

Corporate Social Responsibility (CSR) is about how companies manage the business processes to produce an overall productive and positive impact on society. CSR goes beyond charity and requires that a responsible company take into full account its impact on all stakeholders and the environment when making decisions. It facilitates to create goodwill in the community, which directly enhances the reputation of the company and strengthens its brand.

For, **Mr. S K Todi, Chairman, Shrachi Group Limited**, Corporate Social Responsibility is to actively contribute to the social and economic development of the communities in which one operates. The progress of enterprise, welfare of people and the health of the enterprise are inextricably linked. It is important for Corporates to recognize that their progress comes from society and they must give back to society its fair due. In so doing, build a better, sustainable way of life and raise the country's human development index. **Mr. Todi**, truly endorses the widely quoted definition by the **World Business Council for Sustainable Development** states that "*Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.*"

Over the last few years, the Group has taken considerable strides towards its CSR programme for the benefit of the community.

The Group has embarked on addressing various social causes

LABOR & SITE MANAGEMENT

The Group ensures proper care of company's immediate stakeholders, **construction workers & laborers**. The workers are provided with good working conditions, best of wages and decent housing for them and their families. Care is also taken to provide them with on site medical facilities as there is always a risk associated with their work. Subsidized canteen and appropriate sanitation are other aspects which are also looked into. '**National Labor Safety week**' is also observed from **4th to 10th of March** every year to ensure the same. Shrachi organizes various programmes at the sites to increase awareness about Safety and its adherence. During the safety week discussions, quiz competitions, poster competitions etc are held on safety. Top company officials including the Chairman and the Managing Director also participate in the programme.

Recently, a training programme was conducted by the CII with the land givers/ losers at the site of ‘**Renaissance**’, a township by Bengal Shrachi in Burdwan. The programme trained the land givers in vocational activities spanning - carpentry, masonry, plumbing, security, cooking etc. This initiative will provide them with an alternate source of income and also help Shrachi in providing job opportunities by absorbing them in their construction site thus ensuring their association with the development.

ENVIRONMENT

The Group approaches the environment issue from the perspective of waste minimization, conservation of resources and to construct projects which are energy efficient and planned in orientation with climatic conditions. Thus, the continued attempt is to reuse, recycle and eliminate waste, which results in minimal waste being generated. **Synthesis Business Park**, a commercial Green building coming up in Rajarhat and **Greenwood Elements**, a mega housing project truly exemplify this belief of the Group.

EMPLOYEE WELFARE INITIATIVES

People come first at Shrachi. The Group believes that one half of the social responsibility is achieved by being responsible towards its workforce. The Shrachi family of 848 members encourages mutual trust and cooperation amongst themselves.

EDUCATION

A philanthropist at heart, **Mr. S. K. Todi** is associated with several social welfare organizations. He is a member of the Governing Body of **Manovikas Kendra Rehabilitation & Research Institute** for handicapped and **Natya Sodh Sansthan**, treasurer of **Refugee Handicrafts** and the former President of Sri Shikshayatan School to name a few.

The Group is also coming up with a school, near the project, ‘**Renaissance**’ a mega township in Burdwan. Involving an investment of Rs 50 lakh, ‘**Shiv Kumar Harijan Balika Vidyalaya**’, will be spread across an area of 7,000 sq ft offering primary and secondary education to its students. Construction is in full swing and the project is expected to be completed by December’07.

HEALTHCARE

In their endeavor to enhance medical facilities in the State & to improve the quality of life and healthcare services, Shrachi Group Limited initiated and established Kolkata’s prestigious healthcare institute - **AMRI Hospitals**. AMRI Hospitals is a joint venture of the Emami & Shrachi Groups along with the Government of West Bengal (India). A multi-

specialty hospital with state-of-the-art technology, AMRI is committed to meeting the highest standards of ethical behavior and appropriate business conduct in everything they do, every day. The hospital specializes in areas like Cardiology, Cancer, Neurosciences, Trauma Care and Orthopedics.

SOCIAL WELFARE

Shrachi Group has over 10 years of experience with proven track record in delivering quality real estate solutions. Initially Shrachi forayed into real estate in the year 1994 under the banner of Shrachi Developers. However, in 1997, Shrachi joint hands with the West Bengal Housing Board, which led to the formation of Bengal Shrachi Housing Development Limited. This **Public Private Partnership (PPP)**, as it is popularly termed, runs on a cross -subsidy model, where houses are offered to the Low - income Groups at subsidized rates, thus answering the housing demand for all.

A unique initiative was recently undertaken by Bengal Shrachi Housing Development limited with Rosedale Developers' Private Limited. They jointly launched the first of its kind '**Senior Citizens**' apartment with truly international facilities within the premises of **Rosedale Garden Complex**. Targeted at 60+ Non - Resident Indian's, the G+2 complex will offer 60 apartments customized to the special needs of the senior community. Here, the citizens will get an opportunity to enjoy all the high-end amenities and share their valued experience with people of the same age bracket. In order to make the residents an integral part of the society and to combat emotions of alienation & loneliness, they will also get an opportunity to play, swim and interact with their next generation within the complex.

A similar kind of project is also under execution by **Jagriti**, a non - profit, voluntary organization run by women of an NGO, **Jagriti Dham**. This voluntary women organization is been run under the constant and able guidance of **Mrs. Chitra Todi, wife, Mr. S K Todi**. Spread across an area of 2.5 acre at Amtala, Jagriti Dham is inspired by the spirit of caring and nurturing. Citizens will get an opportunity to undertake training in several vocational courses while enjoying all the comforts of a retired life. Life in Jagriti Dham will be a fine balance between relaxation and activity, or it will be in other words, '**complete**'.

THEATRICAL TRIVIA: GREENWOOD SPIRIT THEATRE FESTIVAL

In their bid to celebrate theatre as an integral part of the cultural milieu of Bengal, Shrachi hosts theatre festival every year. The festival has been on wheels since 2002 and is now a part of the Group's annual calendar event. This festival has been an incessant endeavor to encourage and present the cultural heritage of Bengal & celebrate theatre as an art form incorporating theatre groups both from the city and districts. Troupes from districts like **Nadia, Medinipore, Hoogli, North 24 Parganas, South 24 Parganas, North 24 Parganas and Murshidabad** participated in the 5th theater festival. However talents from **Birbhum, Behrampur, Cooch Behar, Howrah and Asansol** were encouraged in the 6th year. The Theatre Festival honours both established as well as the emerging and deserving talents of theatre fraternity, making this festival an integral part of the city's cultural calendar.

Over the years, the festival has also received active participation by renowned theatricians like, **Soumitra Chatterjee, Ashoke Vishwanathan, Uma Jhunhunwala, Dolly Basu** and several others. It has also witnessed presence of eminent theatre personalities like **Mr. Om Puri, Amol Palekar & Mr. Goutam Ghose**.

Every year the festival felicitates the best performer of the festival, the best theatre production of the year and a lifetime achievement award to an eminent theatre personality for his/her contribution to the art form of theatre. The three awards are "**Tripti Mitra Smriti Puroskar**", "**Bijon Bhattacharya Smriti Puroskar**" and "**Utpal Dutta Smarak Samman**", respectively.
