renovating indigenous rainwater harvesting structures and undertaking rainwater harvesting measures on private lands. The main sources of livelihood in these villages are agriculture and livestock based and there is tremendous scope for improving the productivity of resources that people have. The project is designed to take a holistic view to address other livelihood needs of people living in these villages.

Prior to finalising on the project, a detailed participatory needs assessment (PNA) was carried by the partner NGO to identify the most pressing needs of the chosen villages. The PNA helped bring the people together and collectively discuss and prioritise their development issues.



### OUTCOMES:

**Inclusion of women:**

Women have been actively encouraged to participate in the project by forming Self Help Groups.

**Plantations on farm bunds:**

13,705 trees have been planted along the farm bunds.



**Seven Paals and two ponds renovated/rejuvenated:**

Paals are earthen embankments constructed across seasonal nalas that restrict the flow of water during rains, reduces the erosion and helps recharge water locally. The renovated structures will help improve the water recharge as well as availability in the nearby areas.



**71 Hectares of Land Levelled:**

Land levelling has been carried out for about 71 hectares of land, most of which has never been cultivated ever before because of the terrain.



**27 Women Self Help Groups:**

27 Women Self Help Groups covering more than 300 families have been formed under the project. Monthly or weekly meeting of the groups and promoting monthly/weekly savings of a fix sum of money are being undertaken. Inter-loaning among groups has been encouraged to help the other group or group members meet their emergency credit needs.

**59 Orchards promoted:**

59 Orchards with a survival rate of 89% have been promoted. Orchards of kinnow and lemon have been promoted as they are most appropriate keeping in mind the micro climate of the region and the water availability.



**Kitchen Gardens and vermi-composting promoted among 276 families:**

Community is being motivated to make kitchen gardens in their backyards to help meet their nutritional requirements from vegetables. Vermi-composting has been introduced among several families so they can use the manure for agricultural purposes.

### OTHER INITIATIVES

Handpumps have been installed in the village of Indor and a bore-well dug in Chuhudpur to provide a source of water to the villagers. Over 4,500 villagers will benefit from this, especially the women who will not have to travel long distances to fetch water.

Additionally, bore wells have been dug in the schools in Gandhola and Indor. This will reduce the schools' dependency on external sources for water.

## CASE STUDY

# MICRO CREDIT THROUGH SELF HELP GROUPS



**LOCATION:**  
Gandhola,  
Rajasthan

Begum lives in Gandhola village, Tijara and is part of the neglected Meo Muslim community. A mother to 5 children, she was struggling to make ends meet. Her husband is a part time labourer with no fixed source of income.

Begum wanted to contribute to the earnings of her household and with Bismillah Mahila Samiti Self Help Group (SHG) she found what she always wished for – a credit facility that was sustaining and not meant to plunder poor households.



*With renewed hope Begum now wants to start rearing livestock and increase her family income. She is now a role model in her village for several others who have started joining SHGs.*

Money lenders in her village would never settle a credit at less than 60% interest, whereas the SHG gave her a loan at only 24%. Moreover the stakeholders were fellow village women Begum had known for years.

With part self-financing and part contribution from SST, Begum

started a grocery cum cosmetics shop in her village. Today her shop is a one-stop solution for anything from bangles to a bottle of Pepsi. The earnings over the months have inspired her husband to partner with her and together they handle stocks worth a lakh every month.

## HARYANA



# SAFE DRINKING WATER



**LOCATION:**  
Dharuhera, Haryana



**IMPLEMENTATION PARTNER:**  
Akhil Bhartiya Gramin Utthan Samiti

Basis a needs assessment, an RO based safe drinking water project has been launched in 10 villages in Dharuhera. The project was launched with the following objectives:

- The community is able to access safe drinking water equitably
- Improved behaviour change with proper sanitation disposal and drainage system
- Capacitated local self-government (PRI) and community collectives (CBOs) proactively work for prevention of contamination of water and water treatment with appropriate technologies for the protection of groundwater
- Local water bodies are revived with ecological practices in place

The project has helped provide access to clean drinking water to 31,247 individuals. The following initiatives were taken as a part of the project:

- Installing and building safe drinking water plants in villages
- Building capacity of local self-government and community based organisation on Water Resource Management
- Building awareness and community mobilisation for behaviour change and communication on personal and environmental hygiene



- Promoting community monitoring and maintenance for effective surface drainage systems
- Advocacy for water conservation, groundwater recharge and prevention of contamination



In addition to the safe drinking water initiatives, UBL has adopted three ponds for rejuvenation. Activities include desilting and dewatering of ponds for deepening, construction of waste water treatment chamber and recharge shaft and plantation.



