

CIPLA

- **Background**

Social responsibility has been at the core of Cipla, since inception. Cipla Foundation was registered in 2011 to take Cipla's socially focussed business legacy forward. It mirrors Cipla's relentless commitment to improve lives and aims to build access and affordability for the most vulnerable groups in society. Driven by the vision that 'None Shall be Denied', the Foundation supports communities around Cipla units and beyond through initiatives under the following themes:

- Health
- Education
- Skill Advancement
- Disaster Response

Cipla consistently cares for life and delivers on its commitments to stakeholders. Social responsibility is integral to Cipla's corporate ethos. It is aligned to the OneCipla Credo that is driving the Company's transformation towards a new horizon of holistic growth and opportunity. The Company's CSR strategy is deeply embedded in its overall business ecosystem; and is driven with the same commitment and dedication with which its day-to-day business priorities are implemented.

- **Location, Date**

Pune, Gao, Indore, Mumbai, Delhi, East Sikkim, Himachal Pradesh, Madhya Pradesh, Bangalore, Karnataka and Tamil Nadu. 2015

- **Areas**

Urban, Rural and semi urban

- **Stage/Scale**

The company is working on a India level. Reaching to people in distress and need. It has not limited itself to serving any one sector of society.

- **Objective of the assignment**

The fundamental objective is to touch and transform the lives of the disadvantaged sections of society through need based interventions that produce measurable outcomes. Cipla is committed to be a part of the developmental aspirations of the communities it works with, and supports vulnerable sections of the population (especially the physically challenged and the elderly) with deep empathy.

- **What was done**

Cipla's CSR efforts will continue to focus on the four pillars of health, education, skill advancement and disaster response for relevant target groups, ensuring the Company takes its Credo of 'Caring for Life' beyond medicines. During FY 2016-17, the Company through the Board and the CSR committee has focused on excellence and an innovation driven strategy, including identifying critical new sub-themes within its four pillars. Moreover, Cipla has been investing in deeper sustainable institutional projects for long-term welfare, providing

support to existing projects to leverage on government initiatives and policies, and developing innovative partnerships with renowned institutions and foundations.

The Company's CSR projects are initiated and undertaken through: Cipla Foundation Cipla Cancer and Aids Foundation (CCAF), and Implementing partners

• Impact

• HEALTH

Cipla has developed an integrated approach to healthcare by supporting affordable health clinics and palliative care and training centres. Besides, the Company is bringing primary healthcare services within the reach of communities through mobile health vans, health check-ups, awareness, counselling and diagnosis drives. The objective is to address critical gaps in the delivery of healthcare in defined geographies. In addition, the Company has supported specialised care for vulnerable groups including pregnant



mothers and new-borns, children with developmental disabilities and care for patients with rare health conditions like Thalassaemia. Cipla's efforts are targeted at enabling last mile reach of preventive and primary health services in communities.

More than 12,000 patients have been served so far at Cipla Palliative Care and Training Centre through homecare services in the community.

• EDUCATION

The Company supports pre-schools, life-skills education programmes for students and parents, mobile science laboratories, e-learning and reading initiatives and sponsorship for economically disadvantaged meritorious students. In addition, the Company is providing a platform and opportunities to students and teachers for inventiveness, exploration and discovery

• SKILL ADVANCEMENT

Cipla has supported a range of initiatives from short, modular courses to longer-term specialised training to prepare the youth for diverse industries. The Company has deepened its engagement in this space by helping establish a dedicated Training Centre Disaster Response to train better caregivers for children with special development needs

• DISASTER RESPONSE

The Company has supported disaster relief programmes with medical services and helped build child-friendly spaces. In keeping with a larger commitment to reach out to vulnerable communities, long-term rehabilitation efforts are directed primarily towards handholding people with challenges. Cipla has been helping rebuild shelters, providing assistive devices and livelihood restoration.

• Challenges and Issues

- To connect to people of different region due to language barriers.
- Migration of patients from one place to hospital

- Convincing people to use medicines instead of old traditional health curing methods.

- **Innovation**

- During FY 2016-17, the Company through the Board and the CSR committee has focused on excellence and an innovation driven strategy, including identifying critical new sub-themes within its four pillars.
- Cipla has been investing in deeper sustainable institutional projects for long-term welfare, providing support to existing projects to leverage on government initiatives and policies, and developing innovative partnerships with renowned institutions and foundations.

- **Lessons learnt**

Right to live is the basic fundamental right provided by the government and also ensured by the nature. The company helps in securing this right to people from different background.

- **Financials**

Cipla has collaborated with various stakeholders and domain experts on multiple projects to ensure social wellbeing. The Company's CSR spend has increased substantially in FY 201617 over the previous few years.

- **Economic sustainability/Revenue Model**

During FY 2016-17, the Company spent INR 28.25 crore on various CSR initiatives, which is equivalent to 1.69% of its average net profit of the last three financial years. As a responsible company, Cipla has approached the mandatory requirements of CSR spend. It has laid during the year a stronger foundation on which to build and scale future projects and partnerships

- **Implementer Contact Persons**

- cosecretary@cipla.com

- **Sources and References**

- <http://www.cipla.com/en/r-d/leader-in-drug-delivery.html>
- <http://www.cipla.com/en/csr/overview.html>
- <http://sanitation.indiawaterportal.org/english/node/3010>