



The Aditya Birla Group: Transcending business

A US\$ 44.3 billion MNC, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 120,000 employees, belonging to 42 nationalities in 35 countries.

Beyond Business -

The Aditya Birla Group is:

- Working in 5,000 villages globally. Reaching out to 7.5 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.
- Focusing on: Health Care, Education, the Girl Child, Sustainable Livelihood, Women Empowerment, Infrastructure and espousing social causes.

Highlights-

Health Care

- Over a million patients treated at 5,000 medical camps and our 20 hospitals.
- The Aditya Birla Hospital at Veraval in Gujarat, also caters to the marginalised.
- More than 1,200 children have learnt to smile again as they underwent cleft lip surgery.
- More than 5,000 physically challenged persons were provided with artificial limbs, making them self-reliant.
- 50,000 people screened on HealthCubed.
- Cochlear Implants embedded in 50 children.
- Alongside, we are engaged in a major project with Vision Foundation of India to provide sight to 6,600 visually impaired people.
- We have installed 50 Reverse Osmosis Plants (RO) which provide drinking water to villagers near our units.
- We have helped set up over 40,000 toilets, partly leveraging Government schemes for the social sector. In 50 villages, spanning over 2,000 households in Jammu & Kashmir, we have provided 2,010 toilets.

Education

- At our 56 schools across India, we provide quality education to 46,500 children. Over 28,000 children in the hinterland of India are being taught conversational English to build their confidence.
- We support schools for the differently abled in Gujarat, Karnataka, and Odisha.
- We are transforming 20 schools in Rajasthan into model schools.
- We foster the cause of the girl child by supporting 40 Kasturba Gandhi Balika Vidyalayas (residential schools for girls).
- Over 4.5 lakh school children (Grade V to XII) in 31 remote blocks of Madhya Pradesh, Rajasthan, Maharashtra and Odisha have been provided with solar lamps.
- We provide midday meals to 74,000 children through Akshaya Patra.

Sustainable Livelihood

- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training to 95,000 people.
- Working with BAIF and JK Trust in 13 centres, we have covered more than 100 villages under the project 'Integrated Livestock Development Centres'.
- Our 4,500 Self-Help Groups empower 45,000 women.

- Under the Private Public Partnership projects, we -
 - Work in collaboration with the Watershed Mission of Madhya Pradesh government to better the standard of living of people in 21 villages in Neemach district.
 - Are engaged with the Government of Odisha on 'Sustainable livelihood enhancement of 500 families through commercial vegetable cultivation' under the Odisha Tribal Empowerment Livelihood Programme in Raygada district.
 - Manage an ITI near Raipur.
- We help farmers plant more than a million saplings, including fruit-bearing trees, in their villages.
- Installed more than 1,000 biogas plants pan India.
- Working closely with Habitat for Humanity, we have so far built more than 500 houses, besides supporting the building of an additional 3,800 houses across India.

Model Villages

- We are also engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year time frame the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far more than 90 villages in India's hinterland have already reached the level of model villages.

At the macro level

- To embed CSR as a way of life in organisations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
- Ongoing education, healthcare and sustainable livelihood, housing projects in North America, Philippines, Thailand, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.

We transcend the conventional boundaries of business because we care.



ADITYA BIRLA GROUP
 Making A Difference
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