

Building strong communities



Connecting to the ABG strategy

As a member of the Aditya Birla Group (ABG), our commitment to doing good in our communities is at the core of who we are. We believe in using the resources we have available to support the communities where we operate and to enable people to improve their own lives.



We continue to actively participate in the social and economic development of our local communities, doing so with the intention of empowering sustainable livelihoods across society. Together we can raise the human development index of India.

MRS. RAJASHREE BIRLA

Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development

Our approach to community engagement

With the Aditya Birla Group Foundation as our guiding standard, we support the sustainable development of our neighboring communities, tailoring the assistance we offer to address their specific social issues and priorities. We want to be active participants in our communities, working closely with local people to better understand their concerns so we can target our interventions accordingly.

Our community engagement activities focus on four key areas, each of which is aligned to the United Nations Sustainable Development Goals:



Access to healthcare



Quality education



Sustainable livelihoods



Community infrastructure

In FY2018, we published the [Birla Carbon Stakeholder Engagement Policy](#). This document outlines clear standards for our sites to aspire to with regards to engaging with local stakeholders, including embedding the principles of inclusiveness, transparency, materiality, completeness and cultural appropriateness in all engagement activities.

Find out more at sustainability.birlacarbon.com



Building strong communities continued



Community stories

Access to healthcare



Camaçari & Cubatão, Brazil - We donated mechanical ventilator equipment to the state of Bahia, Brazil as part of a partnership with chemical and petrochemical industries in Bahia led by FIEB (Bahia Industries Federation). We also donated hospital respirator equipment in partnership with FIEB.

Quality education



Alexandria, Egypt - For the third year, Birla Carbon Egypt (BCE) held its "Towards a Sustainable Tomorrow" competition for graduating students of the Faculty of Engineering at Pharos University, Alexandria. This competition encourages students to relate their graduation projects to sustainability in creative ways. BCE is expanding it to a second university, Egypt-Japan University, in FY2022 .

Sustainable livelihoods



Hamilton, Canada - Team members from Birla Carbon Canada held a food drive for the McQuesten Community Food Bank. Our efforts provided 350 nutritious meals and brought children and their families together during the holiday season.

Community infrastructure



Gummidipoondi, India - We sponsored a new garbage collection vehicle for the local villages, as well as greenery development and wildlife conservation programs. We renovated a community health center in Pappankuppam village in association with the Rotary Club of Gummidipoondi Industrial City. Mini mast lights and streetlights have also been installed.

FY2021 highlights

10,000 euros

invested in Trecate, Italy to help local charity organizations purchase masks for the local community in response to COVID-19

16

Scholars have participated in the summer research opportunity, at Kennesaw State University in Georgia, USA, since 2014.

3,000

families were provided with food during the COVID-19 pandemic in Angthong, Thailand

100%

of our facilities participate in community engagement

