

Focused on
Green
empowerment



ABOUT THIS REPORT

The reporting framework used in this report is based on the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs)' released by the Ministry of Corporate Affairs, Government of India, in July 2011, which contains 9 Principles and Core Elements for each of the 9 Principles.

This is Dabur's detailed annual Business Responsibility Report for 2013-14 and the shorter companion report based on the format suggested by SEBI in its circular is appended to our Annual Report 2013-14, which is also available for download on: <http://www.dabur.com/Annual-Reports-2013-14>.

This is Dabur's third Business Responsibility Report, and is available for download on: <http://www.dabur.com/BR-Report-2013-14>.

This report is intended to transparently disclose our performance based on the principles provided in the NVGs and is meant for all our stakeholders. We welcome your thoughts, comments and feedback as this will allow us to improve on our reporting and disclosure standards.

About Dabur

Dabur India Limited is India's leading customer goods company with interests across diverse categories like Health Supplements, Digestives, OTC & Ethicals, Hair Care, Oral Care, Skin Care, Home Care and

FOODS. From its humble beginnings in the bylanes of Kolkata way back in 1884 as an Ayurvedic medicines company, Dabur has come a long way today to become a leading consumer products manufacturer in India.

For the past 130 years, Dabur has been sworn to its motto of being dedicated to the health & well-being of every household. With our comprehensive range of nature-based products and solutions, Dabur's brands and products have been touching millions of lives every day.

This diversified range that cuts across age groups, social boundaries and geographies, has helped us foster a bond of trust with our customers. No wonder that Dabur has emerged as the Most Trusted Ayurveda Healthcare brand, year after year.



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The Dabur DNA

The strong values of Dabur founder Dr. S. K. Burman has inspired us to continuously and relentlessly develop products to not just provide Health & Well-Being to every household, through generations, but also address key social issues of their times.

From our Health Care, Home & Personal Care and Foods range, every single product has been crafted to offer our consumers the best natural solutions for their every day needs.

“DEHI ME DADAMI TE”
(AS YOU GIVE ME, I GIVE YOU IN RETURN)

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

We believe that the success of our operations is interlinked with the well-being of all our stakeholders, particularly nature. We value nature’s bounty. Without the fruits of nature, the vision of Dabur – dedicated to Health & Well-being of every household - would never have been fulfilled. And that is the reason for our unfailing commitment to ecological conservation and regeneration.

At Dabur, sustainability is not an option but a business imperative for us. The concept of sustainability is incorporated into the core of our business and has been expanded to encompass our aspirations and responsibilities to the society and to the environment. We have not only followed a sustainable approach to running our business but have also worked towards guiding our business associates conduct their business in a sustainable manner.

The same strong values of our founders that have guided us for over a century are more relevant now to deliver responsible growth and make sustainable living commonplace.

Chairman's Message



“
Dabur continues to place a strong emphasis on societal needs, while addressing environmental and climate change issues with increased significance.”

Dear Valued Stakeholder,

It is my privilege to present our third annual Business Responsibility Report, prepared in accordance with the National Voluntary Guidelines, released by the Government of India. Our commitment to Sustainability is fully documented in this report. Through this Report for fiscal 2013-14, we seek to share with you not just our initiatives and efforts towards Sustainable Development, but also the progress that we have made toward earning customers for life and enhancing the lives of our employees, while caring for the planet.

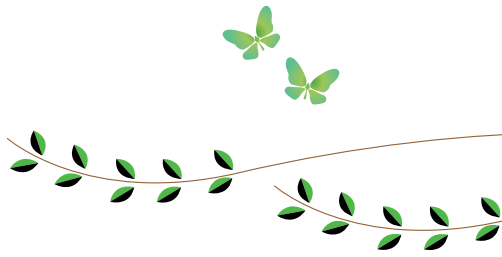
Each of our products takes us closer to our commitment towards the Health and Well-Being of every household. Ayurveda or nature is the thread that binds all our products, which are known for their efficacy and have stood the test of time for over a century. We thrive to put safe and effective natural solutions into the hands of our customers and that is how we have gained their trust over the past 130 years.

As the world's largest Ayurveda and nature-based Consumer Products

Company, sustainably managing natural resources is critical to the success and sustainability of our operations. Given the nature of our business, sustainably managing natural resources is critical to the success and sustainability of our operations. Through our Bio-Resource Development (BRD) Programme, we identify environmentally sensitive species being used in our supply chain and develop methodologies to address their sustainability concerns. We also undertake special training programmes for farmers, villagers and tribal communities across the country to train them on sustainable and environment-friendly cultivation processes.

Today, our agronomical initiatives under the BRD programme are now spread across 15 states, covering over 997 acres and involving 1,066 beneficiary farmers. This marks a nearly 70% increase in the number of beneficiaries over the previous year.

Our sustainability initiatives cover the entire spectrum and include water & energy management, bio-diversity



conservation, carbon footprint assessment and reduction initiatives, and community development to name a few. As an organization, we advocate green operation and implement strategies and policies on energy conservation and emissions reduction.

At Dabur, Sustainability is not just a buzz word. It's is part of our DNA and is at the heart of all our initiatives and strategies. We have constantly endeavoured to upgrade the environmental performance of our operations by adopting new state-of-the-art technologies and incorporating best-in-class practices. We have also created systems that constantly strive to upgrade the health and safety of our workforce.

I am happy to inform you that 11 of our 12 manufacturing units are already ISO 14001 certified for Environment Management Systems. Besides, we have set concrete targets that we aim to fulfill by 2015. We have also undertaken the Carbon and Water Footprint study for all manufacturing units and taken the target to reduce emission by 35% with the focus on use of renewable resources

like bio-mass fuel, Solar Lights, etc. Besides, non-hazardous waste generated during production is recycled and reused within the plants as fuel for boiler, which reduces the fossil fuel consumption. We have attained zero waste water discharge at 9 of our 12 domestic production units. We also got effluent treatment plants installed at all our units.

We believe that businesses can, and should, have a positive impact on the communities they serve. Dabur supports the principles of inclusive growth and equitable development through its community development initiatives, which have been covered in detail in this report.

I'm encouraged by the progress we're making and our accomplishments along the way, but we recognize there is a great deal more to do. We must continue to expand and evolve our efforts, both towards the People and the Planet.

I would like to extend my sincere gratitude to all our stakeholders, who have made it possible for Dabur to flourish and create enduring value for all

of us throughout our journey. On behalf of the Board of Directors and employees of Dabur, I solicit your continued support. I invite you to explore in detail this Business Responsibility Report and welcome your feedback on our approach and performance presented in this report.

Yours Sincerely,
Dr. Anand C. Burman
Chairman
Dabur India Ltd.

Our Business



Dabur Products
are sold in over
60 countries
across the
WORLD



Dedicated to the
**Health &
Well being**
of every household

Dabur India Limited is among the

Top 5

FMCG Companies in India with
Revenues of

₹ 7,073.21 Crore

and Market Capitalisation of

₹ 31,327.60 Crore

Building on a legacy of quality
and experience of

130 years,

Dabur is today India's most

trusted name

and the world's

**largest Ayurvedic
and Natural
Health Care
Company**

with a portfolio of over

**250 Herbal/
Ayurvedic
products.**

Dabur's FMCG portfolio today includes five flagship brands with distinct brand identities - **Dabur** as the master brand for natural healthcare products; **Vatika** for premium personal care; **Hajmola** for digestives; **Réal** for fruit juices and beverages; and **Fem** for fairness bleaches and skin care products.

Dabur today operates in key consumer product categories such as Health Supplements, Digestives, OTC & Ethicals, Hair Care, Oral Care, Skin Care, Home Care and Foods. The Company has a wide distribution network, covering over 5.3 million retail outlets with a high penetration in both urban and rural markets.

Dabur's International Business today caters to the health and personal care needs of customers across different international markets spanning South Asia, Middle East, North & West Africa, EU and US through its brands Dabur, Amla, Vatika, DermoViva, Hobby and ORS. Its

products are sold in over 100 countries across the globe.

The Company today has 14 over ₹ 100-Crore brands, which four of them having turnover in excess of ₹ 500 Crore.

Dabur is a public company with its shares listed on premier stock exchanges of the country viz. NSE and BSE. The Company has been promoted by the Burman Family and is professionally managed by Mr. P. D. Narang, Group Director and Mr. Sunil Duggal, CEO.

Dabur has its manufacturing facilities at 12 locations in India, major being at Rudrapur and Baddi, and also at overseas locations including Ras al-Khaimah, Nepal, Egypt, Sri Lanka, Turkey and Bangladesh.

FMCG BUSINESS

Health Supplements:

A market leader for health supplements in India with brands such as Dabur Chyawanprash, Dabur Honey and Dabur Glucose, the Company has been at the forefront of innovation and quality in both manufacturing and marketing. With these brands, Dabur has also been taking the lead in a variety of community service initiatives to build a stronger and more immune India.

Digestives:

With the country's most popular digestive tablets brand Hajmola, Dabur has been building on the brand's taste connect and to drive demand and growth. It's among the largest digestive tablets brand in the country with more than 2.5 Crore Hajmola tablets being consumed daily.

OTC & Ethicals:

Dabur has a wide range of Over The Counter (OTC) and Ethical healthcare products based on the age-old system of Ayurveda. The OTC portfolio covers areas as diverse as women's healthcare, baby care, cough & cold and rejuvenation. The range of OTC & Ethical products are derived from natural sources and form part of the holistic healthcare system, focusing on all-round well-being.

Hair Care:

Dabur's Hair Care ethical comprises of hair oil & shampoo businesses and has been one of the key growth drivers for the Company. With over 60 million dedicated consumers, Dabur Amla is among the largest hair oil brands in the country, while Vatika has been among the few new successful shampoo brands launched in India over the past decade.

Oral Care:

Dabur, with its distinct brands such as Babool, Red Toothpaste and Meswak, has been among the fastest growing toothpaste companies in the country. The quality of our products continues to be the best-in-class and is seen as a benchmark in the industry.

Skin & Body Care:

A relatively new vertical for Dabur, our products help breathe fresh life into your skin. Powered by Ayurveda and natural ingredients, these products help your skin glow from within. They are fast emerging as the most preferred skin care remedy for millions of Indians seeking naturally beautiful skin. This range also includes instant fairness products under the brand Fem.

Home Care:

Among the fastest growing vertical within Dabur, our products operate in three core areas of mosquito repellents, air care and toilet cleaners and are clear market leaders in their respective categories.

Foods:

A pioneer in the packaged juices market in India, Dabur has been at the forefront of innovation – both product development and packaging – with its Réal and Réal Activ range. A validation of our success is that consumers have voted Réal as the 'Most Trusted Brand' for five years in a row. A housewife has succinctly put the essence of Réal saying: "Réal naam se hi lagta hai real juice hoga".

RETAIL BUSINESS

NewU:

Dabur operates a chain of beauty products retail outlets in India under the brand name **NewU**. The NewU stores offer customers a comprehensive range of beauty products under one roof. Committed to its promise of delivering a world-class retailing experience to consumers across India, the NewU stores offer international quality store environment and product range.



Financial Performance for 2013-14





Sustainability Opportunities



At Dabur, we are dedicated to the Health & Well-Being of every household.

We combine the knowledge of India's traditional form of medicine Ayurveda with modern science to develop highly efficacious products that give holistic well-being to our billion-plus consumers.

With our sustainable and environment-friendly procurement & manufacturing processes, we are striving to change the very fabric of our lives - by improving the livelihood of communities around our manufacturing units and embracing more sustainable lifestyles.

The Company places its products in the interest of health of people, economic use of resources and environmental sustainability. Our products touch billions of lives every day, and we believe that every step - howsoever small - that we take towards caring for our environment will have a long-lasting impact and serve our future generations. The intent is to leave a better and a greener planet for generations to come.

Sustainable Development has become an integral part of the organization. A series of sequential steps helped us reach where we are today. We began with a materiality mapping exercise and the issues identified therein were shared with functional heads and employees across departments besides key business associates to get a 360-degree view.

A high level team, comprising representatives from functions relating to sustainable development, has also been constituted to enable effective coordination of the organization's triple bottom line performance. The core group - covering departments as diverse as departments - Operations, Human Resources, Commercial, Corporate Social Responsibility, Finance and Procurement - met 4 times during the year to systematically analyse sustainability-related opportunities.

In this report, we present examples of how we are working towards improving health and education delivery, empowering communities as also the various energy efficiency initiatives undertaken at our facilities and the various steps taken towards not just minimizing our impact on the Environment but even replenishing the Planet.

The overarching aim is to add value to products such that it positively affects the society but also the environment and the Indian economy.

Dabur has this year undertaken a detailed mapping of issues material to the organization through a process of Stakeholder Engagement. Using a materiality matrix, these issues were put through objective assessments, and scores were assigned, depending on how they impact the organization, its functioning and its image.

The stakeholder engagement exercise involved key stakeholders like Employees, Communities, Environment, Suppliers, Regulatory Authorities and Consumers. The issues identified by the stakeholders were further mapped with the issues identified by the top management of the Company. The final set of issues is being taken back to various stakeholder categories for a detailed discussion to chalk out our strategy, going forward.



Key Risks & Mitigation Measures



Dabur recognizes that in the normal course of operations, its activities are routinely exposed to the risks that a Fast Moving Consumer Goods (FMCG) company faces today in addition to the global and national macroeconomic risks, and more specifically, the ones related to the Ayurveda-based healthcare space.

Evaluation of opportunities and risks is a constantly evolving field. Over the last two decades, we have voluntarily laid greater attention on matters relating to our corporate social responsibility. The new regulations now make it necessary to implement standardized procedures to enable risk monitoring.

This section describes the various challenges - both business and environment related - that the Company considers important today. Dabur is carefully tracking these issues, besides anticipating any new or emerging trends.

We pro-actively seek to identify, manage and, wherever possible, mitigate these risks to the extent possible. At Dabur, we follow an institutionalised 'Dabur Risk Management Framework' that allows us to identify risks impacting our business and deploy organization-wide processes for managing these risks.

Some of the major risks impacting our business and our stakeholders today and the accompanying mitigation measures are discussed below.

COUNTERFEIT PRODUCTS

The counterfeit or spurious products reaching the market are a big drain

on the entire economy as it creates an unaccounted-for alternative business channel. These products impinge on our intellectual property rights, leading to Revenue loss.

Since people engaged in the manufacturing of counterfeit products do not adhere to any quality checks and use spurious raw materials, they threaten to damage not just the consumer's health, but also the product's brand equity by shattering the trust that Dabur has built over the years.

According to a FICCI Report, the total annual loss of sales to the FMCG (packaged food) sector alone stands at more than ₹ 20,000 Crore. Besides, counterfeit products also cause an annual loss of several thousand crores to the national exchequer. The FICCI study states that counterfeit products result in a loss of ₹ 550 Crore in direct taxes and ₹ 5,100 Crore in indirect taxes to the government from the FMCG (packaged food) alone.

Given the magnitude of the issue and the potential impact on our business, Dabur considers this as one of our prime business risks and actively work towards managing it.

DABUR'S RESPONSE

Dabur has been targeting fake products & packaging manufacturers and label printers in a planned manner. All round the year, we work on devising and executing strategies for targeting fake products and packaging manufacturers and label printers through raids in collaboration with local authorities and our network of business associates.

In the last one year alone, our efforts have led to several raids by local authorities, which have resulted in seizure of counterfeit goods worth several crores of rupees.

The issue of fast-growing illicit trade in counterfeits and smuggled goods requires concerted efforts on part of the entire industry. As members of FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying Economy (CASCADE), we are working with our peers in the industry to address this issue. The committee works together with government entities such as Department of Consumer Affairs, Central Board of Excise & Customs and Economic Offence Wing of Delhi Police, along with industry representatives to create awareness and in finding solutions to this problem by providing a platform for effective engagement.

CLIMATE CHANGE & ENVIRONMENTAL DEGRADATION

Environment and nature are the lifelines of our business, and any risk that threatens these critical elements will invariably have an impact on our business as well. Since we are dependent on nature's bounty for developing our various products, any disruption or variation and uncertainty in agricultural patterns and yields due to climate change can seriously impact our business.

Water is another natural resource that's vital to our operations and any interruption in its availability poses a serious business risk.