*Before this project, we used to drink water from the bore well which was not good for health due to very high TDS and many impurities. The poor quality of water had affected my family's health and stomach ache and gastroenteritis were common complaints. Now, we have access to purified water from the safe drinking water RO system in our village. I, on behalf of my family and entire village community sincerely thank United Breweries and Akhil Bhartiya Gramin Uthan Samiti who have not only installed this system but also had motivated us to form Village Water Committee to sustain this initiative. They have also built our capacity to manage environment issues."*



**Saroj, Joniawas,  
Haryana**

## TELANGANA



**LOCATION:**  
Sangareddy,  
Telangana

The safe drinking water initiative continues to provide clean and safe drinking water to the nearby communities. Additionally, a pipeline in Mudeinpally village has made water easily accessible for 1,700 people.

## PUNJAB



# WATER CONSERVATION



**LOCATION:**  
Ludhiana, Punjab



**IMPLEMENTATION PARTNER:**  
The Energy and Resources Institute

Water conservation projects have been initiated in Ludhiana and Patiala. Six ponds are being rejuvenated with community mobilisation and awareness being important components of the project. The pond rejuvenation involves earth excavation, levelling and bunding, inlet and outlet construction and beautification of the surrounding areas. Village Water Conservation Committees would be formed to manage and maintain the ponds.

## KARNATAKA



# SAFE DRINKING WATER



**LOCATION:**  
Nanjangud, Mysore,  
Karnataka



**IMPLEMENTATION PARTNER:**  
Assist

A safe drinking water project has been launched for 11 villages covering a population of about 17, 250 persons. In addition to provision of safe drinking water through eight RO water plants, the project addresses sanitation issues in the selected 11 villages. The community is being sensitised to reduce open defecation practices and help the villages attain the Open Defecation Free (ODF) status.





**LOCATION:**  
Nandi Hills, Bangalore



**IMPLEMENTATION PARTNER:**  
United Way Bengaluru

A water conservation project has been launched in the foothills of Nandi Hills on the outskirts of Bangalore. The project involves rooftop rainwater harvesting in villages as well as rejuvenation of two water bodies, a lake and a kalyani.

50 Rooftop rainwater harvesting structures have been installed and the rejuvenation of Nandi Lake will be initiated in the coming months.



# THROUGH THE EDUCATION INITIATIVE, WE HAVE SUPPORTED OVER 12,700 CHILDREN IN THIRTEEN STATES.



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

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



*Primary education is the first look a child gets into this world and shielding them from it is confining them to a dull conservative environment and keeping them at bay from the unexplored horizons of possibilities. Education is an experience and so United Breweries Limited under its Corporate Social Responsibility adopts Government Primary schools in the vicinity of its manufacturing units. The objective of these projects is not to merely improvise the infrastructure for outer appeal but to give the children an unquenchable thirst for knowledge and change the mind-set of the community towards education.*

## KARNATAKA

### NELAMANGALA

The primary school in Gangadharpalya was re-constructed into a 2 storey building that now gives ample space to the children to play. The school is equipped with a state of the art Mini Science Centre to enable the children to learn science in an interactive manner.



### MYSORE

Four Government schools have been adopted and necessary infrastructure upgradation work has been carried out. 550 students will benefit from the initiatives.

Continuing existing support at the Government Higher Primary school, Srirampura works including painting, waterproofing and replacing doors and windows, among others have been undertaken.



Two new classrooms were constructed, six were renovated and new furniture was provided for the Marballi Hundi, Government Primary School.

Basis the need assessment, a new classroom was constructed and furniture was provided for Adakanahalli Hundi, Government Primary School.

