



CORPORATE
SOCIAL
RESPONSIBILITY



Education



Healthcare



Community
Development



Support in
Natural Calamity



Research &
Development

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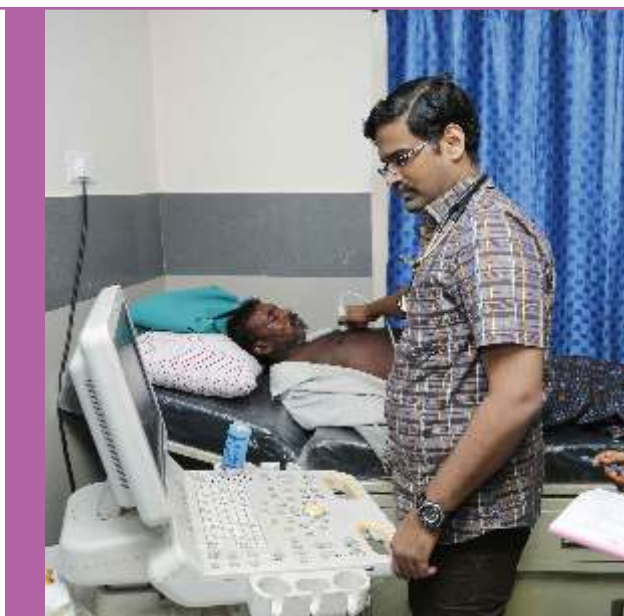
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Chairman's Message

As India takes big strides towards economic growth, it becomes essential to take the societal aspect into the paradigm of development and inclusiveness.

The very existence of an enterprise depends upon the welfare of the community and its ecosystem. Consequently, it becomes integral to strive to achieve greater impact and outcome by judicious utilisation of resources for reaching larger number of people. At Coromandel, we take pride in contributing towards nation's livelihood mainstay.

Building Relationships

With around 55% of the population engaged in agriculture activities, responsibility takes precedence over results. Over the years, we have grown as the largest private fertiliser manufacturer and marketer in India. But no

“For several years, our social and environmental commitment has been at the heart of our corporate strategy.”

growth is significant unless it impacts society as a whole. It gives me immense satisfaction to realise that our core operating areas rank amongst the best in the country in terms of crop yields and farmers' returns. For several years, our social and environmental commitment has been at the heart of our corporate strategy. We have been in the forefront for discharging our responsibilities towards various sections of the society by providing opportunities to learn, contribute, advance and innovate. According to us, the priorities have always been people before products; rendering services before profits; and community welfare before commercial success. We strongly believe and practice the principle of development through sustainable means.

Compassion for Community

It gives me immense pleasure to also see our employees contribute their time to social causes and help us in bringing about the social change. I hope you like reading about our recent Corporate Social Responsibility (CSR) initiatives to foster social development. We consider these efforts to be an extension of our

mission to help build a more equitable world and improve the quality of life of individuals and communities we are associated with.

Going forward, we will continue to challenge ourselves, raise the bar and do even more to generate sustainable outcomes in all areas of our business that benefit the communities we serve.



A Vellayan

Chairman

Coromandel International Limited



About the Company

Coromandel International Limited, India's second largest Phosphatic fertiliser player, is in the business of Fertilisers, Speciality Nutrients, Crop Protection and Rural Retail. The company manufactures a wide range of fertilisers, making it a leader in its addressable markets. In its endeavour to be a complete plant nutrition solutions company, Coromandel has also introduced a range of Speciality Nutrient products comprising water soluble fertilisers and micro nutrients. Coromandel is also pioneer in marketing Organic Fertilisers. The crop protection business has

wide range of technicals, which we also export to various countries. Coromandel has a pan India presence for distribution of these products, besides its own Retail outlets. Coromandel has ventured into the Retail business and has set up close to 800 rural retail centres in the states of Andhra Pradesh, Telangana and Karnataka. The company clocked a turnover of 11,500 crores during FY 2015-16. Coromandel was voted as one of the top ten greenest companies in India by TERI, reflecting its commitment to the environment and society. Coromandel is a part of the INR 295 billion Murugappa Group.



