



# CORPORATE SOCIAL RESPONSIBILITY

*Small steps, Big impact!*



**CARBORUNDUM UNIVERSAL LIMITED**





**CARBORUNDUM  
UNIVERSAL  
11V**

***Towards  
prosperity in  
harmony with  
people and  
the planet.***

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## *Managing Director's Message*

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Carborundum Universal Limited was formed as a tripartite alliance in 1954. A year earlier, the Murugappa family established the AMM Charities which was the precursor to what is today known as AMM Foundation. Thus, Social responsibility for Murugappa and Carborundum is a part of our DNA.

The Murugappa philosophy has always been to run businesses based on the trusteeship principle of management. The companies are managed to continuously create value for its customers, employees and stakeholders. This is done keeping in mind the overall responsibility to the society at

large. The two areas of focus have been Health and Education. These are seen as high impact areas for social progress.

At CUMI, we too focus on these two areas through contributions to the AMM Foundation. In addition we ourselves run one of the finest skill development centres – the CUMI Centre for Skill Development – at Hosur and Edapally. Here we take 10th standard passed, boys and girls from underprivileged families and holistically groom them. They are given boarding, lodging, a bicycle, uniforms and a stipend. They go through class room and practical training along with training in yoga, computer literacy, languages etc. They eventually graduate not only as skilled technicians but also as good citizens, and are immediately absorbed by various companies.

In addition, the various factories of CUMI participate in socially relevant projects for the benefit of the local communities in their neighbourhood. These initiatives are championed by the CUMI employees in the respective plants who take great pride in using their personal time and effort towards this.

We are proud to be a very successful company and are equally proud to be a socially responsible corporate. To us, CSR is not just a government mandated activity, it is what we passionately believe in and have been practicing right from our inception.

**K. Srinivasan**  
*Managing Director*



## *HR Head's Message*

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“No man is an island entire of itself”, said John Donne in the 1600s. Today in 2018, that phrase encapsulates not just humanity but industries and organisations as well. A company by itself, no matter how old or well established, is but a subset of the larger community, economy, country and world and in isolation would no longer exist. For a business to thrive, the community surrounding it needs to thrive too and that symbiotic relationship leads to growth of both the organisation and the communities it serves, exists in and draws services from.

The Murugappa Group has always taken pride in being a socially responsible Group with multiple

avenues, to contribute to the societies and communities it exists in. Carborundum Universal Ltd., as one of the oldest organisations in the Group, has been similarly engaged in philanthropy and community service, right from its inception. We have chosen Education and Healthcare as our core focus areas and all of our manufacturing units engage with the surrounding community on these two key areas.

At an organisation level, we took the decision a few years back to contribute to society by offering vocational education programmes to youngsters from economically disadvantaged communities. This kernel of an idea took the shape of the CUMI Centre for Skill Development (CCSD), a full-fledged educational institution, recognised by the National Council on Vocational Training. At present, nearly hundred young men and women have passed their trade examinations with flying colours and joined the industrial workforce. Hundred more from our two training centres in Kochi and Hosur, will be appearing for examinations in November this year. Our graduates are in many cases, the only earning members in their families and through their achievements, we hope to touch many more lives associated with them.

At a more granular level, our CSR initiatives are targeted at the communities our industrial units and offices are located in, and involve both our employees and community stakeholders in the programmes as well. This booklet offers a bird's-eye view of all our activities in community engagement. Going forward, we will continue to raise the bar and do more to improve the quality of life of all the individuals and communities we are associated with.

### **M. Muthiah**

*Executive Vice President - HR*

# The Murugappa Group

Murugappa Group is amongst India's most enduring and admired corporate houses. Founded in 1900, the INR 295 Billion Murugappa Group is one of India's leading business conglomerates. The Group has 28 businesses including nine listed Companies traded in NSE & BSE. Headquartered in Chennai, the major companies of the Group include Carborundum Universal Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Sugar Industries Ltd, Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.



Market leaders in several segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals, the Group has wide geographical presence all over India and spanning six continents. The Group fosters an environment of professionalism and has a workforce of over 32,000 employees.

As early as 1924, well before the phrase 'corporate social responsibility' had been



coined, our founder, Dewan Bahadur A.M. Murugappa Chettiar, started the first AMM Hospital. Nearly three decades later, the Group formally institutionalised its CSR responsibility through the establishment of the AMM Charities Trust (renamed AMM Foundation). Over the decades, the Foundation has been extensively engaged in eco-conservation, public health and education initiatives in the communities of its operational presence. The Foundation now manages four schools, a polytechnic college and four hospitals. The Group also commissioned the Sri AMM Murugappa Chettiar Research Centre (MCRC) to drive science and technology applications for rural development. The Centre focuses on the responsible use of simple, locally available materials to create commercially viable products and improve rural lives.

The Murugappa Group's sustainability philosophy covers its environment commitment as well. As a result, it is not perceived as an optional expense but a necessary investment that enhances competitiveness. Over the years, the Murugappa Group has invested in clean practices and processes, often extending beyond prevailing statutory requirements. People before products, rendering service before profits and community welfare before commercial success, has been the Group's priority. We are mandated as per law to commit 2% of company net profits to CSR which at the Group level is used to fund the MCRC, the schools and hospitals; yet most Group companies go well beyond this commitment by giving of their employees' time and products to serve society.

CUMI is part of the INR 269 Billion Murugappa Group and one of the leading companies in this group of 28 organisations. It is only natural then that Carborundum Universal has a similar bend of mind towards investing in sustainable social practices that benefit the communities we operate in.

## About Carborundum Universal Ltd

A minute acorn is the beginning of a mighty oak. Carborundum Universal Ltd grew from a kernel of an idea in A M M Murugappa Chettiar's brain to the large and multifaceted organisation it is today. In the early 1900s, when Murugappa Chettiar was dealing with steel office furniture and vaults, his expenditure on fine grade sandpaper to polish these was quite large. Dismayed by inconsistent quality in local players and the high prices of imports, he decided to launch an abrasives manufacturing facility. CUMI was founded in 1954 as a tripartite collaboration between the Murugappa Group, the Carborundum Co. in USA and the Universal Grinding Wheel Co Ltd in UK.