Going forward, future regulatory frameworks are expected to may include restrictions on CO2 emissions. The ability of companies to effectively minimize their emission intensity and adopt a low carbon growth path will determine their competitiveness in the market.

DABUR'S RESPONSE

In our efforts to promote Environmental Sustainability, we look at two key aspects. The first: Sustainable and environment

We pro-actively seek to identify, manage and, wherever possible, mitigate the risks to the extent possible.

friendly sourcing of key natural raw materials so that we do not harm the environment. The second aspect is the need to minimize and manage the adverse impact of our existing footprint through treatment, recycling and safe disposal. We believe in not just complying with the laws and regulations, but going beyond the mandates to keep our planet safe for future generations.

Our Bio-Resource Development (BRD) Programme helps Dabur in identifying sustainability issues in our supply chain pertaining to rare species of herbs and medicinal plants which are essential ingredients for making our products. We follow a "bush-to-brand" approach and engage directly with local and small farmers. This allows us to revive these endangered species and also promote sustainable agricultural practices in our supply chain.

In order to manage the environmental risk at each of our locations, we conduct an aspect-impact analysis that assesses the potential environmental risks, post which a management programme is formulated to address the identified significant risk and is executed in time to eliminate that risk.

We have also undertaken various water conservation, process improvement and waste water treatment measures to minimize our impact on fresh water resources. We have attained zero waste water discharge status at 9 of our 12 production units in the country and efforts are underway to achieve the same at the remaining 3 units. By efficiently managing our water requirements through conservation and reuse, we are in a better position to manage risks related to water availability.

Hundreds of trees are nurtured at Dabur's various units and locations.

To reduce the environmental impact, mass tree plantation is also done on 1st January every year. To certain extent, rain water is harvested at our locations and the greater part is recharged in to the ground. This has helped in improving the ground water yield at our locations.

Reduction of carbon footprint is one of the major objectives towards which all the plants of the Company are working on. We are investing in efficient technologies and process improvements and progressively switching to cleaner fuels and are well on course to meet our target of reducing our GHG emissions by 35% by 2015 (as compared to 2011-12).

EMPLOYEE SAFETY

Occupational safety is imperative for making the workplace fit for operations. As a manufacturing concern, we face the risk of accidental workplace mishaps every day. This poses a risk to our employees and our business. We address safety concerns at the workplace with utmost care and target to achieve zero accidents within our premises.

DABUR'S RESPONSE

Dabur is committed to ensuring a safe and healthy workplace for all employees, guests and visitors, by maintaining the highest levels of safety and occupational health standards. All our units have 'best-in-class' infrastructure, competent resources, management systems and state-of-the-art fire and life safety measures, which are regularly monitored. At our offices and units, safety aspects such as Fire Extinguishers, First-Aid boxes, Fire Exits plans etc are in place. Mock drills and awareness sessions are also conducted regularly.

Dabur has over 6,000 employees and their health and well-being is of utmost importance to us. We are committed to providing a safe and a congenial

work environment to all our employees. Safety at the workplaces is given utmost importance. We consider this as our responsibility and our employee's right, and have accordingly framed our Occupational Health, Safety and Environment policy (OHSE) policy.

Dabur's OHSE policy, applicable to all facilities, lays out all aspects of safety to be considered while at work. All our 12 manufacturing locations are already OHSAS 18001 and ISO 14001 certified, with nine of them successfully completing their Surveillance Audit. This standard is the foundation of the overall health, safety and environment framework at Dabur. In relation to safety & risk, HIRA (Hazard Identification and Risk Assessment) Audit is being carried out by EQMS India Pvt. Ltd for all Manufacturing units.

Safety performance is monitored regularly and audits conducted to ensure that deviations pertaining to machine safety, electrical safety and emergency preparedness are checked and compliance ensured in line with both legal and Dabur requirements. Training sessions on safety are conducted for all employees, including contractual workforce on a continuous basis.

As we aim at providing a safe place to work to everyone who works with us, we continuously strive to improve our safety culture.



Our Values

Dabur is committed to its vision of being dedicated to the Health & Well-Being of every household. The company's principles in its journey to achieving this vision statement are detailed below:

OWNERSHIP

This is our company. We accept personal responsibility, and accountability to meet business needs.

PASSION FOR WINNING

We all are leaders in our area of responsibility, with a deep commitment to deliver results. We are determined to be the best at doing what matters most.

PEOPLE DEVELOPMENT

People are our most important asset. We add value through result driven training, and we encourage & reward excellence.

CONSUMER FOCUS

We have superior understanding of consumer needs and develop products to fulfill them better.

TEAM WORK

We work together on the principle of mutual trust & transparency in a boundary-less organization. We are intellectually honest in advocating proposals, including recognizing risks

INNOVATION

Continuous innovation in products & processes is the basis of our success.

INTEGRITY

We are committed to the achievement of business success with integrity. We are honest with consumers, with business partners and with each other.





Ethics, Transparency & Accountability

Dabur is committed to meeting its business needs without compromising on ethics and accountability.

We recognize that the primary purpose of corporate leadership is to create wealth legally and ethically. Ethics and transparency are fundamental pillars which underline our business conduct. As a value-based, socially responsible organization, Dabur is bound to the highest ethical standards in our operations and our behavior.

Dabur is committed to meeting its business needs without compromising on ethics and accountability. Our values (as detailed in the previous section) dictate the way we do business and integrity lies at the centre of this code. We have instituted policies which form the foundation of our Company's commitment towards ethical conduct at all levels.

We are committed to adopt the best practices of Corporate Governance. We also strive to encourage our stakeholders to follow fairness in governance in line with the Company's policy. Dabur has put in place several policies and frameworks to ensure ethical conduct of its business, both among its employees and with its business associates.

CODE OF CONDUCT

Dabur has its Code of Ethics & Conduct, which covers even the Board members, members of the Management Committee in addition to all employees in and above Officer level across all our offices and units, group companies and Dabur's CSR arm SUNDESH. Currently, it does not extend to joint-ventures, suppliers and contractors.

Commitment to ethical professional conduct in their day-to-day activities is a must for every employee at Dabur. This code not only outlines fundamental ethical considerations, but also addresses more specific considerations of professional conduct. The code lists out specific professional responsibilities expected from all members of the Dabur family. These include living the Dabur values each day, knowing and respecting existing laws, observing corporate discipline and being accountable to all stakeholders, among others.

All employees have to read and understand this code and agree to abide by it. The policy is also regularly updated and all employees informed about the same through the Dabur Intranet.

WHISTLE BLOWER & PROTECTION POLICY

Our Direct Touch policy (Whistle-Blower & Protection Policy) is applicable to not just all our employees, but also extends to our business associates. This policy, which underlines our commitment towards robust corporate governance, provides a platform to employees and business associates for reporting unethical business practices at the workplace without the fear of reprisal. It's a platform on which our employees and Business Associates can come together

and help the organization eliminate any malpractices in the system.

The policy also includes misconduct with respect to discrimination or sexual harassment. A dedicated committee consisting of three senior personnel is responsible for addressing each complaint raised. A dedicated team makes recommendations on corrective actions to the management which then acts on it immediately.

Measures have also been put in place to protect the complainant from being victimised or harassed. At the same time, any employee misusing this policy to knowingly make false allegations of alleged wrongful conduct to the Direct Touch Team shall be subject to disciplinary action, in accordance with company rules, policies, and procedures.

The functioning of policy is periodically reviewed by the Audit Committee of the Board of Directors, suitable amendments made as required and the same communicated to all employees.

During fiscal 2013-14, nil complaint was received under the provisions of the Direct Touch policy.

GENDER SENSITIVITY

At Dabur, we promote a healthy and congenial working environment irrespective of gender, caste, creed or social class of the employees. We have zero-tolerance towards sexual harassment and any act of sexual harassment invites serious disciplinary action. Towards this end, Dabur has established a global policy against Sexual Harassment for our employees.

The Company is also committed to promote a work environment that

is conducive to the professional growth of its women employees and encourages equality of opportunity. Dabur is committed to provide a work environment that ensures every woman employee is treated with dignity and respect and afforded equitable treatment.

This Prevention of Sexual Harassment policy allows employees to report sexual harassment at the workplace. An internal complaints committee looks into all concerns of sexual harassment. The committee is headed by a woman.

UNCOMPROMISING GOVERNANCE PRACTICES

Corporate governance and transparency in action are of high priority for Dabur. The Company has not only followed all the legal and regulatory requirements, but also developed corporate governance guidelines for itself.

Ethical business conduct is a key ingredient in our recipe to achieve business excellence and optimize long-term value. As we grow, our operations and activities will become increasingly more complex and maintaining trust with all our stakeholders will invariably require sound governance practices.

This will also require governance systems that can adapt and support the effective management of multiple complex operations, while at the same time retain the core values instituted by the promoters, the Burman family. Corporate governance systems at Dabur have been designed keeping in mind the above. We look beyond the legal and regulatory requirements and internally work towards strengthening our systems.

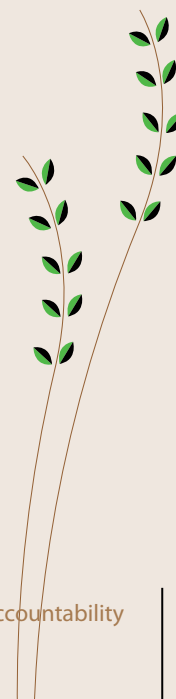
The promoter family believes that they have a trusteeship role to follow both in terms of perpetuating the family business and in preserving and growing the business. The family's representation on

the Board is confined to just 4 members and they provide broader guidance on the direction of the business.

Our corporate governance structure ensures that the Board of Directors is well-informed, well-equipped and empowered enough to perform what is expected from them. Our Board consists of 12 members comprising of the Chairman, who is a Non-Executive Promoter Director, two Executive Directors, three Non-Executive Promoter Directors and six Non-Executive Independent Directors. The composition of the Board (presented in the following table) as on 31st March, 2014 is in conformity with Clause 49 of the Listing Agreement.

COMPOSITION OF THE BOARD

Name	Designation
● Dr. Anand Burman	Chairman / Promoter / Non-Executive Director
● Mr. Amit Burman	Vice Chairman / Promoter / Non-Executive Director
● Mr. Mohit Burman	Promoter / Non-Executive Director
● Mr. Saket Burman	Promoter / Non-Executive Director
● Mr. P. D. Narang	Executive Director
● Mr. Sunil Duggal	Executive Director
● Mr. P. N. Vijay	Independent Director
● Dr. S. Narayan	Independent Director
● Mr. R. C. Bhargava	Independent Director
● Mr. A. W. Paterson	Independent Director
● Mr. Sanjay Kumar Bhattacharyya	Independent Director
● Dr. Ajay Dua	Independent Director



Ethics, Transparency & Accountability

Our Code of Ethics & Conducts extends to the Board members and members of the Management Committee, besides the employees. All the Board members and senior management personnel affirm compliance with the Code of Conduct annually and the same is certified annually by the Chief Executive Officer in our report on Corporate Governance (part of the Annual Report).

Dabur has five Board level committees:

- Audit Committee
- Stakeholders Relationship Committee
- Remuneration cum Compensation Committee
- Nomination Committee
- Corporate Social Responsibility Committee

The CSR Committee of the Board was constituted during the 2013-14 financial year and includes the following Directors:

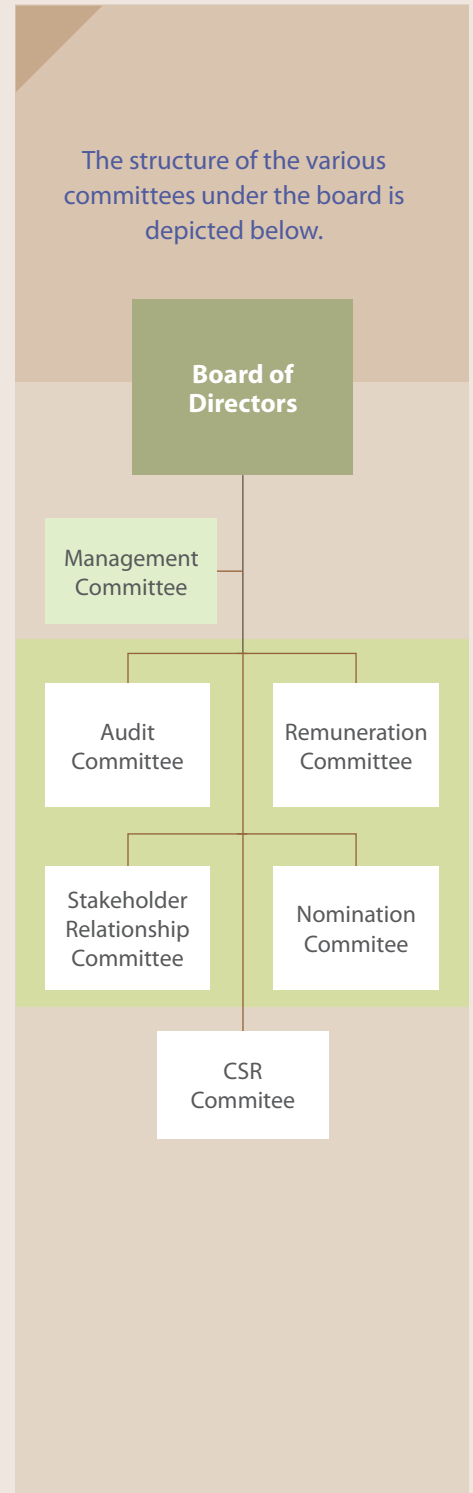
- Dr Ajay Dua
- Mr. Sanjay Bhattacharyya
- Mr. P D Narang
- Mr. Sunil Duggal

During the year, the company also formed a CSR Management Committee

(CSR ManCom) comprising members from across functions like Finance, HR, Operations, Commercial & Manufacturing. A detailed CSR Policy for the Company has been approved by the Board. Details of the CSR Policy are provided in a later section. The CSR Committee of the Board, besides finalizing the Policy, recommends the amount of expenditure to be incurred on the various CSR activities and monitors adherence to the policy from time to time.

In compliance with the SEBI regulation on prevention of Insider Trading, Dabur has instituted a comprehensive code of conduct for its Directors, Management and Officers that lays down guidelines, advises them on procedures to be followed and disclosures to be made while dealing with shares of Company, and cautioning them of the consequences of violations. The code clearly specifies that Directors and specified employees of the Company can trade in the shares of the Company only during 'Trading Window Open Period'. The trading window is closed during the time of declaration of results, dividend and material events, etc. as per the Code. The Company Secretary is the Compliance Officer.

The structure of the various committees under the board is depicted below.





A Billion Smiles

Dabur products touch billions of lives every day. The House of Dabur is home to several brands that are household names across India, brands that generations have grown up with. The consumer trust enjoyed by our brands can be gauged by facts like:

Over
25 Million

Hajmola tablets are consumed every day in India

100 Million
litres

of Real juice is consumed every year in India

Our unwavering focus on quality and safety is why consumers have consistently placed their trust on Dabur products for the past 130 years. From farm to factory, from shelves to our customers' hands, each stage is impeccably executed to ensure our product's safety and optimal resource utilization to minimize the burden on the environment.

Our brands have become household names across the country and connect with consumers across generations. Our distribution network takes the Dabur brand to rural villages with population of as few as 3,000 people. Dabur products are today available across 5.3 Million retail outlets. We strive to sustain and expand our brand footprint by continuing to produce safe and effective products using sustainable processes.

Climate change is on the increase and is shaping our Planet. Sustainability is embedded into every aspect of Dabur's culture and operations. Our aim is to make our own activities more sustainable and encourage our consumers, suppliers and others to do the same. While we aim to continuously grow our business, we

wish to do so in a way that reduces our total Environmental impact.

The Bombay Stock Exchange (BSE) recently instituted a new Index titled 'CARBONEX' evaluating several green operational parameters as well as carbon performance of companies. It is a matter of immense pride that the BSE has included Dabur India Ltd in the S&P BSE CARBONEX, the first of its kind index in India that recognizes companies that are committed to climate change mitigation. Dabur's inclusion in the index is an acknowledgement of the company's ongoing initiatives in sustainability.