At the Belagunda, Government Primary School, a classroom was constructed and one was renovated. Furniture was provided as well.



### MANGALORE

Education support in the form of notebooks were provided to Angaragundi Muslim Government Higher Primary School, Kenjaru H.P. School and Jokatte H.P. School. Safety workshops were also conducted in Angaragudi Primary School in association with Inchara Foundation.



# RAJASTHAN



**LOCATION:**  
Tijara, Rajasthan



**IMPLEMENTATION PARTNER:**  
Sir Syed Trust

## SCHOOL ADOPTION AND ENHANCING EDUCATION EXPERIENCE

Education is an experience and so United Breweries Limited under its Corporate Social Responsibility undertook the Enhancing Ambience and Quality of Education initiative for 10 Government schools in the Tijara tehsil of Alwar, Rajasthan.

The objective of the project was not to merely improvise the infrastructure for outer appeal but to give the children an unquenchable thirst for knowledge and change the mind-set of the community towards their growth.

### OUTCOMES:

#### Improved infrastructure

Proper entry/exit doors were put in place and classrooms were equipped with shelves and racks to support the students' study material. Separate toilets for girls and boys ensured that safety was not a lacking parameter.

#### Increased enrolments

Monitoring boards for attendance help evaluate the enrolment drives' effectiveness and till now a heartening number of 507 students have been enrolled. It was realised that women self-help groups play a crucial role in sensitising the communities towards children's welfare.



#### Innovative teaching techniques

Innovative teaching techniques were adapted like Teaching Learning Materials, TLM that enhance creativity and logical thinking, pictorial and story-telling formats that create a compelling environment for the young minds and even digital media that expose them to the advancing world.



#### Increasing engagements with parent and teachers

Parent Teacher Meetings and training sessions for teachers make sure that the entire community genuinely takes interest in the students' education and recognises the need for its completion as well.

#### Summer camps and interactive education for children

Summer camps that saw over 1,200 participants for origami, science experiments and craft, reading corners to allow for the exploration of the captivating world of fiction and ultimately monthly assessments to know where each student excels or lacks were other activities that improved the schools' performance.

### OTHER SCHOOLS

A mini science centre has been set up in Government School in Aslimpur, providing access to interactive science education to nearly 550 students. The centre houses about 80 working science models.

The Government schools in Gandhola and Indor have been supported with basic facilities like desks, benches, other furniture, books and bags for the students.





Situated amid mountains is the village of Jodiya Meo in the district of Alwar. Before the adoption of the school by UB, the children in this village were irregular to school and did not pay any attention to studies. There was also lack of facilities in the school, and extremely bad infrastructure. Children did not feel safe in the school and there was no sound environment to support education. Also there was only one teacher in the entire school, who also did not come on time. After the adoption by UB, there was a huge improvement in the infrastructure and the school looked inviting and provided a comfortable environment to the children to study and learn.



**Mujamil, Alwar, Rajasthan**

Mujamil was a student of class 3, who was extremely irregular to school. The Resource Teacher, noticed this and reprimanded him a couple of times. He was an active child and picked up all lessons very quickly and also showed a keen interest to learn, and yet, he continued to remain irregular. The RT visited his parents and tried to find the reason behind this. After talking to his parents the RT realised that the family was extremely poor and had no means of livelihood. They could not afford school uniform and even basic stationery for Mujamil. Hence, Mujamil had to skip school most of the times.

The RT brought up this matter with the SST trust, and they decided to support Mujamil's family by employing both his mother and father in the same school. Mujamil's mother now cooks mid-day meal in the school and his father is a gardener and does odd jobs around the school. The family is now able to earn their livelihood and Mujamil also goes to school everyday. Mujamil wants to become a teacher when he grows up and help other children like himself.

## BIHAR

### PATNA

The Primary School at Chainpura, Patna has been adopted by UBL. A new building has been constructed for the school. Some repairs have been made to the existing infrastructure as well. 20 sets of desks and benches have been provided for the newly constructed building. About 100 students are currently enrolled in the school and with the newly improved infrastructure, more students are expected to be enrolled soon.