Coromandel Corporate Social Responsibility (CSR) Board Committee



Mrs. Ranjana Kumar
Director



Mr. V Ravichandran
Vice Chairman



Mr. M M Venkatachalam
Director



Mr. Sameer Goel
Managing Director



How We Make A Difference

Social responsibility has been an intrinsic part of the company's DNA since the inception of Murugappa Group in 1900. Besides governing a value-added business, our group is a firm believer in giving back to the society. Providing opportunities to Learn, Contribute, and Encourage Innovativeness are an integral part of Corporate Social Responsibility (CSR) initiatives.

These activities were initiated by AMM Charities Trust in 1953 to fulfil the group's commitment towards society. Later it paved the way for the AMM Foundation. The Foundation's community initiatives are in the areas of Education and Health.

To address the research needs of modern times, Shri AMM Murugappa Chettiar Research Centre (MCRC), a Voluntary Research Organisation was established in 1977. The primary research objective of the

organisation is to make effective utilisation of unexploited bio-resources and development of eco-friendly products.

With a rich background entrenched in upliftment of the less privileged, Coromandel has always contributed a fixed share of its profits for supporting social causes. The organisation is driven by the distinct characteristics of the group's social conscience, involving the community in every facet of our operations.

Since the inception of Coromandel, CSR has been a channel for upliftment of the society. Coromandel's CSR initiatives can be broadly categorised as: Education, Healthcare, Community Development, Support in Natural Calamity and Research & Development. These initiatives focus on communities living close to Coromandel's area of operation.



Education

Educating Young Minds

Coromandel is committed to create and enable an environment that is conducive for children and young people to develop and evolve as responsible citizens.

Through our education initiatives we focus on children having access, equity and quality of education especially in government schools. Through these initiatives, Coromandel has been able to enhance interest in studies and is working towards reducing the drop out rate and ensuring children attend school regularly. The initiatives support the government programmes of 'Swachh Vidyalaya' and ensure that the children get a conducive environment to study.



CASE STUDY

Scholarship Changed Vanathi's Life

Education, especially in the interior regions of our nation, is fraught with difficulties. Schools are ill-equipped and have bare minimum facilities. To excel under these circumstances, it's truly noteworthy.

It was a high moment for Ms. Vanathi, when she stood first in class IXth in the Government High School, Annai sivagami nagar, Ennore, Chennai.

Coromandel's Intervention

Coromandel extended scholarship to recognise Vanathi's intrinsic potential and to enhance her academic performance. The scholarship comes as a boon, as her father, a night watchman in a private company, is the sole bread winner of the family.

The Outcome

Coromandel's scholarship also serves as a great encouragement since Vanathi aspires to become a doctor in future. With the scholarship money, she intends to buy extra reading material for biology and a small study table to sit and work on subject-related drawings.



Boosting Girl Child's Education Scheme

One of the oldest and most successful programme - The Coromandel Girl Child Education Scheme (CGCES) was conceptualised with the aim of providing educational assistance to girls in class IX and X and encourages them to continue their education. It sets out to achieve equality of educational opportunities and promotes the development of talent in rural areas by educating talented rural girl children in government schools. This programme was based on our findings that more than boys, it is the girls who drop out of schools after completing class X.

Hence, the scholarship has been designed to encourage girls to continue their education.

This scheme is also an impetus for parents to recognise the girl child's inclination and talent instead of simply getting her married after class X. The scholarships motivate parents to encourage the girl child to achieve greater heights for self-development. This initiative is successfully running across government schools in Gujarat, Tamil Nadu, Andhra Pradesh, Telangana and Jammu & Kashmir.



