

# CSR Journey

2016-17





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## Committed to a healthier world.

Being one of the leading generic drug manufacturers in the world and on a mission to bring high quality medicines within affordable reach, corporate conscience is inextricably linked to our business and purpose.

In line with the proverbial thought "With great power comes great responsibility", we constantly amplified our CSR efforts in terms of scope, resources and reach to parallel our organisational growth achieved with time.

Our approach to CSR has undergone a paradigm shift since the creation of a dedicated CSR wing in 2014. I am glad that through this we were able to recalibrate our efforts and give shape to many novel CSR initiatives, improve delivery systems, realise heightened transparency, redefine sustainability besides enhancing efficiency in the execution of projects.

For an organisation that places social interests on par with business interests, the results achieved this year are immensely gratifying. We were able to do more and bring about perceptible change in the lives and lifestyles of communities with our most diverse yet community-specific initiatives.

Finally, I am confident that the healthy achievements of FY 2016-2017 will inspire us to pursue our activities with renewed commitment in the coming financial year and help us charter new horizons in Corporate Social Responsibility. Thus, contributing to the inclusive development aspirations of our Nation.

**Dr. B.P.S. Reddy**  
Chairman and Managing Director,  
Hetero Group of Companies



# Journeying ahead to make the difference.

Corporate Social Responsibility has always been integral to Hetero Group's definition of success. And the domain of CSR occupies an important place among our overall goals and objectives. We have spearheaded some of the finest CSR initiatives that have positively impacted the communities at large, since our inception.

The creation of a dedicated Corporate Social Responsibility wing three years ago has provided further impetus to our mission. We have been able to devise a robust operational framework which rendered us with a sound premise to effectively advance our efforts. From the assessment of needs to prioritisation and budgeting through to fulfillment phase, the framework has helped us to step up the scale, scope and speed of our outreach programs besides ushering in a new phase of objectivity, transparency and accountability.

Our endeavours this year, have borne excellent results with our outreach programs bringing about the anticipated transformation in the lives of many.

By laying our emphasis on unfolding novel initiatives, ensuring timely execution and extracting measurable results, we are aiming to rapidly expand the scope of our operations as we journey into another year of making the difference.



**Dr. K. Rathnakara Reddy**  
Director



**Dr. C. Mohana Reddy**  
Director



**J. Sambi Reddy**  
Director



**K.V. Bhaskara Reddy**  
Director

# CSR process blueprint



Ensuring long-term sustainability of initiatives forms the crux of our endeavours. In addition, we also aim at building a culture of self-reliance in communities where the factor of dependence on external support gradually gets reduced in the long run.

For the initial phases where hand-holding is required, we have developed a blueprint that guides us in Project identification, mapping, budgeting and execution processes.

## How we do it?

### Needs' Assessment

#### Internal Appraisal

Extensive studies carried out by internal CSR team to understand the requirements specific to a village.

#### Participatory Appraisal

Projects planned and executed in consultation and consensus with local communities. The existing needs are brought to our notice by Village Sarpanches, General Public & other stake holders.

### Needs' Classification

#### Services

Eye check-ups, Bags, Books, Stationery & Study material distribution, Providing School Uniforms, Soft skills training, Vocational Training and many more

#### Infrastructure /Asset Building

New facility construction, Building renovations, Compound walls, Wall Painting, Construction of Toilets, Water Tanks, Classroom Infra like Black Boards and Desks etc., Sports infrastructure & equipment etc.

### Needs' Prioritisation and Fulfilment

With each village having their own distinct needs, we prioritise delivery of projects based on their importance in facilitating day-to-day lives. For instance, renovation of a dilapidated building is given priority in budget and resource allocation over constructing sports infrastructure in another school at another place.



# Empowering the future with education.

Hetero recognises education as the key driver of societal progress. And education occupies a distinctive place among the wide assortment of CSR programs we undertake. Over the years, we have made pioneering strides to streamline our outreach processes for improving access to quality education for students. For starters, our wide-ranging endeavours support primary, secondary and higher secondary education in villages adjoining our manufacturing facilities.

From appraising the needs at the grassroots level to working for their fulfilment, from evolving with novel means to enhance accessibility to ensuring sustainability of initiatives, we are helping such that the light of education shine brighter wherever we are present.

The endeavours of Hetero in this direction encompass:

## **Infrastructure /Asset Building**

- New facility construction
- Building renovations
- Compound walls
- Wall Painting
- Construction of Toilets
- Water Tanks
- Classroom Infrastructure like Black Boards and Desks etc. and
- Distribution of sports equipment among others

## **Services**

- Eye check-ups
- Bags, Books, Stationery & Study material distribution
- Providing School Uniforms



Mangampeta, Unit-IV, Bonthapally

- Soft skills training
- Supply of evening snacks for SSC students supporting their after-school studies and many more

## **Making initiatives sustainable. Helping generations to be successful**

Our outreach in the sphere of education is aligned to the factor of sustainability. Besides catering to infrastructure and service requirements on an as-needed basis, we have devised long-term initiatives that seamlessly advance the objectives of education far into the future. A few of such initiatives include:

## **Capacity Building of Communities:**

In a two pronged strategy we undertake parent sensitisation drives to impress upon the importance of education to affect increased enrolment on the one hand, while we identify and recruit qualified "Vidya Volunteers" from within the local communities to help schools maintain a healthy student – teacher ratio on the other.



