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BDMA

**BHARUCH DISTRICT
MANAGEMENT ASSOCIATION**

AN ISO 9001 : 2015 CERTIFIED ORGANIZATION

CSR FORUM

PRESENTS

prayatna

ISSUE - 02

JULY, AUG, SEPT '21

Appreciating

Humanitarian Efforts towards
CSR Initiatives by various
Organizations

Be a part of BDMA by opting for

Corporate as well as Individual membership.

the
struggle
you're in
today
is developing the
strength
you need for
tomorrow



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Leaders' Message



*From the Desk of
President*

“BDMA has taken initiatives to conduct a baseline survey, need assessment study of 67 villages of Vagra taluka in order to facilitate industries and organizations for effective implementation of CSR and CER projects.”

Dear Friends,

Greetings from BDMA,

I am very happy that our CSR Forum is in active mode. Through this forum, for the first time CSR officials from various corporate are coming together and sharing their activities and thoughts. The first issue of 'Prayatna' is well appreciated. I congratulate Forum Chair, Nirmalsinh Yadav and Co- Chair, Alkesh Rana for their efforts. We are pleased to present 2nd issue of our CSR News Bulletin 'Prayatna.' The CSR initiatives by various companies in our region impact lives of thousands of people. In previous issue, the focus was on supporting initiatives for COVID relief. In this issue, the focus is on covering activities which are 'eradicating poverty, promotion of education, women' empowerment, medical facility etc.' In our Annual General meeting held on 24 Sept. 2021 our Chief Guest Shri Neelamkumar Valecha ji in his speech gave a thrust on Child Labor abuse and concerns, as a responsible citizen, it is our responsibility to take care of those deprived children in order to build their future by extending support.

I am happy to share about a great initiative taken by BDMA to conduct a study of 67 villages of Vagra taluka which consists of baseline survey, need assessment study and a list of projects which can be taken under CER & CSR based on research. This will facilitate each and every industry to identify their area of interest and select villages which in true sense needs a support. We have engaged work to Vikas Centre for Development, Ahmedabad for the said important task. The work has already begun and tentatively they will submit a report by the end of February 2021 so that Industries of Vagra can plan their CSR budget allocation to the needy villages.

On this occasion, I would like to express sincere thanks to the Management of M/s. Perstorp Industries Pvt Ltd, Saykha for agreeing to extend sizable financial support to this initiative. We have also received positive response from Dahej & Vilayat Industries Associations.

To conclude, I would like to share thought, “Creating a strong business and building a better world are not conflicting goals – they are both essential ingredients for long term success” – Bill Ford

Mr. Harish Joshi

President - BDMA



*From the Desk of
CSR Forum Chairman*

Dear Reader,
Greetings !

We would like to present to you the 2nd Issue of our CSR News Bulletin 'Prayatna' after successfully launching the 1st issue of our CSR News Bulletin 'Prayatna' by our Hon. Collector Dr. M. D. Modiya. The news bulletin has been appreciated by all across all industries. It has been a good effort by BDMA team to publish 'Prayatna.' We would appreciate that you keep showering us the continuous support for our news bulletin. We welcome each and every suggestion that may come our way for contributing to content of the bulletin.

We also would like you to support us financially as we are collaborating with Vikas CFD for conducting 'Baseline and need assessment survey in 67 villages of Vagra taluka, a initiative led by Mr. Harish Joshi, President , BDMA along with Mr. Rajesh Shah, Vikas CFD.

I request everyone to co-operate by sending us the data on CSR initiatives conducted by all industries for next bulletin as well on timely basis for our CSR News Bulletin 'Prayatna'

Hope you all enjoy the issue !
Keep your support ! Thank you !

Mr. Nirmalsinh Yadav

Chairman - CSR Forum, BDMA



“Businesses cannot be successful when the society around them fails.”



FREE DENTAL CHECK-UP CAMP



We started this program on 17 December 2019 in vagra taluka, Dahej...

This program is done by "ASHMITA VIKASH KENDRA TRALSA".