CASE STUDY

A Good Athlete Deserves Best Facilities

There are many children who dream of becoming a sports star. One such case is of Ms. Bhargavi, a 15 year old, who idolizes P.T. Usha and wants to follow her footsteps, someday. She yearns to represent the country and make her parents proud.

Coromandel's Intervention

Bhargavi's dreams of becoming a star athlete were bleak due to lack of financial assistance. That's when Coromandel decided to step forward to support her coaching requirements and relieve the financial burden off Bhargavi's mother, who is the sole earning member in the family.

The Outcome

As a result of Coromandel's support, Bhargavi secured second position in 'Inter School Athletics Championship' at the district level. Recently, she won the 2nd place in 'All India Junior National Level' selections in 800 metres race. Bhargavi feels fortunate to be part of Udbhav School family, which is supported by Coromandel. "There is no institution in the entire country which can care for me, the way my school does", said Bhargavi.

Udbhav School supports her and helps her to reach for the stars - be it taking care of Bhargavi's educational sponsorship at school or sending her for coaching and sporting events or providing nutritional supplements for a healthy diet.



The Wind Beneath the Wings of Udbhav School

C oromandel has partnered with IIM Ahmedabad Alumni Association, Hyderabad Chapter to provide quality education in Rasoolpura slum, the largest slum in Hyderabad. Udbhav School has classes from standard I to X. It has total student strength of 640 and staff strength of 30. The school has provisional recognition from class I to X by the district education officer, Hyderabad. It follows the modern participatory teaching methodology founded by the Rajiv Gandhi Foundation, to inculcate an approach towards learning amongst children and not follow the rote system. This initiative is adding value and is well - established in Hyderabad, Telangana.





Healthcare

Focusing on Health

Coromandel is committed to the health and well-being of communities across all areas of its operations. We recognise the need to support the government health delivery system for effective primary healthcare. Within this larger objective, Coromandel has undertaken several initiatives with rural communities focused on promoting integrated healthcare and developing health seeking behaviour and appropriate responses.

The Coromandel Medical Centres at Vizag,

Kakinada and Ennore have been successful in imbibing the practice of preventive healthcare among the beneficiaries and inculcate awareness towards leading a healthy lifestyle in and around near by villages.

Additionally, sanitation has also become a prime focus for delivery to ensure people maintain the desired health standards. The provision of toilets and a concentrated 'Behavior Change' strategy towards the usage has really improved health standards of our communities.



CASE STUDY

Diabetes Brought Under Control

If not effectively treated, Diabetes is one of the most life-threatening diseases. Ms. Govindamma, the sole bread earner of her family, has been suffering from Diabetes and Hypertension for the last 5 years. In spite of availing treatment from a private doctor, her sugar levels remained at 450. Her medical condition was deteriorating and affecting her tailoring job.

Coromandel Intervention

Coromandel frequently conducts medical camps at its sites for employees as well for those in the neighbouring villages. One of these medical camps was attended by Ms. Govindamma. After a thorough check up, the camp doctors offered her treatment, psychological support and counselling essential for coping with the disease.

The Outcome

She started following the nutrition and exercise plan as recommended by the Doctor. There was a significant improvement in her sugar levels, which for the first time remained below 200 and the counselling tips help her remain happy.



Touching Lives Through the Medical Centre

Considering the spiralling medical costs, for many, quality healthcare is a distant dream. To make this dream a reality, we established Coromandel Medical Centres (CMCs) at Ennore, Vizag and Kakinada to ensure easy accessibility to preventive healthcare. These initiatives are the outcome of the baseline study undertaken which accentuated the lack of healthcare facilities as one of the prime challenges and a concern for communities. The CMCs cater to the medical needs of communities located in the vicinity. On an average, more than 4000 people avail the services on a monthly basis. These centres offer out-patient facilities including Injections/IV Fluids, Nebulisation, and Instant Sugar Testing.