COMMITMENT TO QUALITY

We have zero tolerance for any deviation in quality of our products. Our world class research and development (R&D) facilities ensure every product that comes out with the Dabur seal meets the highest level of quality going beyond what is required by the law. We conduct scientific research and third-party clinical trials on our products and their ingredients for the purpose of proving efficacy. Also, all the herbs that



Over
60 Million
dedicated consumers of
Dabur Amla Hair Oil

Over
20 Million KGs
of Dabur Chyawanprash is
consumed every year in India



we use for our Ayurvedic products are compliant with standards laid out by the Ayurvedic Pharmacopoeia of India (API).

We are also consciously working towards making Ayurveda more contemporary and relevant for today's generation through product innovation. Some of the examples are single-dosage sachet of Honitus non-alcoholic cough syrup and flavoured Chyawanprash which has broken the dichotomy of health and taste and already enjoys market leadership. This year, we also introduced the country's first 'No added Ammonia' facial bleach range under the brand Fem.

Our R&D team conducts breakthrough research on natural ingredients and is able to generate patented active ingredients for our unique products. This allows us to market more and more innovative natural products to our consumers.

PRODUCT & PROCESS IMPROVEMENT

The prime purpose of our products is to offer holistic well-being, and we do so in a manner which is socially responsible, environmentally sustainable, ethical as well as affordable to our consumers. Our overarching aim is to add value to products such that it positively

affects the Society, the Environment and the Economy.

Dabur has a strong in-house research wing that follows a 'bush-to-brand' approach. The company has in-house nurseries, which grow several rare herbs that go into various products. This research wing undertakes detailed tests on individual ingredients and products to ensure that the final product meets customer needs and aspirations. This in-depth knowledge about nature and natural ingredients is one of our big strengths, not just while developing efficacious products for our consumers but also for devising ways to recycle and re-use the herbal waste and to effectively conduct life cycle analysis of our products.

The company is already conducting regular and in-depth shelf life studies and devising effective means of disposal without endangering the environment.

PRODUCT LIFE CYCLE SUSTAINABILITY

As a responsible Enterprise, we realize that business will need to lead the transformation towards sustainable growth. Environment continues to be our key focus area and we strive to minimize our burden on natural resources through various resource efficiency initiatives.

Dabur has conducted a detailed Life Cycle Analysis study for three key products - Dabur Chyawanprash, Dabur Honey and Réal to identify risks and opportunities along the entire value chain and, identify steps to be taken to reduce the environment impact of these products. This, we believe, will help further enhance our environmental responsibility efforts.

The study has been completed and we are now in the process of formulating a strategy to put in motion a series of initiatives that would help make each of these products carbon neutral within a stipulated time frame.



A Billion Smiles

ENVIRONMENTAL PERFORMANCE

From planting trees in and around our manufacturing units to conserving water, managing solid waste and reducing energy consumption, we take every possible step towards environment conservation. As an environmentally conscious Company, Dabur continues to innovate and use efficient technologies to bring down our strain on the ecology. Through our various initiatives and efforts, we were able to reduce our Water Consumption by 11%, Energy Consumption by 3% and SO_x Release by 52% in the 2013-14 financial year, across all our manufacturing units in India. What's even more encouraging is the fact that this was achieved despite an increase in production.

For our Réal brand of juices, increasing the stack height of juice packs during transportation resulted in reducing the fuel consumption per MT of product during distribution thereby reducing our carbon footprint. Also, through our partnership with 'TetraPak', we continued on our initiative to recycle the Réal packaging material post consumption.

We strive to reduce the environmental impact of our operations through a combination of energy & water conservation, rainwater harvesting and solid waste recycling. Some sites modified their boilers to use bio-fuels, resulting in significant environmental benefits by reducing the SO_x and CO₂

emission in environment. Carbon and Water Footprint study was conducted for all manufacturing unit and targeted to reduce emission by 35% with the focus on use of renewable resources like bio-mass fuel, Solar Lights, etc. The Company is also getting validation of Carbon Footprint for all Manufacturing locations from TUV NORD carbon services.

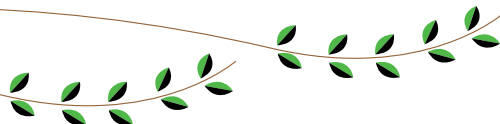
Several other initiatives taken towards reducing the environmental impact of our operations include translucent roofing sheets to use solar light during day time and reduce electricity usage; disconnection of unwanted lights; use of Methane Gas in Herbal Waste Drier; use of RO reject water in vacuum pump and for floor cleaning; steam saving by installing online temperature in ETP Bio-Digester; installation of Solar Street Lights, Solar Water Heater and LED tubelights in place of traditional tubelights. Additional investments of over ₹ 1 Crore were made in energy consumption reduction measures.

The energy conservation measures taken during the year have resulted into yearly saving of approximately ₹ 1.72 Crore and thereby lowered the cost of production by the equivalent amount. These measures have also lead to better pollution control, reduce the impact on environment, reduced maintenance time and cost, improved hygienic condition and consistency in quality and improved productivity.

COMMUNICATING RESPONSIBLY

Dabur displays additional information on product labels to ensure safe and correct usage by consumers. Only scientifically verified information and claims are conveyed on the product label. The additional information on the product label relates to various active ingredients contained in the product, their proven clinical benefits, customer grievance redressal mechanisms, directions for use (including pictorial depiction), safety and caution and varies from product to product.

Customers can also log in to Dabur's corporate website (www.dabur.com) to share their feedback or complaints or seek answers to any query regarding our products or general ailments. All Dabur products also carry a dedicated Consumer Cell phone number, address and email ID, where consumers can reach our executives with feedback, grievances and even queries regarding our products. Ayurvedic practitioners are also available on call to address any queries that consumers may have regarding specific ailments or health related issues.





Caring for the Environment



In India, the coverage of our agronomical endeavour is now covers

15 states



Total area under cultivation is spread over

997 acres

Long before environment consciousness became de rigueur for the corporate world, we, at Dabur, had commenced initiatives to preserve and protect the environs. Today, we have a full-fledged environment management team in place which plans, implements and monitors our various environment management programmes.

Through our Bio-Resource Development (BRD) programme, we identify environmentally sensitive species being used in our supply chain and develop methodologies to address their sustainability concerns. Our BRD teams explore all avenues for domestication and contract farming mode of the identified rare species. We also undertake special training programmes for farmers, villagers and tribal communities across the country to train them on sustainable and environment-friendly cultivation processes.

For procuring these rare species of herbs and medicinal plants which are essential ingredients for making a host of our products such as Dabur Chyawanprash, Dashmularishta, Shilajit etc, we follow a "bush-to-brand" approach and engage directly with the community.

Our continuous engagement with the community has not only helped revive a host of these endangered species, but also helped secure our supply and even establish a sustainable source of livelihood for these forest-based communities. This has also resulted in weeding out middlemen, thereby ensuring higher monetary benefits for the communities, which has improved their lifestyle.

Our agronomical initiatives today cover India and Nepal. In India, the coverage of our agronomical endeavour is now spread over 15 states. Across these states, the total area under cultivation in

2013-14 financial year is spread over 997 acres, a 33% increase over the previous year. This exercise now involves 1,066 beneficiary farmers who have been linked to our program via contract farming mode, an increase of nearly 70% from the previous year. State-wise summary (in alphabetical order) of number of farmers involved under contract farming projects and the respective area under cultivation is given in the chart below.

While we have been working with small & marginal farmers for some time now, this year we moved a step forward and roped in average families in our sustainability initiative. The experiment was undertaken in Kerala, where almost every house has its own kitchen garden where these families grow rubber trees, coconut and a host of spices. We gave 50,000 Pippali climbers to 5,000 families for planting in their kitchen gardens. We also trained them on aspects concerning

S. No.	States	Coverage in acres	No. of beneficiaries /Farmers	S. No.	States	Coverage in acres	No. of beneficiaries /Farmers
1.	Andhra Pradesh	75	20	9.	Odisha	Forest-based	750
2.	Arunachal Pradesh	23	32	10.	Punjab	Forest-based	70
3.	Chhattisgarh	Forest-based	10	11.	Rajasthan	187	173
4.	Gujarat	15	33	12.	Tamil Nadu	55	150
5.	Himachal Pradesh	137	174	13.	Uttarakhand	128	163
6.	Kerala*	15	41	14.	Uttar Pradesh	225	151
7.	Madhya Pradesh	Forest-based	50	15.	West Bengal	35	40
8.	Maharashtra	102	89				

*Homestead gardens are used in Kerala and the beneficiaries are individual families.



Our agronomical initiatives today benefit

1,066 farmers

plucking the spikes and drying techniques. When the spikes are ready, Dabur buys back the dry spikes from these families, resulting in additional income for these households.

Dabur's Bio Resources Development programme actively encompasses the forest based tribal communities. Under this programme, the company promotes their skills in sustainable harvesting and in-situ quality management. This programme is currently operational in four states viz. Chhattisgarh, Madhya Pradesh, Odisha and Punjab with Punjab being a new state added during the review period. This component programmes cover a total of 880 households this year. These beneficiaries supply 11 forest-based Medicinal & Aromatic Plants (MAPs).



These species are:

1. Dhat ki Puspa
2. Bahera Chilka
3. Haritaki Chilka
4. Amla Dry
5. Palas Beej
6. Agnimonth
7. Satawari
8. Arjun chhal
9. Punarnava
10. Kutaj Chhal
11. Jiwanti



We gave

50,000

Pippali climbers to

5,000 Families

for planting in their kitchen gardens in Kerala.

We engage tribals through a nodal agency/NGO to collect these identified MAPs in a sustainable way from the forest. The tribal communities are trained by the social mobilisers on sustainable and eco-friendly manner of collection as well as post-harvest practices. And all this is conducted through fair trade mechanism/practices. For instance, if the flower of a particular MAP is required, the tribal communities are trained on how only the identified part should be collected so that the rest of the plant would not be damaged. In the case of Dhat ki Puspa, for instance, the local Orissa tribals have been trained on all aspects from when to collect, what to collect, how to store, when to supply.



Caring for the Environment

This direct engagement with tribal communities has helped eliminate the middlemen, resulting in higher income for the communities. For instance, the middlemen were earlier engaging in a barter system with the tribal communities wherein the tribals were given merely a pack of salt for their entire collection. Since our intervention, the tribal communities are getting monetary compensation for their collection, which has helped improve their livelihood.

Continuing this spirit, Dabur Nepal embarked upon a unique initiative this year. Involving Community Forest User Groups (CFUGs), it has taken up the cause of an important medicinal tree species native to Himalayan Nepal viz. Tomar Beej. Largely used for its unique properties in Oral health, Tomar seeds are conventionally collected from a thorny tree, *Zanthoxylum alatum*- the populations of which are dwindling rapidly. Under the programme, CFUGs were trained in sustainable harvesting and were provided simpler tools to do so. Also, the communities are encouraged to promote the populations of the species by providing high-quality saplings produced in Banepa green house.

The various farming projects mobilised over **523 MT of medicinal plants** from both forest-based and agronomy initiatives in 2013-14. On a weighted average basis, the BRD programme now contributes 32% of the total volumes for these species.

Considering the diversity of species traditionally used in Ayurveda, the Bio-Resources Development programme needs to be dynamic and futuristic. This year, the company has embarked on an ambitious programme to conserve and sustain two more Himalayan species- normally occurring in altitudes above 10,000 feet above mean sea level. The first one, Ratanjyot is used in skin care and products like Lal tail and the second one, Jatamansi is a prized herb addressing the neurological conditions. For this purpose, Dabur has established two new research stations in Lahoul Valley of HP and in Bampa village near Niti Pass in Uttarakhand. Our scientists are optimistic to see the success of their endeavor in near future.

Some other unique projects undertaken in 2013-14 are presented below.



Project 1: BACK TO NATURE

Given the fact medicinal plants form the core of herbal remedies used in Ayurveda, Dabur had established two state-of-the-art greenhouses in Nepal (Banepa) and India (Pantnagar) dedicated exclusively towards production of elite quality planting material (QPM) for medicinal plants. Moving forward on this initiative, Dabur this year set up a new nursery and demonstration site in Alpine Herbs Research Centre in Beeling, Lahaul valley, to cater specifically to cold-desert medicinal plants.

Spread over 5 acres, this base serves as a resource centre for planting material. We have started cultivating some key cold region specific herbs like Kuth, Atish, Pushkarmool, Jatamansi, Ratanjyot, Kutki, Sugandhbala at this centre. Operated under our 'Plants for Life' project, this nursery maintains highly critical

environmental parameters required for their survival.

As in the case of our greenhouses in Banepa and Pantnagar, Dabur has created a unique collaborative effort between the local communities through this project too and is working towards sustaining the livelihood of mountain people, providing them with a source for raw materials as also conserving the natural resources of this fragile ecosystem.

The saplings grown at this nursery is given to the local farmers and the harvested crop bought back by Dabur at prevailing market prices. Going forward, we will also start hosting training programmes at the centre for local farmers.



Project 2: DESERT BLOOM



From the cold mountain deserts of Himachal to the hot plain deserts of Rajasthan, Dabur's green initiatives today cover both extremes. In the Thar desert area of Rajasthan (covering Barmer, Jaisalmer & Jhalor), we have initiated cultivation of medicinal plants like Shankhpushpi, Agnimonth, Mulethi and Jivanti. For this initiative, Dabur has joined hands with Krishi Vigyan Kendra (KVK) of Barmer, through an NGO, and have set up a demo-site within the KVK premises.

The project involves marginal farmers directly, and we train them on scientific methods of collection and good

agricultural practices. The performance of these crops has far exceeded our expectations, both in terms of growth and phytochemical content. For two of the four identified species, we have already achieved commercial volumes and we are well on course to add one more species to this list next year.

Given the water scarcity in the region, we have introduced drip irrigation for the cultivation of medicinal plants in a demonstration scale, a first in the desert region.

Project 3: FOREST TO FARM



Prishniparni is a key herb ingredient that goes into the preparation of Dashamoola. Market trends show that two botanical entities - *Uria picta* and *Psuedarthria viscida* - are traded under the name of Prishniparni. The former is classified as 'vulnerable' from the perspective of its conservation, and has reportedly vanished from the lower Gangetic plains.

Given this criticality, Dabur's Bio-Resources Development group developed a plan to identify potential germplasm having requisite attributes like Sodium tolerance, phytochemical profile and genetic stability, and elite germplasm was selected for in-farm development. The saplings have

resulted in better yield and stand when transplanted.

The final product, selected on basis of phytochemical and genetical profile, was multiplied by vegetative and micropropagation techniques to produce sufficient stock for pilot scale cultivation trial. Trials conducted optimised the agronomic package, which resulted in successful commercial cultivation yielding elite quality raw material. The selected accession is presently being cultivated on 13 acres of land at District Kushinagar, Uttar Pradesh.

People First

Employees are our most active agents of excellence. At Dabur, we believe that a healthy and happy workforce boosts productivity, builds the organization's positive culture, assumes responsibility, and galvanizes innovative spirit.

We are fully committed to doing all that is necessary to make Dabur the best place to work for. We continue to invest in our people, improving our workforce diversity, ensuring employee satisfaction and maintaining constructive relationships with labour unions. Investing in our key assets, our people, is an investment that has helped Dabur emerge as one of the most preferred employers in India. The welfare and safety of our employees are integral to our vision of building a flexible and agile organization with world-class capabilities and a high-performance culture.

At Dabur, we measure growth not just in terms of the value we deliver to our customers, but also in terms of the growth of our employees. We believe that the welfare of our employees is integral to our vision to become a vibrant organization. We have also inked a plethora of policies for well-rounded development of our people.

Dabur has a dedicated and an inspired workforce of more than 4,000 in India and about 2,200 in our overseas operations. In addition, we employ over 6,000 people on short-term assignments.

Attracting talent is a key challenge for any organization. Dabur continues to strengthen its reputation and has fast emerged as a preferred employer not just in the FMCG industry but across India Inc. Our efforts do not just end at attracting the best talent. To retain high quality manpower, and to drive the business efficiently, we provide our people with a variety of training courses to improve their working skills. Furthermore,

health and safety are essential for all members of the Dabur family.

GROOMING OUR FUTURE LEADERS

Our Human Resources (HR) team takes continuous guided efforts in nurturing talent, inculcating business acumen and skills in employees and ensuring their growth into well-rounded and motivated individuals. Training and professional skill development for all employees is one of the priorities of Dabur's HR policies.