In rural areas , people tend to take less dental care. Most of the diseases can be caused due to lack of dental care, so we came up with the idea of doing this program.



GREENBELT DEVELOPMENT



World Environment Day is celebrated across the world on 5th June in order to create awareness amongst people about the importance of preserving nature and environment.

Aarti, Dahej has initiated to celebrate this occasion jointly with DAHEJ SEZ LIMITED, Dahej. We have invited surrounding industries to take part in this celebration. We have planted approx 250 trees.



"We need to give leaders the time, space and resources to think if we want business to drive sustainability transformation."



CSR Activities by BEIL INFRASTRUCTURE LTD.

• Development of walkway around Pond

BEIL has developed walkway around pond in Jitali village.



• Vaccination Drive (Awareness)



• We have visited multiple areas with ASHAs in Jitali, Dadhal, Sarangpur and Dahej villages to generate awareness among people to get vaccinated.

• We have also provided Pick – Drop facility to those, who are unable to reach.

• There are 17339 people vaccinated in Jitali PHC and 14295 people vaccinated in Dahej PHC.

Month	Till September - 21
People of Vaccinated in Jitali PHC	17339
People of Vaccinated in Dahej PHC	14295

• CSR-Women Empowerment Centre

• After the long period from COVID-19, We had started our regular training classes.

• We trained needy girls to give them 'silai' training.

• After that we had gave her to chance in our regular stitching activities.

• At center we are preparing School Uniforms, Boiler Suit, Masks, Apron etc...



• During the COVID-19 period to till now we had prepared 2,06,248 nos. masks at center.

• 1,86,427 nos. of masks have been given to various organizations/Industries.



“Challenge for big businesses is ensuring HR communicates with centres of talent discovery, such as universities, so needs are aligned.”



BHARAT RASAYAN LIMITED Oxygen generation plant to Ankleshwar –Ghadkhol CHC Center on 16th July 2021.



“Gap between consumers' values and their actions cannot be closed by focusing on their motivations.”





Sr. No	Activity
1	Tied up with expert NGO namely Magic Bus Foundation for COVID vaccination awareness among community and started awareness program in 19 villages of Jhagdia & Ankleshwar block for six months
2	Needs assessment survey in surrounding 19 villages through expert NGO namely Aga Khan Rural Support Program (AKRSP)
3	Eye checkup, treatment and surgery camp at Dadhal village through Sewa Rural. 267 villagers benefitted and 30 villagers will get benefit of free cataract surgery.
4	Construction of 37 Individual household toilets completed and 43 toilets are under construction at Limet village
5	Bhoomi Poojan at Mulad & Kharchi Bhilwada villages for overhead water tank and house to house drinking water pipeline work in association with WASMO and respective Gram Panchayat
6	Govt. of Gujarat felicitated our company for our efforts to fight against Corona, especially for donating six Oxygen Generation plants.
7	Honorary membership of Rotary for the Rottary to Shri B M Patel, Unit Head for exemplary services in community welfare and social upliftment in Bharuch



Bhoomi Poojan for drinking water scheme with WASMO



Vaccination awareness program



Vaccination awareness program



Construction of Individual Household Toilet



Need Assessment survey through AKRSP(I)



Eye Camp at Dadhal village



Impact Assessment of "Shriram Swatchhagrah" Program by CII team



Recognition for COVID support



Recognition for COVID support



Recognition for Community Welfare initiatives



“Business has come to believe the solution to problems lie within their own resources rather than in collaboration.”

1. Sponsorship to B.Tech – Environment Girl Student, in Shroff S.R. Rotary Institute of Chemical Technology, Valia
2. Sponsored 2 Nos. of Blind Girls in Lions Blind Girls School, Vadodara
3. Sponsored Tribal student for Trade ITI Course in VGTK, Sewa Rural, Gumandev.
4. Stationary Items i.e. Note books, Smart Digital Education Board etc to various Schools, Tribal Residential Schools of Bharuch and Narmada District.
5. Infrastructure Support such as Ata Maker Machine, Barbed Wired Fencing in Tribal Residential Schools of Bharuch and Narmada District.