ZPHS, Unit-I, Bonthapally



Mangampeta, Unit-IV, Bonthapally

In addition to the above, hiring of 'Vidya Volunteers' from within local communities is also helping in understanding and resolving absenteeism and dropout issues. Thanks to the inherent rapport between parents and Vidya Volunteers owing to their common nativity.

Hetero has hired over 50 Vidya Volunteers across areas spanning its presence till date which is benefitting over 5000 students.

#### **Training the Trainers:**

The means and methods of imparting knowledge is constantly changing with time. We at Hetero conceive a host of training programs for the teaching community for enabling them to keep up with the modern teaching trends. This is in turn is aiding teachers to usher the best of learning environment into their classrooms.

Over 500 teachers & principals have been imparted training in the year.

#### **Rewarding Merit:**

Encouraging merit is way of life at Hetero. We have initiated a host of merit and scholarship programs to keep the students motivated and help them excel in their academics. In addition, we are extending financial support for students to pursue their dreams in higher education and professional courses besides sponsoring overseas education of the exceptionally talented lot.

#### **Promoting Technology:**

Technology is rapidly becoming an integral part of modern education. Plans are afoot to support digital classrooms to enrich teaching and learning experience to the underserved schools and make learning more engaging for the students.

## Community Voice

I am working as Vidya Volunteer since 8.5 years. I teach Maths and Physics to students of 6th - 10th class at Zilla Parishad High School, Chetla Potharam village. It is of immense satisfaction for me, that my role Vidya Volunteer is resulting contributing in shaping careers of many young students. On the whole, my services are benefitting about 230 students annually. I am proud that recently students of our school came out as toppers of Jinnaram Mandal in SSC exams.

I cannot but thank Hetero Management for its continuous support and encouragement and for the priority it gives for education as a part of its CSR initiatives. I am glad to be working along with them and will continue to do so in future too.

Mr. P. Shekar

Age- 30 years, Vidya Volunteer, Chetla Potaram village.



Boyapadu, Nakkapally

## Achievements in Numbers

|  |   |
|--|---|
|  | <b>Education support</b><br>Beneficiaries: 461            |
|  | <b>Infrastructure</b><br>Beneficiaries: 3,536             |
|  | <b>Vidya Volunteers</b><br>Beneficiaries: 5,055           |
|  | <b>Uniforms, books &amp; bags</b><br>Beneficiaries: 15119 |
|  | <b>Nutrition</b><br>Beneficiaries: 7,700                  |



# Sustaining life. Sustaining health.

Water is called the elixir of life. It's a vital ingredient that sustains literally every living form on this planet. When it comes to humans, it's not just the availability of water but its potability that becomes important for leading a healthy life. And we believe that none must suffer for the want of a basic need like water.

Also, with a majority of diseases known to be waterborne, we at Hetero consistently endeavour to make clean and safe drinking water available for communities living close to our operational areas.

A participatory approach involving respective communities for need assessment is followed by an extensive hydrological and water quality assessment studies before we go about implementing our initiatives.

## **The range of measures we undertake to further our drinking water initiative include:**

### **RO Plants:**

This initiative is modelled on a Build, Train & Transfer (BTT) approach where we provide the total infrastructure for the RO plant and transfer its ownership to the respective village. The operations are managed by people elected by the villagers who are trained and subsequently get to earn their livelihood.

### **Overhead Tanks:**

We undertake construction of overhead tanks in areas abound with ample supply yet lacking in proper storage and distribution facilities.



Polepally, Jadcherla

### **Bore Wells:**

Digging of bore wells is undertaken in less populated villages and hydrological and water analysis studies are carried out prior to such an exercise.

### **Pipelines:**

Laying of pipelines to facilitate door-to-door supply/supply to a common and conveniently accessible location by all is implemented in villages on a need-to-need basis in addition to reparation of old pipelines.

### **Water Tankers:**

For areas devoid of every source, our water tankers ensure a steady supply of potable water round the year.

Apart from the above, we have recently gone a step further to support construction of a canal for irrigation purposes in Maharashtra.

## Community Voice

Our Village, Kattekanigudem is home to over 600 families. We were severely affected by scarcity of water for many years. We had to travel long to other villages and fetch water to meet our day-to-day requirements. Bathing was a luxury and sometimes we used to go without bath for a week.