We place a strong emphasis on identifying and developing tomorrow's leaders. Dabur's talent management strategy is focused on creating an in-house talent pool of well equipped potential business leaders of tomorrow. Our Career Development Centre (CDC) has been specifically instituted for providing career development and advancement opportunities for our employees.

CDC works like a training-cum-assessment process carried out by a panel of internal and external members wherein the candidates nominated by line managers undergo a set of trainings and simulated practical tests. CDC helps us identify and reward talent and allows us to look internally for filling senior level positions, rather than laterally, which is a common practice across the industry. The process runs with complete transparency and feedback sessions are organised for both successful and unsuccessful candidates.

REWARDING OUR EMPLOYEES

Our HR team works in collaboration with business operations and helps in designing and enhancing performance parameters for each employee across our organization. We have put together a system to undertake professional appraisal of our employees known as the Contribution Enhancement Plan (CEP).

It is based on a process of dialogue between managers and associates during regular reviews. These reviews make it possible to define personal goals for each employee and to evaluate progress toward reaching those goals. They also provide an opportunity to determine individual development plans and the related training that will be necessary to maintain the performance and employability of each individual and to prepare their professional development.

The success of the system lies in its ability to trigger a candid and professional discussion between the reviewer and reviewee where areas of strength, improvement and achievement are clearly communicated.

Through our rewards and recognition programme 'Applause', we further motivate our employees to innovate and improve their performance by providing immediate recognition to their efforts beyond normal monetary rewards.

Various awards presented under the Applause scheme are:

Rising Star:

Most promising newcomer award.

Trailblazers:

Employee of the half-year.

Honors Club:

Employee of the year.

SPOT Recognition: On the spot recognition for wonderful job done.

Eureka:

An Idea Generation Award





Dabur is a firm believer that **women are the change makers in society**, offers equal roles and responsibilities to its women employees.

TRAINING & DEVELOPMENT

At Dabur, we firmly believe that that continuous development is necessary to enable all employees to face challenges and changes. In line with this belief, many training programmes are organised to continuously bring out the best in our employees and develop their talents. At every stage of an employee's career, we promote and organise regular training sessions.

Employee development and training is, in fact, the key to achieving an environment of excellence at Dabur. We follow a scientific process for identification of training needs, which emphasises linkage between performance assessment and training delivery. Training needs are identified through self assessment and by immediate superior, programmes with business linkages and using Critical Incidents methodology.

Keeping in mind the needs of different trainee groups, we employ a mix of diverse delivery media to deliver training to our people such as classroom training, outbound training, web-based training and audio visual training.

Leadership development continues to be one of the key initiatives of the Company. Globally acclaimed programs are taken up on regular basis under this initiative and exposure given to identified talents. Our LEAD (Leadership Excellence @ Dabur) programme, launched in 2011, is now being rolled out for the next fifty of our top leaders.

This process is being conducted with the help of a global HR consulting firm. Over the years, this initiative has helped us develop a Dabur Leadership Framework for analyzing and addressing individual and team performance development opportunities.

For the first time, Rural SPORT (TSolution Selling; Proactiveness; Objectivity; Relationship; Trust), a unique Audio Visual-based in-house training program for rural workforce was conducted across all the

zones. It demonstrates a person making a sales call, capturing at every step the right and wrong actions. This AV-based approach ensures that the training delivery is very user friendly. SPORT has been selected to receive the ASTD (American Society for Training & Development) Award for Excellence in Practice Citation in the Organizational Learning and Development category.

In all, over 50 training and skill upgradation programmes were organized during the year for skilled and unskilled employees.

WORKPLACE FLEXIBILITY

We recognize the need to create a workplace that respects a healthy work-life balance and takes complete responsibility for ensuring a work environment that is conducive to employees being able to give their best. In fact, Workplace Flexibility is fast becoming the need of the hour and replacing the concept of Work-Life Balance at workplaces, thanks to the growing number of young employees in any organization.

Flexibility is more important to work-life balance than working hours, and, we believe, it can contribute to productivity among employees. People are most engaged at their workplaces and also deliver better results when they have the everyday flexibility they need to meet the demands of their professional life and accomplish the things they identify as priorities outside of their career.

At Dabur, we have designed certain work rules that provide flexibility to our workforce, especially our female colleagues.

These include:

- 5-day working week at the corporate office
- 2nd & 3rd Saturday off in Zonal offices
- Maternity benefits for all women employees
- Special approval is given on case-to-case basis for working women in case of any special requirement pre- and post-delivery

- Employees are entitled to take special occasion leave on account of marriage anniversary/birthday
- Male employees are granted paternity leave on birth/adoption of a child

On a case-to-case basis, we have also started permitting employees, who enter into a relationship at the workplace, to continue working in the organization even after marriage. These rules enable our employees to feel that they are paying attention to all the important aspects of their lives and better managing their responsibilities outside of work.

SAFETY FIRST

Occupational health and safety is a basic, yet critical, element that makes the workplace fit for operations. Safety for us is a prerequisite for sustainable business. The Occupational Health, Safety and Environment policy (OHSE) policy at Dabur, applicable to all facilities, ensures this message is conveyed throughout the organization.

Moving forward on our target to certify all manufacturing units with the Integrated Management system OHSAS 18001 and ISO 14001, Dabur has got external accreditation for all twelve manufacturing location by TUV NORD, nine of which have successfully completed their Surveillance Audit. Training sessions on safety are conducted for all employees, details of which are given in below:

% OF EMPLOYEES GIVEN SAFETY TRAINING DURING 2013-14 IN OUR MANUFACTURING FACILITIES

Permanent Employees	100
Permanent Women Employees	100
Casual/Temporary/Contractual Employees	100





We aim for zero accidents and ensure safe working environments by maintaining a well-established system of reporting accidents and incidents, besides competent investigation of accidents and incidents, identifying systematic safety deficiencies to put preventative measures in place and sharing safety lessons learned as also the best practices through the exchange of safety information. New initiatives are introduced regularly for continual improvement in safety performance.

To ensure focus and delivery of OHSE activity, Dabur conducted the 2nd National Safety Meet at the manufacturing level with a greater focus on building a safety culture such that the expectations are clear, people trained, interventions welcomed and consequences understood. One key to build an engaged safety culture is through safety behavior and hazard observation. The tools we use at Dabur to register safety behavior / Hazard Observation is called SBO, which is recorded through the in-built software called 'SURAKSHA'.

PROMOTING GENDER DIVERSITY

Dabur is a firm believer that women are the change makers in society, offers equal roles and responsibilities to its women employees and do not discriminate on the basis of gender. We value every individual and are committed to protect the dignity and respect of every individual. An equal opportunity employer, Dabur believes in diversity in the true sense and our practices seek to address needs specific to the development, engagement, growth and retention of women employees. Policies have even been framed for promoting an inclusive workplace, where the potential of our women employees is leveraged and every woman feels valued, heard and fully involved with the Company.

We are dedicated to identifying obstacles in attracting and retaining women employees and address these in a participative

manner. We have taken several steps towards encouraging women and enhancing workforce diversity, including our initiatives on work-life balance focused on women. Special programmes are also organised on International Women's Day across all our offices to celebrate and reward our women employees.

Currently more than 6.5% of our permanent employees and a majority of our brand managers across categories are women.

EQUAL OPPORTUNITIES

Dabur is committed to promoting diversity among teams in the broadest sense possible (in terms of gender, age, training, origins, disability, etc.) in order to improve performance and become increasingly innovative and competitive.

The organization does not employ nor encourages forced, bonded or child labour and conducts proper checks and audits to ensure that our contractors follow our example. At Dabur, all employees are of equal value. Nobody shall be discriminated at recruitment, compensation, transfer or promotion, on the basis of race, colour, sex, religion, political opinion, national extraction, social origin, sexual orientation or age.

At Dabur, every individual is expected to treat his/her colleagues with respect and dignity. This is enshrined in our values and in our Code of Ethics & Conduct. Our Direct Touch (Whistle-Blower & Protection Policy) policy provides a platform to all employees for reporting unethical business practices at workplace without the fear of reprisal and help in eliminating any kind of misconduct in the system.

The policy also includes misconduct with respect to discrimination or sexual harassment. In 2013-14, we did not receive any complaint relating to child labour, forced labour, involuntary labour or sexual harassment.

FUN@WORKPLACE

At Dabur, we believe that Happy & Healthy employees are key to creating a

progressive organization. Blending fun with work goes a long way in enhancing employee motivation and productivity, besides reducing stress. Moving forward on this thought, we try and create an environment that not just encourages our employees to grow their careers and get things done, but also have fun.

Dabur has been, at regular intervals, organising employee engagement events and fun outings that create a culture where employees feel connected and valued. We have established a lounge area within the campus which also serves as an informal meeting area or relaxing zone. Employees can use this zone to unwind between work or hold an informal brainstorming session. A Pool table has also been set up within the campus to help the employees refresh themselves after a hard day at work.

We also try to blend health & wellness into their work experience employees and recently conducted yoga sessions for our employees. The employees were taught simple yoga exercises and breathing techniques that they can do sitting at their workstations to destress themselves. Such initiatives, we believe, make them healthier and happier in their work, and therefore more productive.

OPEN DOOR POLICY

We benefit manifold by listening to what our employees have to say about us as an employer and what more can we do to make Dabur the preferred employer and the best place to work at. We conduct employee satisfaction surveys on an annual basis through an independent third party. At Dabur, we follow an Open Door policy under which any employee can walk up to the HR department at any time with any query or grievance.

ENGAGING WITH CONTRACTUAL WORKERS

As almost half of our employees work with us on a contractual basis, we are equally committed to them as we are to our permanent employees. Our contractual workforce is entitled to the same standards as their permanent counterparts with respect to safety, compensation, training and capacity building. They are expected to abide by our code of conduct and are also entitled to utilise the Direct Touch policy. Our training and development programmes also cater to our contractual workforce.

Stakeholder Engagement

As a leading publicly listed consumer goods Company, Dabur is cognizant of its responsibilities to its shareholders.

We pride ourselves in our open and transparent handling of relationships. Our governance framework enjoins the highest standards of ethical and responsible conduct of business to create value for all our stakeholders.

We believe that the definition of a progressive organization is complete only when it covers long-term progress for all its stakeholders. With this guiding principle, Dabur carries out its business activity in close collaboration with numerous stakeholder groups – Employees, Shareholder / Investors; Business Associates (network of suppliers, stockists and dealers); Consumers; and Local Communities - who make up the Company's day-to-day business environment. Dabur is also in constant contact with regulatory authorities and healthcare professionals, besides creating partnerships with a number of NGOs, especially for reaching out to the needy & underprivileged sections of the society.

We have installed robust mechanisms to continuously engage with all our stakeholders, both internal and external. This helps us in identifying their needs and priorities and allows us to serve these needs accordingly. We are 100% accountable to our stakeholders and continuously strive to develop our capability for fostering mutual growth that is both inclusive as well as enduring.

OUR EMPLOYEES

For Dabur, employees are the most important asset. They form the backbone of our Company and are an integral part of who we are. The growth in our human capital in terms of quality and quantity

is the reason we have surpassed our targets, every time. Our engagement with employees is meant to strengthen their ties with the organization by operating as a family and to grow as professionals and individuals to be able to excel in their respective roles.

Dabur adds value to its employee engagement initiatives through result-driven training, and encouraging & rewarding excellence. Through our career development initiatives and other informal modes of engagements (fun and recreational events), we make sure our employees stay driven and engaged and are able to play their roles in Dabur's growth story.

We also introduced the concept of Town Hall meeting this year, offering our employees a forum for interaction with the CEO and the top management at Dabur. The purpose of this meeting was to share with the employees the overall business perspective and other key information of common interest, and give them an opportunity to direct ask questions and seeks clarifications from the management on various matters.

OUR SHAREHOLDERS/ INVESTORS

As a leading publicly listed consumer goods Company, Dabur is cognizant of its responsibilities to its shareholders. Our relationship with them is built on trust and transparency and the same is reflected in our practices while engaging with them.

Dabur puts forth key information about the Company and its performance,

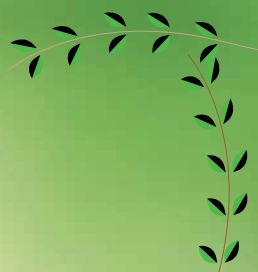
including Annual Report, Quarterly Results, official News Releases, and investor presentations, on its website www.dabur.com, regularly for the benefit and information of our investors and the public at large.

During the year, the quarterly results of the Company's performance have been published in leading newspapers such as 'The Economic Times' and 'The Times of India' in English and 'Nav Bharat Times' in vernacular.

We also encourage our retail investors to reach out to us through our Annual General Meeting (AGM) or simply through the investor centre via email (investors@dabur.com). Ever since our listing, we have also been conducting an online Investors Satisfaction Survey to understand our investors' requirements and satisfaction levels. This helps us in improving our standards of service, communication and disclosures to our valued investors.

We have a dedicated committee to look into shareholder complaints and grievances regarding issues such as transfer or credit of shares, non-receipt of dividend/notices/annual reports. Such robust systems allow us to identify, prioritise and address the needs and concerns of our shareholders to continuously improve investor relations and further solidify the trust that binds us. During the year, 28 investor complaints were received and all of them were successfully resolved.





At Dabur,
we consider
our business
associates
- suppliers,
stockists and
distributors
as
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and we remain
committed to
maximizing
value for them.

OUR BUSINESS ASSOCIATES

At Dabur, we consider our business associates – suppliers, stockists and distributors - as partners in our success and we remain committed to maximizing value for them. The trust that our business associates place in us is key to our success. We recognize that we must responsibly deliver on the promises we make to retain that trust.

Dabur encourages its suppliers, stockists and distributors to support various initiatives taken by the Company towards its business responsibility. We have instituted both formal and informal channels to engage with our business associates to ensure mutual growth, which is critical for the inclusive growth story we are trying to write.

In addition to regular store visits by our sales, regional managers and business heads, we have open sessions for discussions where our senior management also engages with them on a year-to-year basis, exemplifying the Dabur commitment.

We constantly strive to meet their expectations and even deliver ahead of expectations without compromising our other values. Our Direct Touch policy, for instance, provides them a platform to report unethical business practices at the workplace without any fear of reprisal. We also regularly organise training sessions, meets, corporate events, reward programmes to stay in touch with our business associates. This ensures a two-way communication wherein we can inform them about Company level

Stakeholder Engagement

Meaningful engagement with our customers helps us communicate the message and purpose of our brands more clearly.

updates and seek information about their specific needs and concerns. Our quarterly newsletter - Connexions - which is an additional avenue to stay engaged with our business associates, has been a great success.

OUR CONSUMERS

Our customers put their trust in our ability to deliver high quality, affordable and highly efficacious products that give them holistic health & wellness. This trust is based on our strength in effectively combining the knowledge of Ayurveda and modern science to develop these products.

Our sustained customer relationship improvement measures, continuous refinement in product delivery as also increasing customer touch points at all levels of the organization have enabled Dabur further enhance this relationship.

Continuous appreciation by means of consumer recognitions and awards as well as sustained improvement in customer satisfaction is testimony to our focus on improving customer relationships systematically.

Meaningful engagement with our customers helps us communicate the message and purpose of our brands more clearly and also keeps us on the pulse of what the consumer wants. We engage with our customers throughout the year through various initiatives such as our mass awareness campaigns (Immune India, Oral Hygiene camps, Health Camps etc), informative sessions and other promotional events.

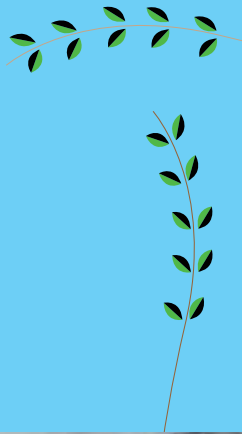
The year 2013-14 also saw Dabur invest in creating content warehouse for its brands

by developing new interactive portals addressing Oral Care, Skin & Hair Care and Health Care categories. In order to create a virtual content pool and further taking this content to consumers using digital media like YouTube, Facebook etc. Dabur has taken Beauty, Health & Wellness to the digital world with four dedicated portals - www.daburmediclub.com, www.liveveda.com, www.mybeautynaturally.com and www.daburdentalcare.com recently. www.daburmediclub.com is aimed at connecting and creating a network of medical professionals, both Ayurvedic and Allopathic and disseminating information regarding various Ayurvedic and health care products from Dabur. This portal also provides medical professionals an easy access to the various clinical and pre-clinical trials/ studies conducted on various products and medicines from Dabur. Our other portal, www.liveveda.com is an effort to reach out to consumers who are increasingly taking to the digital world to seek information about not just general health and wellness, but also consultation and remedies for common ailments. An increasing trend is fast developing in India where consumers are seeking solutions to ailments and looking for scientific information on healthcare issues on the Internet.