To encourage and support economically backward students for receiving higher education and to promote women empowerment, we have Sponsored One Girl Student of B.Tech- Environment to meet one year expenses including Hostel Fees, Tuition fees and term fees amounting to Rs. 1.50 Lacs. This is our ongoing CSR program since last 3 years.

"Surabhi" Blind School, by Lions Blind Girl Welfare Trust, Vadodara – running blind residential School, for blind girls coming from underprivileged community & family. Each year we are sponsoring 2nos. of Blind Girl Students, since last 6 years, this year also we have sponsored 2nos. Blind Girls. Sewa Rural Trust, Jhagadia is having technical education wing, called Vivekananda Gramin Techniki Kendra, running Technical Skill Development One year Trade Courses for Tribal Students, under residential one year program, Since last 8 years we are sponsoring one students for receiving Technical Education.

There are various tribal residential Schools, operated and managed Voluntarily by NGOs, Trusts and Social Organisation in Interior villages of tribal belt of Narmda and Bharuch Districts, such as Shantiniken Education Trust, Kasturba Shevashram, Madhav Vidhyapith, Nutan Gram Vikas Trust, Shree Jay Mataji Education Trust, in which we have provided Stationary Items such as Notebooks, etc, in current academic year after pandemic schools approximately 20,000 Note books/Full Scape Book, meeting requirement of around 3700 Nos. of Students. This is our ongoing program since last 7 years.

Further to this education hostels we have provided infrastructure support, 100Nos. Bunk Beds, Barbed wired fencing installtion for 4nos. of Residential hostel, enhancing security and safety.

In Modern era of Smart education, and needs of time, we have donated 72" LG Make Smart Digital Education Board to Chankya Vidyalaya, Ankleshwar managed by Avani Foundation.



Technical Education Vocational Training Sponsorship



Ata Maker M/c



Smart Digital Education Board in Chankya Vidyalaya, Ankleshwar



Bunk Beds



Bunk Beds



Barbed Wired Fencing & gate

Free Medicine Supply



Solar Plant Installtion -25Kw



B.Tech – Student Sponsorship



Blind Girl Students Sponsorship



"When we inspire people by explaining why the destination is important, they develop the motivation to see the race through."



CSR Activities by GUJARAT FLUORO CHEMICALS LTD.

• Donated Ventilator to Orchid Multispecialty Hospital



COVID 19 became the game changer for everyone i.e. nations/organizations/ individuals by impacting everyday routine and lifestyle. We had seen that how healthcare sector along with other sectors struggle to cope up with this novel virus. During pandemic situation supply and availability of medicines was big concern, medical sector was running on optimum level to provide all

medical treatment to people that was a big challenge for them. To address these challenges, GFL Has donated Ventilator to Orchid Multispecialty Hospital, Bharuch. More than 50 Covid patients got benefited from this initiative. GFL has donated Ventilator to Orchid Multispecialty Hospital, Bharuch with all necessary Accessories like Trolley - 1 no, Ventilator Arm - 1 no, Disposable Adult Circuit - 1 no, Test Lung - 1 no, Expiratory Valve - 1 no,

• Green Belt Development at Road side on Dahej – Atali Road

With wide spread of industrial era, tree plantation is one of the finest ways to sustain our ecosystem and our Future. Tree Plantation is one of the best activities for making the planet greener, livelier, and healthier. Trees can helps environments by their ability to restore degraded ecosystems, produce food and medicine, and provide environmental and economic benefits. Planting trees help our biodiversity, ensure the supply of oxygen for the next generations, and provide us with various resources. ... So, we should plant more and more trees.

GFL always contribute in making a sustainable lifestyle for all either by our green chemistry or by planting numerous trees; we are always ahead with our sustainable principles , we had planted more than _____ trees on the road side (Atali road) and ensure their survival.



