


LIVEWEEK



CSIR GOOD BOOK

Foreword by
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7th Edition India 2017

A Compendium of Strongest, Sustainable and Socially Responsible
Brands, Corporations, PSUs, Foundations and NGOs



“Businesses that factor in sustainability & socio - environmental growth in everything they do, are the ones that will continue to prosper in the long run.”

Ashok Chaturvedi
CMD, Uflex Limited

As India's largest multinational flexible packaging materials and Solution Company, Uflex accords very high value to socio-environmental responsiveness and has been engaged in meaningful social sustainability initiatives much before CSR became mandatory by the enactment of Companies Act, 2013.

Uflex for the past several years has been supporting social sustainability intervention **“Sports for Growth”** for upholding the right of the children to play freely irrespective of caste, creed, religion, gender, socio-economic status, ethnicity, physical /cognitive abilities, geographic affiliation etc. as enshrined in the **United Nations Convention on the Rights of the Child (UNCRC)**. By supporting this intervention in alliance with the implementation agency STAIRS, Uflex is working towards institutionalization of sports in the best interest of the underprivileged children and youth with a particular emphasis on the inclusion of girl child and the differently abled.

The company has also undertaken a focused intervention **“Natural Resource Conservation and Optimization of Ecosystem”** at two villages in Gautam Buddha Nagar District of Uttar Pradesh.

— **‘SPORTS FOR GROWTH’** —

UFLEX STAIRS Khelo Dilli

UFLEX STAIRS Khelo Dilli was conceptualized in 2011 with the aim to provide free of cost space, infrastructure and sports equipment to the not so privileged children and youth of our society. STAIRS centres have been established near the colonies where such children reside and Uflex has adopted 32 of these centres where over 6000 children play every day.



UFLEX STAIRS Cricket Scholarship

Under '**UFLEX STAIRS Cricket Scholarship**', free cricket camps for children and youth are organized. After basic training and hand holding the children are referred to accredited cricket clubs. The scholarship further supports their training and participation costs in the tournaments. 137 distinct scholarships have been offered till the end of FY 2016-17.



UFLEX STAIRS Khelo Himachal

Replicating the success of Uflex Khelo Dilli intervention, the company has adopted 4 STAIRS' centres in Dehlan, Kot, Saloh and Una under **UFLEX STAIRS Khelo Himachal** intervention. The company also supports **UFLEX STAIRS Himachal Khel Mahotsava** - a state-level annual sporting event held in Una, Himachal Pradesh. In January 2017 more than 2000 young sportspersons and champions in the age group 12-24 years hailing from rural areas of Himachal Pradesh participated in the Khel Mahotsava.

UFLEX STAIRS Cricket Championship

Uflex supports the annual inter-state charitable cricket tournament called '**UFLEX - STAIRS Cricket Championship**' for the under privileged children. 9th **UFLEX STAIRS Cricket Championship** held in January 2017 witnessed participation from 352 players. 22 teams in the Under-14 and Under-16 categories from Delhi, Haryana, Uttar Pradesh, Punjab and Himachal Pradesh clashed for the coveted title.

UFLEX STAIRS Khelo Uttar Pradesh: STAIRS 4 ABILITY

Uflex has adopted STAIRS' Kushi Nagar centre under **STAIRS for ABILITY** program. This program reaches out to the differently abled Youth of Uttar Pradesh. The overarching objective of this intervention is to assist and empower '**DIVYANGS**' and their families to acquire new skills and knowledge to become fully participating members of the society for gaining equal access to inclusive education, employment, recreation and sports. Total number of children / youth accessing Sports under this initiative till the end of FY 2016-17 is 255.



UFLEX STAIRS Khelo Haryana

Uflex has adopted four of STAIRS' lead centres at Panihari, Kalahari, Jeevan Nagar and Sirsa Railway Colony in Haryana, under the **UFLEX STAIRS Khelo Haryana** initiative, where all sports throughout the rural belt are promoted at grass-roots level. Another very important aspect of this intervention is empowerment and awareness generation for youth to prevent drug / substance abuse among them - an issue that the region has been grappling with for long. Total number of children / youth accessing Sports under this intervention till the end of FY 2016-17 was around 2000.

UFLEX STAIRS School Football League (SSFL) Delhi: Gujarat and Uttar Pradesh Chapters

UFLEX STAIRS School Football League (SSFL) is the newest and by far the largest initiative by STAIRS that started in 2014. Through SSFL, UFLEX and STAIRS endeavor to create future football champions who will be trained and skilled to excel both in India and overseas. The programme has created a platform to identify football talent right at early adolescence...



...and subsequently provide the best possible support to further nurture this talent. Started from Delhi and having extended ties in Gujarat and Uttar Pradesh, UFLEX SSFL shall engage over 100,000 budding footballers across India in a phased manner till 2020 in line with Prime Minister Narendra Modi's vision to promote the game of football.



'Natural Resource Conservation & Optimization of Ecosystem'

Under the environmental sustainability initiative Uflex in alliance with Fiinovation and AROH Foundation has rolled out a focused intervention in selected villages of Gautam Buddha Nagar District towards capacity building of the community to conserve and optimize the natural resource base.

This is endeavored by adopting the following measures:

Construction of ex-situ Rain Water Harvesting (RWH) structures in the selected villages and ensuring their maintenance at community level to address the water scarcity concerns of farmers in the area.

These ponds are aimed at catering to the community as a whole with more than 200 farmers likely to benefit from the intervention in each village.



Conducting community training and sensitization workshops of all stakeholders about the judicious and wise use of natural resources. This particularly invokes participation from Panchayati Raj Institutions, school children and women to ensure sustainability of the interventions.



Fostering horticulture through the plantation of fruit bearing trees (1200 tree saplings in each village in three years) on individual and community based participation model and safeguard them from wilting and dying. Agro forestry species are being grown on the bunds of the fields which will provide fodder to the livestock in the times to come while also supplementing farmers' income by bearing fruits at an interval of every two years.



SHOWCASING

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