



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

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** – Reaching out to around 6.5 lac of population through basic healthcare programs for the community with a thrust on mother child health
- **Education** – Reaching out to 532 schools to enhance quality of education and school digitization along with value based learning program for students of rural government primary schools
- **Livelihood** – Enhancing employability skills of more than 2000 youths and women through vocational training programs, agri-based projects and entrepreneurship programs
- **Rural Development** – Generating awareness on Disaster Management and preparedness in the community
- Partnering CII for Food and Agriculture Centre for Excellence (FACE)



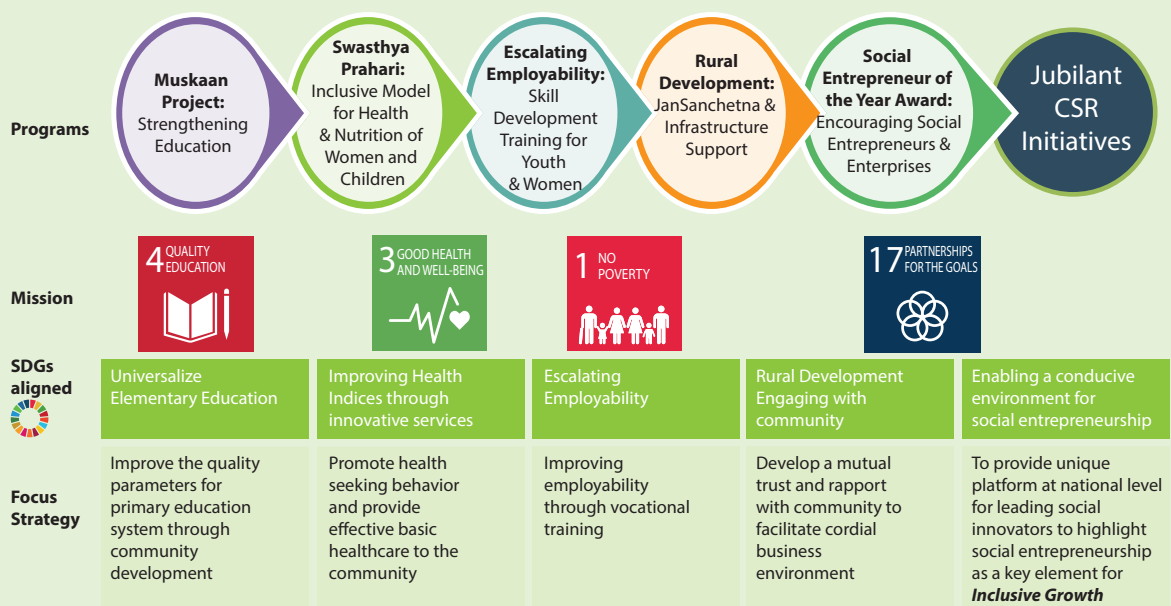
JUBILANT BHARTIA FOUNDATION

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 6.5 lacs



- **Jubilant Aarogya** – Providing affordable healthcare services through JBF Medical Centre and Mobile Dispensary
- **Jubicare** – Teleclinic platform for the community initiative in view of pandemic
- **Swasthya Prahari** – Women health guards (volunteers) to work on safe motherhood & promoting institutional delivery.
- **Village Health profiling Project** - Identifying health-related issues and prioritising the cycle of public health process for improvement
- **Combating Malnutrition** – Awareness program to prevent malnutrition amongst the children up to age 5 in the project villages.
- **End Tuberculosis (TB)** – There is an initiative to raise awareness on TB in association with the Union
- Implementing health care project for Reliance in Haryana and LIC Housing at Guwahati-Assam, Savli-Gujarat, Chittorgarh-Rajasthan, Bengaluru-Karnataka and Roorkee in Uttarkhand



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)



- **E-Muskaan** (School Digitization) – to bridge the digital device while providing digital kits in the schools
- **Jubilant Pratibha Puraskar** – scholarship program for the talented students to continuing their secondary education
- **Khushiyan Ki Pathshala** – Value based education for students for their holistic development
- **Muskaan Fellowship** – Youth Leadership programme to impart leadership traits through experiential training



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 Centers (VTC) at Gajraula, Nanjangud and Nira aims at helping the trainees to find 'vocation for life'. Providing training on various trades including Fabrication, Sewing, Electronics/Electric appliance repairing and driving etc. The VTCs have the capacity of training around 2000 candidates per year.

Project Samriddhi – Generating Self Employment for women through Project Samriddhi with enterprise development accompanied by market linkages.

JubiFarm – Promoting scientific Farming to enhance profitability of farmers

Paryavaran Sakhi – to generate green belt and to provide the self-sustainable source of livelihood to the rural women

Pashu Sakhi Goatry – the promotion of Goatry by providing health services and marketing linkage



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.

Rural Development

JAN SANCHETNA

The project aims to spread awareness among the villagers on location specific disasters like drought, flood, land slides etc.



HILDE SCHWAB AND PROF. KLAUS SCHWAB



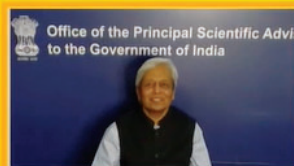
WINNER



SHYAM S BHARTIA



HARI S BHARTIA



PROF. K VIJAYRAGHAVAN



AJAY KHANNA

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 13 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 largescale, 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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