• Oxygen Gas Plant - Capacity : 10Nm³/hr @90 to 93% purity), It will be installed at Dahej Welfare Hospital



• Donation to Project Navjivan organised by Rotary Club of Bharuch Narmada Nagari



Rotary Club of Bharuch Narmadanagari is an NGO involved in Social welfare of communities doing various projects involving Education, Women Empowerment, Medical facility etc. Rotary Club of Bharuch Narmada Nagari has taken Project Navjivan, under this project they are extending support to Medical Facilities. GFL has contributed towards Medical Facility to nearby villagers

• Construction of Aawas at Jolva village under CSR Activity



• Education : GFL has donated Projector to Primary School, Jageshwar to provide quality Education to Children from Std. 1st to 8th :



"CSR can be very hard for employees to relate to if we don't make it tangible to their everyday working lives."



CSR Activities by GRASIM INDUSTRIES LTD., VILAYAT

- **Oxygen Generation Plant(Size 30 M3/Hour)** Handling over to GMERS(Gujarat Medical Education & Research Society – Health & Family Welfare Development , Government of Gujarat) Hospital Gotri, Vadodara & Sola– Ahmedabad,



- **Covid Vaccination Camp** Arranged for Nearby Villagers, Employee & Family–Beneficiary: 3559



- **Mobile Health Unit** has regularly visited to 11 Villages : Primary Health Checkup & Medicines providing to the people nearby Villages and Awareness to Vaccination, Beneficiary: 3559



- **Eye checkup camp at Vilayat Village,** The camp is conducted in partnership with SEWA Rural, Jhagadiya, who is responsible for the management and operations of the camp. A 10 member team consisting of a general physician, eye surgeon, medical representative, nurse, and staff will carry out the camp in which registration of each beneficiary will be recorded, followed by a general eye check up to understand the problems faced by the patient. Tests conducted are for colour blindness, near sightedness, far sightedness, cataract and other eye problems and spectacles & medicines will be given to the concerned people free of cost. Total Eye checkup camp Beneficiary: 302 Vilayat & nearby 8 Villages



- **Dairy Development project**



- **Self-help Group(SHG) Women Rakhi making Grasim helped women to get Self-employment**

To Provide Livelihoods to women through Home business for Imitation - Rakhi making Grasim helped women to get Self-employment. Each Women has been able to earn around Rs. 300/- per day, Generating income average Rs. 6000/ per month per women, Beneficiary: 13 women



- **Horticulture plant distribution to the farmers (2000 tree sowing on farmers field)**



“CSR isn't a particular programme, it's what we do every day, maximising positive impact and minimising negative impact.”



• Inauguration of JBF Medical Centre and R O Filter Plant

On 14th July 2021, JBF Medical Centre and R O Filter Plant was inaugurated at vilayat village by Rajesh Srivastava, CEO & MD, Jubilant Ingrevia Limited, Atul Sharma, Vice President & Site Head, Jubilant Infrastructure Limited, Rajendrabhai B. Patel, Sarpanch, Vilayat. The ceremony was graced by the visit of our Corporate Leadership Team- Anant Pandey, COO, Anil Khubchandani – President, Speciality Chemicals, R Kumar – President – Nutrition & Health Solutions, C B Bhardwaj – EVP & Chief of Manufacturing, G K Raman – SVP & Head Corporate Affairs, Vivek Prakash – VP & Head CSR, Atul Dadhich – Director HR and Nirmalsinh Yadav, PRO, Jubilant Infrastructure Limited. This facility will contribute in achieving good health and well-being for our community counterpart and will be instrumental for reaching out to underserved communities with technology driven, affordable and accessible healthcare services. Till date under our community healthcare program, we have diagnosed, treated and delivered medicines to over 2067 patients around our operational area.



• Community Interface Meet

Community Interface meet was organised at our JBF Medical Centre on 7th September 2021. Total of 118 prominent stakeholders participated in the program. The objective of the meeting was to present CSR activities done by JBF till date and to take feedback and suggestions from them as to what measures could be taken to improve the quality of work. The meeting was chaired by Atul Sharma, VP and Site Head, JIL, Atul Dadhich – Director Hr, JIL and Sarpanch & opinion leaders of 6 Village. The event was further extended to felicitate Senior Citizen of our community counterpart and Mahila Mandal of Vilayat for their active support and contribution in community development work.