The company pioneered the manufacture of Coated Abrasives and Bonded Abrasives in India. Over the years, several other businesses were added and we now also manufacture Super Refractories, Electro Minerals, Industrial Ceramics and Ceramic Fibres. The company's range of over 20,000 different varieties of abrasives, refractory products and electro-minerals are manufactured in ten locations across various parts of the country, and a few units in other countries. With a simple philosophy at its core – 'making materials matter', CUMI has achieved a reputation for quality and innovation.

State-of-the-art facilities and strategic alliances with global leaders in grinding technology have contributed to CUMI gaining international recognition as a manufacturer of quality



abrasives and a provider of total grinding solutions. CUMI's products are exported to 43 countries spread across North America, Europe, Australia, South Africa and Asia.

We are one of the few manufacturers in the world with fully integrated operations ranging from mining, fusion, manufacturing, marketing, distribution, and even power generation from natural gas and hydro power stations. Almost all of CUMI's ten manufacturing facilities have received the accreditation for Quality, Environment and safety standards. A well connected marketing and distribution network of offices and warehouses in India and abroad ensure that service to customers is given prime importance.

As a leader in many product categories, CUMI has earned a place in Forbes list of 'Asia's Best 200 Companies Under a Billion'. In the last Financial Year, CUMI has clocked a turnover of 1600 crores (on a stand-alone basis). A feather in our cap is receiving the Golden Peacock Awards in 2016 for our work in the areas of Corporate Social Responsibility, and for Corporate Governance. This prestigious award puts us in the same category as the who's who in Indian industry and reflects our commitment to serve the communities we live and work in.

The Company upholds the Group's tradition by earmarking a part of its income for carrying out its social responsibilities. We believe that social responsibility is not just a corporate obligation that has to be carried out, but it is one's dharma. Therefore, our philanthropic endeavours are a reflection of our spiritual conscience and this provides us a way to discharge our responsibilities to the various sections of the society.

## *CSR at CUMI*

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All CSR activities undertaken by CUMI are rooted in the principle, "towards prosperity in harmony with people and the planet". We began to engage in community service well before it was mandated by The Companies Act. While we do contribute a fixed percentage of our profits for supporting social causes, our social conscience relies more on engaging with the community that our plants and offices are set in. This is reflected in the vision, mission and approach we use for all our CSR initiatives.

### *Our Policy on CSR*

"The Company shall seek to impact the lives of the disadvantaged by supporting and engaging in activities



that aim to improve their wellbeing. We are dedicated to the cause of empowering people, educating them and in improving their quality of life. While we will undertake programmes based on the identified needs of the community, education and healthcare shall remain our priority. Across the different programme areas identified by the company, it is our endeavour to reach the disadvantaged and the marginalised sections of the society to make a meaningful impact on their lives.

### **We are committed to identifying and supporting programmes aimed at:**

- Empowerment of the disadvantaged sections of the society through education, access to and awareness about financial services and the like
- Provision of access to basic necessities like healthcare, drinking water & sanitation and the like to the underprivileged
- Work towards eradicating hunger and poverty, through livelihood generation and skill development
- Supporting environmental and ecological balance through afforestation, soil conservation, rain water harvesting, conservation of flora & fauna, and similar programmes
- Undertake rural development projects

While this policy reflects all the areas we would like to engage with our communities in, there are five focus areas that we are currently working on. These are described in greater detail a little further.

## Our Vision, Mission & Methodology

### VISION



*Inclusive growth and sustainable development of the community as well as the society at large, for the common good of all.*

### MISSION

*Towards prosperity in harmony with people and the planet.*



## Methodology And Approach



### People

- Education
- Healthcare
- Empowering the underprivileged
- Recreation

### Planet

- Environment care
- Waste management
- Green belt and Agri-promotion



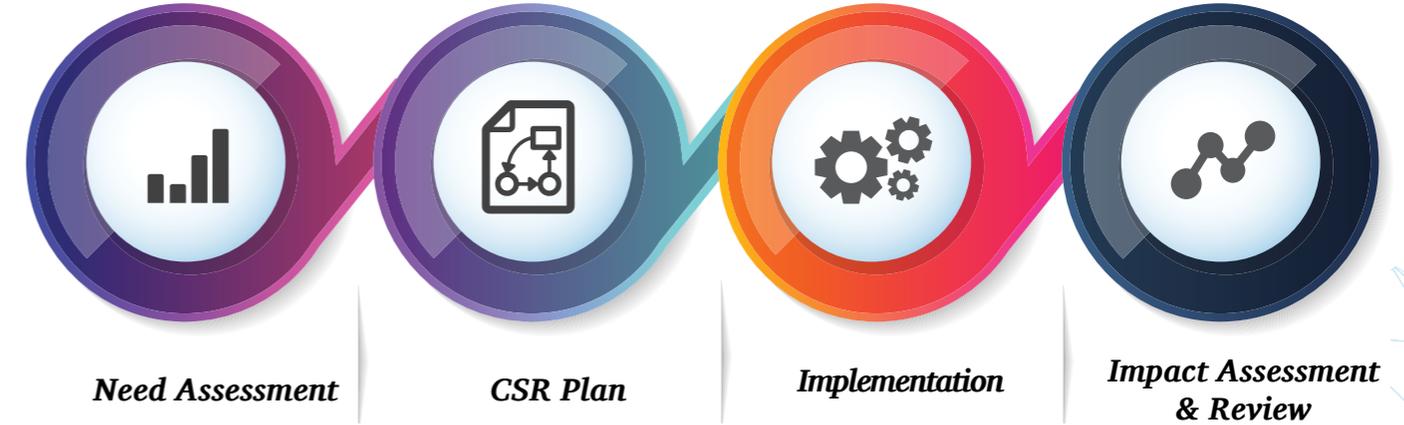
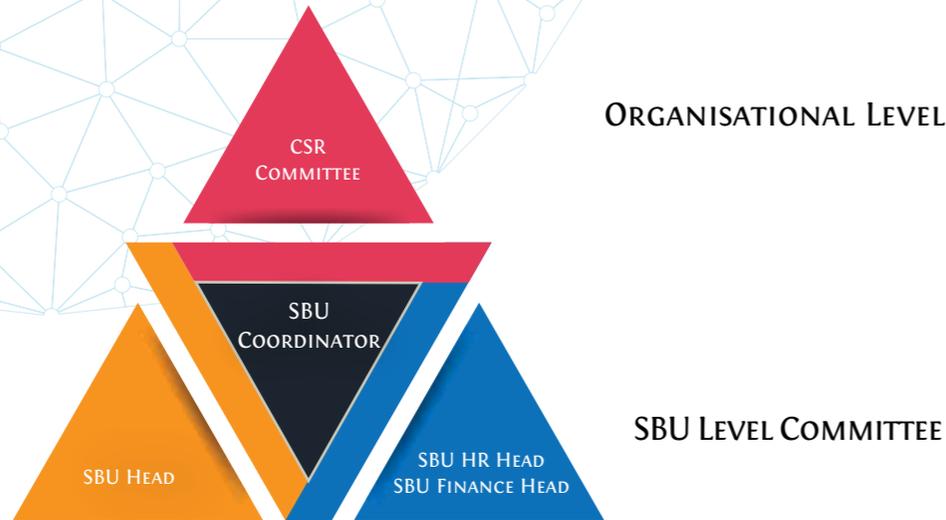
### Prosperity