## KERALA

### PALAKKAD



The Government Lower Primary School in Kanjikode has a student population of 600. Additionally, school kits are provided to 25 adopted children who come from economically weaker sections.

## GOA

### PONDA

Three Anganwadis have been adopted by UBL and equipped with child-friendly play equipment, chairs and tables and educational aids. 92 children attending these Anganwadis will benefit. The project aims to cover five schools in addition to the Anganwadis.



### CHERTHALA

Continuing support to the Government Lower Primary School, Varanad, educational kits were distributed to the 111 students. Additionally, the mid-day meal is supported for the children in the school.



# TAMIL NADU

## EMPEE CHENNAI



An Anganwadi has been adopted by UBL in Paruvatharajapuram. Play equipment, furniture and other infrastructural support has been provided to re-furbish the anganwadi.



In the Government Primary School, Utkottai village, UBL constructed toilets for the students.

# HARYANA

## DHARUHERA

The Government Primary School in Joniawas has been supported over the years and this benefits around 115 students. Important days and festivals like Independence Day, Teachers Day, Republic Day, Holi were celebrated with the students. Two additional teachers are supported for the school in the form of their salary.

Uniforms, books and stationery and sports items were distributed to the students of the school.



# ODISHA

## KHORDHA

The BadaSahi Primary School has been supported by UBL. Basic facilities like cupboards, desk and benches for the students and tables were provided to equip the school and upgrade the available infrastructure.



# WEST BENGAL

## KALYANI

The Anne Sullivan Institution for Sightless has been supported by UBL through the years. The primary braille Education has been supported along with the teachers' salary. 36 visually challenged persons are supported under the initiative.

The Vir Sidho Kanho Nagar Primary School, Majher Char Dakshin Para Primary School and Harekrishna Kongar Primary School have been



# ANDHRA PRADESH

## SRIKAKULAM



In order to meet the gaps in the availability of teachers in Government schools, four Vidya Volunteers have been supported for three schools in Bantupalli, Kambalapeta and Nadikuditipalem, this benefits the 450 students studying in these schools. Books, bags and school uniforms were also distributed among 220 students in the three schools.



supported through the year as a part of a long term association with these schools. World Environment Day was celebrated in the schools where 95 saplings were distributed among the children and drawing competitions were organised to raise awareness about the environment among the children.



# TELANGANA

## SANGAREDDY

Vidya Volunteers, who are additional teaching staff, are being supported for the Government school in Malkapur, benefitting about 210 students.

# MAHARASHTRA

## NAGPUR

UBL has adopted the Sevanand Vidyalaya, Kamathi, Nagpur with the objective of providing a safe, secure and hygienic learning environment to the children. The school has 365 students enrolled most of whom come from economically backward families. Built in the year 1929, the school infrastructure was in a pitiable condition which rendered it unsafe for the students.



UBL will construct 10 classrooms across two floors, separate toilets for boys and girls will be constructed on each floor. Drinking water facilities would be made available on the two floors.

With the proposed revamp, the enrolments in the school are expected to increase.



## AURANGABAD

The nursery section of Shahid Bhagat Singh School was supported with toys for the children.



**RESPONSIBLE  
CONSUMPTION OF  
ALCOHOL**

# RESPONSIBLE CONSUMPTION OF ALCOHOL



*Alcohol consumption is largely related to cultural and social influence on an individual. India is a diverse nation with vast cultural variations among ethnic, religious and linguistics groups with varied drinking pattern across states. With a major rise in the number of drunken driving cases, sensitisation on the effects of abuse of alcohol are the need of the hour.*

Truck drivers are an essential link in any supply chain and their wellbeing is important for a growing economy. A majority of truck drivers consume alcohol either daily or often, increasing the possibility of drinking and driving.



UBL has launched a “Responsible Consumption of Alcohol” programme to reach out the truck drivers in UBL’s supply chain. The programme intends to cover all the truck drivers coming into the UBL manufacturing units.