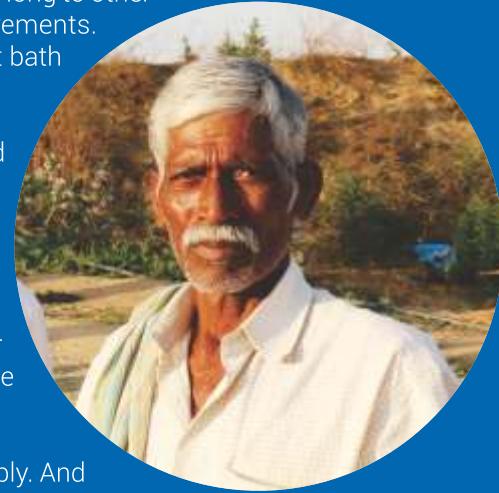
We brought our plight to the notice of many people and Government agencies. But none helped. We finally approached Hetero to resolve our issue.

The Management of Hetero responded swiftly and constructed one lakh litres (1,00,000) capacity Overhead Tank in our village. Three bore well were also dug-up for pumping water to the tank. They have finished the construction and dedicated it to our village this year.

We are delighted that our village now has 24 hour water supply. And our village will forever be indebted to Hetero for their generosity.

**Mr. Bhumaiah**

Age-65 years, R/o Kattekanigudem Village, Bonthapally



## Achievements in Numbers

|   |  |
|---|--|
|   | <b>Hand Pumps</b><br>Beneficiaries: 800        |
|  | <b>Over head tanks</b><br>Beneficiaries: 4,000 |
|   | <b>Water Pipeline</b><br>Beneficiaries: 9,500  |
|   | <b>RO Plants</b><br>Beneficiaries : 7,700      |



## Shaping a healthier future.

We are in the business of ushering good health. And we truly understand that having access to quality healthcare delivery systems in place is as imperative as manufacturing high quality and affordable medicines to make overall health of our society possible.

For villages bordering our manufacturing facilities, often handicapped for access to quality healthcare, we at Hetero have employed a wide-range of initiatives that are carrying the hope of health directly to their doorstep.

### **Mobile Medical Van:**

Our Mobile Medical Van is a compact Primary Healthcare Centre (PHC) on wheels. It is outfitted with a host of ultra-modern medical equipment comprising of ECGs, BP apparatuses, Diabetes checking machines and ventilator etc. besides being stocked with medicines for treating various ailments.

Manned by specialist doctors and well-trained paramedical staff, the Mobile Medical Van frequents to over 30 villages surrounding our Nakkapally Facility on a regular note. Right from conducting free check-ups to distributing free medicines, the Mobile Medical Van is comprehensively tending to the primary health care needs of people.

### **Healthcare Camps:**

In addition to the Mobile Medical Van intervention, we organise health care camps on a frequent note in villages neighbouring our facilities across India. We partner with some of the leading healthcare providers in the region like KIMS and Mediciti Hospitals to provide patients with expert consultancy services. Specialists in various domains like cardiology,



Rayapalli Village, Jadcherla

dermatology, gastroenterology, paediatrics and general medicine etc. form our ground team.

In all our efforts, special emphasis is given to health and healthcare needs of children where we are extending our assistance to facilitate both critical and minor paediatric surgeries besides consultancy.

### **Cancer Care:**

The increasing rate of cancer incidence in the country has prompted us to invest considerable resources for helping patients suffering from this traumatic condition. From joining forces with mass awareness drives on cancer prevention to supporting treatment and palliative care, we are concentrating our efforts to fight the challenges of cancer at all levels.

### **Support Initiatives:**

We reinforce our on-the-ground healthcare initiatives by enhancing the infrastructure at the Government Medical Facilities falling

within the vicinity of our manufacturing units. The support extended so far included construction of compound walls, renovation of buildings, funding sophisticated medical equipment like ECGs and lab equipment besides supply of free medicines among others.

#### **Health Education:**

Prevention is better than cure. In tune with this saying, we have been actively promoting preventive healthcare awareness activities amongst the communities. We are frequently conducting mass contact programs, focus group discussions and door-to-door awareness campaigns to sensitise people on the importance of health. In addition, the programs also focus on educating stakeholders on the available preventive measures to keep diverse diseases at bay.



Kothavalasa Village, Nakkapally



Jinnaram Village, Unit-IV, Bonthapally

## Community Voice

Generally, people from rural areas do not have access to quality healthcare and do not have the financial resources to afford for consultations with specialist Doctors. And the mega health camp, conducted by Hetero at Jinnaram Mandal Government hospital has filled the void by bringing specialist medical attention to our village doorstep.

Also, with the camp being on Wednesday – on which weekly Market (Haat) is held- a majority of people from our village and from neighboring villages have taken advantage of the opportunity. More than 750 people attended these health camps who have availed specialist consultation services of General Physician, Skin specialist, Orthopedic and Pediatrician for free. Hetero also distributed free medicines prescribed by the doctors.

On behalf of Jinnaram village I would like to thank Hetero management for taking up such a humane initiative.