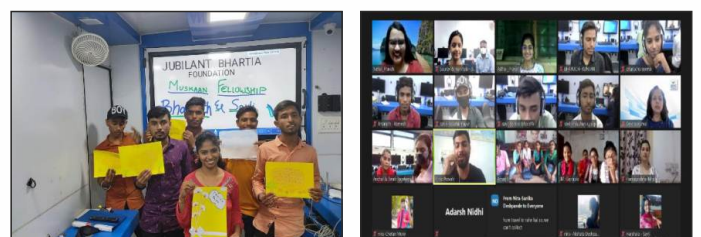
• JUBIFARM

JubiFarm is a sustainable and multi-stakeholder initiative that is conceived to enhance the profitability and generate income opportunities in farming for the migrants returning back to their natives. The initiative is recognising both the male and female equal stakeholders of the farmland. It shall empower farmers by facilitating access to modern and sustainable farming methods. To support farmers in developing sustainable farm through agroforestry and horticulture as peripheral areas of agriculture, JBF team is facilitating farmers of nearby villages. In a month-long activity, Jubilant Bhartia Foundation team has distributed over 15000 fruit bearing saplings to more than 102 farmers for plantation in their field.



• Muskaan Fellowship- Youth Development Program

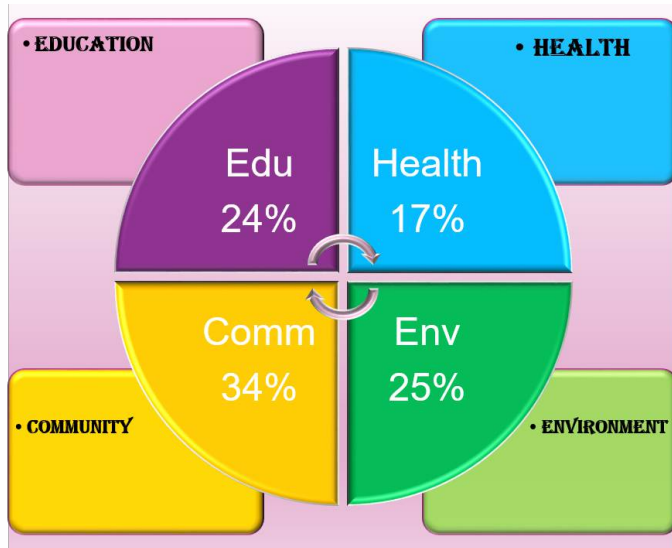
Muskaan Fellowship is youth leadership – training program that focuses on sensitizing and enhancing the capacity of youths on community issues and providing them an intense experiential learning journey with experts and mentors. The program is intended to cater two major developmental goals i.e. all round development of youth and quality of education in schools. The program emphasizes on facilitating the exchange of ideas, thematic discussion and building knowledge in various fields. The selected youth for the Jubilant Youth Development and leadership program received their first learning retreat at SUC GIDC Training Centre, Bharuch. The 7 fellows successfully carried out the assigned tasks and activities as facilitated by the Jubilant team. Essential values like Love, respect, humility and gratitude were imparted into the fellows with the help of interactive activities. The Muskaan Fellows brought innovative ideas and creativity on the table with regard to leadership skills and communication skills. They “Switched their hats” from a participant to a facilitator as a symbolic gesture of their growth and newly learnt skill



“Loyalty is to the values of the company, not to the company. If there are no values, there is no loyalty.”



• CSR Fund Distribution



KNP Touches Lives (Tentative fig. Ly..)	Nos	18900
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• COMMUNITY DEVELOPMENT



Community Hall Painting, Bhersum



Painting of Police Station Bharuch



Pavement Block at Argma Village



PA & Music System to Junjhera Public School Vagra



Wages Support to Kalrav School & Financial Support to Armed Forces @Collector Office Bharuch



Green belt Development under Newly constructed Bridge Bharuch

• Health



Support for Eye Operation to Trust Hospital, Nikora



Sanitizer, Mask to ITI Ankot



Support to Rotary Dispensary for Medicine



Garden Development @Mamlatdar Office Vagra

• Health



"When the wind blows there are those that build walls and then there are those that build windmills."

