Corporate Social Responsibility

Dabur has always believed that businesses can, and should, have a positive impact on the communities they serve. At Dabur, we have dedicated ourselves to earning the trust and respect of our customers, partners and neighbours by being responsible and doing things that are good for the planet and each other.

We have a two-pronged approach when it comes to community and social initiatives. The first pillar of this movement is the various brands and initiatives that have been at the forefront of not only meeting the consumer’s ever-changing needs but also doing good to the society at large. The second - and an equally strong - pillar in our community initiatives is SUNDRESH (Sustainable Development Society), an NGO that’s sworn to the mission of ensuring overall socio-economic development of the rural & urban poor on a sustainable basis, through different participatory and need-based initiatives.

Swasthya Chetna Abhiyan

The past few years have seen a surge in outbreak of flu and viruses, taking a toll on India. In view of the rising mortality rate of diseases like Swine Flu, viral & other infections, Dabur Chyawanprash rolled out a mega community initiative - Immune India - aimed at spreading awareness about the need to build your immunity and fight such deadly viruses.

In 2010-11, Dabur Chyawanprash launched ‘Swasthya Chetna Abhiyan’ in rural Uttar Pradesh and Bihar, a programme covering 6 districts of rural Bihar and 2 districts of rural Uttar Pradesh. The 45-day activity covered 540 villages and reached out to almost 20 lakh people in the two states.

The idea was to inform people that there are so many widespread diseases and the underlying problem is low immunity. The campaign ended with Dabur identifying 30 consumers from rural U.P. and Bihar as Dabur Chyawanprash Immunity Ambassadors to spread awareness about building stronger immunity to fight the rising incidence of flu, viral attacks, infections in their respective villages and districts.

Samajdar Maa, Swasth Bacha

India’s infant mortality rate (IMR) may have seen a decline over the years, but the fact remains that a vast majority of people, particularly in rural India, still do not have access to proper information about infant and baby care.

Dabur Lal Tail has taken the initiative to make mothers in rural India more aware about the various healthcare issues concerning their little ones. Christened ‘Samajdar Maa, Swasth Bacha’, this 60-day rural activation campaign was undertaken in Chhattisgarh and Madhya Pradesh targeting 1 lakh women in 5000 plus villages and towns. The basic aim of this campaign was to address and engage mothers of infants through a health check-up for the infant.

A mobile health camp was also organized, offering clinical examination of the infant health by doctors. We also roped in local influencers like rural medical practitioners to bring in more credibility to the campaign and build sustenance.

Machhhar Mukti Abhiyan

The past few years have seen India emerge as the hotbed of several deadly mosquito-
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Sunseed works towards sustainable development in key areas: Environment, Economy and Community. Sunseed has been involved in the rural sector for about 17 years starting with health care services and slowly expanding the scope to cover various other activities related to rural development on a sustainable basis. Over the years, it has contributed to many livelihood projects, addressing children's education, skill development, and environment.

Dabur India Limited