Mr. Kammari Venkatesh  
Age-58 yrs, Jinnaram village



Jinnaram Village, Unit-IV, Bonthapally

## Achievements in Numbers

|  |  |
|--|--|
|  | <b>Health support</b><br>Beneficiaries: 155        |
|  | <b>Health camps</b><br>Beneficiaries: 11,114       |
|  | <b>Mobile Medical Van</b><br>Beneficiaries: 15,383 |



# Helping the world see the brighter side of life.

Vision is, by and large, the most significant sensory function in all life forms, especially in humans. From enabling the primitive flight-or-fight responses to helping one to marvel at the beauty of his environs, vision just brings about myriad shades of nature to life.

With the above in perspective, we have given eye care a distinct place in our CSR interventions for helping the world see the brighter side of life.

We are facilitating access to quality eye care for populations living within the vicinity of our facilities in two ways:

- By conducting regular eye camps in villages
- Through our vision centre at Nakkapalli

## **Eye Care camps:**

We have roped in the services of Pushpagiri Vitreo Retina Institute (PVRI), one of the renowned eye care institutes of the country. The eye care camps we conduct in association with specialists, experienced support staff and sophisticated equipment. Thus, providing best-in-class eye care services.

## **Vision Centre @ Nakkapalli**

We have launched a dedicated 'Vision Centre' at Nakkapalli Mandal Headquarters. Equipped with state-of-the-art infrastructure and manned by expert ophthalmologists and qualified support staff, our 'Vision Centre' is catering to an array of eye care services including consultancy, cataract and refractive surgeries.



Kazipally

Extending end-to-end care and support to patients, that too absolutely free of charge, remains the hallmark of our eye care initiative. Beginning with eye check-ups through to post-operative care while taking care of everything in between and beyond, we happen to be at the side of patients at every step of their way till they recover completely. The extent of support we extend includes:

- Free eye check-ups
- Free eye glasses
- Supply of free medicines
- Transportation to hospital and back from doorstep to patients undergoing surgeries
- Food and accommodation facilities during patients' stay at hospital
- Transportation for post-operative care consultations etc.

## Community Voice

I was suffering from refractive error since 2-3 years. My condition started to deteriorate where I had to depend on others to even perform my regular chores. Fortunately, on 26th December 2016, I attended the vision camp organized by Hetero Group, where I was diagnosed with cataract in one eye. The technicians counselled me to undergo surgery and they also took the consent of my family members. From then on, Hetero Group took care of everything. Right from fixing a date for surgery to picking me up at my doorstep on the day of surgery, facilitating free surgery, providing free food and medicines during my stay at the hospital, and dropping me back post-discharge, excellent & homely care was afforded to me.

It's not all. Hetero also conducts follow-up screening camps for the benefit of patients like me who have undergone cataract surgery. I have attended this camp where I have also been given free spectacles based on detailed investigations to overcome my residual vision problems. Today, I am doing my household work without depending on others. I am extremely grateful to Hetero Group for restoring my sight and for restoring my life. I wish Hetero Group conducts many such camps and spreads the light of happiness in many underprivileged lives like mine.

**Mrs. Rukmini Bai**

Age-55 yrs, House wife, Jinnaram Mandal



at Hetero Vision Centre, Nakkapally

## Achievements in Numbers

|  |  |
|--|--|
|  | <b>Operations</b><br>Beneficiaries: 211                |
|  | <b>School eye screening</b><br>Beneficiaries: 3,429    |
|  | <b>Spectacles Distributed</b><br>Beneficiaries: 3,665  |
|  | <b>Community eye screening</b><br>Beneficiaries: 3,932 |
|  | <b>Vision Centre</b><br>Beneficiaries: 4,179           |



## Building a better world.

Hetero, since the beginning, has greatly invested in the creation of essential social infrastructure assets. All our community infrastructure initiatives are motivated by the objective of enhancing the quality of life. Be it improving connectivity or facilitating hygiene, all our endeavours on this front are conceived to contribute to our core mission of ushering sustainable development. The diverse initiatives encompassing various sectors undertaken by us include:

### **Transportation – Road infrastructure:**

Acknowledging road connectivity as a key component for spurring economic development by promoting access to social and economic services, we have emphasised on developing road infrastructure in villages devoid of it. Our endeavours in this regard encompassed:

- Construction of new and top quality CC Roads
- Repair of existing roads by gravel filling to enhance access to trade, education, employment, banking and health services etc., the new roads have also helped us to intensify the pace of our outreach initiatives in these villages.
- Construction of bus shelters for the convenience of commuters

### **Civic Amenities:**

Our effort to provide civic amenities as part of CSR is prompted by the idea to steer in an enabling environment in addition to elevating the community standards of living. Currently, we are focusing on two areas under this category.

#### **a) Community Libraries:**

We have extensively built community libraries



Rajayyapeta, Nakkapally

for realising the objective of shaping a knowledge-based society. Through which and only which, we believe, that the emergence of a stronger, vibrant and a resourceful country can be achieved.