CSR Activities by P I INDUSTRIES, PANOLI

• Awareness on Corona Virus & Rural Health Care through 3 Mobile Health Vans

PI Foundation in collaboration with GVK EMRI is implementing Swasthya Seva through 3 Mobile Medical Vans that supports more than one lakh population from remote 64 villages of Jambusar. As the country battles with the destructive second COVID-19 wave, PI Industries is displaying exemplary corporate social responsibility by offering innovative and agile solutions across India to fight the outbreak. PI Foundation and its partners continuously organizing awareness session on precautions against Covid 19 and screening of potential cases in villages around Jambusar and Panoli along with emphasizing on the vaccination drive initiated by the government with its availability at different centres. Mobile Health Van staffs spread the messages among community members and beneficiaries came to avail the health services through providing updated information. Total 25135 persons benefitted from 3 Mobile Medical Vans in the month of July, August & Sept 21



Organizing Two Free Health Camp on Gynaecology & Reproductive Child Health at Public Health Centre, Tankari & Kora , Jambusar: PI Foundation organized a free Health Camp on Gynaecology and Reproductive Child Health at Public Health Centre, Tankari & Kora, Jambusar to contribute meaningfully towards specialized health care for women. The Health Camp was inaugurated by Shri Sanjay Solanki, MLA, Jambusar. Reproductive Child Health Officer, Bharuch, Medical Officers & local Sarpanchs from surrounding villages participated in the camp and appreciated the efforts made by PI Foundation. Information, Education and Communication (IEC) activity was carried out prior to the scheduled camp date. The aim of the camp was to provide free ANC checkup for women. Experienced doctors were engaged and over 300 women from surrounding villages of Tankari & Kora, Jambusar benefited from ANC checkups and laboratory examination



• Enhancement of Blood Components Facilities at PI Foundation supported Blood Bank



PI Foundation supported Health Care Society of Ankleshwar & Rotary Club of Ankleshwar in modernizing and reviving the Kumarpal Gandhi Blood Bank under the aegis of Smt. Saraswati Singhal Blood Bank Project. Blood components are critical to human health. Facilities of blood components (red cell concentrate, platelet concentrate, fresh frozen plasma & cryoprecipitate) were inaugurated at Kumarpal Gandhi Blood Bank. These facilities were handed over by Shri Pravesh Garg, Site Head, PI Industries Ltd, Panoli & Shri Ashok Panjwani, Director, Rotary Ankleshwar in the presence of the Blood Bank Trutees and other dignitaries

• Organizing Blood Donation Camp at PI Industries, Panoli

PI Foundation organized Blood Donation Camp under the aegis of Smt Saraswati Singhal Blood Bank Project at Panoli. A group of 1 doctor and 5 nurses assisted by our OHC team were present to facilitate the camp. The donors were asked to fill a medical form to give details about their health-related information. Before the donation, checking weight, pressure, and body temperature were measured so that the one donating blood does have to face further. The one donating blood was taken to the relaxation room for the rest of a few minutes and given certificates, refreshments and gift. 130 units of blood donated PI workforce



The voluntary approach to corporate social responsibility has failed in many cases



• Model Anganwadi Development, Ghodadra Village :

With an objective to provide a caring environment that addresses the educative, health and nutritive requirements of rural children entire infrastructure of Ghodadara Anganwadi has been refurbished. This has led to a complete transformation of previously dilapidated but stable Anganwadi Centre. It has become a source of utmost joy amongst the kids of the village with an introduction of eye catchy murals and advanced facilities. Sun Pharma has invested INR 3.87 lac in the project with benefit being extended to around 110 people. We've received an appreciation letter from ICDS Department Bharuch district, applauding our persistent efforts and innovation to envision a Model Anganwadi in a village with less resources. The inauguration event was graced by Hansot Taluka President Mr. Gemalsinh Patel and other senior government officials.



