



TOWARDS **PROGRESSIVE** SOCIAL **CHANGE**



**JUBILANT
BHARTIA**
FOUNDATION

Corporate Social Responsibility at Jubilant

Jubilant Bhartia Foundation (JBF) was formed by Jubilant Bhartia Group in the year 2007 to carryout social initiatives.

In last one decade, Foundation is working on multiple projects for social development as below.

- **Health** – Serving around 4.5 lacs of population through basic healthcare programs for the community with the thirst on mother child health
- **Education** – Reaching out to 100 schools to enhance quality of education imparted to the students
- **Vocational Training Centre** – Honing up employability skills of around 2000 youths through vocational training programs
- Partnering CII for Food and Agriculture Centre for Excellence (FACE)



JUBILANT BHARTIA FOUNDATION

Vision: To bring progressive social change through strategic multi-stakeholder partnership

Mission: Develop multi-stakeholder sustainable models to bring about 'social change' involving knowledge generation & sharing, experiential learning and entrepreneurial ecosystem

Objective: The foundation focuses on conceptualizing and implementing the Corporate Social Responsibility initiatives for the Jubilant Bhartia group as well as other corporate entities. Channelize resources for bringing measurable social change in the society

We focus and align our activities to the Sustainable Development Goals (SDGs)



Healthcare

Providing basic health care services through mobile/static clinic to a population of 4.5 lacs



- **'Nirog Bachpan'** – School health checkup program
- **Jubilant Aarogya** – Providing affordable healthcare services through JBF Medical Centre
- **Swasthya Prahari** – Women health guards (volunteers) to work on safe motherhood & promote institutional delivery.
- **Combating Malnutrition** – Awareness program to prevent malnutrition amongst the children up to age 5 in the project villages. Growth monitoring of the children through mobile based application.
- Implementing health care project for Panasonic in Haryana around its manufacturing location



Goal

To promote health seeking behaviour and provide effective basic healthcare to the community

Objective

- To reach out to the community residing with poor health services and information
- To provide preventive and curative health service in the project areas

Mode of Action

Preventive

Curative

- Initiated community based pilot project named 'Swasthya Prahari' in Public- Private-People Partnerships (4P) model
- 'Nirog Bachpan'-School health check-up programme
- Substituting health service through mobile/static health clinics in the project areas

Ultimate Outcome

Healthy community



Education

Project Muskaan

(strengthening rural primary education system)



- Reaching out to 11000 students
- Enhancing the quality of education, decline in absenteeism and dropout rate
- Established a scholarship programme (Jubilant Pratibha Puraskar) for the talented students to support them in continuing their secondary education under mentorship of our select employee
- Replicating Project Muskaan in select schools of
 - Uttarakhand in association with CII Foundation
 - Karnataka in association with HP
- Digital Literacy in rural schools in association with HP



Goal

Strengthening Rural Government Education System in the project areas

Objective

- To improve learning environment in the Government schools
- Sustaining the interest of the students to attend school
- To improve the quality of study imparted to the students
- To motivate students to take up higher studies

Mode of Action

Participatory approach, community involvement, monthly activity based learning - (oration, writing, plantation, art & crafts etc) are organized for the students

Outcome

- Increase in reading, writing and speaking skills of project 'Muskaan' Students
- Decrease in drop outs & absenteeism
- Increase in no. of students opting for higher studies



Livelihood



Naye Disha – Skill development programs at the Vocational Training Centres (VTC) at Gajraula, Nanjangud and Nira with the engagement of a social enterprise aims at helping the trainees find 'vocation for life' on successful completion. Providing training on various trades including Fabrication, Sewing, Electronics/ Electric appliance repairing and Driving etc. The VTC having capacity of training 2000 candidates per year.

Project Sakhsam – Supporting microenterprises through provision of interest free loan for the community members to start their own enterprise for a living.

Digital Literacy – Launched to promote digital literacy amongst community members of five states of India.



Goal

Sustainable livelihood opportunity for all

Objective

To create institutions with forward linkages which providing essential training for improving employability of the local youths

Mode of Action

Vocational training centres, self help group, technical literacy at schools, providing forward linkages for employment

Outcome

Increased employability of youths



Food and Agriculture Centre of Excellence- FACE

An initiative between CII and Jubilant Bhartia to build capacity while leveraging technology and innovation to improve productivity and the environmental footprint of agriculture.

THE SOCIAL ENTREPRENEUR OF THE YEAR AWARD - INDIA 2018

Social Entrepreneurship for Inclusive Growth

11th October 2018 : New Delhi

SCHWAB FOUNDATION FOR
SOCIAL ENTREPRENEURSHIP



Promoting Social Entrepreneurship

- The Jubilant Bhartia Foundation (JBF) has collaborated with the Schwab Foundation for Social Entrepreneurship to recognize and award exceptional individuals and provide them international opportunities
- A decade of recognizing entrepreneurs who make change happen
- Over 1500 applications, with one third of them applied by women in the last 10 years
- The criteria of selection for the award include innovation, sustainability, direct social impact, reach & scope, scalability, market linkages, technology enabled and the potential of the candidate
- The selection is made through a rigorous due diligence process followed by a Jury round with distinguished members of society in the jury panel

Goal

Encouraging Social Entrepreneurship

Objective

Recognizing promising and successful social entrepreneurs, with excellence in large-scale, system change models

Mode of Action

Online application process, multilevel selection process, due diligence, independent Jury round of selection and winner announcements at a prestigious award ceremony

Outcome

The recipients of the award get global exposure, an opportunity to connect with key partners at regional forums and global summits of the World Economic Forum and an opportunity to learn sector-specific best practices and scale their solutions through partnerships.



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