- Skill and employability development
- Community Empowerment
- Responsible Citizenship



## CSR Governance

CUMI's CSR initiatives are governed and monitored at the highest level by a CSR Committee comprising three Directors - two Independent Directors and the Managing Director. As head of all CSR activities, the Head of HR and the Company Secretary participate in all meetings, presenting data on CSR initiatives and spends. Further down the line each Business Unit has an SBU coordinator who works in conjunction with the SBU Operations Head, Finance and HR Heads.



## CSR Implementation

Each initiative we undertake has the support of a well-organised and scientific background study. A **Needs Assessment Study (NAS)** of the targeted community is carried out either on our own or by engaging with a third party institution or NGO, basis which we formulate appropriate community support programmes.

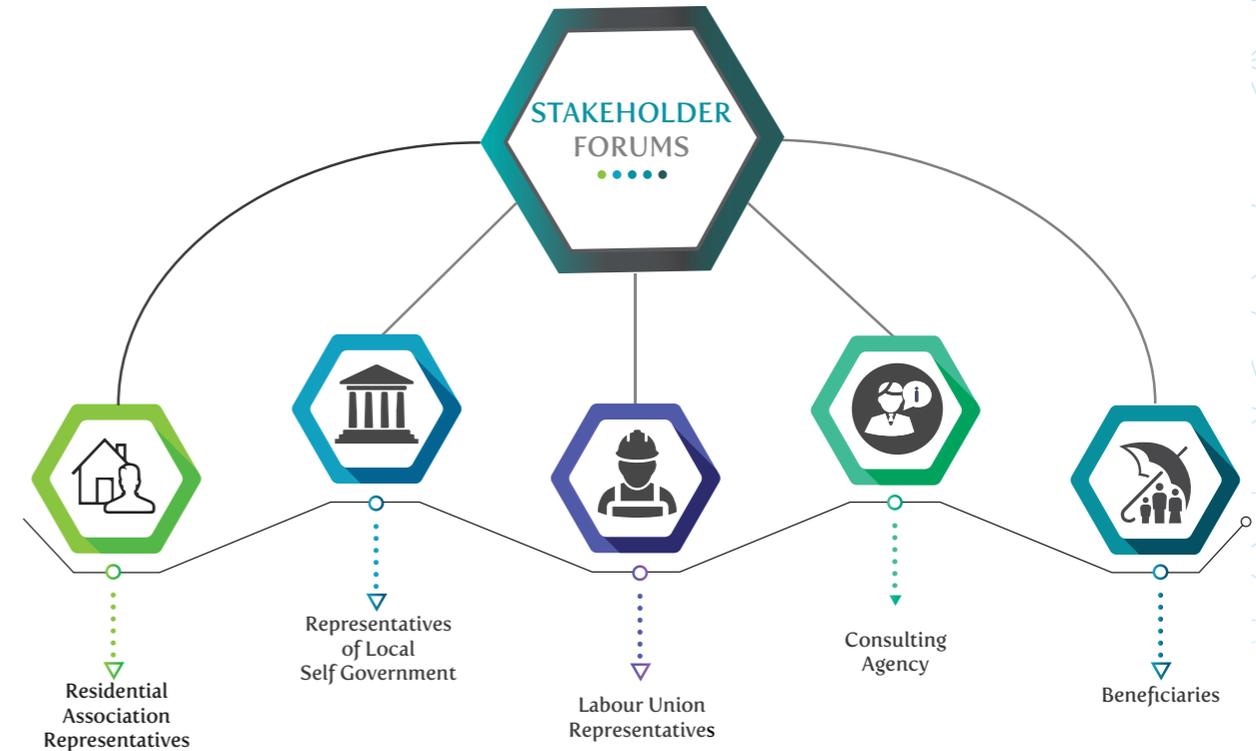
*“Towards prosperity in harmony with people and the planet”*

The fundamental objectives of these studies are:

- To get the profile of the community consisting of the demographic details of the population, sex ratio, number of households, and people of different age groups.
- To understand the socio-economic and education status of the community.
- To get information on facilities - housing, water, sanitation, and other basic infrastructure needed by the community.
- To get information on the felt needs and priorities of the community.
- To develop appropriate interventions with people's participation.

Apart from this method, requests from local governing bodies (Panchayats / District Administration) or local institutions (government schools / colleges) are also used as a basis for a CSR activity to be initiated, on a case-to-case basis.

