Sustainability Report

"Dehi Me Dadami Te"
(As you give me, I give you in return)

This ancient Sanskrit text aptly conveys Dabur's commitment towards sustainability.

At Dabur India Ltd., sustainability is not merely a buzz word. The concept of sustainability is incorporated into the core of our business and has been expanded to encompass our aspirations and responsibilities to the environment.

At Dabur, we strive to lead in sustainability by taking it into account in everything we do. Our business is committed not just towards profitable growth, but also towards leaving a deeper imprint on the society as a whole. All our actions are aimed towards this larger goal.

Some of the key initiatives undertaken by Dabur in this direction are:

**Medicinal Plants Project - Banepa**
Medicinal plants are the core of herbal remedies used in Ayurveda. Given the critical nature of medicinal plants, Dabur Nepal initiated the Medicinal Plants Project in the mountain regions of Nepal. Under this project, we provide modern scientific support for cultivation and processing of these plants by local farmers. They are provided saplings through local community development agencies and the harvested plants are bought by Dabur Nepal at prevailing market prices. This system of contract cultivation has been a great success in several areas of the Terai region. The project assures the community of a sustained source of income.

Dabur Nepal has also set up state-of-the-art greenhouse at Banepa to produce saplings under controlled conditions. To sustain the livelihood of mountain people, provide a source for raw materials and also conserve the natural resources of this fragile ecosystem.

**Kelong Valley Project**
Dabur has, this year, piloted a medicinal plant project in Kelong valley of Himachal Pradesh to not just revive endangered and rare Medicinal and Aromatic Plants (MAPs) but also to generate additional income for farmers in the region. Under this project, Dabur has identified over 350 plants that would be cultivated under a contract farming arrangement with around 135 farmers in the region. The farmers have formed a cooperative society, which buys the harvest from the farmers, reimburses them immediately and then sells the produce to Dabur. The farmers use their own planting material, but Dabur supplies them with technical intervention and support in nurturing the plants.

According to local estimates, the farmers have seen a 30% appreciation in the prices they got for such plants since Dabur started this initiative.

**Wasteland To Farmland**
In another one-of-its-kind green project, Dabur had adopted 140
acres of wasteland in Sandila, located about 70 km from Lucknow, the capital of U.P. The entire adopted wasteland has been brought under cultivation in this project and we are today growing three rare plants. The Company is now in the process of roping in mango orchard owners near Sandila to cultivate endangered crops like Salpami and thereby increase their yields. Dabur has established a demo unit in the vacant plots of land belonging to these farmers after paying them the land opportunity cost. At this demo unit, Dabur along with National Medicinal Board - is today cultivating 5-6 MAPs to showcase the intercropping and income generation opportunities that growing such rare plants offer. This helps them get a deeper insight into the cost incurred and the profit potential that these crops offer.

**North-East Greenhouse**
A pilot project has been undertaken in Arunachal Pradesh to grow a rare medicinal plant Chirayita, which has antimalarial properties and is used in several Dabur products. Dabur has tied up with 20 farmers in the region, under which they are provided high grade seeds and their harvest is bought back by the Company at competitive market rates.

**Weeding Out Middlemen**
Dabur has initiated steps to ensure that farmers get the best price for their produce by eliminating the middlemen and putting primary producers directly into our supply chain. As the first steps in this direction, Dabur has engaged Gujarat Forest Development Cooperation as a vendor besides roping in a farmer federation in Chhattisgarh and dovetailing with National Medicinal Plants Board projects. Such initiatives help in better reaching out to the farmer community by offering better returns to the cultivators and primary producers.

With our direct engagement programme, Dabur is educating the farmers about best practices in cultivating and collecting such rare herbs/MAPs - steps that would help them augment their income for years together.

**Green Manufacturing**
We, at Dabur, have not merely incorporated the concept of sustainability into the core of our business but have, in fact, expanded it to encompass our aspirations and responsibilities to contribute to the society and environment. It is this concept that inspires us to optimize our business performance to tackle the new and growing challenges of environment and technology.

Within our units and the areas under our control, Dabur’s efforts to maximize production are paralleled by minimizing consumption of natural resources and reducing waste & emissions in a sustainable manner. These initiatives will go a long way, in building a sustainable, secure and inclusive future for India.

We have recognized the importance of taking leadership in this domain and activities to protect the environment remain a crucial element of our business model. Dabur India Ltd is, in fact, moving ahead full steam on its plans to not only reduce carbon footprint but also emerge as a Carbon Neutral enterprise in days to come.

**Our business is committed not just towards profitable growth, but also towards leaving a deeper imprint on the society as a whole.**