CASE STUDY

Family Rejoices on the Child's Health Restoration

Lakshmi gave birth to her first child. The joy of celebrating a new life was taken away from her and her husband, when the child developed a sepsis infection at the private hospital, where the delivery took place. The cost of treatment quoted for the infection was unimaginably high for a daily wage labourer.

Coromandel Intervention

They were referred to Pediatric Unit in the Government General Hospital (GGH), which was refurbished by Coromandel. The couple

rushed with the baby to the hospital. The baby was immediately put on ventilator support and given necessary treatment without a minute's delay. The baby was on the ventilator for 5 days and continued treatment for 14 days.

The Outcome

On the 15th day, the baby was discharged and the family rejoiced over the recovery and extended their warm thanks to GGH and Coromandel for the timely medical attention.



Enhancing Facilities at Kakinada GGH Pediatric Unit



The 150-year-old Kakinada Government General Hospital (GGH) is a major health services provider. It caters to people of both East and West Godavari districts in Andhra Pradesh. GGH has been experiencing tremendous growth in the demand for advanced pediatric services. GGH, Kakinada is the only specialised general hospital for pediatric emergency cases with sophisticated equipment in East Godavari district. In 2013, Coromandel entered into a Public Private Partnerships (PPP) model, to uplift the

quality of care meted out in the pediatric ward. We refurbished the ward and provided equipment support to uplift the quality of medical services to the children availing treatment.

Coromandel has provided 4 ventilators that have helped save the lives of more than 100 critical children, till date. Today, this ward is projected as a 'Model Ward' for the hospital and is being showcased to all other companies for replication. It has won laurels from the district administration and was appreciated at various platforms.

CASE STUDY

Meeting Basic Necessities

Lack of toilets can affect one's self-confidence. Toilets are one of the basic necessities, which every individual should have an access. Ms. Ramilaben Gulabbhaibara, who lives in Pagipada village, Sarigam, is a single parent to her three daughters. All her daughters work as labourers in the neighbouring district. They still follow age-old practice of going to the fields to defecate. There are many other households in Sarigam dealing with the same difficulties.

Coromandel Intervention

Sensing the plight of the villages,

Coromandel took up the task of constructing toilets in Pagipada village, Sarigam. The work was completed at a record pace and the toilets were handed over to the villagers.

The Outcome

Ramilaben realised the difference it made to her and her family. She says, "Now, I do not have to wait for sunset to relieve myself. I have the privilege to go to my washroom whenever I want. I am no more worried or scared about my daughters' safety. I am grateful to Coromandel, for making our lives comfortable."



Building Lavatories Addressing Sanitation Needs

For communities in Sarigam, using a toilet was a dream. They were used to age-old practice of defecating in open fields. One could relieve oneself only before sunrise and after sunset. The State Government approached Coromandel with a request for construction of toilets. In fact, Coromandel was the first company to meet the target set by the government. We constructed and handed over the toilets to communities in a record time.

The government not only applauded our efforts but also benchmarked our contribution and asked others to replicate it. Even though we met our target set by the government, we still went ahead to build some more toilets for the communities.



Unwavering Support to Schools and Colleges

Across interventions in government schools and colleges, it has been our endeavour to ensure the standards and the experience of education meted out is similar to any other school in the country. According to a study undertaken by us, absenteeism and school dropouts are on the rise in government schools, primarily due to lack of sanitation. We noted that young girls are not comfortable going to school due to lack of toilets, cleanliness and hygiene issues.

In response to this, we began supporting health & hygiene in government schools at Gujarat, Tamil Nadu, Andhra Pradesh and Jammu & Kashmir.



CASE STUDY

Restoring Sight. Opening Up the Mind

Visual impairment is not only devastating but forestalls progress of an individual. Unfortunately, Master Pragada Vinay Vardhan, who is seven years old, was born with visual impairment and mental retardation. He is being taken care by his grandmother. Vinay's grandmother visited various institutions for treatment but couldn't find a solution.