Our initiatives can only be described as "Of the people, For the people, By the people" – as we involve all stakeholders right from the needs assessment stage. Apart from the analysis of collected quantitative data, a qualitative analysis is also done which includes focus group discussions, interactions with key persons in the community and observation visits.



The projects are implemented and supervised by a steering committee consisting of the representatives from the community, labour representatives and consulting agencies, besides our company representatives.

## ***Focus Areas in CSR***

We strive to make sure that every effort CUMI takes, is at the right place and time, for the most deserving, and through the fairest way possible. Each step we progress, however small it may be, is anchored in our philosophy to make the world a better place to live in.

### **Honing Skills**

Shaping Lives

Initiatives focusing on skill development and building employability at grassroots level for disadvantaged youth.



### **Little**

Millennials

Initiatives focused on the children living in communities surrounding our plants.



### **Care And**

Concern

Initiatives focused on healthcare and well being of the communities we operate within.



### **Awakening**

Initiatives empowering local communities in setting up small scale businesses as entrepreneurs, encouraging local sports and arts, and development of basic infrastructure where it is lacking.



### **Beyond**

Footprints

Initiatives focusing on reducing our carbon footprint and increasing green belts, environmental awareness and practices for better waste management.





While CSR is seen as a nice thing to do, at Abrasives we believe that it plays a vital role in building a sustainable business. Whether it is by way of supporting underprivileged children around the factories, or by improving employability through skill building at the polytechnics or the individual employee's involvement in supporting education in rural schools... all of them should make good business sense and create a good community.

**Ananthasheshan N**  
President – Abrasives Division



Inclusive growth and Sustainable Community development are strong pillars of our organisation. The CUMI Centre for Skill Development, is one of the major initiatives with an objective of providing high quality vocational and technical training towards uplifting the lives of young children from underprivileged community and weaker sections of the society. This program includes stipend payment along with free meals and free boarding facilities to the enrolled students, ensuring that they 'Earn while they Learn'. We firmly believe that an organisation's true value lies beyond its business and is reflected by the services it extends to the society. We encourage our employees to participate in CSR activities which touches the lives of the communities around us.

**Rajesh Khanna**  
Executive Director & CEO - WENDT,  
BGMC Member, Mentor & Advisor  
- Industrial Ceramics Division



Sustainable businesses have to commit their resources and time for development of the society and people around their businesses. CUMI continues to do so at all locations where we do business, committing to enrich the lives of employees and society at large, through our CSR initiatives. We see all business decisions from the angle of sustainability, human face and scientific development of the business.

**Jagannathan Chakravarthi**  
Executive Vice President  
& CFO



We care for,  
The Children by helping them to blossom out,  
The Youth by imparting skills to shape their future,  
The Women by empowering them to become entrepreneurs,  
The Elderly by touching their lives to fulfil their special needs,  
The Environment through initiatives to create a greener tomorrow.

**Jayan P S**  
Executive Vice-President  
Electro Minerals Division



CUMI Refractories & Prodorite Division, has committed to conserve energy and natural resources in its product development processes. We serve our communities through CSR initiatives, like Skill development of rural youth, development of green belts, health awareness programmes directed towards the Girl child, rural development programmes, Blood Donation camps etc. to energise lives of our employees and our community stakeholders.

**V G Rajendran**  
Senior Vice President  
– Refractories &  
Prodorite Division



CUMI's CSR philosophy continues to be a corner stone for its sustained superior performance in serving all its stakeholders. With social and environment concerns deeply integrated with all its business operations, CUMI has been actively engaged in CSR activities for several decades now even before it was mandated by law. The success of our CSR initiatives over all these years has been the involvement of our people who undertake and participate in these initiatives directly duly imbibing all the Five Lights of the Group - Passion, Quality, Respect, Responsibility and Integrity.

**Rekha S**  
Senior Associate Vice President  
& Company Secretary



*“Give a man a fish, feed him for a day.  
Teach a man to fish, feed him for a lifetime”*

*Lao Tzu*

## *Honing Skills Shaping Lives*

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48% of employers across India are having difficulty filling jobs. Only 16% of engineering graduates are actually employable in available roles in industry.

Alarming statistics? Unfortunately all true. India has a widening skill gap, which was one of the prompts for the 'Make in India' campaign launched by the Narendra Modi government. To match the expectations of India's economic, technological and social supremacy in the near future, skill development efforts need to be amplified, wide-spread and meaningful. This is not just the need of the hour and year but of decades to come, as well.

Our work in this focus goal, aims at enhancing employability of underprivileged youth through quality technical education and skill development, thereby ensuring availability of customized skills to meet future manpower requirements of businesses.



## CUMI- NTTF

CUMI in partnership with Nettur Technical Training Foundation (NTTF) under the National Employability Enhancement Mission is providing a four year Diploma course in Manufacturing Technology.



### Programme Design

NTTF, an educational foundation established in the year 1963 and a living symbol of Indo-Swiss co-operation aims at promoting purposeful Technical Education for the youth of India. In partnership with us, they are offering a two year certificate programme followed by 2 year Diploma Programme.

The programme is conducted at two locations namely, Hosur and Uttarakhand. The program curriculum has a company specific, industry relevant syllabus, which includes class room training, shop floor training and self-development training. There will be periodic evaluation and at the end of the programme diploma certificate will be issued to successful candidates. Minimum educational qualification for this program is completion of 10th or 12th Standard.



### Outcome

Across both locations, about 60+ students are undergoing training under this scheme.





## *Employability Bridging Programs*

The term 'employability skills' refers to those skills required to acquire and retain a job. The objective of employability bridging programmes are not only to enhance the employability skill of the aspirants through job specific skill training but also to shape their attitude and habits to work successfully as individuals and in teams.

### **Programme Design**

We have signed Memorandums of Agreement with Industrial Training Institutes neighbouring our plants, to provide Employability Bridging Programmes. The programme is targeted at ITI qualified young aspirants on specific job requirements.