Similarly, www.mybeautynaturally.com has been developed with the intent to connect with the digitally active consumers seeking advice on beauty products and beauty tips, while www.daburdentalcare.com seeks to regularly interact with consumers, addressing their oral health queries and disseminating information regarding

oral hygiene besides offering oral care solutions. The content like do-it-yourself videos, natural beauty and healthcare tips, recipes, customized contents etc in these portals would further be used to connect, communicate and engage with the consumers through YouTube and other social media platforms. These web initiatives have helped us better connect with the younger generation.





We have a dedicated customer cell to resolve any customer concerns or queries related to our products. We also conduct customer satisfaction surveys and blind product tests to stay on top of our customers' needs.

LOCAL COMMUNITIES

Through our CSR arm - Sustainable Development Society (SUNDESH) - we strive to have a positive impact on the communities that surround our operations. We develop and deploy need-based community programmes in the areas of health, education, skill development, sanitation, livelihood, financial inclusion and empowerment through formation of Self Help Groups (SHGs), village development and veterinary services.

All our businesses and manufacturing units continuously engage with these communities through surveys and focused meetings. This is done to gauge the needs, priorities and expectations of the local community. Initiatives are thus designed and delivered in a transparent manner in line with inputs from the community itself.

REGULATORY AUTHORITIES

Our engagement with regulatory authorities gives us an opportunity to both promote as well as protect the interest of our stakeholders and our industry at large. We are a member of several industrial and trade bodies and through these bodies we actively contribute to relevant public policy matters. In the past, we have participated in forums pertaining to themes such as corporate governance, consumer interest and counterfeiting.



Protecting Human Rights



Dabur values the rights of individuals and it is demonstrated in our policies and Code of Conduct for management staff, executives and non-executives. We recognize the need to protect basic human rights of all our stakeholders across our operations and also the role that businesses can play in enforcing this protection at a scale that goes beyond the walls of our Company. The terms of contract for services availed from contractors and other suppliers for the Company also requires adherence to all labour laws.

Our Code of Ethics and Conduct covers issues such as bribery and corruption, fraud, insider trading, human rights and discrimination. They include a commitment to conducting our business in an ethical manner with due regard to the interests of our stakeholders.

As an organization, we respect Human Rights at the workplace and follow best international practices, which ensure the freedom of association, prohibition of child labour, protection of indigenous rights and prohibition of forced and compulsory labour. We believe that a sustainable organization rests on a foundation of ethics and respect for Human Rights.

We firmly follow the equal opportunity principle and there is absolutely no discrimination in respect of caste, creed,

gender or any other factors. Employees are hired and rewarded purely on merit.

At Dabur, issues related to human rights are covered under the Code of Ethics & Conduct and the Direct Touch Policy (Whistle Blower & Protection Policy). The Direct Touch Policy applies not just to employees (employees in and above Officer level) of the Group (including SUNDESH, the CSR arm of Dabur), but to business associates (suppliers, stockists and dealers) as well.

Our Code of Ethics & Conduct lists out general moral imperatives that embody the importance of respecting and protecting each other's rights. We are committed to providing a safe and congenial work environment to all our employees. We consider this as our responsibility and our employee's right and have accordingly framed our Occupational Health, Safety and Environment policy (OHSE) policy applicable to all our facilities. Moving forward on our target to certify all manufacturing units with the Integrated Management system OHSAS 18001 and ISO 14001- Occupational Health, Safety and Environment, Dabur has got externally accreditation for its twelve (12) manufacturing location by TUV NORD and nine (9) manufacturing units have successfully completed their Surveillance Audit. This standard is the foundation of the overall health, safety

and environment framework of Dabur.

The Code of Ethics & Conduct and the Direct Touch Policy discourage violation of human rights and provide a fair and transparent mechanism for reporting any such violation. The Direct Touch team consists of three senior personnel who investigate the complaint and recommend a corrective action to the management within 30 days of the receipt of disclosure. The management acts immediately based on the recommendation.




In case of non-response, the employee or business associate can directly approach the chairman of the Audit Committee. The system is designed to ensure confidentiality and protect the complainant from being victimised. False allegations are also dealt with disciplinary action in accordance with Company's rules, policies and procedures. The Direct Touch team maintains a log of all disclosures received and reports the summary of such disclosures and action recommended/taken to the Audit Committee on a quarterly basis.

Through compliance with applicable labour laws and the Dabur Code of Conduct, we ensure that human rights are not violated in the conduct of business. No complaints were received pertaining to human rights violation during fiscal 2013-14.



EXCERPTS FROM OUR CODE OF ETHICS & CONDUCT

*"As employees of Dabur, we will...
... Contribute to society and human well-being*

This principle concerning the quality of life of all people affirms an obligation to protect fundamental human rights and to respect the diversity of all cultures.

-  Avoid harm to others
-  Be honest and trustworthy
-  Be fair and take action not to discriminate

The values of equality, tolerance, respect for others, and the principles of equal justice govern this imperative. Discrimination on the basis of race, sex, religion, age, disability, national origin, or other such factors is an explicit violation of this code.

-  Practice integrity in our inter-personal relationships
-  Honour confidentiality"

Our Commitment to a Green Tomorrow

Dabur aims to be a leading company in environmental protection.

We embrace environmental sustainability as part of our overall strategy and business values. Numerous initiatives have been put in place to ensure that we do our part to ensure that we do our part to create a cleaner, healthier environment for future generations. The steps undertaken by Dabur over all aspects of our business and involve our senior management team, employees, suppliers, partners and consumers.

At Dabur, we value nature's bounty. Without the fruits of nature, the vision of Dabur – dedicated to Health & Well-being of every household - would never have been fulfilled. And that is the reason for our unfailing commitment to ecological conservation and regeneration. Dabur aims to be a leading company in environmental protection. We recognize the importance of evaluating our value chain's use of ecosystem elements as well as our emissions to the environment.

Being in the business of nature-derived products and given our dependence on rare herbs and medicinal plants, we have been practising responsible ecological management for years. Managing natural resources sustainably comes naturally to us and we encourage the same across our value chain.

Our policies, systems and practices are all geared towards continuously monitoring, assessing and managing our environmental footprint and in figuring out innovative ways to return back to nature the value it lends to us.

Dabur takes pride in positioning itself as an ecologically sensitive organization. We are continually investing in new technologies, implementing process improvements and innovating. To make progressive strides and guide us in our endeavour, we have deployed a dedicated team for devising and implementing strategies for managing these risks and opportunities.

As a result of their efforts, 11 of our manufacturing units are already ISO 14001 certified for Environment Management Systems. We have also set concrete targets that we aim to fulfill by 2015:

- To reduce our GHG emissions by 35% considering 2011-12 as the baseline
- To achieve carbon-neutrality in the life cycle of Chyawanprash, Honey & Real Juice
- To increase our renewable energy portfolio by 25% as compared to 2011-12
- To improve energy efficiency by 20% as compared to 2011-12
- To distribute 10% of our product through rail
- To increase use of bio friendly material in packaging by 25% as compared to 2011-12.

MANAGING ENVIRONMENTAL RISK

Our environmental agenda clearly aims at reducing the environmental impact of our operations. This is further reinforced by a sound environment management programme practiced across all our units. This combines energy & water conservation, rainwater harvesting and solid waste recycling.

Some manufacturing sites modified their boilers to use bio-fuels, resulting in significant environmental benefits by reducing the SOx and CO2 emission. We have undertaken the Carbon and Water Footprint study for all manufacturing units and taken the target to reduce emission by 35% with the focus on use of renewable resources like bio-mass fuel, Solar Lights, etc. To reduce the impact of our products on the environment, we have completed the Life Cycle Analysis study for three key products – Dabur Chyawanprash, Dabur Honey and Réal. Further, we have also undertaken a mass tree plantation drive on January 1.



Our broad environmental agenda focuses on the following:

Product	Climate Change	Air Emission
We apply a product life cycle approach to improve the environmental impact of our products	We are committed to reducing GHG emissions by improving energy efficiency, switching to cleaner fuels and investing in renewable sources	We aim to control and reduce greenhouse gases by using efficient technologies and best practices
Energy Saving	Distribution	Packaging
We are pursuing energy efficiency in our factories and increasing the amount of renewable energy we use	We are aiming to optimise the transport and warehousing of our products to minimise greenhouse gas emissions	We strive to reduce the weight and volume of the materials we use for packaging, support initiatives to recycle and use recycled materials



We have undertaken the Carbon and Water Footprint study for all manufacturing units and taken the target to reduce emission by 35% with the focus on use of renewable resources like bio-mass fuel, Solar Lights, etc.



Our Commitment to a Green Tomorrow

Dabur aims to be a leading company in environmental protection.

LEVERAGING TECHNOLOGY

As a responsible Corporate Citizen, Dabur strives to be at the forefront of investing in efficient technologies and process improvement measures that help us emerge a greener and more environment-friendly organization. We have started using Bio Gas generated through our Effluent Treatment Plants to replace piped natural gas (PNG) at our manufacturing units. We also use agro-based waste as a fuel in our units for steam generation. We have now achieved 100% usage of herbal waste as boiler feed at our units.







In March 2014, we have started trials for alternate fuel called Bio-LDO Light Diesel Oil (made from vegetable oil) for our boilers. This would replace high speed diesel (HSD), made from petroleum.

We have also replaced traditional street lights with solar street lights, besides installing energy efficient lighting fixtures and translucent roofing streets to use solar light during day time, thereby reducing electricity usage.

It is because of these initiatives and various other energy efficiency initiatives that we have been able to achieve significant reduction in our absolute energy consumption (3%) and bring down our SOx release (52%) across all our units, despite an increase in production. Energy conservation is an ongoing process for us and we continue to implement our learning across our manufacturing units.



Some other energy conservation initiatives undertaken during 2013-14 were:

-  Timer put on package air-conditioners
-  Use of methane gas in herbal waste drier
-  Use of RO reject water in vacuum pump & floor cleaning
-  Steam saving by installing online temperature in ETP Bio-Digester
-  Installation of LED tube-lights
-  Installation of Solar water heater

WATER CONSUMPTION - MAKING EVERY DROP COUNT

Water is essential for our business and its sustainable supply is vital for sustaining life and also our operations. Our priority is to use resources such as water more efficiently, thereby minimising our impact on biodiversity and landscape functions, and reduce waste and emissions.

We have taken various water conservation, process improvement and waste water treatment measures to minimise our impact on fresh water resources. Our main focus on water management is towards reducing fresh water consumption, increasing the use of harvested rain water, reducing specific consumption, and increasing recycling and reuse of treated effluent.

We follow the concept of zero discharge and have put in place a robust system to monitor our water conservation targets every quarter. We have attained zero waste water discharge at 9 of our 12 production units and efforts are underway to achieve the same at the remaining units. We also got effluent treatment plants installed at all our units. To add to water conservation, we also have our rain water harvesting projects. We have also installed effluent treatment plants at all our units and recycled wastewater across our production units during the 2013-14 financial year. Use of treated sewage water (from the plant) for irrigation, gardening and toilet flushing is a common practice across our manufacturing locations. Besides, RO reject water is used in vacuum pumps and for floor cleaning. We undertake monthly monitoring of ETP discharge water.

Rain water harvesting is another priority area at Dabur. Water bodies in the catchment areas for rainwater storage and ground water recharging have been set up at three locations. These initiatives helped us reduce

our water consumption per by 11% in 2013-14.

REDUCE- REUSE-RECYCLE

Implementation of energy conservation measures is an ongoing exercise at Dabur. In our existing manufacturing units, we have undertaken various initiatives to conserve/reduce environmental impact, by adapting to green manufacturing and concept of 'Reduce, Reuse & Recycle'. We regularly seek opportunities to increase the use of recycled materials as production inputs.

In terms of recycling, our efforts and achievements have been as follows:

Recycling of Tetra Pak packaging material post consumption: Of all used tetra packs picked by the pickers for recycling, around 60% are of Real juice. The percentage of Tetra Pak packaging material recycled is more than 10% of the material used.

Recycling of herbal waste generated during production as fuel for boilers: The percentage of herbal waste recycled is more than 10% of the waste generated and it also reduces GHG emission.

As far as recycling packaging material is concerned, we are working in partnership with our packaging supplier Tetra Pak and are recycling post consumption discarded products. The packs are first emptied, collected and bundled and are then sent for recycling to the paper mill. No chemicals are added during the process.

Also, non-hazardous waste generated during production is recycled and reused within the plants as fuel for boiler, which reduces the fossil fuel consumption. We also have a biogas plant to generate methane from waste which is then used in canteen as fuel.

Some of the initiatives that we undertook during the year are:

- We utilise herbal waste after converting it into bio-briquettes as a fuel for boilers. This has reduced our dependency on conventional fuel and also brought down our greenhouse gas (GHG) emissions. We have now achieved 100% usage of herbal waste as boiler feed.
- We have also started using Methane Gas in Herbal Waste Drier. In addition, trials have started in March 2014 for using alternate fuel called Bio-LDO (derived from vegetable oil) for the boilers in place of the petroleum-derivative HSD that was being used earlier.
- We have attained zero waste water discharge at 9 of our 12 domestic production units. We also got effluent treatment plants installed at all our units. To add to water conservation, we also have our rain water harvesting projects.

MEASURING OUR IMPACT

We have been undertaking carbon footprint assessment for our major units since 2009 and have been working towards becoming a carbon neutral enterprise in the years to come. We have conducted Life Cycle Analysis (LCA) of three of our key products - Dabur Chyawanprash, Dabur Honey and Real - in order to obtain clear and comprehensive information about our product's ecological footprint.

Cradle-to-Cradle LCA has been undertaken for these products, and going forward, we are targeting carbon-neutrality for these products, to begin with. An exercise is already underway to formulate an action plan for the same. We have already conducted water audit at some of our units and have implemented the recommendations made. We have also initiated the process of conducting a water footprint study across other units to further improve our water management.

Policy Advocacy

Dabur practices proactive advocacy with an aim to bring about a positive impact in the business eco-system and communities. Proactive advocacy for us is about lobbying the Government for securing certain benefits for industry, but about advocating best practices for the benefit of the society at large.

At Dabur, we recognize the role we can play in larger policy debates to drive change for the greater good. We contribute responsibly to relevant public policy discourses by being members/signatories to several trade and industry associations. Dabur has memberships with various industrial and commercial bodies such as:

- Confederation of Indian Industry (CII)
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- PHD Chamber of Commerce and Industry (PHDCCI)
- Indian Beverage Association (IBA)

Through these bodies, we actively engage with regulatory authorities along with our industry peers on issues and policies to both promote as well as protect the interest of our stakeholders

and the industry at large. We are part of various task forces and forums within these industrial and trade bodies. We actively participate in these forums on issues and policy matters that impact the interest of our stakeholders, but have not been lobbying on any specific issue. We engage with policy makers with utmost responsibility in crafting public policies that aim towards common good of our stakeholders.

As members of FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying Economy (CASCADE), we have been working towards addressing the issue of counterfeit or spurious goods. This impacts not only us, the industry and the economy, but also our customers who are vulnerable to the risk of using poor quality counterfeit products. The Committee works together with government entities such as Department of Consumer Affairs, Central Board of Excise & Customs and Economic Offence Wing of Delhi Police, along with industry representatives, to create awareness and in finding solutions to this problem by providing a platform for effective engagement.

