

Corporate

Social Responsibility

CSR Initiatives

At Peninsula Land Ltd., it is our endeavor to create a positive impact on the environment and society we operate in. Over the last few years, we have taken several initiatives focused towards betterment of people within and outside the Group, conservation of the environment and development of communities. PLL has decided to set aside 0.5% of its PBT every year for CSR activities. Our HR policy encourages employees to volunteer for at least two days in a year for social activities. All our CSR initiatives are implemented along with Urvi Ashok Piramal Foundation (UAPF).

We have already reached out to over 350 villages through our various CSR initiatives. During the year, we undertook several initiatives for the improvement of the environment, health and livelihood segments. Over 100 of our employees volunteered in many such activities.

Environment Initiatives

During the year, our environment initiatives ranged from community based solid-waste management to creating a green village and environment awareness among villagers and school children.

In Goa, we undertook a community based solid waste management project at village Raise Magos. As part of this project 200 kg of dry garbage was converted into manure while recycling the remaining dry garbage. The result was that the village became cleaner due to proper disposition of the garbage. The villagers have accepted the recycling initiative and now regularly practicing garbage segregation at their homes.



In Rajasthan, we launched a Green village project on a pilot basis in a village called Pratapura in Jhunjhunu district. Various initiatives that will reduce the carbon footprint have been implemented and it started with planting 200 saplings. This was followed by installing 15 street solar lights, promoting wormi-composting for proper management of garbage and constructing 40 soak pits to manage waste water. To address the water scarcity, we constructed a rainwater harvesting and percolation tank with a large storage capacity as the starting point.

While we initiated projects in villages, we also decided to look at communities living in the forests. We initiated a project around the Pench forest area in Madhya Pradesh to educate the locals about preserving the flora and fauna. A base camp has been created and 300 schools children have been educated through workshops on the importance of biodiversity conservation, preservation and sustainability which will be a win-win situation for the locals as well as tigers living in this forest.

Health Care Initiative

In this sector, the focus was on children and women. The biggest achievement in this sector was the launch of a 25-bed maternity hospital for mother and child care in Bagar district of Jhunjhunu, Rajasthan. This hospital caters to people in 100 villages in and around Bagar. This hospital is well-equipped with an operation theater, neo-natal care unit, spacious and comfortable wards, sonography facility, 24 hours residential gynaecologist and trained nursing staff. Around 60 deliveries have already been conducted and three health camps were organized in this hospital. Along with this, we have started community based awareness programme on mother and child care.