Apart from subscribing to news dailies and magazines etc., the libraries also happen to be a rich repository of books from diverse genres that are quenching the thirst of knowledge among the young and the old alike.

#### **b) Solar Street Lighting / LED Lights:**

The rural landscapes adjoining our operational areas, more often than not, do not have the access to the amenities privileged to the urban communities. Lack of street lighting is one of those, which was adversely impacting villagers in the form of accidents, falls, snake bites, and by impeding travel at nights etc.

And we took the initiative to bring light into their lives by erecting street lighting systems powered by solar technologies. Today, they not only are lighting up the streets but are seen also as an answer for overcoming erratic power supply and for conserving energy.

### **Institutional Support:**

The public offices are regarded as the most vital assets of public administration. They play an all important role in facilitating government support and services to the people. We at Hetero as a part of our CSR efforts have extended infrastructure support to these institutions from time-to-time as the community at large would be the ultimate beneficiary. Our outreach on this front included:

- Sponsoring computers for MRO, MRV offices and other government institutions
- Furniture and other equipment support on a need-to-need basis for Police Stations and other government institutions
- CC TV Cameras for better vigilance to support Police Department

### **Public Health / Sanitation:**

The significance we attach to health and environment is unparalleled. With the absence of proper drainage systems being attributed to numerous health and environmental hazards like soil and groundwater contamination etc., we have committed ourselves to build efficient

drainage systems in villages lacking such amenities. We have undertaken construction of open and closed drainage systems (based on feasibility) thus safeguarding both health and environment of the communities.

### **Others:**

Apart from the above, we have extended support to the construction of irrigation canal in Kurkumbh District, Maharashtra for sustaining agriculture in the region..



Chinna Teenarla, Nakkapally



## Community Voice

The lack of proper drainage facility in our village has been a pestering problem. Our roads were overflowing with drain water for most of the year. The nauseating sight and smell of which made living simply unbearable. In addition, they also became a breeding ground for poisonous snakes, mosquitoes and other dangerous insects that jeopardized the personal health and safety.

Our repeated requests to our Gram Panchayat to construct underground drainage didn't help due to the lack of Government funds. It's when our villagers approached the management of Hetero for support. Hetero without any delay swung into action. They immediately conducted a survey in the village and constructed 800 meters of underground drainage lines worth Rs. 20 lakhs as the first phase of the project that is benefitting over 150 families.

We are very thankful to Hetero for what they have done to our village. It is because of them we are now able to live safer and healthier lives.



Mrs. Anuradha

Age-50 yrs, House wife, Bonthapally



Irrigation canal work undertaken at Kurkumbh Dist, Maharashtra

## Achievements in Numbers

|  |  |
|--|--|
|  | <b>Canal</b><br>Beneficiaries: 2000                |
|  | <b>Drainage</b><br>Beneficiaries: 4,000            |
|  | <b>Community hall</b><br>Beneficiaries: 7450       |
|  | <b>Bus shelters</b><br>Beneficiaries: 7,640        |
|  | <b>Govt. Support</b><br>Beneficiaries: 10,200      |
|  | <b>Road &amp; Repairs</b><br>Beneficiaries: 11,100 |
|  | <b>LED Street Lights</b><br>Beneficiaries: 35,009  |



## Towards an empowered nation.

Our nation enjoys an unrivalled youth demographic with 65% of population constituting youth below 35 years of age and almost half the population below 25 years. With our nation positioned to become the fastest growing economy in the world, a windfall of employment opportunities will be there for the taking except for the essential factor of employability, which has to be addressed for youth to seize the opportunities. Also, with unemployment linked to a range of social ills ranging from poverty to crime, we have made Capacity Development an important component of our CSR efforts.

Our Capacity Building initiatives are primarily directed at youth and offer a range of skill development programmes to foster employability and entrepreneurial abilities.

### **Manthan Trainings:**

Leveraging our established presence in Pharmaceutical manufacturing sector, we started offering industry-oriented training to those holding Pharma qualification as a part of our 'Manthan' initiative. This 45 day rigorous training program is tailored to groom talents in the critical areas of QA and QC domains.

This 45 days learning program includes a comprehensive 30 days classroom led training including an outbound training program focussing on fine-tuning overall personality and interpersonal skills. While the remaining 15 days are dedicated to provide



Swarna Bharat Trust

hands on lab experience in a simulation environment.

Not only the trainees who successfully complete the training with an aggregate of 70% and above are paid a stipend of Rs. 7,500/-, they also are finding lucrative careers in any of the multinational pharma companies spread across Andhra Pradesh and Telangana states.

Out of 315 students trained so far in 12 batches, 235 trainees have found employment in various pharma organisations.

### **Soft Skills Training:**

Soft skills play an important role in enhancing the prospects of gaining employment. We



MLC, Jadcherla

have joined forces with Lead India Foundation which's one of the leading Social Service organisations recognised for imparting excellent soft skills training programmes to impart training to students across colleges in states of Telangana and Andhra Pradesh.