Dabur is a subscriber member of IBA which is a coalition of industry players with direct and allied interest in the non-alcoholic beverage industry. IBA

acts as an additional interface for us to voice our opinions on relevant policy issues to governments, regulatory institutions and similar bodies including industry chambers. Through IBA, we had engaged the Indian Council for Research on International Economic Relations (ICRIER) and commissioned a study on the non-alcoholic beverage industry in India. The objective of the study was to:

- Analyse the contribution of this industry to GDP, exports, investment and employment generation
- Identify the key growth drivers and estimate the future growth projections.

The study also provided inputs into policy making on how to reduce agricultural wastage and develop India as a sourcing hub for non-alcoholic beverages.



Moving towards Inclusive Growth

“What is that life worth which cannot bring comfort to others.”

Dr. S K Burman,
Founder, Dabur

This noble thought of Dabur's founder Dr S. K. Burman has been the driving force behind Dabur's community-focused initiatives. This thought is also the backbone of our commitment towards working for the society consistently.

We define CSR as conducting business in ways that provide social, environmental and economic benefits for the communities and geographies where we operate. At Dabur, we firmly believe that life is more beautiful when everyone around is happy. And being the reason for their happiness brings us immense satisfaction. Dabur supports the principles of inclusive growth and equitable development through not just its corporate social responsibility (CSR) initiatives, but through its core business as well.

For growth to be responsible, it should go beyond numbers... It should do good to the society, create a better world. That's the kind of growth that Dabur believes in, and constantly strives for. So, when our team embarks upon influencing the society we know for sure that it reflects the same dedication as we show in our business.

The organization constantly works towards creating and implementing programmes

aimed at development of community aimed enterprises. Furthermore, we ensure that such enterprises are sustainable and self-reliant.

Our business approach puts "Planet, People and Profits" at the core and this essentially forms the keystone of everything we do. We leverage our business activities as well as our CSR activities to deliver on our commitment to sustainable development. The Company's activities are wide and far ranging. Our initiatives include innovative projects that foster sustainable growth through providing healthcare, education, building and honing skill sets and agriculture, to name a few.

We run awareness campaigns linked to our business and brands. We also work closely with small and marginal farmers who supply rare herbs for our products. Through our CSR arm - Sustainable Development Society (SUNDESH), a voluntary non-profit organization registered under the Society Registration Act 1860 - we strive to enhance the lives of communities that surround our operations. Through these initiatives, Dabur endeavours to help build self-reliant communities.



CORPORATE SOCIAL RESPONSIBILITY POLICY

Dabur has a well-structured CSR Policy, which is inspired by the thoughts of its founder Dr S K Burman, who said “What is that life worth which cannot bring comfort to others”. While pursuing our business strategy of introducing products that give our consumers health & well-being, Dabur operates in a manner that not just continues to generate an attractive return for shareholders, but also minimises our impact on the environment and helps in replenishing the planet; while lending a helping hand to the community. The CSR Policy has been approved by the Dabur Board of Directors.



Our CSR Vision

Through sustainable measures, actively contribute to the Social, Economic and Environmental Development of the community in which we operate ensuring participation from the community and thereby create value for the nation.

Our CSR Mission

1. Ensuring socio-economic development of the community through different participatory and need- based initiatives in the best interest of the poor and deprived sections of the society so as to help them to become SELF-RELIANT and build a better tomorrow for themselves.
2. Ensuring environmental sustainability through ecological conservation and regeneration, protection & re growth of endangered plant species, and promoting biodiversity.

Moving towards Inclusive Growth

OUR ACTIVITIES

The CSR activities we pursue will be in line with our stated Vision and Mission, focused not just around our plants and offices, but also in other geographies based on the needs of the communities. All projects are identified in a participatory manner, in consultation with the community and gauging their basic needs. The four focus areas and related activities where special Community Development programmes would be drawn up are:

1. Eradicating extreme hunger, poverty & malnutrition

- Provision of food, nutrition supplement, clothes etc for the poor, children and other deprived sections of the society
- Supporting nutrition in anganwadi centres and building capacities of anganwadi workers to this effect.
- Provision of shelter for homeless
- Promoting sanitation, making available safe drinking water

2. Promoting Preventive Health Care through awareness programmes, preventive health check-ups, provision of medicine & treatment facilities, providing pre natal & post natal healthcare facilities, prevention of female foeticide through awareness creation, awareness programme for preventing diseases and building immunity

3. Ensuring environmental sustainability and ecological balance through

- Plantation drives in schools, villages, our manufacturing units & offices/business premises and other areas in general
- Reviving endangered plants, promoting agro-forestry
- Protection of flora & fauna
- conservation of natural resources
- Maintaining quality of soil, air & water
- Adoption of wastelands to cultivate plants

- Promoting biodiversity
- Animal welfare and veterinary services
- Technical support and Knowhow for improving farming and building capacities of small farmers
- Promoting alternate energy resources

4. Employment and livelihood enhancing vocational skills and projects including tailoring, beautician, mehendi application, bee keeping, food processing and preservation, vermi-composting and other Life Skill Training and livelihood enhancement projects

In addition, the Company has identified the following areas for Community Development interventions:

5. Promotion of Education especially among children, women, elderly and the differently abled including

- Non-formal education programmes
- Supporting schools with infrastructure like benches, toilets, potable water, fans etc
- Supporting other educational institution
- Improving educational facilities in general
- Supporting children for higher education

6. Promoting Gender Equality and empowering women including:

- Adult literacy for women
- Promoting and providing credit support to women's self-help and joint liability groups
- Training in vocations pursued by women
- Setting up homes for women & orphans
- Setting up old-age homes & other facilities for senior citizens
- Setting up hostels for working and student women, day care centers for kids of working women

7. Contribution or funds provided to technology incubators located within academic institutions which are approved by the Central Government

8. Rural Development projects

9. Other activities

- Promotion of Sports with special focus on training for rural sports, nationally recognised sports, paralympic sports, Olympic sports
- Welfare for differently disabled persons
- Setting up public libraries
- Reducing inequalities faced by the socially and economically backward groups
- Protection of national heritage, art, culture and handicraft; Restoration of Buildings & sites of historical importance & works of art
- Welfare of armed forces personnel, war widows and their dependants

10. Incidental Activities

- Employing people and incurring other costs to carry out aforesaid activities

11. Such other activities as the Board may consider to be appropriate



we collected **73,500 signatures**
from the public in support of our Dil Se Dua initiative and distributed
1,08,500 Réal juice packs
to underprivileged kids.



OUR CSR INITIATIVES

We believe that working towards community development makes sense only when the approach is right and the efforts are dedicated. Our approach to community development is holistic and long-term. Our stakeholder engagement and consultation process, coupled with baseline studies and need-assessments help us develop and shape our programmes for better tomorrow.

At the core of these programmes is a very structured and process driven strategic approach for the upliftment and benefit of the key stakeholders of the Company – the community. The programmes are customised and developed to the needs of the community, arrived after a thorough understanding of the requirements through stakeholder dialogue and engagement.

Dabur also partners with like-minded organizations, including government bodies, NGOs, local communities and Panchayats for several of our projects. Following are

the activities undertaken by Dabur during 2013-14 across the key focus areas:

🌱 **Eradicating Extreme Hunger & Poverty**

Poverty, it's said, hits children hardest. While a severe lack of goods and services hurts every human being on this planet, it is most threatening to children's rights, creating an environment that is damaging to children's development in every way, thereby exposing them to harm and exploitation. Dabur has put in place interventions aimed at meeting the basic nutrition needs of children, particularly among the needy and underprivileged sections of the society. We also rope in support from our consumers in meeting this goal.

Dil Se Dua

As part of our mission to touch the lives of thousands of under-privileged children across North India and spread Health & Happiness in their lives, Dabur India Limited runs an annual initiative christened Dil se Dua. Under this programme, Dabur - through its packaged fruit juice brand Réal - runs a signature campaign all through the festive season covering Rakhi

& Diwali, wherein we collect signatures from consumers and seek their support for our pledge against hunger and malnutrition. Against each signature, Dabur donates a pack of Réal fruit juice, which is distributed to a underprivileged kid to meet their nutritional needs. The distribution is done through India Food Banking Network, managed by campaign partner Aidmatrix Foundation India, and through another NGO Prayas.

This initiative is not linked to any product purchase. We purely encourage people to sign on a pledge to support the kids. The campaign also seeks to build awareness on the India Food Banking Network project which aims to make each district of India accessible to a food bank by the year 2020. With this, we are hopeful of meeting the nutritional needs of thousands of children who are unable to get a proper nutritious diet.

This year, we collected 73,500 signatures from the public in support of this initiative and distributed 1,08,500 Real juice packs to underprivileged kids.

Distribution of Food Products

Dabur, along with local NGOs, has been distributing food products like packaged juices and Glucose in schools, catering to kids from the underprivileged sections of the society. These needy schools are identified along with local NGO in each city/state and the distribution activity carried out.

🌱 **Promoting Preventive Health Care**

Our health focused initiatives are backed by the belief that a healthy child is a happy child. Hence, year on year, we try and cover more and more schools to spread the message of immunity far & wide. Taking our responsibility seriously to aid in reducing the burden of disease on individuals and the society, Dabur has been providing and

Moving towards Inclusive Growth



supporting health services to communities across the country. We work with multiple organizations to combat diseases such as Malaria, HIV-AIDS and even run programmes to educate people, especially school-going kids on the need to build immunity to fight flu and viruses.

Also, recognizing the fact that schools play a paramount role in shaping a child's future since they are the primary caregivers during the formative years, several of our initiatives are focused on schools.

Immune India Programme

For the last few years through the Immune India campaign, Dabur has been reaching out to schools across the country to educate students & teachers on the need for immunity. This year, Dabur's Immune India programme covered schools across Uttar Pradesh, Bihar, Maharashtra and Delhi, and sought to spread awareness about health and the need to build immunity to fight various flus and viruses. The campaign, organised in association with Fortis, sees doctors visiting schools across these states to spread awareness about how to build immunity and fight diseases.

A variety of media, including direct contacts, digital and print, were used to reach out to the schools. Principals of around 2,600 schools were approached over 2 months, for enrolling their schools in the campaign and obtaining data on various parameters like attendance of the students, medical facilities available in the school, drinking water facility, basic health and hygiene standards, sanitation facilities etc. and rated accordingly. An immunity session was also conducted in 800 schools to educate children on the importance of Immunity, the vulnerability of kids to illness due to changing weather, unhealthy diet, bacteria, virus, dust & pollution and ways to boost immunity through basic hygiene & a nutritional diet.

In the second phase, a team of healthcare professionals from Fortis visited the shortlisted TOP 50 schools to conduct a BMI of the students from class 4 to 6 and finalise the ratings accordingly. At the end of the mammoth exercise, the team of health experts prepared the list of top Schools of India for the year 2013, amongst the participating schools. This initiative has helped us reach out to 2 lakh kids this year.

Zero Tolerance Drive

During the heavy mosquito breeding season, Dabur runs a Zero Tolerance Drive against mosquitoes, aimed at arresting the spread of deadly mosquito-borne diseases. Given the fact that kids are amongst the most vulnerable to mosquito bites when they are in schools or in playgrounds, this programme sought to reach out to schools across Delhi-NCR, Maharashtra, Karnataka and Tamil Nadu to spread awareness about mosquito breeding, how to prevent mosquito breeding and also other methods to prevent yourself from mosquito bites.

We joined hands with Fortis for this initiative and the Fortis doctors were roped in to provide health check-ups at various schools, besides communicating the various ways to prevent yourself from mosquito-borne diseases. Schools were also assessed on mosquito-breeding and safety parameters. This initiative helped us reach out to around 2 lakh kids across 300 schools.

Health Camps

Dabur organised around 550 Health Camps, including 35 camps in association with NIMA (National Integrated Medical



Association), across Maharashtra, Madhya Pradesh and Chhattisgarh during fiscal 2013-14, where doctors provided free health check-ups, BMI check-up and blood sugar check-up to people. Ayurvedic Medicines are also offered at discounted rates to patients. We have reached out to 1.25 lakh people through this initiative.

In addition, Dabur has been organising Health Camps for Women & Baby Care across 10 cities in Uttar Pradesh, Bihar, and Jharkhand. These are small duration camps where free health check-ups are provided to visitors. These health camps aim at promoting health seeking behaviour in the long term and also work on building awareness regarding specific ailments. These camps provide comprehensive health services free of any cost. Baby and Women's health care products are also distributed among the participants. These camps have benefitted more than 25,000 people directly.

Oral Hygiene Camps

Dabur is committed to its motto of being dedicated to the health & well being of every household. Oral hygiene is an

important part of being fit & healthy. If you look after your body and your eating habits, it's also equally important to look after your basic oral and dental hygiene. However, brushing your teeth is generally seen as a mundane and routine activity. So, there's a need to educate consumers about oral-care and its impact on overall well being. With this initiative, Dabur has taken the onus of promoting oral hygiene among school kids.

Oral Hygiene Camps were organised across schools in West Bengal and Uttar Pradesh to build awareness about good oral hygiene and oral health practices among school-going kids. Besides, dental health camps were also organised, offering free oral health check-ups. Free toothpaste samples were distributed amongst the students.

This initiative covered not just private schools but also Government and Government-aided schools. While these camps helped us reach out to 2.7 lakh kids directly, around 1.60 lakh kids were offered free oral check-ups.

Dabur Wellness Centre

Dabur operates the Dabur Wellness Centre at Asaf Ali Road, offering health check-ups and medicines to public. Special camps are also held at this centre at regular intervals where free medical check-ups are offered to the general public.

Distribution of Medicines & Health Supplements

Dabur has undertaken free distribution of medicines and health supplements like Dabur Chyawanprash, Honey, the mosquito repellent Odomos, Pudín Hara, all Oral Hygiene products, Judi Taap (an anti-malaria medicine) to selected NGOs across the country. Through these NGOs, the products are then distributed among the needy.

AIDS Awareness Camps

As part of its programme to spread greater awareness about issues such as HIV-AIDS, SUNDESH has been organising special camps particularly for migrant workers. We also set up a booth for distribute pamphlet and spread information about HIV/AIDS and ways to prevent the spread of sexually transmitted diseases. Our staff interacted with 270 men and women under this initiative.

Moving towards Inclusive Growth



Healthcare facilities by SUNDESH

The objective of rural health care is to mobilise the community and build awareness, equipping them with adequate information, skills and confidence to access health services. SUNDESH has been running health Care camps and offering a variety of health care facilities, including Cataract operations to the poor and needy. Also, medicines are offered at discounted rates. Health services through Mobile OPDs are also offered in selected villages.

We focus on community-oriented healthcare and works towards empowering every individual with essential knowledge and skills, which would enable them to lead a healthy life. Our health workers assess the ailments of these people and attempt to alleviate their suffering through advice and compassion. We also offer home visits, cluster meetings, vaccination, ante-natal health check-up and promotion of family planning measures.

During the year, SUNDESH organised eye screening camps hospital which benefited 85 people from the underprivileged

sections of the society. Besides, another 3,744 patients were checked and treated at the various health camps organised by SUNDESH and another 897 people were treated through mobile OPDs in Ghaziabad.

Ensuring Environment Sustainability

Being in the business of nature-derived products and given our dependence on rare herbs and medicinal plants, we have been practising responsible ecological management for years. Managing natural resources sustainably comes naturally to us and we encourage the same across our value chain. Our policies, systems and practices are all geared towards continuously monitoring, assessing and managing our environmental footprint and in figuring out innovative ways to return back to nature the value it lends to us.

Dabur aims to be a leading company in environmental protection. We recognize the importance of evaluating our value chain's use of ecosystem elements as well as our emissions to the environment.

Bio-Resources Development

Dabur's Bio-Resources Development (BRD) group has been working towards protecting endangered herbs and plant species. It has set up greenhouses where these rare herbs are grown and the saplings are given to local farmers for growing.

The plants are then bought back by the company. It has also undertaken a host of interventions across states like UP, Orissa, Himachal Pradesh, Uttaranchal and Tamil Nadu to not just protect rare medicinal and aromatic plants but also enhance the livelihood of local farmers. Details of BRD group's various initiatives and unique projects undertaken during 2013-14 have been provided earlier in this report.

Plantation Drive

Every year, SUNDESH assists communities in the maintenance of green zone across its operational areas by undertaken mass plantation drives. The communities are also involved in this activity. We assisted farmers in taking up plantation of poplar trees by providing financial support on a 50:50 basis. As a result, farmers get Rs 2,500 per tree in 5 years from an investment of Rs 11. Plantation drives are also organised at all manufacturing facilities of Dabur on the occasion of World Environment Day.

