

# Corporate Social Responsibility Report

Annual Newsletter 2022-23

**Kajaria**



**BUILDING THE NATION  
WITH KAJARIA**



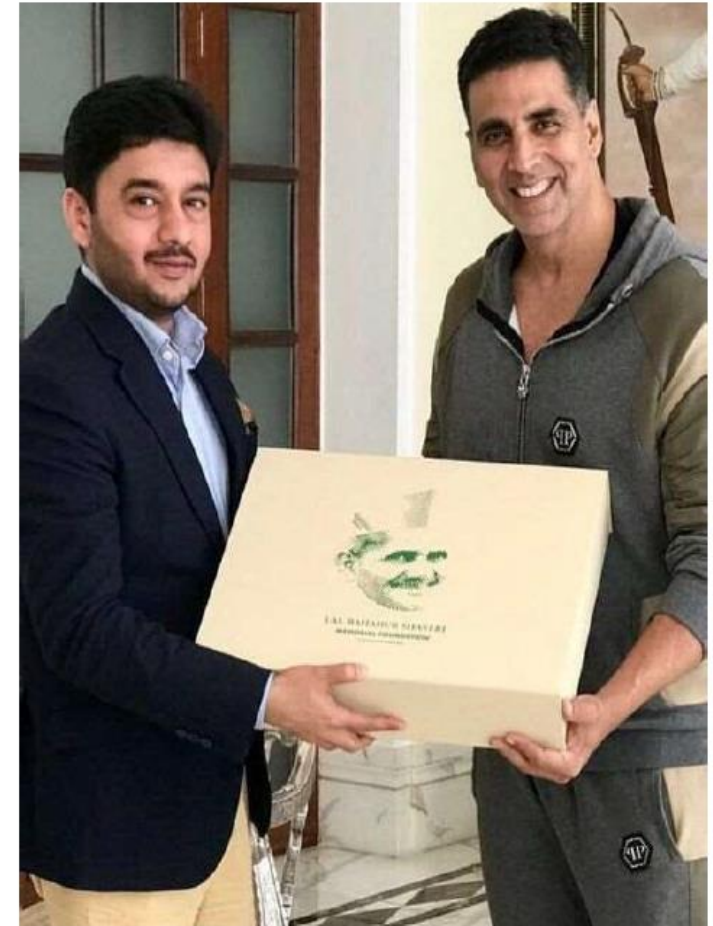
## Kajaria partners with Lal Bahadur Shastri Memorial Foundation for the “21 SALAAM” project.

The Project spreads awareness of the selfless sacrifice made by 21 recipients of Param Veer Chakra. Kajaria honors the brave souls who were valorous in the face of challenges and gave the nation and its people their freedom and independence.

**Kajaria takes immense pride in sponsoring two Param Veer Chakra awardees, Captain Manoj Kumar Pandey (posthumous) and Naib Subedar Bana Singh, as part of this project.**

The objective of this project is to create a range of informative materials that showcase the inspiring stories of these extraordinary soldiers. This includes the production of digital videos that delve deep into their sacrifices and acts of bravery. Furthermore, the initiative plans to collaborate with celebrities and prominent figures, enlisting them as social media influencers to amplify the reach and impact of the Param Veer Chakra winners.

Kajaria's Brand Ambassador Shri Akshay Kumar has supported this project as Honorary Brand Ambassador.





## SALUTE TO MARTYR'S PROGRAM

**Kajaria Group is proud to be associated with Gautam Gambhir Foundation in supporting the children of Martyrs under the Salute to Martyrs Program.**

This initiative aims to help the children of military, para-military, and police personnel who have made the ultimate sacrifice in the line of duty, as well as war widows, enabling them to live with dignity. The program works closely with the families of these children, local institutions, and government bodies to enhance their overall well-being. The program focuses on the special emphasis on fostering the intellectual, physical, and emotional development of these children and their mothers. Salute to Martyrs is aligned with United Nations Sustainable Development Goal # 4 Quality Education, which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

### Testimonial from a beneficiary:

My name is Sumit S/O Martyr Mukesh Kumar Meena from Sawai Madhopur. I would like to thank the Kajaria Group and Gautam Gambhir Foundation who are supporting me for my education since 2018. Currently, I am pursuing my MBBS from Safdarjung Medical College and with the generous & kind help from the donors, I am able to fulfil my father's dream. They are also supporting my younger sister to achieve her dream. Thank you so much Kajaria Group and Gautam Gambhir Foundation and we are grateful for their support. - Sumit Kumar Meena



## Kajaria is proud to partner with Virender Sehswag Foundation in empowering Communities through Sports, Education, and Health Initiatives.



