

Kajaria

India's No. 1 Tile Company



CORPORATE SOCIAL RESPONSIBILITY REPORT

Annual CSR Newsletter | 2023-24



Connecting For Good,
Building For A Better Tomorrow!

चिनाई प्रशिक्षण कार्यक्रम (टाईल)



COLORS *Of* GOODNESS

Building Futures, Tile by Tile under Masonry Training Program

Kajaria Centre of Excellence

At Kajaria, we believe that social responsibility extends beyond bricks, cement, and products we create. We are committed to building a stronger future, not just with our innovative tiles, but by investing in the people who shape our built surroundings. Empowering the next generation of skilled masons is key to meeting the ever-growing demands in the construction industry. This year, Kajaria proudly commenced the Kajaria Centre of Excellence, a CSR initiative dedicated to providing masonry training programs in tile laying. This comprehensive masonry training program is designed to empower young minds and individuals seeking a new path in their careers or shift with the practical skills to excel in the construction sector. By nurturing a skilled workforce, we aim to bridge the gap between industry needs and individual aspirations, tiling the way for a more sustainable and flourishing construction industry. 60 masons have been trained in first batch at Noida location.





Manju Breast Cancer Survivor

Nagma, a 35 years old housewife, lives in Moradabad with her son and husband.

The family of 3 struggles with making ends meet since her husband is the only earning member in the family and is a barber.

Cancer came to her as a burden in life, she had to lose her breast in the process. Her family members didn't help them in the difficult time of their life. The only support she had was her husband's.

Even after beating cancer, the internal battle continued. With the removal of her breast, she lost her confidence, she stopped going out and meeting people. She isolated herself in her house.

But with the help of Win Over Cancer's prosthesis she found her lost confidence.

After using this prosthesis I feel like my old self. Win over cancer has made such an essential thing of us. It's a true blessing for women like me who can't afford buy these prosthesis"



Kajaria is making a significant difference in the lives of women battling breast cancer

through Project Garima, in collaboration with Win Over Cancer. By providing 3,974 women with dignity kits containing breast prostheses and cancer bras, Kajaria is not only offering physical support but also boosting a sense of self-confidence and normalcy for these brave survivors. Project Garima goes beyond just products by incorporating peer support and cancer care workshops, creating a holistic support system for women on their road to recovery.

Kajaria supported the construction of a Community Drinking Water Center in collaboration with MA My Anchor Foundation in Udaipur

Community Drinking Water Center

Rajasthan, known for its dry climate, has been fighting with the challenge of accessing clean drinking water. In several communities, residents have had to travel long distances in search of water, and the quality of available water sources has often been compromised. This situation has posed a significant health risk to the local population. Understanding the crucial importance of clean water, Kajaria chose to partner with the MA My Anchor Foundation to address the issue of water scarcity in village Chowkaria, Udaipur, Rajasthan. The newly inaugurated center promises to bring much-needed relief to the 2200+ residents of the village, ensuring access to safe and clean drinking water.

At Kajaria, we believe in giving back to the communities we serve. Access to clean drinking water is a basic human right, and we are committed to making it a reality for the people of Chowkaria village.



Beyond treatment, **2,501 Lives Touched**: Kajaria's Whole Patient Journey Support For Cancer Patients and needy families

Cancer is a formidable adversary, and its battle is even more challenging for those who lack the necessary resources and support. Recognizing the immense healthcare burden faced by cancer patients, Kajaria has extended its helping hand to ensure that treatment remains accessible. The funding provided is aiding in critical treatments, covering medical expenses, and easing the emotional and financial burden on affected individuals and their families.

The collaboration with the Umeed Rahat Cancer Society also includes the distribution of essential supplies to needy families. This provides relief to those who are grappling with economic hardships, especially in challenging times. We believe that every individual, especially cancer patients and those in need, deserves a helping hand, and we are honored to contribute to their well-being.

Our Impact Highlights:

- Number of Cancer Patients Benefited: 2,501
- No. Of Eye operation done: 248

We believe that everyone deserves a fighting chance, and we are honoured to play a role in improving the well-being of cancer patients and their families.



Bridging the digital divide, empowering Rajasthan's youths:

Kajaria joined hands with the Indeed Foundation to empower **10,000 youths** in Rajasthan with digital education.



