NESTLE INDIA LIMITED - CSR

-Varun Kumar, PGDM 2012-14

Nestlé India Limited is a subsidiary of Nestlé South Asia of Switzerland. With 7 factories and a large number of co-packers, Nestlé India is a vibrant company that provides consumers in India with products of global standards and has always focused on long term, sustainable and profitable growth. It has helped communities around its factories to improve their quality of life in a similar manner.

Nestlé Agricultural Services has used the experience gained by Nestlé across the world to set up a system of direct and efficient contact with the farmers. Company veterinarians and agronomists supervise the milk routes and advise farmers on various issues including proper feed for the herds. Milk storage facilities have been set up close to the farmers. Veterinary services are provided free and medicines provided at wholesale price. The company assists farmers in artificial insemination programs for their cattle, provides subsidy and helps them in procuring loans.

NESTLE TRANSFORMED MOGA

The Company started milk collection centre in Moga, Punjab in 1961 with a collection of 511 litres of milk from 180 farmers. It has substantially expanded its operations with over 85,000 farmers in its own milk district. Milk Collection Centres with cooling tanks to preserve the quality of milk were also established.

Besides this, milking machines were provided to the farmers maintaining large dairy farms. Farmers were advised on good breeding and feeding practices, and on the health of dairy herds. Techniques for increasing milk yields at the farm were introduced.

Nestlé support goes further than the work with the dairy farmers. The Company is helping with the construction of facilities for drinking water and lavatories in village schools in the Moga Factory Milk District. This is a joint effort with the schools, parent associations and village administrations.

By working very closely with the farmers of the Moga Milk District and local administrators, Nestlé has helped to raise the quality and hygiene of the milk produced there and improve the health and life style of the farmers and other residents. Its contribution to the creation of prosperity on an on-going and sustainable basis has not only transformed Moga into a prosperous and vibrant milk district today, but also a thriving hub of industrial activity.

NANJANGUD – SAFE DRINKING WATER AND FREE EDUCATION

Water is a scarce resource. In India, availability of clean drinking water is a major concern for many communities. Almost 200 million people do not have access to clean drinking water. Nestlé India is committed to improving the situation and believes that the first step is to create awareness in the communities around its factories. A key focus area of

their corporate initiatives is to help provide clean drinking water and educate children in schools to conserve this scarce resource. Nestlé Nanjangud is no exception to this statement and has strived to provide clean drinking water and education facilities to various local schools.

Nestlé supports initiatives to create awareness about the right to education and encourages the communities around its factories to send their children to school. Nestlé India employees have developed a special play 'Let Us Go to School' for this purpose. This has been staged amongst the communities around our factories, and its recordings screened at smaller gatherings along the milk routes. The employees also contribute certain percentage of their monthly salaries towards the donation of free notebooks and stationery items to the students.

Nestlé India supports local schools, helps in the maintenance of public parks and green belts, organises blood donation camps and health awareness programs. The key message of conservation, hygiene, health and wellness are progressively built into the communities where the Company is present. All these initiatives strengthen the bond between Nestlé India and the community and hence Nestlé is often called the "most multinational of multinationals".