Veterinary Services

SUNDESH today offers veterinary healthcare services for livestock which are often an integral part of the rural economy. We offer veterinary services through a veterinary health post which provides services such as health check-ups and free medicines. Awareness campaigns are also organised to educate farmers on issues related to cattle health and cattle feed quality.



A total of
3,458 women
have benefitted from our
vocational training programmes

A total of
1,715 kids
have been given basic education at
our non-formal education centres

Employment and Livelihood Enhancing Vocational Skills

At Dabur, we believe that an organization's true worth lies beyond its business, and is best reflected by the service it renders to the community and the society. Businesses have a responsibility to subserve larger societal goals as they have the ability to contribute significantly and impactfully to sustainable and inclusive development.

Dabur believes in empowering the youth, particularly women, through skill enhancement. We are an active member in providing vocational training to the youth and women in several villages across three states -- Uttar Pradesh, Uttarakhand and Himachal Pradesh. Women are particularly encouraged to take up income-generation programmes and are awarded certificates after the completion of training. They are now supplementing their household income.

Nari Shakti Kendras

SUNDESH today runs 16 Nari Shakti Kendras that offer a range of vocational training and skill development classes for women. Our training programmes around livelihood are focused on women and aim at delivering capability enhancing skills for availing income generation opportunities. We run training programmes in areas such as Cutting and Tailoring, Mehandi Application and Beautician Services.

These programmes allow women to either join existing establishments or start their own small enterprises. By providing this choice to women, these programmes also address the issue of gender inequality prevalent in these areas to some extent.

In 2013-14, around 552 women were trained at these centres.

Bee-Keeping Training

Dabur has signed a Memorandum of Understanding (MoU) with Bihar Rural Livelihoods Promotion Society (BRLPS) to roll out a mega community development initiative aimed at promoting livelihood and implementing income generation programmes among the rural populace of Bihar. The initiative, which will involve training the rural populace on bee-keeping and production of raw Honey, will positively impact 20,000 households in Bihar in a passed manner.

Dabur India Ltd has also entered into a buy-back arrangement, under which the Honey produced by the community would be purchased by Dabur India Ltd, leading to improved earnings for the households. This initiative, planned after identifying the strengths and local priorities of the community, will help plan for the future of the rural households and help them become more resilient, besides improving their standards of living.

This programme is another step forward in offering support to communities to enable them to build more self-reliance and capability to make the changes they want to see in their area. We are committed to making requisite skills available to the targeted neighbourhoods in Bihar and provide them assistance to create a sustainable source of income in the long term.

BRLPS identifies beneficiary groups converged into Self Help Group (SHGs). Eventually, these SHGs are converted into producer companies to undertake business processes on their own in due course. BRLPS also facilitates training programme for SHGs and Village Resource Persons (VRPs) under the project.

Being a Corporate Partner in this collaboration, Dabur will provide all

the technical assistance required by the communities in scientific bee-keeping. Dabur's institutional partners and its own scientific resources shall impart the necessary training to the VRPs and beneficiaries.

Dabur has also agreed to strengthen the producer companies in terms of business handling competencies. Further, it has agreed to procure Honey directly from the SHGs through fair, transparent and quality-based pricing mechanisms. The company seeks to enhance returns to the community from direct sale of Honey, thereby eliminating the intermediary channels and by minimizing the marketing overheads thereto.

The programme is designed to cover 500 beneficiaries in the first phase, which will be implemented through 2014-2015 seasons.

In a first such initiative in India, the project plans to develop Beekeeping Resource Centres (BRC) at all strategic locations in the project areas. Each of these resource centres shall be equipped with modern facilities for honey extraction and grading, basic quality testing, queen-bee rearing, production of accessories for bee-keeping and a sales outlet for consumables needed for bee farmers. These resource centres will also have storage facility, thus can serve as procurement centres.



Moving towards Inclusive Growth

Each resource centre shall cater to the needs of 100-150 beekeepers placed in their vicinity. The centre shall also assist the farmers in the migration of bee colonies in a well-designed manner. In the long run, the BRC shall be entrusted to one SHG to run it, in a self-sustaining manner.

Dabur will design and manage the BRCs during formative years and concurrently build capacities of local teams to run the same into future. Dabur has also agreed to support the communities beyond their internal needs of 'honey procurement'. In the interest of the beneficiary communities, the scientific team at Dabur shall contribute to the accrual of economic benefits through wax processing and extraction of royal jelly.

Two more MOUs with National Bee Board, along with an NGO, is in the pipeline for new bee-keeping activity in Barmer (Rajasthan) and Katni (Madhya Pradesh). We have also signed an agreement with National Confederation of Dalit Organizations (NACDOR) to promote livelihood opportunities for the people of Schedule Caste and Schedule Tribe communities. One of the current chosen activity under this initiative is bee-keeping initiatives in Bihar.

🌱 Promotion of Education

Children are the future of a nation. For an emerging country like India, education of underprivileged children holds the key to its progress. In fact, their education is vital, whether we are addressing health care, poverty, population control, unemployment or human rights issues.

Run for Children

On the occasion of Children's Day, Dabur organised a kid's marathon 'Run for Children' to garner support for Right to Education for underprivileged kids. Organised along with Amod Kanth's NGO Prayas, this initiative prepared a petition – signed by 4,507 kids – seeking Right to Education. The petition has been sent to the President of India. The run

culminated with the participants preparing a massive wall of handprints as a petition to promote Right to Education.

School Support Programme

Education is the cornerstone to any form of social development and progress. Children are the future and learning, their fundamental right. However, in some rural areas where Dabur operates, the schools require external support to provide the best education. Our CSR initiatives lend a helping hand to such educational institutes.

Through this programme, we seek to enable more children to go to school continuously and to help local communities improve their local educational standards in an independent and consistent manner. Dabur's various manufacturing units and SUNDESH have been supporting schools at various locations. Our interventions cover health and hygiene facilities at schools such as potable water and separate toilets for boys and girls, educational aids such as libraries, besides basic infrastructure needs such as benches and desks.

Non-Formal Education Centres

SUNDESH today runs nine non-formal education centres, christened Gyan Deep Kendra, which provide basic education to out-of-school underprivileged kids between 6 and 14 years of age. After completing their basic education, these children, who have either never had a chance to see a school from inside or have been school dropouts, are encouraged to get join back or enroll for the first time in a formal school to pursue higher education. Under this initiative, 165 children have received formal education in 2013-14 alone. Till date, a total of 1,715 children have benefited from this programme. This initiative has helped us improve literacy levels among children in these communities and bring them into the formal schooling system.

SUNDESH has this year started five new centres, christened Gyan Arjan Kendras,

offering remedial classes to arm the kids with basic academic skills needed to be successful in their college coursework. Around 127 kids have benefited from this initiative in 2013-14

🌱 Promoting Gender Equality & Empowering Women

It's a well established fact that literacy has always enhances any region's human capital. Our Gender Equality programmes, which started way back in the year 1998, is aimed at increasing basic literacy levels among women populace and also empowering them, which go a long way in not just raising their standard of living but also their self respect in their own family.

Adult Education Centres

SUNDESH today runs nine Adult literacy centres for girls/women (15–35 years of age) with no access to formal education set-ups because of absence of such set-ups or due to social barriers. The programme imparts basic education (such as rudimentary arithmetic skills) to these women. Around 222 women have attended classes at these centers this year and 3,251 women have till date become literates through this initiative.

Promoting Self-Help Groups

Lack of credit is one of the primary impediments in getting the rural economy back on track. The issue of debt trap inflicted by local lenders is also a common obstacle faced by almost all small-sized entrepreneurs (especially farmers) across the country. SUNDESH's financial inclusion programme aims to build the capacity of local communities around our manufacturing plants by making them finance literate and by organising them into self help groups (SHGs) and joint liability groups (JLGs). With support from NABARD and District Rural Development Agencies, we are linking these groups, belonging to both Above Poverty Line (APL) and Below Poverty Line (BPL) families, with formal sources of credit for undertaking economic activity. We have helped set up 375 SHGs and JLGs.



The beneficiaries have utilised these loans for productive purposes such as setting up dairy units, grocery shops, mobile repair units, medical stores, poultry units, dhabas, shoes-making units, adhesive units, bangle shops and other small outlets. The most encouraging part of this initiative is that repayment of bank loans is almost 100%. This initiative has gone a long way in raising the self respect of women as they are now even supporting the men in the villages in setting up new businesses.

Rural Development Projects

The objective of our Social Business Projects is to ensure integrated development comprising of all aspects of human development. Such programmes not only aim at setting up of infrastructure, but also in creating the right environment for driving the local economy. Our initiatives in this sector is aimed at and offering technical support and know how for improving farming.

Training Villagers

Dabur's Bio-Resources Development (BRD) group works towards offering technological support and training to villagers and farmers for cultivating rare herbs. We have been regularly hosting

training programmes at our centre in Rudrapur where villagers are trained on agricultural best practices. We also undertake special training programmes for farmers, villagers and tribal communities across the country to train them on sustainable and environment-friendly cultivation processes. During the year, 36 training programmes were organized by BRD group. The details of these programmes are given below.

State	No. of Programmes	No. of Beneficiaries	Area/Domain
Odisha	13	457	Medicinal Plants
Punjab	3	70	Medicinal Plants
Rajasthan	2	22	Medicinal Plants
Chhattisgarh	2	52	Medicinal Plants
Tamilnadu	4	120	Medicinal Plants
Jeevanti Centre	3	60	Medicinal Plants
Uttarakhand	2	35	Medicinal Plants
Chhattisgarh	1	17	Bee-Keeping
Madhya Pradesh	1	77	Bee-Keeping
Tamil Nadu	4	130	Bee-Keeping
Total	36	988	

Water Project at Baddi

SUNDESH installed a watertapline in Jatti Majra Village of Solan District, Himachal Pradesh, this year. The project is one of the examples of Public Private Community Partnership (PPCP) Model by involving Irrigation &

Public Health (IPH) Department, Dabur India Ltd, the community members through Village Development Society and SUNDESH. The project will ensure proper water supply to 23 households in hilly areas of Baddi.

Other Activities

Contribution towards Relief Funds

Dabur has been regularly contributing towards

Prime Minister's Relief Fund & Chief Minister's Relief Fund. This year, Dabur contributed over ₹ 10 lakh towards relief and rehabilitation work following the mass devastation caused by last year's flood in Uttarakhand.



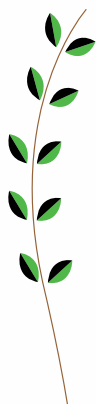
Progress over the Years

Dabur and SUNDESH have been involved with community development work since 1993 and the scale of our work has been on a rise consistently. It has always been our endeavour to bring about an enduring change to the lives of the people we engage with. The growth in the scale of our work is evident in some of the indicators presented below:



Creating Value for our Customers

Since its founding, Dabur has given top priority to providing high-quality, efficacious and affordable products to its consumers. The very nature of our business enables us to place customer well-being at the core of our operations.



THE BUSINESS OF CONSUMER CARE

We manufacture world-class Ayurveda and nature-based customer products across diverse categories such as Health Care, Oral Care, Hair Care, Skin Care, Packaged Juices and Home Care. Our brands have been voted by customers as being amongst the most trusted brands in the industry.

Each of our products takes us closer to our commitment towards the Health and Well-Being of every household. Ayurveda or nature is the thread that binds all our products, which are known for their efficacy and have stood the test of time for over a century. We thrive to put safe and effective natural solutions into the hands of our customers and that is how we have gained their trust over the years.

Customer satisfaction is of prime importance to us to build long-term,

mutually beneficial relationships with our customers -- anticipating their needs, appreciating their patronage and delighting them in unique, rewarding ways. As a company, we are highly connected to our consumers. By understanding what they need, we are better equipped to develop products that offer superior value.

Dabur Research & Development Centre (DRDC), our research and development wing, is well equipped with state-of-the-art modern research facilities and more than 125 highly qualified scientists (Ayurvedic doctors, chemists and phytochemists, botanists, agronomists, clinical pharmacologists, microbiologists, food technologists, bio-technologists, oil technologists, oncologists etc.). DRDC conducts stringent trials and authentication of processes to ensure that only the best and safest products reach the homes of our customers.

Creating Value for our Customers

RESPONSIBLE LABELLING

Dabur displays product information on the label for the benefit of the customer and for creating awareness, over and above what is mandated by local laws like Bureau of Indian Standards (BIS) Act and Drugs and Cosmetics (D&C) Act. This additional information is provided to enhance the value customers can derive from the product and to ensure safe and appropriate use.

Only scientifically verified information and claims are conveyed on the label. The additional information on the product label relates to various active ingredients contained in the product, their proven clinical benefits, customer grievance redressal mechanisms, directions for use (including pictorial depiction), safety and caution and varies from product to product. An active consumer cell contact number, email address and physical correspondence address are also printed on the packaging for customers to contact Dabur in case of any clarifications, queries or complaints.

Dabur also continually strives to increase the awareness of its customers' views and works hard to improve customer satisfaction. We actively inform customers about how to differentiate between genuine and fake products and how to identify damage in sealed products.



CONSUMER ENGAGEMENT

As part of our stakeholder engagement strategy, Dabur engages with its customers throughout the year via various initiatives. Through our mass awareness campaigns such as Immune India, Oral Hygiene camps and Zero Tolerance Drive, we seek to educate the public on issues such as immunity building, oral hygiene, infant health and protection from mosquito bites.

Dabur also uses the Internet and various emerging social media platforms to communicate frequently and directly with customers. To ensure timely access to easy-to-understand product and service information, we continuously enhance the content of our websites, which includes information on ways to use Dabur products, and frequently asked questions (FAQs).

As mentioned earlier in this report, Dabur has invested in creating content warehouse for its brands by developing new interactive websites addressing Oral Care, Skin & Hair Care and Health Care categories. The four dedicated portals are www.daburmediclub.com, www.liveveda.com, www.mybeautunaturally.com and www.daburdentalcare.com. www.daburmediclub.com is aimed at connecting and creating a network of medical professionals, both Ayurvedic and Allopathic and disseminating



information regarding various Ayurvedic and health care products from Dabur. This portal also provides medical professionals an easy access to the various clinical and pre-clinical trials/studies conducted on various products and medicines from Dabur.

www.liveveda.com, on the other hand, is an effort to reach out to consumers who are increasingly taking to the digital world to seek information about not just general health and wellness, but also consultation and remedies for common ailments.

Similarly, www.mybeautunaturally.com has been developed with the intent to connect with the digitally active consumers seeking advice on beauty products and beauty tips, while www.daburdentalcare.com seeks to regularly interact with consumers, addressing their oral health queries and disseminating information regarding oral hygiene besides offering oral care solutions. The content like do-it-yourself videos, natural beauty and healthcare tips, recipes, customized contents etc in these portals would further be used to connect, communicate and engage with the consumers through YouTube and other social media platforms.

Customer feedback helps Dabur improve its products. Taking consumer feedback to the next level, we have now initiated a programme under which consumers can co-create products along with us, basis their specific needs and requirements.

From time to time, we also host sessions to inform customers about various active ingredients in our products and their clinically proven benefits. We also organise events/contests linked to our brands around sports and talent to promote healthy lifestyles amongst our target customers.



Activity 1:



FEM MISS NORTH INDIA 2013

Dabur's most-trusted beauty care brand Fem organised a beauty contest in North India, which sought to provide girls - not only in metros but also from smaller cities in North India - a platform to showcase their beauty and come into the mainstream world of glamour and modeling. As part of the contest, the brand reached out to all the key cities of North India and auditions for the contest were organized across cities like Chandigarh, Lucknow, Shimla, Jaipur and Dehradun. More than 600 participants applied for the contest, out of which 20 were shortlisted through the multi-city auditions for the Grand finale held in Delhi.

Activity 2:



PUDIN HARA THANDAK KI CHAON

Dabur Pudín Hara entered the Limca Book of Records by installing the largest-ever umbrella in the city of Kanpur. Organised as part of the Dabur Pudín Hara Thandak Ki Chaon campaign, the umbrella was 20-feet high, with a diameter of 34 feet and 120 kg in weight. People of Kanpur came out in huge numbers to support the initiative.