Coromandel Intervention

Through some reference, Vinay's grandmother heard about the Coromandel - Kakinada Eye Camp and got her grandson's eyes checked up. After a thorough examination at Coromandel - Kakinada eye camp, Vinay was diagnosed with corneal blindness in both eyes and was subsequently operated in coordination with Srikan Institute of Ophthalmology, Kakinada.

The Outcome

Vinay received a new lease of life. His vision was restored. Today, he enjoys all activities - his favourite being playing pranks with his twin brother.



Inspiring Healthy Lifestyles Through Medical Camps



Coromandel's Medical Camps' primary focus is to reach out to the health needs of children and the communities, at large. It is a combination of awareness generating activities coupled with a stride towards ensuring better health for communities around. The medical camps are organised keeping the specific medical needs of our communities to ensure a disease-free life for them. Various multi-speciality medical camps have been organised at Vizag, Kakinada, Ennore, Ranipet, Sarigam, Ankleshwar and Hospet.



Francis Crosses Hearing Impairment Hurdle

There are countless individuals who are not receiving the medical help they deserve. One similar instance is of Master Francis Ferdinhessy who hails from an impoverished background. He was detected with a hearing impairment when he was one and half year old. He underwent a cochlear implant for one ear at a government camp. He also underwent therapy for one year and was then advised to join a normal school, to start education at the age of 3 years.

Coromandel & Balavidyalaya Intervention

Since his language skills were not at par with

the other students, he was not granted admission in normal schools. Balavidyalaya, which is supported by Coromandel, took him under its wings. Right from the beginning, the school has given him necessary support by training him to excel in studies.

The Outcome

Ever since he joined the school in March 2015, he has been making tremendous progress. Because of Balavidyalaya's support and encouragement he progressed well in his studies and is now competent enough to be admitted into a mainstream school by June 2017.



Restoring Confidence in Children with Hearing Impairment

Balavidyalaya is a non-residential, early intervention centre for newborns to 5 years old children with hearing impairment. Established in 1969, it is one of the first institutions in India, which stresses on the importance of early intervention for children with hearing impairment. Balavidyalaya helps the children acquire verbal language skills. The goal is to help children make the best use of their residual hearing through constant use of suitable hearing aids and develop age appropriate languages skills. What is truly remarkable is the 100 percent success rates of Balavidyalaya in making its students learn to speak.

THE GOAL OF THE
INTERVENTION IS TO HELP
THE CHILDREN MAKE THE
BEST USE OF THEIR
RESIDUAL HEARING



CASE STUDY

A New Lease of Life for New Born

Srinivas and Rekha were blessed with a baby boy on 10th August, 2015. A week later, the couple realised that the baby's legs and hands turned blue in colour and was not able to breathe properly. On performing various tests, it was detected that the child had a problem in the heart. They were asked to undertake the surgery immediately. A single day delay could be devastating to the child's health. Being a daily wage labourer, with a meagre income of Rs. 5000 per month, Srinivas and Rekha thought that they couldn't afford to save their child.

Coromandel Intervention

Srinivas and Rekha heard of Coromandel's tie up with Hrudaya Foundation for supporting such needy cases. Then they approached the Foundation and within a few hours, everything was arranged and the baby was operated on the 25th August 2015.

The Outcome

Today, the baby has a new lease of life and the parents are thankful to Coromandel and Hrudaya Foundation.



Coromandel Beats for Saving Young Hearts

In our quest to reach out to the marginalised sections and to ensure a better life for all, Coromandel has tied-up with Hrudaya - cure a little Heart Foundation. Hrudaya treats underprivileged children with congenital and acquired heart diseases and gives them a chance to live normal, healthy lives. The number of children affected with this disease has been increasing in a geometric progression. Only 6% to 8% of them are lucky to receive the medical treatment. In India, 1,21,000 cases of congenital and acquired heart diseases reach the age of 15 years due to lack of health awareness, poverty and inadequate

healthcare resources.