### **Outcome**

This is an initiative from our Abrasives Division. Two batches of ITI qualified young aspirants, totally 32 students have been trained on finishing skills in grinding technology with the support of a neighbouring Industrial Training Institute..

## CUMI Centre for Skill Development

The CUMI Centre for Skill Development (CCSD) is a unique initiative we began in 2012 to build a skill bank of technically competent and industry ready workforce. CCSD is positioned with the goal of providing free education and skill-training to deserving and capable students.

The objectives include:

- Uplifting the economically weak students by enhancing their employability
- Build people capability through a customised training model, and
- Address skilled manpower shortage



### Courses Offered

CCSD has five vocational training courses conducted based on certification requirements mandated by National Council for Vocational Training, and Ministry of Skill Development and Entrepreneurship. The trades selected are Fitter, Electrician, Tuner, MMTM (Mechanic Machine Tool Maintenance) and Machinist Grinder following National Council on Vocational Training (NCVT) syllabus.





**MOHANASUNDAR**



**SANKAR**

*Two of the trainees Mohanasundar and Sankar who graduated in the first batch were recognised as Winners in the National Level Skill Competition and will soon be receiving Merit Certificates signed by the President of India*



## Programme Design

The Programme inducts carefully selected students with basic 10th or 12th standard education from towns and remote villages for further technical education. The students are selected after a written aptitude test and a personal interview where keenness to learn, attitude and family background is probed.

The programme is designed with a perfect balance of theory and practical, to ensure maximum learning and retention of the concepts. The revised curriculum includes theoretical concepts, practicals and on the job training spread across two years. On successful completion of the training programme, trainees would be awarded National Apprenticeship Certificate. They are then eligible for employment in industry, or can seek lateral entry to diploma courses / training courses to become ITI institute instructors.





## Outcome

Altogether, over 100 students are undergoing training at centres in Kochi, Kerala and Hosur, Tamil Nadu. One batch of 60+ students have successfully completed the program and qualified with strong vocational skills. Some of these trainees have taken up employment within CUMI's plants, several others are either self-employed or have taken up jobs in other manufacturing organisations. A few are pursuing Diploma courses to further gain technical qualifications. Approximately 100 students will be appearing for examinations this year end, and a further batch of 80 are expected to enroll for training this year.





## Giving Dreams Form

*Pavithra was a petite girl from a tiny hamlet near Hosur. She looked like a mere gust of wind would blow her off her feet, and interviewers worried if she would have the stamina to stand for hours on the shop floor. Her earnestness and enthusiasm however led to her joining the first batch of the Cumi Centre for Skill Development at Hosur. She took an active part in all sports events, was a dedicated student and came in 3rd in the final examination.*

*It was her graduation day speech that really touched hearts. She spoke of how tough life was back home with her parents working hard to earn a living, and how rarely ever would*

*anyone at home ask her if she had eaten. Yet at the CCSD she said every senior manager who visited, would stop in their busy schedule to ask us if we were well, if we had eaten properly and if our studies were keeping us engaged. At a time when she was ill and walking inside the campus wrapped in a shawl, a manager happened to drive by and on seeing her immediately stopped, drove her to the nearest clinic and dropped her back after consulting with the doctor and buying necessary medicines. These examples of care and*



*concern made me want to work even harder to prove myself,' she said. She spoke of being inspired by the words of Dileep Shenoy (Chairman – NSDC) who at the inauguration of the CCSD said he was delighted to see women training as apprentices and asked them to participate in the National Skill Competition.*

*Pavithra is now a valued member of the CUMI family, working at a Joint Venture – WENDT India Ltd as a CNC turner.*

These represent a few of the success stories from the CCSD. With two centres running now – at Edapally, Kerala and Hosur, Tamil Nadu, and 67 students of an entire batch clearing their exams on the first try, we are happy to be touching a few lives and making a difference. In time, we hope this will have a ripple effect gradually leading to more such training centres and far more employable youth.





*“Early childhood education is the key to the betterment of society.”*

*Maria Montessori*

## *Little Millennials*

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Education is the road that children follow to reach their full potential in life and what better way to contribute to society than by serving future generations and easing parental burdens?

To support child education CUMI has taken up a few different initiatives which are further described below.

### *Contribution to Vellayan Chettiar High School*

CUMI has been contributing monetarily to the Vellayan Chettiar High School, in Tiruvottiyur run by the AMM Foundation for decades now. The school caters to the educational needs of 2319 students and has a 100% pass percentage. Besides contributing towards educational facilities and scholarships for deserving students, CUMI has been aiding with the building of a new 400m athletic track and a full sized football ground at several lakhs worth of expense. This facility will play a vital role in promoting and developing sports at VCHSS, contributing to holistic growth of the children there.



## Adolescent Girl Child Programme

As an organisation which believes in gender equality, we wanted to empower the girl child by increasing awareness on several aspects of her health that are rarely discussed at home. We chose to address this by conducting discussions and counselling on health, psychological and physical changes in growth and an awareness of one's own holistic health.

### Programme

Adolescent girl children in the respective locality are groomed through a number of programmes to enhance their self-esteem and self-confidence, to familiarise them with the physical issues they may face in their life. Knowledge on many important areas like health, hygiene, menstruation and related physiological factors which the regular curriculum is still ignorant of, is imparted by qualified professionals.



### Outcome

The Adolescent Girl Child Programme has already been launched at Edappally in Kerala and Ranipet in Tamil Nadu. We have been able to educate and empower about 25 girls every year and programme feedback from our participants and their families has been very encouraging.

### *Career Guidance*

CUMI organises career guidance camps for the benefit of youth aspiring for higher studies. Our objective is to make them aware of the numerous opportunities available to them.



## Programme

Career guidance camps are being organised for students of senior secondary classes in order to help them make the right decisions regarding higher studies based on their ability and orientation. This is mainly organised in the month of December/ January so that the participants get a better picture of career options available to them post school, and the necessary collegial routes to get into the right career track.

## Outcome

These programmes have been conducted in Hosur and Kerala locations. Nearly 50 young aspirants are getting benefitted by this program every year. These kind of sessions also improve the interaction between family members and aspirants regarding his/her career.