TKDES (The Krishna Drishti Educational Society) which is part of Virender Sehswag Foundation has made a profound impact on the impoverished population by actively engaging in sports and health-related initiatives. Alongside operating a school in Silani Kesho, Jhajjar, Haryana, TKDES has introduced diverse sports activities within the school and across the country, benefiting economically disadvantaged individuals.

**Kajaria Group in partnership with Virender Sehswag Foundation (TKDES) provides free education to thirty financially challenged students affected by the Pulwama attack.**

Furthermore, TKDES organizes cultural education programs, offering the rural population exposure to world-class facilities in sports and other areas. This holistic approach uplifts the surrounding communities by providing access to education, health services, and opportunities for personal growth.



## Fighting Hunger and Malnutrition Across India



**Kajaria Group is actively contributing to ending hunger in collaboration with the Wishes and Blessings Daily Meals Programme.**

The Wishes and Blessings Daily Meals Programme, launched in 2015, aims to combat chronic hunger and malnutrition among the underprivileged.

Kajaria Group in partnership with Wishes and Blessings provides hot and nutritious meals to marginalized individuals, families, and communities under Daily Meals Programme across 8 states in India. In areas where cooked food is not feasible, dry ration and hygiene kits are distributed to meet their nutritional needs.





# Kajaria Academic Excellence Program

Kajaria is proud to support, encourage, motivate and inspire the best and the brightest architecture talent graduating from the top 10 architecture colleges of India under our flagship CSR Program: Kajaria Academic Excellence Program. The top 3 rankers of these leading colleges are being presented with a cheque of Rs. 1 lac, plus a Merit Certificate and a Merit Shield.

The Indian Govt's stated objective is to build a beautiful India for our citizens. By associating with the top architecture colleges and by rewarding the best architecture talent, Kajaria Group aims to inspire the best architects of the country who have the enviable task of transforming our urban landscape and building a world class infrastructure which is aesthetically beautiful, environmentally friendly and ecologically sustainable.

Here are some of the pictures of the Kajaria Merit Award Ceremony recently held at BMS College of Architecture, Bangalore.





## Kajaria Group's CSR support to Akshaya Patra Foundation

Akshaya Patra Foundation works to counter malnutrition and supports the right to education for socio-economically disadvantaged children. In a partnership with them, we were happy to sponsor midday meals for 500 girl children from Class 1 to Class 8 of Government Girls Senior Secondary School, Badarpur for the academic year 2022-23.





## Kajaria partners with PHD Family Welfare Foundation to Transform Lives: Skill Development Program for Marginalized Communities in Lakhimpur, Assam

Through a skill development program, the PHD Family Welfare Foundation is actively engaged in nurturing essential skills like knitting and hand weaving. The objective of this project is to empower individuals from marginalized backgrounds by providing them with training opportunities in the Lakhimpur district of Assam, India. Since its establishment in January 2019, the project has already made a positive impact on over 500 beneficiaries.





## Kajaria joined hands with the IN-DEED Foundation for a digital empowerment program in rural Rajasthan.

In partnership with the IN-DEED Foundation, Kajaria has sponsored the implementation of education and digital skills programs in 50 model schools across four districts: Barmer, Jaisalmer, Jodhpur, and Pali. As of March 2023, over 3,500 students have participated in the assessments of the digital program across 88 schools.







Kajaria supported the Marang Gomke Jaipal Singh Munda Memorial Trust in promoting education and providing nutritious food to 48 underprivileged children in the Khunti district of Jharkhand.







## Promoting Education in Malutana, Tehsil - Thanagazi (Distt. - Alwar)

### CSR activities carried out by Malutana Plant:

- Painting Work in Malutana Govt. School
- Construction of 4 new toilets in Govt. school, Bhangdoli
- Construction of 4 new toilets with Drainage Tank in Govt. School, Dwarapur
- Interlock tiles fixing & Renovation of Toilets in Govt. School, Virat Nagar
- Drinking water facility with water cooler overhead tank in Govt. school, Virat Nagar
- Provision of 13 whiteboards & pin boards, 5 steel racks, 6 reception & other tables, 60 steel revolving chairs, and chairs with armrests, and 2 visitors' chairs (3-Seater) in Govt. college, Alwar
- Fiber Shed (20"x 50") for children in Gov't Sanskrit School, Jaipur