*637 truck drivers were covered over a period of six days across the four manufacturing units in Karnataka and Telangana. Additionally, in partnership with Times of India, an awareness generation campaign with the objective of promoting responsible drinking was launched during the Festive season in December 2017, around the New Year’s Eve.*



# THROUGH OUR HEALTH INITIATIVE, WE HAVE PROVIDED OVER 24,000 CONSULTATIONS TO PEOPLE IN EIGHT STATES.

26 cartons of clean clothes distributed in West Bengal

2,350 consultations provided in Andhra Pradesh

5,730 consultations were made in Karnataka

Nutritional support is being provided to 1,707 children in 23 Government schools of Mangalore, Karnataka



## HEALTH

Quality healthcare and the access to it are primary concerns in the rural areas where communities are often plagued with poor facilities, limited sources of livelihoods and meagre income. In the light of these, UBL continues to provide primary healthcare services in several states to reduce the out of pocket expenditure on primary healthcare.

### WEST BENGAL

#### KALYANI

Nutritional support is provided for the residents of the Anne Sullivan Institution for Sightless.

In addition to the regular CSR work, UBL Kalyani celebrated Daan Utsav and mobilised the employees and workers to collect 26 cartons of clean clothes and household items that were donated to Goonj, a reputed NGO.

On Republic Day, 550 medical patients at the JNM Hospital and Medical College, Kalyani were provided fruits.

### MAHARASHTRA

#### AURANGABAD

Continuing support to the two adopted schools, Gurukul Dnyanmandir at Bhangsimata Ghad and Bhagwan Baba Balikaashram School, medical assistance was provided to the students. Monthly medical check-ups were conducted in the first quarter, basis which, assistance was provided to the students who needed additional medical care.



### RAJASTHAN

#### CHOPANKI

Health camps have been organised in Gwalda, Gandhola and Indor providing 1,900 individuals access to primary health care services.

### TELANGANA

#### SANGAREDDY

The primary health centre in Mallepally provided around 5,100 consultations during the year.

### KERALA

#### PALAKKAD

At the Pudukkottai Panchayat, 250 primary healthcare consultations have been provided. UBL continues to provide nutritional supplements to 600 children in Government Lower Primary School, Kanjikode.

GOA

PONDA

334 consultations were provided at the health centre at Bethora Panchayat. Primary healthcare consultations and free medicines were provided to the visiting patients.



ANDHRA PRADESH

SRIKAKULAM

The Primary Health Centre at Bantupalli provided 1,766 consultations. The Mobile Medical Van that visits 9 villages in the vicinity of the brewery provided 2,350 consultations. Free medicines were provided to the patients through the health centre and mobile van. Preventive healthcare measures in the form of fumigation were carried out in the three villages of Bantupalli, Kambalapeta and Nadikuditipalem and benefitted nearly 1,800 persons.



KARNATAKA

NELAMANGALA

5,730 consultations were made at the Primary Healthcare Centre setup by UBL in Gangadharpalya. The centre provides free consultations and medicines.

MANGALORE

Effective hot and nutritious unlimited school meal is at the heart of reductions in hunger levels, better academic performance and improvements in nutrition. In partnership with Akshayapatra, Mid-Day Meal has been supported for 1,707 students across 23 schools. Through this initiative, hot and nutritious mid-day meals were served to the school children on the regular working days in the academic year 2017-18.

MID-DAY MEAL PROGRAMME

ADDRESSING THE TWIN PROBLEM OF HUNGER AND EDUCATION



LOCATION:  
Mangalore,  
Karnataka

Safa Farooq is a student at the Government Higher Primary School in Bengre Kasba located in the city of Mangalore. This is one of the schools where UBL supports the Mid-Day Meal Programme in partnership with Akshayapatra. She and her classmates pose for a photograph, and immediately they all want to see the photograph. Giggles and twinkling eyes, say that they are happy with it. She is eagerly waiting for the mid-day meal to be served at the school, especially the sweet made of whole wheat, jaggery and coconut, locally known as 'payasa.' Safa lives with her parents, her maternal grandparents and two of her aunts. Safa's mother rolls 'beedi' for a living. A lot of women in the district of Dakshina Kannada, Karnataka involve themselves in the work to supplement the family income. This is an advantage considering that they don't have to report to work but can do the work sitting in their backyard.