Activity 3:



DABUR HONITUS JUNIOR RJ HUNT

Dabur Honitus launched a mega nationwide hunt to identify the most talented child radio-jockey. This massive talent initiative was conducted across the country and sought to identify RJing talent in children between 6 and 14 years of age. Thousands of children across cities participated in this activity and the winners were given an exclusive chance to host radio shows on 25th December 2013 (Christmas Day) on a private FM channel.

Under this month-long campaign, the kids will be judged on parameters such as spontaneity, delivery and diction, smartness, general knowledge and RJing ability. Bringing the excitement of reality shows to radio, this initiative also gave parents the advantage of being actively involved in grooming their young ones to stand out in the contest.

Activity 4:



FEM KARVA CHAETH WISHES

Fem brought live social messaging for the first time on Indian television on Karva Chauth this year, with a unique campaign titled Fem Karva Chauth Wishes, wherein people could tweet or SMS or post on facebook their best wishes for their spouse or loved ones and see it Live on national TV. In this busy urban lifestyle, social media is playing a never before role in bridging the hearts and minds of people. More and more people are using social media to connect and converse with their near and dear ones which is redefining the way we communicate in a relationship. Taking this forward, Fem integrated live social messaging with national television, wherein during the evening of this Karva Chauth couples were able to share their best wishes on social media or mobile SMS and see their best wishes coming live on a leading national television channel.

Creating Value for our Customers

ENGAGING CHANNEL PARTNERS

We also organise customised education programmes for our B2B customers such as beauty parlours and Ayurvedic doctors. We partner with qualified beauticians and conduct training programmes for beauty parlour's staff around Dabur's line of beauty products.

On the same lines, we also engage with Ayurvedic doctors through workshops and educate them about Dabur's Ayurvedic medicines. The year also saw Dabur launch 'Ayurveda Samvad', India's first Ayurvedic Medical Journal. This quarterly publication, integral to our plans to propagate the benefits of Ayurveda, will cover detailed information about the various clinical trials being conducted on Ayurvedic medicines. The journal is the first of its kind in India, covering the holistic approach on Ayurveda.

Ayurveda Samvad is a part of Dabur's constant endeavour to popularise Ayurveda and better reach out to the Doctor fraternity

to propagate messages on the Ayurvedic way of life to manage health and diseases. It will feature articles covering original scientific studies in the field of Ayurvedic medicines with direct clinical significance, addressing health care issues and public health policy. All articles published in the journal are subject to a stringent peer review process.

This journal will also have write ups on Ritucharya, Yoga & Health. Besides, it will carry articles that will disseminate information on various diseases and their treatment through Ayurveda and also give detailed information on various herbs and medicinal plants. As a leader in Ayurveda, it is our goal to disseminate newsworthy information to the medical community and this journal will be our platform to connect, interact and contribute to bring about a paradigm shift in creating possibilities for patients.

HEARING BACK FROM OUR CUSTOMERS

Given our penchant for customer delight, Dabur has been engaging with

customers on an ongoing basis and conducts methodical research on their satisfaction with respect to our products and advertisements. These surveys are conducted through established third-party market research firms. We undertake regular brand tracking exercises to assess brand preference scores and impact of our advertisements.

Blind product tests are also conducted to gauge customer satisfaction vis-a-vis products of our competitors. Similar research is also conducted with our sales channel that includes professional partners such as Ayurvedic doctors and beauty parlour owners.

PROTECTING CUSTOMERS FROM COUNTERFEITS

Counterfeit products reaching the market pose a threat not only to the trust Dabur has built over the years, but also to the well-being of our customers. All through the year, we work on strategies for targeting fake products and packaging manufacturers and label printers through raids in collaboration with local authorities and network of business associates. We see this as a key risk to our business environment and actively participate in forums such as FICCI's CASCADE Committee (of which we are a member) to work together with the industry in devising solutions for the issue.



GRIEVANCE SETTLEMENT RECORD

We have a dedicated consumer cell to resolve any customer concerns or queries related to our products. Information on cases filed by any stakeholder against Dabur regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending at the end of financial year 2013-14 are provided in the following table:

	No. of cases filed in the last five years	No. of cases pending as on end of financial year 2013-14	Remarks
Alleged Unfair trade practices	3	1	2 cases have been resolved
Alleged Irresponsible advertising	24	NIL	All complaints disposed off
Alleged Anti-competitive behaviour	NIL	NIL	No complaints were received on account of anti-competitive behaviour



Two cases related to unfair trade practices and all 24 complaints related to irresponsible advertising were successfully resolved in our favour. No complaints were received on account of anti-competitive behaviour. Nil customer complaints are pending as on the end of the financial year 2013-14. A total of 30 customer complaints were received during the year and all were successfully resolved. Nearly 80% of consumer cases (4 in number) are pending as on the end of financial year (2013-14). A total of 5 number of consumer cases were received during 2013-14 and 1 of these were disposed off.

The Road Ahead

For India's growth to transform into development, we believe that companies must evolve from being plain profit-makers to 360-degree change-makers. Profitability may be at the heart of any business, but it cannot be the soul of it.

Our commitment to well-rounded responsible growth is reflected in our targets. We will continue to explore opportunities for making our operations even greener and our growth more social. We are seeking opportunities in the field of solar and wind power energy in order to achieve our renewable energy targets. We have adopted solar street lights at our plants and a pilot project of solar power plant is being implemented at our corporate office.

We are also working towards making our key products carbon neutral. As we move forward, we will continue to expand our Bio-Resource Development project to revive endangered herbs and positively impact the lives of the associated marginal farmers and forest-based communities.

As our operations grow, we will continue to replicate the lessons and achievements from our existing units in our new endeavours. With our recently commissioned plant in Sri Lanka and Bangladesh, we have taken

every step to incorporate environmental concerns at the construction stage itself.

We will also continue to work towards anticipating future customer needs as their priorities change throughout their lives and careers, and further foster long-term customer loyalty.

Our CSR arm, SUNDESH will continue to work closely with the communities surrounding our operations and generate invaluable social capital in the process. SUNDESH will expand the coverage and scope of its intervention and positively impact the lives of the communities who we consider as our key stakeholder.

A beginning has been made, but there are still miles to go before the huge disparity in the community is bridged and a better future delivered to every child... Our ultimate aim is to put a smile on every face.





Hats off

Dabur has always been taking care of the interests of its stakeholders, be it the Consumer or the Employee, the Investor or the Community. And our efforts have not gone unnoticed. Dabur's products and initiatives have won countless awards all through the year, from consumers and industry peers alike.

Recognitions as a Corporate Brand:



Dabur India Ltd ranked amongst the Top 5 Indian companies with the best Board of Directors, according to The Economic Times and Hay Group



Dabur India Ltd ranked 39 in the list of World's Top 100 Beauty Companies, prepared by WWD Beauty Inc



Dabur India Ltd honoured with the Best Pharmaceuticals Award 2013, by Vishwa Ayurveda Mission

Recognitions as an Employer Brand:



Dabur India Ltd recognized as an Excellence in Practice citation winner by American Society for Training & Development (ASTD) for its practice SPORT, a unique Audio-Visual based in-house training program for frontline sales persons



Dabur India Ltd ranked amongst the 'Top 5 Companies To Work For' in the manufacturing sector, according to Business Today magazine



Dabur India Ltd ranked 25 in the list of India's Most Respected Companies, prepared by BusinessWorld magazine

Recognitions for Consumer Connect:



Dabur's ambitious rural distribution enhancement initiative 'Project Double' bagged the Silver award at RMAI Flame Awards 2013



Dabur Pudini Hara won the Maddy's 2014 Silver award for its consumer activation Thandak ki Chaon



Dabur Chyawanprash's television campaign named Campaign of the Year at the Delhi Advertising Club's Excellence in Advertising Awards 2014

Recognitions for Manufacturing Excellence:



Dabur's Baddi Greenfield unit bagged the Silver Greentech Safety award in the FMCG sector in recognition of its exemplary operations, systems and the evidence of their impact to business vitality



Dabur's Pantnagar Unit awarded the Runners-Up prize in the Manufacturing Today Award 2013 - Excellence in Technology



Dabur's Greenfield unit in Baddi bagged the Silver Category Greentech Safety Award in the FMCG Sector

Recognitions for Community Service:



Dabur India Ltd & SUNDESH awarded the CSR Excellence Award 'We Care 2013' for the social initiatives aimed at helping the underprivileged sections of the society



Dabur India Ltd bagged the CRY Child Rights Champion Award 2013-14 for its various initiatives aimed at improving the lives of children from the under-privileged sections of the society



Réal entered the Limca Book of Records with its social initiative Réal Run For Children, to create awareness on Right to Education for all kids



Voices of our Stakeholders

“

I am today a successful social entrepreneur in my locality
Anita Bisht

”



Anita Bisht

Age: 28 years

Village: Bindu Khatta

Anita Bisht's world collapsed one fine day when her husband deserted her after four years of marriage. With her two toddlers in tow, Anita came back to her parent's place and decided to work towards putting her life back together again. She moved into a rented accommodation in Jawaharnagar area and started seeking opportunities to make ends meet.

One day, she met a trainee of SUNDESH and, after a brief discussion, decided to join the Skill Development Training Centre at

village Bindu Khatta and take up Beautician training. After completing the training, she set up a small parlour at her residence. After running this parlour for some time some time and having tasted success, she took a loan of ₹ 30,000 from Punjab National Bank (Pantnagar) and set up a Beauty Parlor – Shringarika – in Jawaharnagar area. She is now earning around ₹ 4,000 - ₹ 5,000 per month.

“A few years back, I could have never imagined running my own business. Thanks to SUNDESH, I am today a successful social entrepreneur in my locality,” says an ecstatic Anita.

“

I had to drop
out of school
because of
monetary
reasons

Deepa

”



Deepa

Age: 20 years

Village: Kopa Kripali

Deepa belongs to the Buksha community and her family includes four sisters and a physically challenged brother. Despite the tough financial condition of her family, Deepa managed to study till 10th Class, after which she dropped out of school to supplement her household income.

“I wanted to earn money and help my family, but I lacked the skills that could get me employment. Our household income was barely enough to make ends meet for this family and there was little I could do to help. That was when I met the representatives of

SUNDESH, a meeting that changed my life,” says Deepa.

SUNDESH had set up a Cutting & Tailoring Training Centre in her village and Deepa undertook a six-month course at the centre. After completing the course, she started taking up stitching work at her residence and started earning some money. Today, she also offers tailoring training to other women and girls in her village, and is now earning between ₹ 2,000 and ₹ 3,000 every month.

“I had to drop out of school because of monetary reasons. But I will ensure that my siblings get to complete their education,” adds Deepa.

Voices of our Stakeholders

“

I am living
my dream
today
Furkan Mohd.

”



Furkan Mohd.

Age: 28 years

Village: Nidori

Furkan Mohd had always dreamt of running his own business, but lack of requisite skills had played spoilsport and he ended up helping his father in the field. He used to talk about his unfulfilled dream to his wife, who shared the same with SUNDESH representatives in their village.

The SUNDESH representatives urged him to attend a self employment training programme being organised by the RUDSETI (Rural Development and Self

Employment Training Institute). Sundesh referred his case to RUDSETI and Furkan, after the screening test, enrolled himself for the one-month mobile repair training programme.

Having successfully completed the programme, Furkan has set up his own mobile repair and recharge shop in the village and is now earning between Rs 4,000 to Rs 5,000 per month. "I am living my dream today, all thanks to SUNDESH," says Furkan, who is now preparing to expand his business and has submitted a proposal seeking financial support from the bank for the same.



“

There is no bigger joy for me than seeing my baby grow

Renu

”



Renu

Age: 20 years

Village: Hasanpur

Renu was all of 17 when she got married to Malkhan, a contract labour in a factory near village Hasanpur in Hapur district. Two years after her marriage, Renu gave birth to twins male babies. Her delivery was conducted by a trained birth attendant at her home.

However, the kids suffered from low birth weight and tragedy struck the family when one of two babies passed away within a week. When health workers from SUNDESH heard about the tragedy, they

approached Renu and persuaded her to visit their Health Post in Village Chauna to ensure that both the second baby and the mother got proper medical assistance and guidance.

Proper treatment was given to the kid, while the new mother was advised about baby care and the benefits of regular breast feeding to increase the child's weight. Regular follow-ups were also done and the kid's progress monitored. Today, both Renu and her son are living a healthy life. "There is no bigger joy for me than seeing my baby grow," says Renu.

Voices of our Stakeholders

“ It's like a dream come true for me
Mahesh ”



Mahesh

Age: 19 years

Village: Nandpur

Mahesh comes from a family of farmers. His father is a farmer who owns 5 bigha land in their village and the family is completely dependent on agriculture income. Mahesh wanted to pursue a career outside farming in order to support his family and supplement their household income. He was always strong in studies. So, after completing

his schooling, Mahesh took up a diploma course in computers.

Mahesh then participated in the 'Swawlamban' project initiated by SUNDESH, where he underwent a 45-day training programme in Fitter trade by IL&FS Skills. Mahesh is now employed with a private firm in Village-Khera, Pilkhua, as a quality instructor and is drawing a monthly salary of Rs 7,500. "It's like a dream come true for me," says Mahesh.



“

Signing my first cheque was a big achievement for me
Hashreen

”



Hashreen

Age: 30 years

Village: Nidhawali

An unlettered Hashreen was born in village Dehra and moved into Nidhawali village after her marriage with Gulsher Mohd. at the tender age of 14. Her first four kids died soon after birth, pushing her to the verge of depression.

That's when she met representatives from SUNDESH, who were in the process of setting up an Adult Literacy Centre in her village. Motivated by the representatives, Hashreen took up the basic education programme on health & nutrition at our centre. Armed with this education and knowledge, she decided to go in for institutional deliveries rather

than rely on the village midwife and has given birth to three healthy babies.

With her family expanding, Hashreen decided to supplement her household income and opened a cosmetic and bangles shop in her village. Today, she earns around Rs 4,000 per month from this shop and is contributing towards educating her children. As part of their efforts to bring about financial literacy in the community, SUNDESH representatives motivated her to open a Savings account in a bank and encouraged her to save for the future. "Thanks to SUNDESH, I have moved from being an illiterate girl to a shop-owner who signs her own cheques today," says Hashreen.

Voices of our Stakeholders

“
Running my own business is a matter of great pride for me
Mamta Kumari
”



Mamta Kumari

Age: 21 years

Village: Gullarwala

Mamta was regular college-going girl from Himachal Pradesh with dreams in her eyes. During one of the routine community meetings in her village, Gudiya met SUNDESH representatives who informed her about the various vocational training programmes being run at their centre. So, alongside her graduation, Mamta decided to join SUNDESH's vocational training centre and pursue a course in beautician training.

After finishing my course at the centre, I started thinking of setting up my own

business. There was a big demand for beauty and make-up, particularly during the wedding season," says Mamta.

After learning the trade, she went on to set up a small beauty parlour at her residence. Mamta's parlour is today the preferred beauty and makeover destination for all brides-to-be in her village.

"Today, I offer all kinds of beauty-related services at my parlour, be it threading, hair cutting or bridal make-up. Today, I earn around Rs 5,000 a month from my parlour. Running my own business is a matter of great pride for me," she adds.



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Design & Concept:
WYATT
WYATT ORIGIN



स्वच्छता को अपनाना है,
बीमारी को दूर भगाना है।



डाबर द्वारा सामाजिक उत्तरदायित्व



ईको क्लब

क्र.सं.	व्यक्ति	पर	स्थ	उद्देश्य
1	अपघ्न			1. पर्यावरण को स्वच्छ रखना
2	अपघ्न			2. अपनी आवाज-धारा द्वारा लोगों को जल /
3	सविधि			3. पौध लगाने और उनका पालन पोषण करना।
4	सदस्य			4. सभी प्रकार के विज्ञानों में इस प्रकार से प्रदर्शन करना।
5	सदस्य			5. पर्यावरण को स्वच्छ रखना।
6	सदस्य			6. पर्यावरण को स्वच्छ रखना।
7	सदस्य			7. पर्यावरण को स्वच्छ रखना।
8	सदस्य			8. पर्यावरण को स्वच्छ रखना।