Kajaria's sponsorship of digital education in government schools in Barmer, Jaisalmer, Jodhpur & Pali districts of Rajasthan is a reflection of its core values and its commitment to enhancing educational opportunities for young minds. This initiative goes beyond classrooms into interactive hubs of learning for students in Rajasthan, enabling them to get on a journey of knowledge and digital skill development.

This has helped students can explore a world of knowledge at their fingertips. By partnering with the Indeed Foundation to sponsor digital education in government schools, we are taking a giant step towards bridging the digital divide and ensuring every child has access to quality education in today's digital world.



A Meal of Compassion :

Kajaria extends support to 500 abandoned individuals by sponsoring food through Earth Saviours Foundation

In a world that often overlooks the marginalized and abandoned, Kajaria is taking a proactive step to provide sustenance and care to those who need it the most. This collaboration with the Earth Saviours Foundation is caring hope for hundreds of individuals who have been abandoned or left to fend for themselves. The sponsorship encompasses the provision of nutritious meals to 400 people, ensuring they have access to a warm and satisfying meal. This act of kindness by Kajaria not only addresses immediate hunger but also extends a message of compassion and care to those who are often forgotten. Our partnership with the Earth Saviours Foundation to provide food for abandoned individuals is a testament to our commitment to social welfare.

Empowering the Next Generation: Kajaria sponsors nutritious Mid-Day Meals for 300 Tribal Children through Prem Seva Mahila Mandal

This initiative falls under the Education Program for underserved children residing in the brick kilns of Payagaon, Pimplas, Kongaon, Vadeghar, Sangoda, and Karbav, located in the locality of Kalyan. Education is the key to a brighter future, but for many underserved children living in the challenging conditions of brick kilns, basic food is a daily struggle.

Sponsoring nutritious midday meals to tribal children in the brick kilns of Kalyan reflects our commitment to making a meaningful difference in their lives. Kajaria is not only supporting their immediate dietary needs but also contributing to their overall development, ensuring they have the energy and strength to pursue education and dream of a brighter future. Kajaria believes in the transformative power of education.





KCL Gailpur Plant's CSR Activities



Kajaria Strengthens School Infrastructure in Rajasthan Blocks

Kajaria's commitment to education goes beyond the classroom. Through our CSR initiatives, we undertook infrastructure improvements in 10 government schools across Tapukara, Kishangarhbas, Tijara, Alwar, and Bhiwadi blocks. These projects included construction of new classrooms, boundary walls, and toilets, along with essential renovation and repair works.

By creating a more encouraging learning environment, we aim to empower students in these communities.





KCL Malutana Plant's CSR Activities

Transforming Government Schools in Rajasthan



No. of school beneficiaries	12 schools in Alwar District
Type of work	New toilets construction, New Drinking Water Storage Tank installation, Interlocking Tiles, Renovation of old Toilets, Plumbing work, Classroom renovation, Roof Repair & Water proofing Work, Hall construction and other small renovation, repairing works in various govt schools in Malutana, Thanagazi areas of Alwar District.
Locations	Beesa Ka Bas, Jodhavas, Kyara, Bandrol, Vijayapura, Bhangdoli, Amala, Garh Basai, Heensla, Basai Jogiyan and Malutana

Glimpses of work carried out...



Kajaria Takes Root for a **Greener Tomorrow:** Thousand Trees for Malutana

We at Kajaria are committed to a sustainable future, and we understand the importance of protecting our environment. Malutana, like many other parts of Rajasthan, faces challenges due to deforestation and environmental degradation. By planting a significant number of trees in this region is not just about planting trees; it's about creating a lasting positive impact.

We collaborated with villagers to ensure proper care and maintenance of the saplings, promoting a sense of ownership and environmental responsibility within the community.

We did our bit by planting trees in our communities, reducing our carbon footprint, and promoting sustainable practices. Let's join hands and create a greener, healthier future for generations to come!





KCL Sikandrabad Plant's CSR Activities

Har Ghar Tiranga campaign

The Har Ghar Tiranga campaign, launched as part of the **Azadi Ka Amrit Mahotsav** initiative celebrating India's 75th independence year, aimed to create a sense of national pride and encouraged personal connection with the tricolor flag by having citizens bring the flag home and host it.

In a display of national pride, Kajaria distributed 9,000+ national flags through their Sikandrabad Plant in Uttar Pradesh as part of the Har Ghar Tiranga campaign. This initiative, which translates to "Every Home Tricolour" in English, reflects Kajaria's commitment to social responsibility.





