

Introduction of Aditya Birla Group

The Aditya Birla Group is a prominent Indian multinational conglomerate, headquartered in Mumbai. With a presence in 36 countries, it boasts a combined annual revenue of over US\$65 billion. The group operates across various industries, including cement, metals, chemicals, financial services, and telecommunications. The Aditya Birla Group actively engages in **Corporate Social Responsibility (CSR)**, focusing on sustainable development and community welfare through initiatives such as sustainable livelihood programs, microfinance, watershed management, skill development, education, healthcare, infrastructure development, and social causes.

Healthcare

- Over a million patients treated at 6,000 medical camps and 24 hospitals.
- Over 200 deaf and mute children have moved from the world of silence to the sound of music through cochlear implant surgery.
- Over 5,000 physically challenged persons have been provided with artificial limbs making them self-reliant in Karnataka (Harihar - 3,000 persons) and at Lucknow (Jagdishpur). This is done in collaboration with **Bhagwan Mahavir Viklang Sahayata Samiti**.
- We have helped immunise 100 million children against polio over the last 7 years. For the last 3 years, we have been working with **Rotary International on non-resurgence of polio**.
- Across the group, under the **Revised National Tuberculosis Control Program (RNTCP)**, we cater to 5,000 patients and administer the drugs under DOT (Directly Observed Treatment).

Education

- We reach out to well over 100,000 students through our network of formal and non-formal educational institutes. Of these, girls constitute 50%.
- Over 450,000 school children in the hinterland have been provided with solar lamps.
- Through KHEL (Knowledge Hub for E-Learning), 7,500 students across 50 schools in Maharashtra, MP and UP learn English, Math, and Science using game pedagogy multimedia methods.

- Our project Gyanarjan coaches 1,000 underprivileged students for Board level and CET competitive examinations. Besides this, our plant teams mentor around 2,000 students appearing for Board exams. We also tutor students for the government-run Navodaya schools' entrance tests.

Sustainable livelihood programmes

- 35 billion litres of water are harvested annually across 450 villages, benefitting a population of around 50,000.
- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training in sustainable livelihood projects to 95,000 people.
- In a collaborative project with CII and Sector Skills Council – Pradhan Mantri Kaushal Vikas Yojana (PMKVY), we run 6 centres. Up until now 2,200 youngsters (college dropouts and unemployed youngsters) have benefited with training in automobile repairing, electrical services, IT enabled services, beauty, and wellness, BPO, retail sales, garment designing, courier services and logistics. Of the youngsters registered with us, 75% are assured employment.
- Working with BAIF and JK Trust in 13 centres, we have covered more than 100 villages under the project 'Integrated Livestock Development Centres', providing livestock breed improvement services resulting in increased milk production.
- Our 5,000 Self-Help Groups have led to the empowerment of 45,000 women who now earn between Rs.3,000 to Rs.7,000 a month.

Infrastructure

- Across the country, we have helped build community halls, school blocks, playgrounds, approach roads, solar lights, water harvesting structures, installed hand pumps, facilitated village drainage systems, impacting the lives of nearly 500,000 people.
- We have installed more than 1,000 biogas plants pan India.
- Working closely with Habitat for Humanity, we have so far built more than 500 houses as part of our community outreach programme, besides supporting the building of an additional 3,800 houses across India.

Model villages

We are on a transformative path, reimagining and reinventing 300 villages into model villages. Of these, 128 villages have already morphed into model villages.^[1]
And much more is being done through the Aditya Birla Centre for Community Initiatives and Rural Development, chaired by Mrs. Rajashree Birla.

Because we care.