

# 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 lac 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



**Nayee 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.





## Promoting Social Entrepreneurship

### Social Entrepreneur of the Year - India Award



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

### Engaging Social entrepreneurs for implementation of CSR activities

At JBF we associate with the social entrepreneurs for implementation of all our projects i.e. education, health and vocational training

### Providing business to social enterprises

The business /contract is provided by registering the social enterprises as vendors for the Company

### Winners of Social Entrepreneur of the Year - India Award

#### Year 2010

Mr Rajiv Khandelwal and  
Mr Krishnavtar Sharma,  
Aajeevika Bureau, Udaipur  
[www.aajeevika.org](http://www.aajeevika.org)

#### Year 2011

Ms Neelam Chhiber,  
Industree Craft Limited,  
Bengaluru  
[www.industree.org.in](http://www.industree.org.in)

#### Year 2012

Mr Anshu Gupta, Goonj, Delhi  
[www.goonj.org](http://www.goonj.org)

#### Year 2013

Ms Chetna Vijay Sinha,  
Manndeshi Mahila Sahakari  
Bank and Manndeshi  
Foundation, Satara  
[www.manndeshifoundation.org](http://www.manndeshifoundation.org)

#### Year 2014

Dr H Sudarshan Karuna Trust,  
Bengaluru  
[www.karunatrust.com](http://www.karunatrust.com)

#### Year 2015

Ms Poonam Bir Kasturi  
Daily Dump, Bengaluru  
[www.dailydump.org](http://www.dailydump.org)

#### Year 2016

Mr Neichute Doulo  
Entrepreneurs Associates,  
Kohima  
[www.eanagaland.com](http://www.eanagaland.com)

#### Year 2017

Ms Urvashi Sahni  
Study Hall Educational  
Foundation (SHEF), Lucknow  
[www.studyhallfoundation.org](http://www.studyhallfoundation.org)

## Finalists - Social Entrepreneur of the Year - India 2018



**Smita Ram and Ramakrishna NK**  
Rang De  
Bangalore  
[www.rangde.org](http://www.rangde.org)



**Prema Gopalan**  
Swayam Shikshan Prayog  
Pune  
[www.sspindia.org](http://www.sspindia.org)



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