**ETHICS AND VALUES**

**DIGITAL ASSIGNMENT-1**

**19BEC1091**

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CASE STUDY OF CSR OF **ITC**

ITC has made a far-reaching contribution to the national cause of livelihood creation, particularly in rural India. The Company's integrated rural development programme has helped create a vibrant rural eco-system empowering farmers, enriching the environment and raising rural incomes. These innovative interventions have reached meaningful scale given the core focus on empowerment and co-creation, development of institutional frameworks and capacity building at the grass-roots. By adopting a 360 degree approach to enriching rural eco-systems, ITC has put in place long term drivers that will contribute meaningfully to the national priority of employment generation and sustainable growth.

The overarching aim of ITC's social sector engagement is to empower stakeholder communities to conserve, augment and manage their social and environmental capital in order to promote sustainable livelihoods or employability on a significant scale.

ITC is committed to make growth more inclusive by focusing on the needs of three identified stakeholders:

* Rural communities in the Company's operational areas.
* The communities residing in close proximity to the Company's production units.
* The central and state governments, which encourage Public Private Partnerships (PPPs).

Within this, the three specific objectives are:

* To promote climate-smart rural development by broad-basing farm and off-farm livelihoods portfolio of the poor and marginalised. Such interventions strengthen the existing productive base as well as provide alternate sources of incomes, which help minimise the dependence of farmers on rain-fed crops for economic survival.
* To nurture and develop social capital to create a more level playing field for skill- related vocations and to meet the competitive demands for higher productivity. Both, in turn, generate higher incomes and help in alleviating poverty.
* To explore a wider canvas of social initiatives in the interest of the nation. ITC is committed to pursuing excellence in sustainability and preserving India's unique cultural heritage.

The major CSR interventions of ITC are as follows:

**SOCIAL FORESTRY:**

ITC's pioneering initiative of wasteland development through the Social Forestry Programme cumulatively covers 69,421 hectares in 4,535 villages, impacting over 72,000 poor households. This is part of the Social and Farm Forestry initiative that has together greened nearly 223,000 hectares to date and generated nearly 100 million person days of employment for rural households, including poor tribal and marginal farmers. The agro­forestry initiative, that ensures food, fodder and wood security, cumulatively covered above 18,900 hectares till date.

**SOIL AND MOISTURE CONSERVATION:**

The coverage of ITC's Soil and Moisture Conservation programme, designed to assist farmers in identified moisture­stressed areas, is over 236,000 hectares taking the total number of water harvesting structures to 7,425.

**WOMEN EMPOWERMENT:**

The women's micro­enterprise programme is specifically designed for women from economically weaker sections to provide a range of gainful employment opportunities and support with financial assistance by way of loans and grants. Over 26,000 women have been covered through 2,332 Self­Help Groups (SHG) with total savings of over Rs. 4 crores. A major thrust was given to financial inclusion of women members by opening bank accounts for 1,534 women. Cumulatively, over 49,900 women were gainfully employed either through micro­enterprises or assisted with loans to pursue income generating activities.

**EDUCATION:**

ITC's Primary Education programme is designed to provide children from weaker sections, access to education with focus on quality and retention. Over 4,53,000 children have benefitted from this programme. In the third quarter of 2015-16, 15 more government primary schools (including Anganwadis) were provided infrastructure support comprising boundary walls, additional classrooms, sanitation units, furniture and electrical fittings, thus taking the total number of government primary schools covered till date to 1,242.

**HEALTH AND SANITATION:**

ITC invested in impacting public health through multiple routes. To promote a hygienic environment through prevention of open defecation and reduce incidence of water­borne diseases, 8,353 individual household toilets have been constructed till date in ITC's factory catchment areas.

In areas with water quality problems, 19 plants providing safe drinking water to about 28000 rural households have been installed in the state of Andhra Pradesh. ‘Swasthya Choupal', ITC's e-Choupal Rural Health initiative was consolidated in 7 districts of Uttar Pradesh and expanded to 3 new districts in Madhya Pradesh with a coverage of over 450 villages.