



CORPORATE SOCIAL RESPONSIBILITY

“No enterprise could ever have grown and created wealth without the society’s solid backing, hence the need to express our gratefulness and contribution to its well being.”

Mr Rajesh Jain
CMD, EMCO Ltd

Over last few decades many institutions and corporates realised that it is equally their responsibility to be part of the social progress of the country and in fact have to play a leading role in the overall development of its country besides economical development and GDP. This started the movement of corporates playing a defined role in the social development and thus evolved a term ‘Corporate Social Responsibility’ or CSR, as it is popularly known.

As our CMD Mr Rajesh Jain says, “It is ‘give and take’ approach that begets gratitude from a person who is the recipient of help and support, while the ‘take and give’ constitutes the highest expression of gratitude that an enterprise expresses to the society for receiving help, support and favors in abundant measure in setting up and helping it grow”.

We at EMCO have also from time to time played our role, by donating



Mr Rajesh Jain, CMD, EMCO Ltd

generously towards relief funds for major natural disasters in the country, for tribal education, blinds education and medical camps, to name a few. The intent behind all these gestures of hospitality stemmed from our love for humanity and our sense of social responsibility. However, to give credence to this belief, it was imperative to include CSR in our agenda. The combined contribution to economic prosperity, environmental quality and social capital should ultimately be the measures of our overall performance. It is with this background, the Board of EMCO realized that it was time we play a more sustainable role in terms of our CSR and not just be a donor and voluntarily involve the employees and the community in a planned manner so that our CSR role is more focused and sustainable.

EMCO Foundation (EF) was formed to fulfill EMCO's commitment towards society and carry out its social responsibilities as a leading corporate. The EMCO Board has decided to contribute up to 1% of its PAT every year to EF.

Since the country requires educated and healthy citizens coupled with a healthy environment, EF has identified Education, Healthcare and Environment as the three pillars of sustainable development.

The EMCO Foundation Logo has been carefully thought of and used to convey our approach for sustainable development. It is a combination of 3 colours, 3 curved lines and 3 dots with a tag line 'transforming lives...' is the proclaiming mission of the foundation in transforming lives of community with whom we engage.

The mixture of Orange, Green and Blue lines and dots in the logo, represents the coordination amongst 3 agencies i.e. Government, People and Private Partners and in 3 main areas, where Green is for Environment, life and sustainability, Blue is for Education and widening perspectives and Orange is for Health and prosperity. Moreover, the top view of logo honors the spirit of togetherness by depicting 3 human figures standing in a group, elated with the joy of having worked together to achieve their goals.

EF Vision

To transform lives through sustainable development, involving stakeholders.

EF Mission

Establish sustainable processes for meaningful opportunities in Education, Healthcare and Environment through involvement of communities.

Following are some of the projects that have been implemented in the past 12 months since the Foundation was established.

Akshar: The Education Projects

We worked initially with Municipal Schools and slums in Thane and Jalgaon. The focus of education intervention will be supporting English language improvement, Computer literacy, Teachers training in the schools and Leadership development. Identifying bright students and felicitating toppers with scholarship awards and creating opportunities for self-development of the students, teachers and all those who come in contact with us through education projects is another area of focus.

Yashasvi

We have felicitated the top ten SSC students passing out of Thane Municipal schools with cash awards and commitment of cash support up to graduation. This will also be implemented in Jalgaon in this year.

Parivartan

With this programme we provide special coaching in association with "P N Singh Foundation" to the ninth standard students in an effort to transform the personality of these poor children, to instill confidence, to help them communicate effectively. They are taught to learn to dream and work towards realising their dreams and be useful and good citizen. We have covered around 430 children of Thane Municipal Corporation schools and similar programme have also been started in Jalgaon for around 150 poor children. In the coming year, schools of Jalgaon Municipal Corporation will also be covered. We are proud to mention that all the trainings of children in Jalgaon is taken care of by EMCOites and family volunteers of EMCO Foundation who have been specifically trained for this.

Performance Enhancement

Along with Rotary Club of Thane North End, special coaching classes are being held for tenth standard students of TMC and other poor students of the community with the help of trained teachers to improve their performance in the SSC examination, an important milestone in the career of a child.

Community based education for slum children

In association with "Pratham" we are providing special coaching to slum children from 6 to 14 yrs to



Community Classes

improve their reading, speaking and writing skills in English, utilizing community residents as teachers by imparting teaching skills to them. About 1000 children are covered in around 50 communities in Thane district comprising Thane city and other nearby pockets.

Similar programme on learning and reading through basics of language and arithmetic has begun in 20 slum areas in Jalgaon city. This programme aims to target around 400 children.

Close coordination and co-operation by our EF volunteers is being ensured to make it more effective. Special inputs are being provided to improve the performance and effectiveness of the teachers.

Ankur and Amrut: Projects in Environment

‘Project Ankur’ deals with different aspects related to Tree Plantation, the best method to combat global warming. This has been carried out in all the locations of EMCO initially, i.e. Thane, Jalgaon, Vadodara and Dadra and more than 600 trees have been planted. Novelty of our approach is in involving our EF volunteers, EMCOites, our customers and vendors, school children and community to plant and maintain the trees. Presently we are in the process of developing saplings and seeds distribution along with an NGO for increased community participation.

‘Project Amrut’ is dedicated to providing drinking and irrigation water in rural areas of Thane, Jalgaon



Tree plantation



Involvement of Community

and Warora. We will soon be finalising the construction of Check dams in Thane district.

Waste Management and Vermiculture will be a focused activity in Thane. The required study has been completed in November 08 and along with an NGO and TMC we intend starting a pilot project around our Thane factory. The project will include creating awareness, collection and segregating dry and wet garbage and then develop manure through vermiculture. This is likely to be implemented by April’09.

Jeevan: Health Care Project

In the initial phase, healthcare activities have begun with Blood Donation Drives involving Emcoites, our customers and vendors and local community at every location of ours. We have successfully completed such drives in Thane, Vadodra and Jalgaon and more than 350 units of blood have been collected with the help of local blood banks.



Blood Donation

As on date, EF has more than 100 volunteers, including EMCOites and their family members. We all as EF volunteers believe on what Rabindranath Tagore has said:

“I slept and dreamt that life was joy.
I awoke and saw that life was service.
I acted and behold, service was joy.”

EMCO Foundation sees the spirit of transforming lives, getting reflected in the commitment of EF volunteers who are convinced about their duty of giving back to the society, in return for what they are today.