

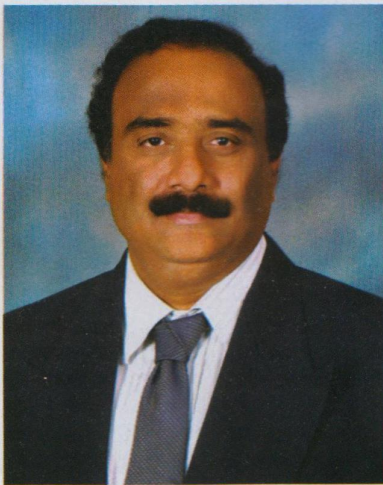
# A Lot More Than Charity

Corporate Social Responsibility is a lot more than a charitable deed - it is an activity that works to make a difference by empowering those lesser privileged communities in the society. Today, organisations are striving to bring about a measurable social change, and their contribution to societal change embodies their values.

- BY DR. V NARAYANA REDDY

**C**orporate Social Responsibility is a lot more than a charitable deed - it is an activity that works to make a difference by empowering those lesser privileged communities in the society. Today, organisations are striving to bring about a measurable social change, and their contribution to societal change embodies their values. Driven by the philanthropic zeal of our Founder, Dr. Anji Reddy, Dr. Reddy's was actively giving back to the community in various ways, way before the term "CSR" came into being. Dr. Anji Reddy believed that the ultimate goal of human endeavour was to be of service to humanity. If the purpose of life is in the pursuit of happiness, he believed that the truest happiness emanated from serving those less fortunate than ourselves. Thus, it can be said that Dr. Reddy's journey of giving back to society formally started in 1996, after the establishment of Dr. Reddy's Foundation.

Our approach to CSR is aimed towards community empowerment. We partner with multiple NGOs and foundations, known for their grass-root sensitivity, and contributions to



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societal change. Our CSR programmes are driven by diverse factors such as bringing children of all age groups into mainstream education, providing primary healthcare, and training at livelihood for the poor, the young, and the disabled.

All our community work is built on certain basic tenets that have been outlined as below:-

- Collaborating and building capabilities of social change agents
- Nurturing institutions that demonstrate new pathways of human development
- Inclusion of low income communities into mainstream quality education and differently abled persons into the world of work
- Being sensitive to the community situations as well as to the constraints of social development systems

## Community Health Intervention Programme (CHIP)

While medicines are one way through which we ensure that people remain healthy, we have several other



initiatives which are in line with our belief 'Good Health Can't Wait'. Community Health Intervention Programme (CHIP) was launched in partnership with the Neonatal Intensive Care and Emergencies (NICE) Foundation to enable greater access to primary healthcare for the rural community, with a special focus on reducing infant and child mortality rate. The CHIP programme caters to the basic health requirements of a large population residing in 145 villages located in three districts viz. Nalgonda, Vizianagaram and Srikakulam in the states of Telangana and Andhra Pradesh. The programme entails a Fixed Day Health Care Service (FDHS), where doctors conduct regular screening, and attend to the basic health issues twice a week on fixed days, in each of the villages. These services are provided at Anganwadi centres, community halls, schools and Gram Panchayat

## Takeaways Of The CSR Initiatives

- Collaboration and capability building of social change agents
- Nurture institutions that demonstrate new pathways of human development
- Inclusion of low income communities into mainstream quality education and differently abled persons into the world of work
- Sensitivity towards community situations as well as to the constraints of social development systems

buildings. It supports ante and post-natal care, safe delivery and infant care, primary immunization for children during the first year, and safe

motherhood. The programme leverages well-trained nursing midwives, in addition to two mobile ambulances, to deliver healthcare to these villages. Since the inception of the programme in 2013, it has made significant inroads by providing primary health care services at the very doorstep of the people living in villages. Today, the programme has impacted a population of over 2.14 Lakhs.

## School Improvement Programme (SIP)

School Improvement Programme (SIP) came into being in 2011, and, is aimed at ensuring continuous and quality education to students hailing from less privileged backgrounds.

SIP uses a three-pronged strategy: -

- Empower the students by providing them with an opportunity to learn
- Create an environment to facilitate

## CHIP intervention programme: A Case Study

K Sathyavathi and her husband Sriramurthi reside in Sathyampadu Thanda village located in Nalgonda District, Telangana. Despite prevailing financial and economic challenges, they provided basic facilities and took care of their three sons. Sriramurthi earns his living by stitching mats at home and occasionally operating a small general store that enables him to earn Rs. 100 per day. After marriage, all three sons moved to different locations in search of jobs, and also stopped visiting them. Over the years, Sriramurthi lost his hearing capacity and one day, he suffered a heart attack and was admitted at the Nalgonda District Hospital for ten days. His wife Sathyavathi is currently affected with hypertension for over 15 years and is suffering from partial vision loss.