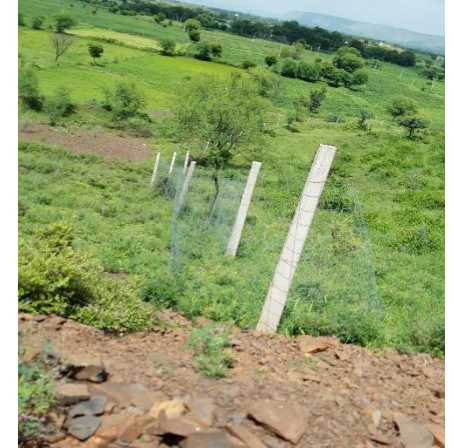
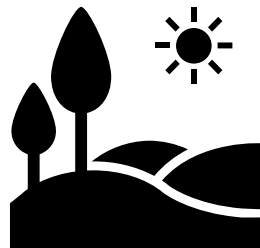




## Promoting Environment Sustainability

In collaboration with Upkar Sansthan, Thanagazi & Alwar, Malutana Plant has undertaken the following initiatives to promote a sustainable environment:

- Plantation of 1152 trees in Thanagazi Tehsil
- Ensuring the protection of trees with the installation of warbled wire or cemented poles in Thanagazi Tehsil.





# Promoting Health and Ayurvedic Healing:

Laddoo Distribution for Lumpy Diseases in Gaushalas, Nagar Palika, and all Gram Panchayats of Thanagazi in Alwar District of Rajasthan

कजारिया सिरेमिक्स लिमिटेड मलूताना थानागाजी द्वारा लंपी रोग के प्रभावी नियंत्रण एवं रोकथाम हेतु आयुर्वेदिक लड्डुओं का वितरण



मरुधर विशेष/ हवासिंह चौधरी

बहरोड़ा। 19 सितम्बर को पंचायत समिति थानागाजी सभागार में आयोजित कार्यक्रम में लोकेश मीना, सदस्य राजस्थान युवा बोर्ड द्वारा कजारिया सिरेमिक्स लिमिटेड मलूताना थानागाजी द्वारा लंपी रोग के प्रभावी नियंत्रण एवं रोकथाम हेतु शुभेच्छा फाउंडेशन, डबल्यू आर आर सी, के सहयोग से एवं विकास अधिकारी मातादीन मीना, पशुपालन विभाग के नोडल अधिकारी डॉ मनोज मीना के आग्रह पर दस हजार आयुर्वेदिक लड्डुओं का वितरण थानागाजी पंचायत समिति क्षेत्र की समस्त ग्राम पंचायतों एवं नगर पालिका क्षेत्र की गायों को खिलाने हेतु वितरण किया गया, कजारिया सिरेमिक्स के प्रबंधक अनिल सिंह ने बताया की लंपी रोग प्रकोप को देखते हुए कंपनी द्वारा गौ सेवा हेतु यह राशी मंजूर की है, साथ ही उन्होंने शुभेच्छा फाउंडेशन अध्यक्ष डॉ विजय मंडोवरा एवं कजारिया के कार्मिक प्रबंधक विनोद त्रिवेदी एवं गिरीश गोयल की लड्डू तैयार करने में विशेष भूमिका हेतु सराहना की एवं साथ ही डॉ विजय मंडोवरा एवं शुभेच्छा सचिव अनुपमा शर्मा का उनके योगदान के लिए सम्मान किया गया छ कार्यक्रम में पंचायत समिति प्रधान जय प्रकाश प्रजापत, रामेश्वर दयाल यादव, अध्यक्ष बल्लिक सरपंच संस, श्रीमती सावित्री राजेश वाइस चेयरमैन नगरपालिका थानागाजी, कैलाश चंद मेहरा तहसीलदार थानागाजी, पशु पालन विभाग से डॉ रमेश वर्मा नोडल अधिकारी नारायणपुर, डॉ रतन वर्मा शुभेच्छा फाउंडेशन सचिव अनुपमा शर्मा आदि उपस्थित रहे कार्यक्रम संचालन अमित शर्मा द्वारा किया गया, आभार विनोद त्रिवेदी ने माना

