

# Report on Corporate Social Responsibility (CSR)

The CSR activities of Bajaj Group are guided by the vision and philosophy of its Founding Father, Shri Jamnalal Bajaj, who enunciated the value of Trusteeship in business and laid the foundation stone for its ethical and value-based functioning.

The core elements of CSR activities include ethical functioning, respect for all stake-holders, protection of human rights and care for the environment.

Bajaj Group generally implements the above initiatives through its employees, Employee Welfare Funds and Group NGOs / Trusts / Charitable Bodies operating at various locations in the country. It also enlists the help of non-Group NGOs, Local Authorities, Business Associations and Civil Society, wherever deemed necessary.

Some of the major initiatives taken up during the year under review are summarised below :-

## Through Charitable and other Trusts, NGOs and Group Companies

In addition to the activities carried out by the Group Companies, numerous charitable and rural development activities are carried out through its various Trusts / NGOs etc. Some of those are highlighted below:

## Jamnalal Bajaj Foundation (JBF – Foundation)

Activities carried out by JBF are highlighted as under :-

### AWARDS:

The Foundation gives 4 Awards annually - each of the value of Rs.5 lakhs. Of these, three are given to individuals in India for outstanding contribution in the fields of constructive work on Gandhian lines, application of science and technology for rural development and uplift and welfare of women and children. The fourth one is an International Award - given to individuals other than Indian citizens from foreign countries for their contribution to the promotion of Gandhian values outside India.

### RURAL DEVELOPMENT:

The Foundation has been undertaking rural development work in select villages of Wardha District, Maharashtra (since 1987) and in Shikohabad, Dist. Firozabad, U.P. (since 1992).

The activities are undertaken on the basis of the need of the local people. Special emphasis is given on health, family welfare, immunisation, supply of potable drinking water, sanitation and alternative source of renewable energy.

### OTHER CHARITABLE ACTIVITIES :

- ❖ **Employment Generation Programmes**  
Programmes of employment generation in the rural area have helped the women-folk and scheduled castes and the poorer sections to develop self-confidence in themselves.
- ❖ **School under National Child Labour Project**  
4 schools running with the financial support of National Child Labour Project (GOI), are monitored and controlled by JBF. 200 students and 20 staff members are part of these 4 schools.
- ❖ **Balwadi (Child Training Centre)**  
Balwadi is a pre-school, where under-privileged children are taught by trained teachers. The Foundation is running 24 Balwadis i.e. Bal Sanskar Kendra in rural areas for poor children below six years of age. It also runs free computer training classes, tailoring classes and stitching classes for poor and needy people.
- ❖ **Community Awareness Campaign & Health Camp**  
The Foundation carried out people-to-people base awareness programmes about population control, usage of toilet, health, hygiene etc. and organised health camps for women and handicapped persons.

## Jankidevi Bajaj Gram Vikas Sanstha (JBGVS)

During the year under review, JBGVS undertook a number of development initiatives for economic and environment

development, health care and prevention of HIV / AIDS, basic education and literacy, women empowerment and social development.

Activities carried out by JBGVS for community development and empowerment of women are highlighted below :

### Rural Development

The group continued with its rural development activities in Pune and Aurangabad districts of Maharashtra through JBGVS. JBGVS aims at integrated development of 43 selected villages, to be carried out by the villagers under their own leadership and through unified efforts forged by Government and local organisations with JBGVS acting as a catalyst. From April 2010, it plans to increase the number of villages to 61, which includes 11 villages of Sikar District, Rajasthan, birth place of Late Jamnalal Bajaj, founder of the Bajaj Group and additional 13 villages in Pune & Aurangabad districts.

### Healthcare

It conducted about 60 health check-up camps, including camps held in conjunction with Kamalnayan Bajaj Hospital at Aurangabad. JBGVS runs a mobile clinic, in 20 villages in Pune, with a lady doctor and a nurse to provide primary health care services at the doorstep of the poor.