Now the couple is stricken by old age related problems, and there is no one to take care of them, as their health condition started deteriorating. During one of the community interaction sessions in 2016, CHIP team came to know about their situation and registered them under medical care, that enables them for regular check-ups by village level nurse midwives on regular basis. In January 2017, when Sriramurthi fainted at home owing to dehydration; the nurse midwives immediately attended him and gave him necessary medication. Before enrolling into CHIP intervention programme, they used to buy medicines



from a Government Mobile health unit as per the availability, or from the RMP doctor. Irregular intake of medicines was also one of the prime reason for their failing health. Now, the CHIP team regularly monitors their health and nurse midwives supply them with medicines on regular basis, which was not the case earlier. As Sriramurthi and Sathyavathi are improving on the health front, they are helping the CHIP team, by promoting and generating awareness about the free medical services rendered by CHIP team among those who visit their grocery store.

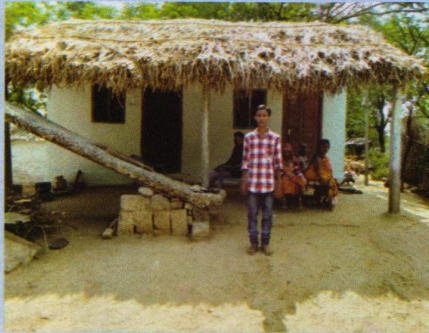


## Testimonials from the beneficiaries of SIP Project

"Dr. Reddy's Scholarship for meritorious students encourage me and helped in achieving my goal"

"I belong to Lavudithanda village in Nalgonda District. The village has limited population and most of the families depend on agriculture for living. I aspire to become an Engineer and always intend to be a better performer. When I completed my SSC in 2016 from Zilla Parishad

High School, Chennaiipalem with 8.8 GPA, I received Rs. 10,000 as scholarship under "Dr. Reddy's Scholarship for Meritorious Students" programme. This encouraged me to study hard and the scholarship amount helped me in taking up the "Diploma in Civil Engineering" course in Government Polytechnic College, Nalgonda. Now, in the first year of the course, I scored 74.5% and I am ready to receive "Dr. Reddy's Scholarship for Meritorious Students 2017".



"Initially, I was very upset when my father admitted me in a Government school instead of allowing me to continue my education in a private school"

"I belong to a low income family and completed my primary education from an English medium private school. After completing my 5th standard, since my father could not afford my education expenses, I was admitted into Zilla Parishad High School, Suraram Colony. I was disappointed, but my mother always stood beside me and encouraged me to study. Besides being a quick learner, what motivated me in becoming a top performer was the support rendered by the teachers and "Dr. Reddy's Scholarship for Meritorious Students. In SSC, I scored 9.7 GPA and received Rs. 10,000 as scholarship under "Dr.

Reddy's Scholarship for Meritorious Students", which indeed helped me in taking up Integrated B. Tech course at IIT, Basara. Now, I have performed much better in my Junior Intermediate college and am heading towards my goal of becoming a Software Engineer."

learning by providing the right Infrastructure

- Recognize the student's talents and facilitate growth

The programme is mainly designed to help Government schools in various academic and non-academic aspects such as remedial support for enhanced academic outcomes, scholarship to meritorious students, sports and co-curricular activities for overall student development and health education. The schools are provided with RO water filters, solar panels, libraries, and better sanitation facilities. SIP covers over 60 Government schools in six districts of Hyderabad, Nalgonda, Medak, Vizianagaram, Srikakulam and Vishakhapatnam in the states of Andhra Pradesh and Telangana. Through this programme, Dr. Reddy's has played an important role in shaping the life of more than twenty five thousand students.

### Grow And Grow PwD (Persons with Disability)

Dr. Reddy's Laboratories has partnered with Dr. Reddy's Foundation to implement GROW (formerly known as LABS (Livelihoods Advancement Business School). Dr. Reddy's GROW is a skilling initiative to assist unemployed youth from marginalized sections. This programme is formatted after an intensive market research, and the content is vetted by the industry, thereby making it more impactful, scalable and self-sustaining. The programme is aimed at addressing the complex problem of youth unemployment, including those with disabilities, through a placement-linked skill development programme. In FY 2017, 1484 youth and 194 PwD candidates were trained through those centres that are supported by us. Additionally, Dr. Reddy's supports philanthropic involvement by encouraging employees to learn about the needs of their local community, as well as opportunities to volunteer. Our employee volunteering programme, 'Spirit of Giving' enables employees across the company to engage in variety of causes. This truly exemplifies the culture of giving that our Founder, Dr. Anji Reddy fostered in the company. 