• Digital Smart Classroom Development, Piraman & Ghodadara Village :

The project aims to enhance the quality of education in schools through digital mode of education in government schools, catering to the increasing need of integrating ICT in current education system. In line with mentioned vision, the company has developed Digital Smart Classrooms in Government Primary Schools of Ghodadara and Piraman villages. The Digital Education Plan provides an innovative digital education service with audio and video connectivity, 82' interactive smartboard, projector, Classroom PC, external speakers, GSEB Std. 1-8 Digital Content, 3 years extended warranty and it also lay emphasis on capacity building of teachers with regular trainings. We also focus on creating joyful and participatory atmosphere in the classrooms by totally revamping classroom infrastructure and introducing educative and engaging murals on classroom walls. Sun Pharma has invested around INR 3.50 lac in Piraman project and INR 2.20 Lac in Ghodadara project with benefit being extended to approx. 700 students. Piraman Digital Classroom inauguration was graced by Ankleshwar Taluka Development Officer Dr. Alpna Nair and Local representatives.

Digital class at Ghodadara village



Digital class at Piraman village



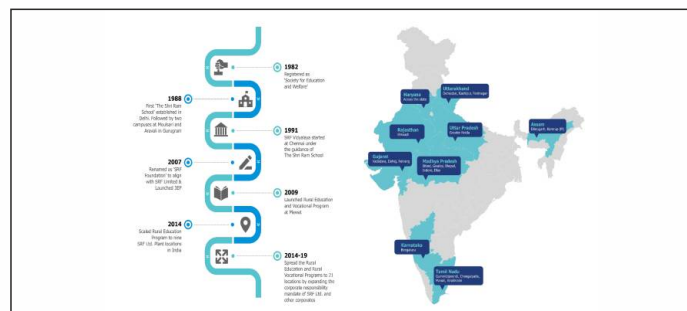
• Mobile Healthcare Unit, Panoli & Ankleshwar Units

Mobile Healthcare Unit Program provides basic healthcare services at the doorstep of communities residing in remote, underserved and unreachable areas. Our MHU van is equipped with common medicines, First-aid materials and basic diagnostic equipment. The main aim of MHU is to provide services under different thematic areas such as Maternal Health, Neonatal and Infant Health, Child and Adolescent health, Reproductive Health and Contraceptive Services, Prevention and control of Communicable and Non-Communicable diseases. Sun Pharma Community Healthcare Society MHU vans are covering around 30 needy and nearby villages of Sun Pharma Panoli & Ankleshwar plants. Under the supervision and guidance of our medical team, we conduct frequent health camps addressing diverse topics in healthcare domain alongside regular clinics at remote locations

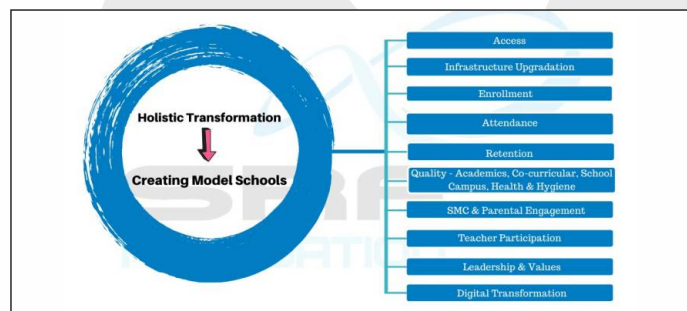


- **MISSION**

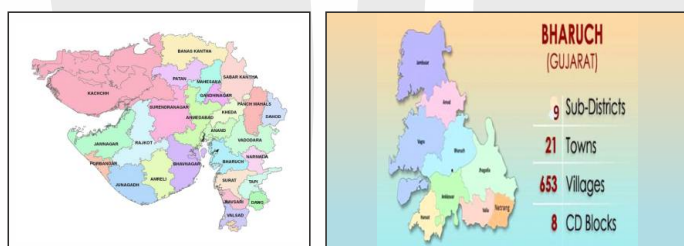
• THE JOURNEY



- OBJECTIVES



- **Our Reach in Bharuch**



- Overall Coverage-Bharuch

Sl. No.	Location	Schools	Students	Tea chers
1	Dahej	5	1320	44
2	Netrang	19	4363	156
3	Bharuch	12	4082	113
Total		36	9765	313