Investing in Our Future Leaders:

Makeovers work at Prathmik
Vidyalaya, Gajipur & Hirdyapur
villages, Sikandrabad

This initiative aimed at promoting a better learning environment for students in the rural area of Gazipur and Hirdyapur villages nearby Sikandrabad.

Also, it fulfills our commitment to empowering rural communities by providing access to quality education infrastructure. This went beyond just improving the physical infrastructure of the school, helped school creating a nurturing and inspiring learning environment for education among our village's children.

Together, let's build a brighter future for our children!





Srikalahasti Plant's CSR Activities

Empowering Education in Rural Communities for Enhancing Literacy Rates and Early Childhood Education

Kajaria Supports Malligunta Village with New Anganwadi Building

Malligunta village near Thatiparthi Panchayat, is experiencing a positive shift in its educational landscape which faces a current literacy rate of 66.80%. Recognizing the importance of early childhood education in improving this number, Kajaria has partnered with the community to build a new Anganwadi facility. This new welcoming and functional space replaces the previous unsafe and outdated structure. And, we hope to attract more children to the center build a brighter future for rural communities, one educated child at a time. Kajaria is committed to supporting rural communities and empowering children through education. We are confident that this new facility will have a lasting positive impact on the lives of countless children in the village.





Kajaria Stands Strong: Supporting **Cyclone Michaung** **Relief Efforts** in Andhra Pradesh

In the wake of Cyclone Michaung's devastation across Andhra Pradesh in 2023, many lives were flipped over, with homes destroyed and livelihoods lost. Particularly vulnerable were the communities already struggling with poverty in villages like Thatipathy and Poyya of Thottamedu in Tirupati district.

Committed to our mission of aiding those in need, Kajaria immediately stepped forward. We understood the urgency of the situation and promptly mobilized to provide essential aid. Our team assembled and distributed over 600 basic food supply kits to the villagers impacted by the cyclone.

Kajaria enhances school **safety and Learning Environment** at Peddakannali High School

Impact on the School Community: The initiative of construction of a new Archway and gate, repair of the compound wall and donation of Cycle and Scooter stands by Kajaria addressed key needs of the school, advancing a more secure and well-maintained learning environment. The new gate and repaired wall prevent unauthorized access, while the designated parking spaces offer a convenient and secure solution for student and staff vehicles.

By investing in the infrastructure of educational institutions, Kajaria aims to empower students and contribute to a brighter future for the communities we serve.





DISTRIBUTION OF STREET VENDOR CARTS TO NEEDY

Street Vendor Carts to needy poor vendors in Srikalahasti constituency.

Kajaria sponsored 25 Street Vendor Carts to the eligible beneficiaries. Because of this, their mobility and coverage of customers have increased which will result in increase their daily earning capacity.

Kajaria Academic Excellence Program

Kajaria is proud to support, encourage, motivate and inspire the best and the brightest architecture talent graduating from the top leading architecture colleges of India under our flagship CSR Program: Kajaria Academic Excellence Program. The top 3 rankers of these leading colleges are being presented with a cheque of Rs. 1 lac, plus a Merit Certificate and a Merit Shield.

The Indian Govt's stated objective is to build a beautiful India for our citizens. By associating with the top architecture colleges and by rewarding the best architecture talent, Kajaria Group aims to inspire the best architects of the country who have the enviable task of transforming our urban landscape and building a world class infrastructure which is aesthetically beautiful, environmentally friendly and ecologically sustainable.

In 2023-24, we empowered 21 budding architects, inspiring them to design a future where aesthetics meet sustainability.



Kajaria Merit Awards Ceremonies



SRM Institute of Science and Technology, Chennai, 18 August 2023



BMS College of Architecture, Bengaluru, 22 May 2023



Chitkara University Chandigarh, 8 July 2023



School of Planning and Architecture, Vijayawada, 28 March 2024



National Institute of Technology, Calicut, 4 Sept. 2023



School of Planning and Architecture, Delhi, 15 November 2023



Jawaharlal Nehru Architecture And Fine Arts University, Hyderabad, 12 October 2023

All our CSR activities are fulfilling the
Sustainable Development Goals 2030
of the United Nations.



For Any Feedback / Suggestions, Please Contact:

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