## *Infrastructure Development*

Adequate infrastructure facilities are mandatory for the schools and other institutions to cater to student requirements. CUMI's employees contribute their time, and effort while the organisation provides monetary aid in extending a helping hand to the educational institutions to develop basic infrastructure facilities. These can range from providing desks and chairs at a government school, to providing RO water filters with purified water so school students have safe drinking water. Employees have also volunteered to build compound walls, paint classrooms or install tiling to offer better school facilities in the surrounding communities. WENDT India, helps out at a local government school by having its employees take computer classes for students three days a week.





In recent times, we have been recognised by a local Tamil newspaper Dinamani for donating science books to IX Std students of the Government Girls Higher Secondary School in Sriperumbudur, in association with the Tamil Nadu Science Forum. These books will be helpful for the students to attend the upcoming "THULIR" science based - State level competition conducted by the Tamil Nadu Government every year.

## Droplet

In an initiative completely helmed by CUMI employees, an entire division - CUMI Shared Services (a central operations team for financial transactions) has adopted a Government High School at Athipattu village in North Chennai. From 2011, till date the CSS team led by Chandramouli G. (Senior General Manager - Accounts) has been visiting the school twice a year, every year, to interact with the students and lend their time, money and support. X Std. students are provided with stationery, model question papers and guidance on approaching the Board Examinations. Students receiving over four hundred marks are felicitated with a cash award of Rs. 1000 each.



## Outcome

Till date, six batches of students have benefited from this aid. Overall attendance has improved in the school and teachers report that students are more motivated. In recent times, students who passed out earlier have been asked to visit and address the batches appearing for examinations, sharing their own stories of how they successfully passed and study tips that helped them. Feedback from both the children and their parents has been encouraging.

## *Education Support Programme*

The dream of every parent is to give their child quality education, but for some parents this stays as a dream because of various obstacles. We took it upon us to help some of these parents at least, to make their dream a reality.



## Programme

CUMI-ASK Centre is one of the verticals of CUMI - community connect at our Electro Minerals Division. CUMI - ASK Centre is a common platform for all age groups and provides a space for students to spend their evenings after school productively. The programmes and projects envisaged under ASK centre are for child and youth development, women empowerment, community teaching, reference-cum-lending library facility, YES day utsav and various activities for senior citizens. The centre also promotes skills and talent of young aspirants in vocational fields.

## *Educational Sponsorship*

This programme is aimed at supporting 50 children for their education by providing financial support for a period of eight continuous years. The objectives of this programme is to facilitate learning for all and to address school drop-outs. Students are selected based on academic





performance and financial background. Through various initiatives we make sure that children don't drop out from school during crisis, by providing proper support and guidance.

Though provision of sponsorship was the prime step for the cause, we knew that wasn't quite enough. So we reached out to the student on every aspect of his/her education by providing him/her with educational kit (with study materials), medical assistance, counselling, tuitions, summer camps and mentoring.



### Outcome

In Kerala we mentored a brilliant group of 50 children from the neighbouring locality. The programme has brought holistic improvement in these children not only in academics, but also in behavioural and social skills, thus helping to mould them as responsible citizens for the nation. In Jabalpur too, a government school in the Adhartal industrial area has reported better attendance after the CUMI Refractories plant employees volunteered their time and money to install fans, desks and benches in the junior classrooms (I - V Std.) and also gave students a school kit with bags, books and uniforms.

## Key Children Forum

The project is aimed at addressing the needs of school children whose parents are employed. The gap between the end of school hours and the return of parents from work, has often been noted as a vulnerable period for a child. With no guidance or supervision, for young children, this period can be badly utilised online (where children can be subject to abuse) or by indulging in bad habits. Noting this difficulty being faced by working parents, CUMI decided to step in, offering a space for children to study and play under light supervision. The facilities for sports and study available, help children utilise these few hours

in doing homework or playing a team sport - both of which are beneficial to growth and development. The students can avail this facility after school hours and utilise for academics as well as for extracurricular activities under supervision.



### Outcome

About 10-15 students are benefitted by this programme. Key Children Forum has brought solace to nearby nuclear families with working parents, for the dreaded after-school time. This program is mainly done to minimise the chance of such children falling into the hands of anti-social elements or bad habits.



## *'ASK'ing for a better future!*

*Salman Faris , a quiet, introverted eleven year old was often left to his own devices after school as his parents were busy working. He and his two elder brothers were studying at the Government Higher Secondary school in Edapally, and were much too active for his aged grandmother to manage after school. The family was staying in a small house, whose construction was incomplete due to lack of funds. Mr. Noorudheen, father of Salman was an auto driver and the major bread-earner of the family. His wife supported the income by tailoring clothes. The family was striving hard to meet the educational expenses of three children along with the other day-to-day needs of the household. Additionally there were also liabilities related to house construction.*

*The CUMI ASK Centre was a god-send for the family and Salman was soon a regular there. Due to the regular interaction with the child and family, it was possible to assess the needs and skills of the child and provided counselling and other support accordingly. Earlier an average student, Salman's academic performance has shown marked improvement. He overcame his stage fear and shyness, and became a regular participant in the children's meetings and camps on various topics, held at the CUMI ASK centre. The football coaching camp conducted in the centre helped enhance his skill in football. He was selected in the School Football Team, won prizes in sub district school competitions and even participated in the regional level competition. Every year, just before the school reopened, CUMI has been providing a complete school kit with books, bags, uniforms etc. which was a relief to his parents.*

*Now in Standard XII, Salman shared that the Career Guidance Camp organised by CUMI in 2016 (the camp was*

*aimed at helping SSLC students systematically prepare for examination, understand their personality profiles, and guide them to choose a suitable career) was of immense help in achieving good results in the SSLC examination. He passed SSLC with 6 A+, 2A and 2B+ grades.*

*In between, his father quit his job as auto driver due to severe knee pain. Presently he is running a small tea shop in a rental building at Vattekkunnam. Salman's mother does tailoring work to support the family. The construction of their house is almost completed. Salman's elder brothers are doing higher education. Even as things are looking up for his family, Salman is an embodiment of the positive change that such a centre can bring about. His improved grades, greater self-confidence and happy smile are all we need, to know that we touched at least one life positively.*

*For each child whose after school hours we make productive, there are several more who fall prey to bad influences. The response we have received to this program though, has humbled us and we hope that more and more organisations aid working persons, and parents, to have more fulfilling lives for themselves and their children.*





*“ Without a sense of caring,  
there can be no sense of community”*

*Dennis Kucinich*

## *Care And Concern*

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CUMI is supporting the community health through the hospitals run by the AMM Foundation, through monetary donations. The objective of the 'Care and Concern' programme at CUMI, is to support healthcare as well as take care of the physiological and psychological well-being of the society around us.