### Tribal Development

A tribal development project, for 1000 tribal families, called Aamrai was launched on 21 August 2009. Rahul Bajaj, Chairman, BAL launched the project. This seven year project involves planting and tending of 27,000 mango trees and 18,000 amla trees on 900 acres of tribal wasteland and distribution of goats, buffaloes & vermi-compost beds for 100 landless tribal families. It is a Rs.3.50 crore project to be done over seven years in partnership with National Bank for Agriculture & Rural Development (NABARD). The project is expected to generate about Rs.4 crores annually from 8th year onwards and substantially improve the quality of life of 1000 tribal families.

### Bajaj Allianz Insurance Companies

Bajaj Allianz initiated a 'special awards ceremony' and gave away Recognition Awards to 'disabled / physically challenged' individuals under different categories ranging from sports, entertainment, business, employment and national service. It was a step to recognise and make a difference to the lives of the physically challenged in India.

## Trusts for Colleges

a) Shiksha Mandal, Wardha founded in 1914 by Late Shri Jamnalal Bajaj runs seven colleges with around 10,000 students on its rolls. These include colleges for commerce, science, agriculture, engineering polytechnic and rural studies. Its mission is to provide high quality education at an affordable cost & to inculcate socially desirable values. One of its colleges, the Jankidevi Bajaj College of Science has recently been selected by the University Grants Commission as a College with Potential for Excellence. Ten of its students appeared in the University merit list.

Two of its colleges have received UGC grants to run remedial coaching classes and training for competitive exams for SC/ST students.

A new Bajaj College of Engineering, funded by a Rs. 25 crore donation from the Bajaj trusts is in the process of being formed.

It is the only educational institution chosen as a resource NGO by the Maharashtra Government for implementing a Rs.600 crore project aimed at increasing farmer incomes in Vidarbha.

- b) Bajaj Science Centre was started in 2007 as a place for middle and high school children to enjoy science by doing it. For the last two years, one of its students has bagged a medal in the national level Homi Bhabha Bal Vaigyanik competition. Its new Rs. 5 crore complex has been funded by the Bajaj trusts and the fees at the center are subsidised at Rs. 100/month.
- c) Gandhi Vichar Parishad runs a 6 month PG Diploma course on Gandhian thought, which attracts students from all over India and recently from abroad too. It organised an international seminar in November 2009 on the occasion of the centennial of the publication of Gandhiji's "Hind Swaraj".

### Kamalnayan Bajaj Hospital

Kamalnayan Bajaj Hospital, located in Aurangabad in Marathwada region, is providing super speciality and tertiary care medical facilities, not available elsewhere in this region.

Bajaj Auto Limited with its group companies, is supporting the Trust, named - MMRI (Marathwada Medical & Research

Institute), which runs the hospital. In the last one year, hospital has expanded its capacity from 150 beds to 250 beds and major part of the expansion has been for general category patients. Recently, it has added cancer treatment facilities, including Linac Accelerator & Brachy therapy. Also added are MRI 1.5 Tesla equipment, new generation Siemens Cath Lab for heart patients, latest ophthalmology equipment and other advanced facilities.

The hospital has been providing annually relief for close to 55,000 patients on OPD basis and close to 7,000 patients, who are admitted to hospital for various treatments. It also provides intensive care unit and cardiac care unit, with a capacity of 22 beds and generally with an occupancy rate of more than 95%.

The hospital also runs a programme of providing relief to Below Poverty Line (BPL) and Economically Weaker Section (EWS) of

the society with free / subsidised treatment. It holds camps in the villages of the district of Aurangabad and close to 400 BPL patients have been treated at a cost of Rs. 41 lakhs.

The Trust is in the process of starting a Nursing College in 2010-11.

The Group has another 20 Trusts, which are also engaged in many CSR initiatives. Thus, what is listed above is not exhaustive, but only illustrative to give a glimpse of the importance being given by the company and the Group towards CSR.

A publication of the Group "Beyond Profits – Philanthropic Activities of the Bajaj Group", setting out in greater detail the CSR activities of the Group can be made available to any shareholder on request.