Since most of the children belong to weaker economic backgrounds, they cannot afford a surgery that can cure them. Furthermore, Coromandel has supported the cause by funding 25 surgeries for such children. In 2014-15, Coromandel has provided support to Hrudaya Foundation with adequate donation. The contribution has catered in improving the health conditions of the children, belonging to economically deprived backgrounds. The contribution was followed up again in 2015-16 to support the hearts of the children born with this disease.





Community Development

Uplifting the Women Community

To empower women, one must understand that the success of a community programme is directly related to the woman's ability to enhance her family's income. It is an important indicator of success apart from the improvement in hygiene, sanitation, education of children and community

health. The initiatives have been designed to provide information and awareness on various skills and train women on pursuing these alternative livelihood intervention programmes. These impact the household on a larger scale and also help in improving the socio-economic condition of the family.



CASE STUDY

Empowering Women

Nookaratnam lives with her husband and children in Vizag. Her husband is an auto driver and earns around Rs. 4000 per month. Two years ago, they had taken a loan for a medical emergency in the family. Since then, the family has been struggling to run the house and pay back the debt.

Coromandel Intervention

Nookaratnam heard about Coromandel's

livelihood programme in the neighbourhood and immediately enrolled for it. Currently, she is stitching safety gloves for Coromandel and earning Rs. 3500 per month.

The Outcome

She shares, "With this additional income, I am able to clear debts and fulfill the additional requirements of my children. I feel very proud of my accomplishment."



Livelihood Creation |

The livelihood intervention programme started with health awareness sessions for women. Later, the groups were strengthened to initiate livelihood intervention programme. These groups of women were engaged in making gloves that are used by Coromandel's operations team at Vizag plant.

The glove manufacturing operations are being scaled up to increase the involvement of women and provide an opportunity to them for an alternate income.

More women are being trained and other skills were also added to enhance income at homes thereby empowering women.



Supporting Women Farmer |

Women from rural areas are engaged in a wide range of productive activities, which are essential to their household welfare, agricultural productivity and economic growth. These activities impact their health and no direct economic benefit is allotted for them.

Through the experience of 'Federation of Farmers Associations', efforts are being made to engage with women farmers in the backward area of Mahabubnagar district, Telangana.

The women are provided guidance on health awareness and are trained on alternate livelihood opportunities to increase family income.





Support in Natural Calamity

Sustaining Lives During Natural Calamities

Coromandel has conducted relief and recovery support activities immediately after the Hudhud cyclone in Vizag 2014 and the floods in Chennai 2015 respectively.

The activities were tailored to support the conditions in the disaster hit regions and provide immediate relief. From the provision of basic amenities like safe drinking water and food to the affected communities, Coromandel has always served its people instantly after the calamity.

Through the flood relief campaign in Ennore, Coromandel supported 11 communities in its vicinity. Cooked food was provided for a period of nine days and food grains, thereafter to help the communities cope with the calamity.





Research & Development

Utilising Paddy Straw for Bio-Char, Bio-Fertiliser and Energy Purposes

Research suggests that farmers in India burn around 116 million metric tonnes of crop residue. This burning process has a negative impact on the environment and economy. The straw is wasted and has serious implications on health and society due to smoke and fumes produced. Coromandel is working with 'Punjab Agricultural University' and 'Aston University' to do a three year study on analysing bio-char as a fertiliser, analyse the energy output for rural application and do a cost benefit analysis for this technology for

commercial applications. The commercial benefits for the technology will be huge for the farmer community and the technology will also have a huge positive environmental impact. While the energy generation is one part of this project, another major part is the evaluation of bio-char either as a soil conditioner or fertiliser. This new collaboration builds on the work of the Energy Harvest project, jointly funded by Aston University and the Oglesby Charitable Trust, United Kingdom (UK).





Education

Let's Together Care, Share and Render



Healthcare



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