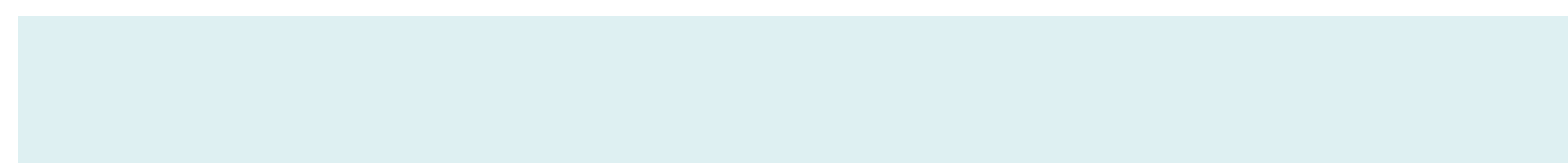




# **HEALTH & HYGIENE ENTERPRISE SOCIAL RESPONSIBILITY AND CREATING SHARED VALUE INITIATIVE**



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JULY 2019

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# 01

## CONTEXT

Health & Hygiene Enterprise does not fall under CSR law preview, for sustainable development and creating shared value, the management think that it is critical to engage with the social and economic challenges that face humanity. It is our conviction that the engagement with social issues must be deep, meaningful and formed on the bedrock of long-term commitment; for that is the only way by which real change can happen on the ground. This is also reflective of the fact that such an approach serves both, enlightened business interest and social good.

Mr. Ramesh Parmar (Founder & CEO), Health & Hygiene Enterprise possess more than 22 years of professional experience in development sector and have taken many social responsibility initiatives. The enterprise is working under his guidance to run social development programs on a strong foundation of ethical principles, good governance and sound management. This includes, among other things, holding ourselves up to public scrutiny through a framework of transparent, rigorous reporting.

The Enterprise works towards creating eco system for sustainable development of vulnerable population, the enterprise will focus on overall development and wellbeing of these population. The Enterprise will also conduct assessment, appraisal, research and facilitate in developing proposals. Major focuses will be on health, education, environment, employment generation, water & sanitation, in partners with non-government organizations (NGOs), Government, Corporates and Key stakeholders to make a difference among local communities. The Enterprise focus has always been to contribute to the sustainable development of society and the environment, and to make our planet more livable for future generations.



# 02

## OBJECTIVES

Health & Hygiene Enterprise defines its social responsibility as a "voluntary and strategic commitment that entails attempting to achieve business targets while complying strictly with its legal and contractual obligations, applying criteria of equity and stability to relationships with its stakeholders, thus contributing to meeting the current and future needs of society"

The Social Development and Creating shared Value Initiative covers a range of areas that are important for enhancing social responsibility. For Health & Hygiene Enterprise, we will endeavor to take all these matters into consideration and implement appropriate measures. In particular, we seek to utilize our expertise and core competencies to focus on the following specific objectives:

- Community – equipping needy women, socially & economically weaker section, students and youth with skills and resources to excel to start generating income, improve current health status. We also focus on issue like Environment, Water & Sanitation, Clean Fuel & Energy. Identify opportunities for our products to be used to support charitable organizations. Ensure our activities positively contribute to the local community. Engage with local organizations and representatives in the event that we may cause any disruption to that community

- People - positioning ourselves as an Employer of Choice with a view to attracting and retaining talented individuals to sustain a diverse and vibrant workforce.

The Enterprise Initiatives intends to Strive for Improving Health & Economic development that positively impacts society at large with minimal resource footprint.

# 03

## FOCUS AREAS

The Enterprise will focus on:

- **HEALTH:** Promoting preventive healthcare and sanitation and making available safe drinking water.
- **GENDER EQUALITY AND EMPOWERMENT OF WOMEN:** Promoting gender equality and empowering women; adopting measures for reducing inequalities faced by socially and economically backward groups.
- **EDUCATION:** Promoting education, including special education and employment-enhancing vocational skills, especially among children, women, the elderly and the differently abled, and livelihood enhancement projects;
- **ENVIRONMENTAL SUSTAINABILITY:** Ensuring environmental sustainability, ecological balance, conservation of natural resources and maintaining the quality of soil, air and water.
- **MONITORING & EVOLUTION:** The Enterprise will also conduct Mid-team & Project End Evaluation, Conduct Needs Assessment, Baseline studies, Process Documentation, Impact Evolution under the Initiative.

# 04

## RESOURCE MOBILIZATION AND MONITORING PROCESS

The Enterprise will conduct various steps to generate funding/resources for continuation of social responsibilities and creating shared values. The enterprise management will undertake various steps including allocating funds from profits, taking external assignment, partnership with corporates, government and stakeholders to generate funds to meet the objectives. The enterprise will conduct periodic monitoring and review process to meet social development.