Safa's mother, Sabana Banu, says, "For every 100 beedis we roll, we are paid INR 10. So in a week, I earn about INR 300. My husband undertakes small errands in the locality. As a family we don't earn any fixed income."

Safa's mother and aunts deposit a sum of INR 20 every week at a local self-help group. They say, the self-help group has helped the family. The self-help group has extended a loan of INR 10,000 through which the family has been able to pay the fees of Safa's older siblings who are now in college. Safa being the youngest, goes to the government school. They say, "Considering the family's economic condition the mid-day meal is a blessing. The child often talks about the variety in the menu. She says she likes the

payasa and pulao the most. Not even once has she complained about the food."

Safa is too young to understand the family's economic condition or the impact of the mid-day meal on her health. But the smiles, healthy features, and her enthusiasm to attend school, are what stands as a testimony to the success of achieving the objective



of mid-day meal programme - tackling the twin challenge of hunger and malnutrition.

# AWARDS AND RECOGNITION



## BHAMA SHAH AWARD

The Bhama Shah Award was conferred upon UBL for its CSR initiatives in the field of Education by Government of Rajasthan for the year 2016-17.



## SPIRITZ 2017

UBL received the Gold Award by Spiritz for its safe drinking water and education initiatives.



## AWARD FOR LEADING CSR PRACTICES:

UBL CSR won the award for 'Leading practices' in Corporate Social Responsibility at the PeopleFirst HR Excellence Awards



## SKOCH ORDER OF MERIT

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.

UBL was among the top 7 organisations shortlisted under the Corporates Category to present at the NHRDN CSR Summit.

# UBL AT CSR AND SUSTAINABILITY PLATFORMS

## UBL at 3rd Edition of India Industry Water Conclave (FICCI)



Mr. Shekhar Ramamurthy spoke at the 3rd Edition of India Industry Water Conclave (FICCI) organised in New Delhi on November 28th, 2017. He spoke about UBL's focus on its commitment to be water positive by 2025 through industrial water use efficiency and measures adopted within the fence and outside of it.

## UBL at Strategic CSR and Sustainability Summit 2017



Ms. Tushara Shankar represented UBL at the "Strategic CSR and Sustainability Summit" organised on 19-20 December 2017. She was a part of the panel discussion on experiences in leading organisations and imbibing the CSR philosophy as their guiding principle for social change.

## UBL CSR in Corporate Citizen: An interview with Mr. Shekhar Ramamurthy



Mr. Shekhar Ramamurthy's interview on how CSR is driven ecologically at UBL was published in the magazine, Corporate Citizen.

## Deccan CSR Summit 2018



Ms. Tushara Shankar represented UBL in an engaging panel discussion on "Integrated Rural Development through Collaborations" which had representatives from the corporate sector as well as the Government.

## Rajasthan CSR Summit 2018



Ms. Tushara Shankar represented UBL in a panel discussion on Water Conservation through CSR in the Rajasthan CSR Summit organised by the Government of Rajasthan. She shared UBL's efforts and experience in the field of water conservation.

## Rotary Karnataka CSR Conference 2018

Ms. Tushara Shankar was a part of a panel discussion on Rural Development and Environment. UBL's efforts in water conservation, essentially in the state of Karnataka, were highlighted during the discussion.

## Solar Power Consumer Meet 2017



Mr. A. Balaji was a part of a panel discussion on "Rationale behind roof top solar for corporates" organised by CII (Southern Region) at Bangalore in August 2017.

## Renewable Energy Conference (Recon) 2018



Mr. A. Balaji was a key note speaker for "International Renewable Energy Conference" organised in Chennai and attended by both B2B and B2C participants from across the globe. He also presented a paper on "Challenges and Opportunities in renewable energy sector in India" at the conference.