This highly successful initiative of ours works on a 'train-it-forward model'- where students who received the training are required to train others- which is ensuring continuity of the endeavour long into the future.

#### **Training for Competitive Exams:**

We have teamed up like-minded and qualified competitive exam trainers and educationists who conduct free coaching classes for students aspiring for employment in Government sector. And we reinforce our endeavours by providing students with exclusively designed study material developed in consultation and collaboration with renowned experts of the field.

Through this initiative we were able to reach out to about 1100 aspirants who were trained to appear for Civil Service, Groups and Bank Examinations among others.

## **Achievements in Numbers**

|  |  |
|--|--|
|  | <b>Livelihoods for individuals</b><br>Beneficiaries: 387 |
|  | <b>Soft skills</b><br>Beneficiaries: 995                 |
|  | <b>Skill development</b><br>Beneficiaries: 1,000         |





# Preserving our glorious heritage.

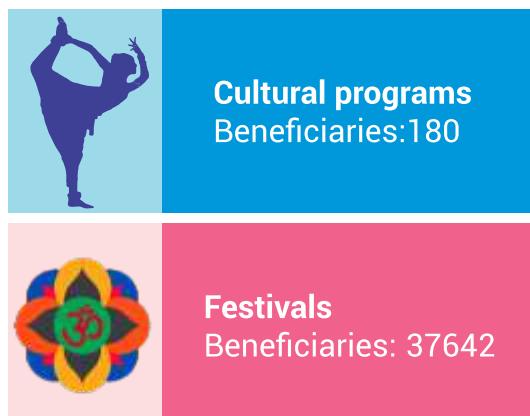
Art and culture are considered to be strong social fabrics that give a nation its unique identity. They often weave together a culturally rich and a socially cohesive communities. And our nation, one of the most culturally diverse countries of the world, is a home to myriad art forms and traditions which mirror the richness of our timeless heritage.

Driven by the profound belief that promoting art and culture would preserve our national identity and integrity, we emphasised on extensively promoting native and classical arts like Bharatanatyam, Kuchipudi and Kollatam besides extending support to numerous traditional and spiritual celebrations.



Upamaka, Nakkapally

## Achievements in Numbers





## Creating a greener and healthier environment.

Hetero's commitment to environmental sustainability is immutable. In addition to being an intrinsic part of our corporate governance endeavours, environmental sustainability happens to be a shining feature of our CSR activities.

With the simple measure of growing trees offering the single most effective solution to ground water, de-siltation, air pollution and global warming issues, we have given utmost priority to plantation and conservation of trees as a part of our environmental sustainability measures.

We are successfully furthering our mission in the following ways:

- Religiously maintaining the greenbelt bordering our facilities
- Undertaking extensive plantation drives in villages far and near dotted around our operational areas
- Fully supporting local governments' afforestation efforts like undertaking 3 years maintenance of saplings planted under 'Harithahaaram' programme driven by State Government of Telangana.
- Enhancing green cover with massive roadside plantation drives
- Sensitising local populations on importance of preserving trees besides shaping our employees as environmentally conscious citizens

### Achievements in Numbers



In the current year about 1,92,512 saplings have been planted on the whole across Hetero locations in India.



Chetla Potharam, Kazipally

### Biodiversity:

This year Hetero has furthered its cause for a healthy environment by adopting a royal Bengal white tiger by the name "Laxmi" sheltered in Indira Gandhi Zoological Park, Vizag. This would be Hetero's first yet prominent step to preserve the biodiversity that's crucial to maintain the ecological balance of our planet which ultimately contributes to human well-being.





## Partnering the cause of a Clean India.

Swachh Bharat Abhiyan is our country's largest ever cleanliness drive initiated by the Government of India under the aegis of our Prime Minister Sri Narendra Modi. Unique in conception, this initiative has been highly successful in drawing the conscience of the whole nation to the much needed cleanliness on our streets.

And Hetero is proud to play its part in such historic mission that calls for maintaining the hygiene of our community spaces.

As a part of which, we have been regularly organising Swachh Bharat drives within the vicinity of our manufacturing facilities and offices. These campaigns continue to witness active participation of our employees who are ensuring the spic and span of our neighbourhoods.



### Achievements in Numbers



**Swachh Bharat**  
Beneficiaries: 3,000



## Awards & Recognitions



Hetero honoured with the IDMA Corporate Citizen Award in recognition of our commitment to best Corporate Social Responsibility initiatives throughout the year.

The award was presented at the IDMA 55th Annual Day Celebrations on Saturday, 21st January 2017, which were held in Mumbai.