We do this by -

### *Blood Donation Camps*

We encourage donation of blood for a noble cause. Every year we organise blood donation camps and encourage our employees to donate blood. All CUMI locations organise this periodically and participation is always good.

### *Inspire Healthy Lifestyles*

The service of factory medical officers at various locations is made available to the community for consultations. Also seminars and sessions on various life style related issues by expert doctors are organised for the benefit of the community, within the CUMI plant premises.



## Medical Camps

CUMI's factory units often hold medical camps and screenings within the plant premises for both employees and the general public. These camps targeted at offering free screenings and heightened awareness of health in far-flung communities that lack strong medical facilities, have been of immense benefit to the communities we work in. The camps are usually general medical camps or sometimes target specific organs such as vision testing or dental screening. We have also had camps on dengue prevention where attendants were given 'Nilavembu' juice (a herbal medical drink with dengue prevention potential) free of cost. Our Refractories units in Ranipet have even received awards for their work in this area.

## A Dose Of Medicine....A Ray Of Hope

Team CUMI at Kerala do not throw away any unused medicines. Instead these are brought to the company and deposited in the box provided. These medicines are then handed over to the government medical colleges through an NGO that first screens the medication using a panel of expert doctors for validity and ingredients. Based on their recommendation, this medication is distributed to the economically backward community through the free medicines counter.

### Outcome

During 2015-16, we had collected unused medicines worth a lakh and donated to the neighbouring government medical college.



## *Caring For The Elderly*

We facilitate periodic get togethers for the elderly citizens in the society at a common place. World Elderly Day and Senior Citizen Forum are celebrated as events with huge community participation.

## *Reach Out To The Community During Emergencies*

CUMI had conducted relief and recovery support activities immediately after the floods in Chennai in 2015. Activities were undertaken based on the requirement in different regions. Food, medicines etc. were provided in relief camps. The effort did not stop there, but is still continuing providing helping hands to many. CUMI employees across locations volunteered to go to all badly affected areas and took part in rescue operations while also providing food and shelter. Food and medicines were supplied to the affected communities.

## *Traffic Warden Duty*

Our facilities in Hosur, Tamil Nadu are located at a busy central junction of the town. A milestone on the highway to Bangalore and an industrial hub, Hosur witnesses much traffic and consequently accidents, traffic jams and



pile-ups are common. When the local police started a campaign to enroll and train local volunteers for traffic warden duty, we thought this was a great way to aid our community and approached our employees with the idea. Many signed up enthusiastically and underwent training. It has been six years now and the enthusiasm hasn't waned a bit. We now have several employees and CCSD students who proudly sport the khaki uniform and confidently handle the fast-flowing streams of traffic. This initiative has received much appreciation from the local community and from the police department.

### *The guardian angel of Hosur Main Road*

*Once upon a hazy August afternoon in Hosur in the year 2009, Hosur Industries Association and Tamil Nadu Police wanted to create a fleet of competent personnel for safe guarding the town that draws many youngsters to work in its multiple industrial units. Around 120 enthusiastic volunteers from industries across Hosur, enrolled and 52 are now fully trained police/ traffic wardens. Ethiraj (Junior Officer – Stores at the Industrial Ceramics plant) is proud to be one of them. Every Sunday in the past few years, he has been undergoing training in the D.S.P office where physical and mental fitness is routinely checked.*

*When asked about this, he says he chose to be involved in this program inspired by his father. Ethiraj's father always emphasized helping others and Ethiraj had grown up watching him run out of the house, sometimes even in the middle of the night for helping a family in distress. He wears with pride the police uniform and cap, and has volunteered*

*for traffic control, festivities patrol and most interestingly, the Election patrol. He recalls this as being the highlight of the nine years that he spent on traffic warden duty.*

*Ethiraj derives huge satisfaction from this act of serving and has received many awards and accolades both internally and in external forums for his work on this. An award he holds close to his heart is an appreciation award from the Deputy Superintendent of Police, Hosur, that he received on 3rd March 2013, for catching a thief.*





*“I alone cannot change the world,  
but I can cast a stone across the waters to  
create many ripples.”*

*Mother Teresa*

## *Awakening*

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The projects in the “Awakening” focus area are exclusively focused on empowerment of segments of the underprivileged in the community. If we must become a better civil society, empowerment of the economically and socially backward is the need of the hour. It has widely been researched that improving the status of underprivileged could solve several problems, such as meeting the basic needs of the family, overall social development and adding quality resources that may bridge the gap between dimensions of socio-cultural existence.

### *Promoting Rural Sports & Arts*

***“Sports and arts do not build character, they reveal it.”***

We promote sports and arts activities in the evening so that the youth are engaged appropriately. During summer, various camps like Cricket coaching camps, Football coaching camps and drawing competitions are organised to encourage the youth in these areas.



## Basic Infrastructure Development

***“Whatever good things we build end up building us.”***

CUMI has always given priority to infrastructure development in the neighbourhood of every unit. We aid by providing various infrastructure such as, bus shelters, toilets, water filters at local governmental schools etc.

## Uplifting The Women Community

***“Empower the women around you and they will do the rest”***

Periodic awareness programs are organised for the benefit of the women folk. The topic included healthy family life, better parenting etc.

