

DIVI'S LABORATORIES

- **Background**

Established in the year 1990, with Research & Development as its prime fundamental, Divis Laboratories focussed on developing new processes for the production of Active Pharma Ingredients (APIs) & Intermediates. The company in a matter of short time expanded its breadth of operations to provide complete turnkey solutions to the domestic Indian pharmaceutical industry.

With five years of experience, expertise and a proven track-record of helping many companies with its turn-key and consulting strengths, Divis Laboratories established its first manufacturing facility in 1995.

Built on a 500 acre site at Hyderabad (Unit-I). the plant comprises of 13 multi-purpose production blocks and has space for further growth and expansion.

- **Location, Date**

Visakhapatnam and Hyderabad; Jammu and Kashmir

- **Areas**

Rural areas near to their Manufacturing units at Visakhapatnam and Hyderabad.

- **Stage/Scale**

The CSR arena of the company is dealing with many important aspects of rural life and also covering areas hit by natural calamities. Though all the needs for a developing society are included, the scale and reach of the programmes are limited to the villages nearby to the company's unit.

- **Objective of the assignment**

Divis believes that corporates need to look at the big picture and need to take social development as one of their prime concerns. It is only when a society at large develops that company's progress. To that effect Divis contributes its little might to the overall progress of society.

- **What was done**

Divis is actively associated with various community development activities in the villages around the company's manufacturing facilities. Divis contributed to the following community development programs either on its own or through voluntary/Government organizations:

- Drilling bore wells and providing drinking water
- Merit Scholarships to Degree and Intermediate students
- Supply of free note books in primary, upper primary and high schools
- Provision of additional teachers in schools
- Veterinary camps for cattle and sheep
- Eye camps and cataract operations for under privileged villagers
- Free dental camps

- Health check-up for School children
- Pulse polio immunization and family planning operations
- Desilting of canals/irrigation tanks and construction of check-dams and farmer training programmes
- Contribution to women welfare programmes
- Support to programs sponsored by the Government of Andhra Pradesh for the development of villages

• Impact

- RELIEF PROGRAMMES BENEFICIARIES
 - Planted 40 trees to 20-300 age uprooted trees in Hudhud cyclone.
 - Medical help to flood survivors of Jammu and Kashmir
 - More than 1000 people covered under this programmes during Hudhud cyclone.
- PROMOTING EDUCATION BENEFICIARIES
 - 41 villages
 - 50 schools
 - 4227 students
 - Scholarship for college students- 46 students benefited
- RURAL SPORTS PROMOTION BENEFICIARIES
 - 6 Villages
 - 800 people
- PREVENTIVE HEALTH CARE PLAN BENEFICIARIES
 - 40 villages and 45,000 people
- SANITATION PROGRAMME BENEFICIARIES
 - 40 villages and 45,000 people
- EMPOWERING WOMEN SCHEME BENEFICIARIES
 - 456 women of 5 villages
- PROGRAMMES FOR DIFFERENTLY ABLED BENEFICIARIES
 - In school it benefited 80 students and 7 staff members
 - Construction of special toilets units.
- SAFE DRINKING WATER PROGRAMME BENEFICIARIES
 - 74,000 people in 26 villages.
 - 27 R.O. water plants were installed.



• Challenges and Issues

- Language and literacy variances,
- Information asymmetry
- Infrastructure constraints and
- Geographical challenges

• Innovation

By meaning sustainability, the foundation works with each possible aspect of development.

- ENVIRONMENT SUSTAINABILITY
- ENERGY CONSERVATION

- GREEN LIVING
- WATER MANAGEMENT
- EDUCATION PROMOTION
- WOMEN EMPOWERMENT
- VILLAGE DEVELOPMENT
- PROMOTION OF RURAL GAMES
- SANITATION
- SUPPORT TO DIFFERENTLY ABLED

- **Lessons learnt**

- CSR activities also reflect its roots as in the current case. For rural development, not only one aspect is important but a holistic and inclusive plan is required.
- The foundation is carrying paving the way for a developing society with its various schemes and programmes.

- **Financials**

The company finance its own scheme and also work in collaboration with NGOs and Local Governmental Bodies.

- **Economic sustainability/Revenue Model**

All the programmes are self sustainable.

- **Implementer Contact Persons**

- mail@divislaboratories.com

- **Sources and References**

- <http://www.divislabs.com/inside/aboutdivis.asp>
- <http://www.divislabs.com/inside/socialresp.asp>
- <http://www.divislabs.com/inside/quarterly.asp>
- <http://www.divislabs.com/inside/contact.asp>