Hetero received the Indian Red Cross Society award from His Excellency Sri E.S.L. Narasimhan, Governor, Telangana on the occasion of World Blood Donor Day on 14th June 2016



- Hetero honoured with Best CSR Impact Initiative Award at National CSR Leadership & Congress Awards in an event organised by World CSR Day in September 2016 at Bengaluru.
- Global sustainability Leadership award for Sustainable Resource Impact
- The Middle east CSR leadership award for Poverty Alleviation

# CSR in the News

## ಪ್ರಜಾ ಸೇವಕ್ ಹೆಚ್‌

ଶେଷ ଦେଖି କାହାର କାହାର ନାମ କାହାର ପାଇଁ  
କାହାର କାହାର କାହାର ନାମ କାହାର କାହାର



## విద్యార్థులకు నగదు పంపిణీ

నవ్వుపెద్ద, స్వాదులై: నవ్వుపెద్ద మండలంలో 2018-17 సంవత్సరంలో ప్రొకెటగణి పెద్దల్ని ఉచ్చిశ్చేసిన పలు ప్రశాశల పటించి విచారించు ప్రాచీన పాల్గొని మండలంలో క్రమ విధానానుహాను ప్రాచీన పాల్గొని అంచనాలించి ఉంటుంది. ప్రొకెట నవ్వుపెద్ద పటించి ఉన్న నవ్వుపెద్దల్ని వాయిద, బాధికరించున్న ప్రశాశల, ఆసియుష్టిక్స, వెలపులు ప్రశాశలల్లో ఉన్నప్పుడు, ద్వారాయి త్వరించి నిర్మించిన విచారించుట ఎంచికి వేటయి. దీనిలో లాగొ ప్రథమ స్థాపనలో ఉన్న వారికి రూ.5 లక్ష, ద్వితీయ స్థాపనలో ఉన్న వారికి



మిస్టర్ రూల్స్ చెక్కు అందిస్తూ, కుప్పించుయాడు

ମାତ୍ରିକୁ, ଶ୍ରୀଚନ୍ଦ୍ରମଣିଙ୍କ ପାଇଲାନାର୍ଥି ଯା କେବଳ  
କୃତ୍ୟ ଅନୁଭବମନ୍ତ୍ରରେ ହେଲାମୁ କାହାରିଟି ରାଖିପୁଣ୍ଡି  
ଦେଖି ପିଲାଇବାରୁ ଛିନ୍ତିଲୁ ପୂଜନ୍ତି । ଶ୍ରୀଚନ୍ଦ୍ରମଣି  
ଶ୍ରୀମଦ୍ଭଗବତ୍ ମେଳାରେ ଶ୍ରୀଚନ୍ଦ୍ରମଣିଙ୍କ ପାଇଲାନାର୍ଥି  
ନାମ ଅନୁଭବମନ୍ତ୍ର ମୁଦ୍ରା ଦେଖି ପାଇଲାନାର୍ଥି  
ପୁରୀରୁଷ, ଗନ୍ଧାରୀ ପଞ୍ଜିଯିତ୍ତ ବାବର କହିଲୁ ତେଣେ  
ଏବଂ ପାଇଲାନାର୍ଥି ପାଇଲାନାର୍ଥି ପରିଚ୍ଛାରୀଙ୍କୁ  
ଯଦୁ ହିଁ ଶ୍ରୀରାମଙ୍କ ପାଇଲାନାର୍ଥି ପାଇଲାନାର୍ଥି  
ଏବଂ ପାଇଲାନାର୍ଥି ପାଇଲାନାର୍ଥି

## వారంతాలలకు విత్తరణ



మాయారూలకు ప్రాక్తేళు అందిస్తున్న, ప్రాచీర్ణి కుతురుయలు

ପାଇଁ କିମ୍ବା କିମ୍ବା ଦୁଇଟି ରଙ୍ଗ ଲାଗିଥିଲା ଏବଂ କିମ୍ବା କିମ୍ବା ଦୁଇଟି ରଙ୍ଗ ଲାଗିଥିଲା

ప్రస్తుత మొలట విద్యార్థులకు 'పోటిర్స్' సాయం

卷之三

గుర్తంచ దినోహవం  
పురుషులింపుకుని గురువారం చెస్తే మార్ల  
పిదార్థులకు కౌలో ఆర్కి సాయం  
అందించింది. మండలంలో నక్కవై,  
వేంపాండు, ఆనకయ్యపేటు తెందిన ఉడ్ల  
పరిశీల ఉన్నత పారాలలో 2015-16  
నంబుత్యరుంలో పదో తరగతిలో ప్రతిభ  
కనబరివిన పిదార్థులు 22 మండి  
రు, 73వేల అందించున్నట్లు హాలో ప్రతినిధి  
రామకృష్ణార్థే పెప్పులు. ప్రతమ స్కూలులో  
నిలిచిన ఎదుగురు పిదార్థులకు ఒక్కప్పరిక  
రు. నేఱు చోపును, దీయియ స్కూలులో నిలిచిన  
8 మండి పిదార్థులకు రూ.3 వేల చోపును,  
తీయియ స్కూలులో నిలిచిన పిదుగురికి



చెంకులు అందిస్తున్న పొలిటిక్స్ స్థాంటి

రూ. 25 లేదా చోష్ణును అందిస్తున్నట్లు తెలిపారు.  
పొద్దు నుండి కృష్ణారుపు యద్దగ్గర్లలో నువ్వుల్లి చీల్లా  
పెరిష్కార రాబుర ఉప్పుల పారశరాల్లై మరీట  
విభ్యామ్లలకు పొల్లేర్ల ద్రుతియిద్దులు తెచ్చి  
అందిస్తారు. ఈ కార్బూకమంంలో పొల్లేర్లే  
సిల్యూడి త్రీనివాసాను, వంజుక్కెల్లే  
వెంకటరమణ, రామకృష్ణ, ఉపాధ్యాయులు  
పాల్చార్య.