# OFF-SETTING CARBON FOOTPRINT

# WORLD ENVIRONMENT DAY

## Usage of Agricultural waste and replacing fossil fuels:

19 out of 21 manufacturing units use agricultural waste viz., rice husk / briquettes as the boiler fuel

## Usage of Renewable Energy sources:

- Open access wind power at three breweries in Karnataka wherein 75% of the total electrical power consumption is through wind energy
  - Open access wind power at two breweries in Tamil Nadu - wherein 80% of the total electrical power consumption is through wind energy
  - Roof top/ground mounted solar power plants have been installed at the following breweries
- wherein around 10% of the total electrical power consumption is through solar power
- i. Mumbai
  - ii. Aurangabad (Ellora)
  - iii. Aurangabad (Ajanta)
  - iv. Golconda, Sangareddy
  - v. Srikakulam

### UBL CHERTHALA



As part of the World Environment Day celebrations, an oath was taken to protect the environment and saplings were planted at various places of the ETP area.

### UBL LUDHIANA



World Environment Day was celebrated by the unit on June 5, 2017. On this occasion, trees were planted by all the employees.

### UBL AURANGABAD



World Environment Day was celebrated at the unit and around 100 trees were planted by all the employees with a pledge to care for the environment.

### UBL NELAMANGALA



The chief guests, Deputy Commissioner of Commercial Taxes and the Excise Inspector planted trees along with employees to incorporate the theme of "Connect People to Nature". World Environment Day banners were displayed, and stickers distributed to all employees and workers. The employees also participated in a poster competition. Around 100 trees were planted in the brewery.

### UBL KALYANI



A huge programme was organised at UBL Kalyani for World Environment Day. A tableau with about 500 saplings, which toured the unit premises was sent to the "Majherchar Dakshinpara Primary School" to generate awareness about the importance of Environment Protection. During the tour, saplings of different types were distributed to the residents of Kalyani. A sit and draw competition on environment awareness was also organised at the school in which around 83 primary section students participated. The competition was inaugurated by Mr. Vikas Kaushal and dignitaries from the education department were also present. The school is situated near the River Ganges with students coming from migratory brickfield workers' families. The competition was judged by the Inspector of the Primary Education Department. This initiative was highly appreciated by the news papers and was covered in the All India Radio Bengali News Broadcast creating wide spread awareness.

### UBL CHAMUNDI



UBL Chamundi celebrated the World Environment Day on June 5, 2017. Saplings were planted by the employees, operators and contract workers and an awareness programme on the environment was also conducted. A quiz, posters drawing, essay and slogan competition were conducted during the environment week and prizes were distributed to the winners.

### EMPEE CHENNAI



World Environment Day was celebrated by all the workmen and staff on June 5, 2017.

### UBL CHENNAI



UBL Chennai celebrated the World Environment Day by planting more than 200 saplings in and around the unit.

### UBL SHAHJAHANPUR



World Environment Day was celebrated on June 5, 2017 and employees were briefed about environmental protection. Every employee contributed to this initiative by planting saplings to build a healthier environment and protect the earth. 65 trees were planted on the company premises.

### UBL NIZAM



The unit celebrated World Environment Day on June 5, 2017 with great enthusiasm from all the employees. The employees participated in creating environment-based slogans, suggestions and tree planting. Many suggestions from those collected were implemented by the employees themselves.

### UBL RAJASTHAN



A tree planting drive was conducted at the unit and nearly a 100 trees were planted by employees.

### UBL MUMBAI



World Environment Day was celebrated at UBL Mumbai

### UBL DHARUHERA



On World Environment Day, the unit planted 75 trees on the premises and conducted a talk about the benefits of plants and their contribution to the environment.

### UBL ODISHA



As a part of World Environment Day, UBL Odisha conducted several activities to create awareness on environmental protection among the employees.

### UBL AJANTA



World Environment day was celebrated on June 5, 2017.

# GO GREEN INITIATIVE

## EMPEE CHENNAI



Pesticide free green leafy vegetables are cultivated within the brewery.

## UBL AURANGABAD



Green belt developed under Project Green Mind initiative.

## UBL AURANGABAD



Vermi-composting project implemented for making manure from canteen food waste.

## UBL MANGALORE



The UBL Mangalore unit has started a new initiative of distributing plants to all transferred employees at their relieving.

## UBL SRIKAKULAM



The unit team planted 800 saplings as a part of Vanam - Manam, an initiative of the state government on September 2, 2017.





## UNITED BREWERIES LIMITED

### United Breweries Limited

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