Program Launching



Science Lab



Library



Digital classroom



HP Wow Program



Vocational Skills Program (BETP)



Drinking water facility



IBM Kidsmartclass



Monthly HM- SMC Meeting



School building paintings



Library books at home



Basic Computer Literacy Course-Mobilization

YOKOHAMA OFF-HIGHWAY TIRES - PAVING A GREEN PATH



*Anil Gupta, COO-YOHT
planting the sapling at the GIDC Corridor*



*YOHT Senior Management and Staff
at the Plantation ceremony*

When you take a walk around the factory premises at the Yokohama Off-Highway Tires (YOHT) manufacturing plant in Dahej-Gujarat, the first thing that strikes you is the green belt set against the barren landscape of the region. Take a closer look and you realise that it's not a mirage but an entire man-made forest built and nurtured by each one of the YOHT employees through its flagship Programme – The Forever Forest Initiative!

YOHT understands its responsibility towards adopting a sustainable environment in the localities that it operates in. While a set of measures are followed during the manufacturing processes to reduce carbon footprint, the Forever Forest programme is focused mainly towards making the surrounding a greener place. As part of this initiative, YOHT recently planted 650 saplings in the GIDC corridor area as Phase I of the 5000 saplings planned. The company also has plans to adopt 1 km on the Dahej Bharuch Highway and make it a green belt!

Speaking about this initiative Amberish Shinde, EVP- manufacturing at YOHT said, “At YOHT, sustainability is not just a buzzword. It is an integral part of the business culture. It's a life long commitment to Mother Earth. Till date we have planted around 1,85,000 trees in India as part of the Forever Forest Programme. This is just the beginning and we have bigger plans in place.”

The Forever Forest Initiative at YOHT was guided by Prof. Akira Miyawaki, a Japanese botanist and expert in plant ecology specializing in seeds and the study of natural forests. He is active worldwide as a specialist in the restoration of natural vegetation on degraded land. The effectiveness of the Miyawaki method reflects in how this concept, regardless of soil and climatic conditions, has helped create more than 3,000 forests over the world. The method allows you to create a forest space within a short period of 20 to 30 years. In comparison, a conventional forest can take anywhere up to 200 to 300 years to develop. Also, the forests grown using Miyawaki technique grow 10 times faster and 30 times denser. They boast of having 30 times better carbon dioxide absorption capacity, 30 times better noise, and dust reduction ability, and 30 times greener surface area, as compared to a monoculture plantation.

YOHT Dahej has been planting trees since 2018 and this program is unique due to its inclusive nature of implementation. From families of employees to local school children, from village panchayats to district officials, for all those involved, this project creates not just a sense of ownership but also awareness and responsibility in the society about contributing to a greener world.

YOHT is the business unit of The Yokohama Rubber Co., Ltd (Japan) that specializes in the design, development, manufacturing and marketing of Agriculture, Forestry, Construction, Industrial, Earthmoving, Mining and Port and other commercial tires. With a diverse product portfolio of over 3500 SKUs, YOHT offers its customers superior quality application-specific and purpose-built tires under the brands - Alliance, Galaxy, Primex and Yokohama OTR.



So long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.



We request you to reach out to us with CSR report of your organisation at bdmainfo@gmail.com for 3rd issue of our CSR News Bulletin 'Prayatna'

For sharing your valuable Feedback/Suggestions, Contact us @ bdmainfo13@gmail.com / +91 76240 04031 / (02642) 226619
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The only corporate social responsibility a company has is to maximize its profits.