These interactions resulted in the formation of Mother Forum, which would meet every month and discuss how to resolve the issues faced by their children and families. This forum has begun to support the mothers



## Social Entrepreneurship For Women

***“Build your own dreams or else others will hire you to do theirs.”***

This was an exclusive program for women at a small village in Chalakudy, Kerala. The population was 48% women, mostly housewives with no source of income. A study carried out by an NGO identified the burning need of women there, wanting to become financially independent – the only stumbling block being they didn’t know how to go about it and had no one to guide them. One of CUMI’s Electro Minerals units took it as a challenge and began to hold periodic meetings with the women. They organised sessions on small scale business ideas, investment and financial aid available and other facets of running and managing businesses.

A team of women identified “Paper bag making” as their area of interest. Accordingly, a self- help group was formed and the company organised for skill training on the same. We also helped by introducing them to machine manufacturers and using our people network to help them land some initial orders. It is with a great sense of joy that we can now report of the successful launch of this unit. The impact it has had on the community and on the lives of the women involved has been immensely positive and the Panchayat was so pleased by this, that they are now trying similar models in a few other villages.



## Budding Entrepreneurs

*Sicily had no idea she would call herself an entrepreneur someday, and would have laughed if you had told her that a year back. Now she is one of a team of 18 women who run a successful paper bag making unit in Chalakudy. Sicily had always wanted to earn her own living, but marriage, children and the usual grind of life led to such plans being shelved. She often wished she had control of the finances, and that she could help raise the household income. Her education was a stumbling block though, and she had no idea if she would ever be employed.*

*Sicily was intrigued when CUMI suggested the idea of a small scale business. She spoke to her friends about it and realised that they were all keen to earn and that this may finally give them an opportunity to do so. She rallied people around, kept up a good interaction with the CUMI team and attended every session organised. Gradually ideas began to take shape. Once it was decided to launch a paper*



*bag unit, a lady volunteered space in her house, another volunteered some funds and thus the ball began to roll. Sicily was delighted the day the unit was inaugurated, more so, when they received major orders from a local hospital.*

*She said in her speech on inauguration day that in the process of learning the ropes of business, the team of women learnt about themselves and their potential too. Being believed in, gave them the impetus they needed to cross every hurdle. Now the team looks forward to growing their fledgling business and calling themselves entrepreneurs with pride.*

We were keen to empower the women to start their own venture with minimal intervention from us. Our intention always was to offer them options, networking support and a shoulder to lean on, rather than act as a financial investor. This paid off in the long run with the team being autonomous, self-managed and doing all the necessary obligations of registering, an entity all by themselves. We couldn't be happier!





*“If we surrendered to earth’s intelligence  
we could rise up rooted, like trees.”*

*Rainer Maria Rilke*

## *Beyond Footprints*

It is rightly stated that nothing can succeed without the support of the people. Thus we wanted to involve the community around us in our environment sustainability initiatives. Green belt development and agricultural promotion help create awareness and community involvement in environmentally sustainable activities. This will support the community in waste management through sustainable interventions.

### *Encourage And Promote Green Belt Development*

*“Being responsible to make our planet green again.”*

It is one of our most important duties to promote the message of green belt development. CUMI itself has put stringent rules against cutting trees within plant premises. To cut a tree inside CUMI, the party requires permission from the management and has to plant ten trees against cutting one tree, so as to maintain the greenery.

We also encourage tree plantation in surrounding areas by growing and gifting saplings to the surrounding community on occasions such as Earth Day or during community events. Green belt development is an ongoing activity in all plant locations with the support of local community.

## Domestic Waste Management System

***“Waste no longer a burden.”***

Rapid urbanisation has left people with two major dilemma waste management and increased energy needs. What if a technological company like CUMI could give a single solution for both difficulties? So CUMI stepped in and came up with a simple but effective solution!

Biogas plants can be implemented easily in a thickly populated area because they require less space to install. The solution is effective, as people



stop dumping waste in public places, a major cause of environmental pollution and health problems in the locality. Thus we decided to build biogas plants and vermin compost pits in the region surrounding the CUMI minerals plant.

110 families in the locality have benefited from biogas and vermin compost pits.

## Inculcating Responsible Citizenship Among The Community

***“Responsibility is not just an accountability.”***

At CUMI, the entire month of June is celebrated as Environment Month, every year. The community around are involved in the celebrations. CUMI employees take lead roles in inculcating responsible citizenship in caring for nature. The employee's theatre club has organised dramas and other awareness building programmes for the benefit of the community. Seminars or lectures by the experts are also arranged. Each unit celebrates it differently but all emphasise community involvement and a 'nature-first' approach.



## Inspire And Promote Organic Farming

**“Big plants were once a seed.”**

To inspire the community regarding organic farming, we facilitate experience sharing sessions with early adopters of the same. Sessions by the experts are also arranged to build knowledge of organic farming. CUMI has also distributed seeds and bio fertilizer to promote organic kitchen gardens amongst our employees.

So committed are we to developing green belts around all our units that every year when the Board members visit a CUMI unit, they plant a sapling commemorating their visit, that is then maintained by factory personnel. Saplings are also planted by employees during important festivals and occasions, and in some units employees have the habit of planting a sapling for their birthday and tending to it themselves thereafter.

## Conclusion

Corporate social responsibility is not an act or a service as far as we are concerned, giving of ourselves is part of our company DNA. In the coming years we aim to better the lives of the people and communities we interact with, using our technology, people power and goodwill.

# The Spirit of the Murugappa Group

**“We make a living by what we get, but we make a life by what we give.”**

Winston Churchill

### The five lights

The light of  
**INTEGRITY**  
that gives us the courage to  
always do the right thing

The light of  
**RESPONSIBILITY**  
that gives us the humility to  
think about the world around us

The light of  
**PASION**  
that provides us with  
the desire to win



The light of  
**RESPECT**  
that inspires people  
around us to perform

The light of  
**QUALITY**  
which makes us  
dream of excellence



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