దివ్యాంగులకు వితరణ

కెత్తవలఁ, స్వార్థిముడే: గుట్టనే కారిఖుల్లో త్రస్తు దూరా  
విశు కెలు స్విప్పి వ్యక్త ఉన్న పాలీస్ క్రిగ్ కారి ఆక్రే  
సహారూలో నూవురాలు పెటుపుల్లి క్రొల్మిసు అపయుచు.  
సామ్రాజ్య క్రొల్మిసు పంచించే వేదు 170 పంచించుటకు  
రు 7.5 లక్షలు రూపాయి చేసి పెయ రూల సామ్రాజ్య పంచించే వేసి  
నట్టు త్రస్తు బెట్టున్ రాప్పి ఆగించి తెలిపించు జూలీస్ సంప్రదా  
పాపొభ్యూలు కాత్రివాసాధ చేసుల మీదూ ఈ కార్బూకుమం  
కిరిగించున్నాయి ఈ సంపద్భూతా పాలీస్ సంప్రదా పాపొభ్యూలు  
మాటిడుటు ఎటుపంచి సేవపు తెపు సహారూర్ బెట్టుపుమూ  
ఎంటుని వెప్పాయి ఈ కార్బూకుమంలో త్రస్తు చేంచ కంపుక  
రండె, ఏపీమె స్వార్థి పాలీస్సాయ.

## 300 మందికి కంటి పరీక్షలు



రోగులకు కంటే పురీక నుర్జిత్తామున్, వెద్దులు

କ୍ଷେତ୍ରମାର୍ଗ ମହିନେ କେଂଢିଲୋଣି ପ୍ରଥମମୁଖୀୟ କେଂଢିଲୋ ପାଇଁ  
ଯୋଗିବେ-୫ ମହିନେ ଅର୍ଦ୍ଧମାର୍ଗ ପ୍ରଥମି କଳେ ଅନ୍ୟତି ପାଇଁଶାଖାଲୋ  
ମହିନେରୀରାର୍ଗ ଏକିତକ କଳେ ପ୍ରଦୟ କିମ୍ବାକି ନିରାପଦିତାରୁ, ପାଇଁରେ ପରିପ୍ରକାଶ  
ଆବଶ୍ୟକ ନାହିଁ କିମ୍ବା ନାହିଁ ଏହି ପାଇଁ ନାହିଁରାଯାଇ, ଅନ୍ୟତି ପ୍ରଦୟରୀତି ପାଇଁଯାଇ,  
ଏବଂପରିବାରୀ ନାହିଁ, ନାହିଁରାଯାଇ ଏକିତକର୍ତ୍ତା, କ୍ରୀତିବାନୀରେ ପାଇଁଯାଇ  
ଗିର ଅନ୍ୟତି ପ୍ରଦୟରୀତି ନାହିଁରାଯାଇ, ପାଇଁରେ ପରିପ୍ରକାଶ ନିରାପଦିତାରୀତି ପାଇଁଯାଇ



**Our efforts  
will continue...**



Buchirajupeta, Nakkapally



Dondavaaka, Nakkapally



Buchirajupeta, Nakkapally



Ch. Laxmipuram, Nakkapally



## Our journey in short...

The year 2016-17 has proved to be an eventful one on the whole. With every initiative of ours meeting its end objectives, it has set a positive tone for realising yet another year of difference making.

By focussing on a structured operational mechanism, we were able to widen our reach, expand scope of works, secure last mile delivery and optimise the impact of our efforts. In addition to which, it also has ushered in enhanced transparency and integrity to our operations. Our continued focus on accomplishing the projects within the set timelines has helped us deliver more to the communities.

Now, as we progress into 2017-18, we seek to explore new initiatives while working on the existing endeavours of Education, Drinking Water, Health, Eye Care, Infrastructure, Swachh Bharat, Plantation, Livelihood and Art & Culture with revived commitment and make it another landmark year of spreading health, hope & smiles.



Lead India, Khammam





**HETERO**

**Hetero Corporate,**  
7-2-A2, Industrial Estates, Sanath Nagar,  
Hyderabad - 500 018. Telangana, India  
Phone: +91-40-23704923  
Fax: +91-40-23714250 / 23704926  
web: [www.heteroworld.com](http://www.heteroworld.com)