## लंपी रोग के प्रभावी नियंत्रण एवं रोकथाम हेतु आयुर्वेदिक लड्डुओं का वितरण

समर सहारा। कोटपुतली

पंचायत समिति सभागार में आयोजित कार्यक्रम में लोकेश मीना, सदस्य राजस्थान युवा बोर्ड द्वारा कजारिया सिरेमिक्स लिमिटेड मलूताना थानागाजी द्वारा लंपी रोग के प्रभावी नियंत्रण एवं रोकथाम हेतु शुभेच्छा फाउंडेशन, डबल्यू आर आर सी, के सहयोग से एवं विकास अधिकारी मातादीन मीना, पशुपालन विभाग के नोडल अधिकारी डॉ मनोज मीना के आग्रह पर दस हजार आयुर्वेदिक लड्डुओं का वितरण किया गया। कजारिया सिरेमिक्स के प्रबंधक अनिल सिंह ने बताया की लंपी रोग प्रकोप को देखते हुए कंपनी द्वारा गौ सेवा हेतु यह राशी मंजूर की है, साथ ही उन्होंने शुभेच्छा फाउंडेशन अध्यक्ष डॉ विजय मंडोवरा एवं कजारिया के कार्मिक प्रबंधक विनोद त्रिवेदी एवं गिरीश गोयल की लड्डू तैयार करने में विशेष भूमिका हेतु सराहना की एवं साथ ही डॉ



विजय मंडोवरा एवं शुभेच्छा सचिव अनुपमा शर्मा का उनके योगदान के लिए सम्मान किया गया। कार्यक्रम में पंचायत समिति प्रधान जय प्रकाश प्रजापत, रामेश्वर दयाल यादव, अध्यक्ष बल्लिक सरपंच संस, श्रीमती सावित्री राजेश वाइस चेयरमैन नगरपालिका थानागाजी, कैलाश चंद मेहरा तहसीलदार थानागाजी, पशु पालन विभाग से डॉ रमेश वर्मा नोडल अधिकारी नारायणपुर, डॉ रतन वर्मा शुभेच्छा फाउंडेशन सचिव अनुपमा शर्मा आदि उपस्थित रहे कार्यक्रम संचालन अमित शर्मा द्वारा किया गया, आभार विनोद त्रिवेदी ने माना

## गौ वंश को लंपी वायरस से बचाने हेतु बांटे आयुर्वेदिक लड्डू

थानागाजी/विशेष कृपार शर्मा/कटोरी विजय

थानागाजी पंचायत समिति सभागार के अंदर कजारिया सिरेमिक्स लिमिटेड मलूताना के द्वारा गाय-बैलों में लंपी रोग के रोकथाम के लिए आयुर्वेदिक लड्डुओं का वितरण किया गया। इस मौके पर कजारिया सिरेमिक्स कंपनी के प्रबंधक अनिल सिंह ने बताया कि यह लड्डू तैयार करने में विशेष भूमिका हेतु सराहना की एवं साथ ही डॉ विजय मंडोवरा एवं शुभेच्छा सचिव अनुपमा शर्मा का उनके योगदान के लिए सम्मान किया गया छ कार्यक्रम में पंचायत समिति प्रधान जय प्रकाश प्रजापत, रामेश्वर दयाल यादव, अध्यक्ष बल्लिक सरपंच संस, श्रीमती सावित्री राजेश वाइस चेयरमैन नगरपालिका थानागाजी, कैलाश चंद मेहरा तहसीलदार थानागाजी, पशु पालन विभाग से डॉ रमेश वर्मा नोडल अधिकारी नारायणपुर, डॉ रतन वर्मा शुभेच्छा फाउंडेशन सचिव अनुपमा शर्मा आदि उपस्थित रहे कार्यक्रम संचालन अमित शर्मा द्वारा किया गया, आभार विनोद त्रिवेदी ने माना



लंपी रोग लक्षण उपचार एवं बचाव के उपाय बताए गए कार्यक्रम पशु चिकित्सक आयुर्वेदिक चिकित्सकों ने बताया कि यह लड्डू तैयार करने में विशेष भूमिका हेतु सराहना की एवं साथ ही डॉ विजय मंडोवरा एवं शुभेच्छा सचिव अनुपमा शर्मा का उनके योगदान के लिए सम्मान किया गया छ कार्यक्रम में पंचायत समिति प्रधान जय प्रकाश प्रजापत, रामेश्वर दयाल यादव, अध्यक्ष बल्लिक सरपंच संस, श्रीमती सावित्री राजेश वाइस चेयरमैन नगरपालिका थानागाजी, कैलाश चंद मेहरा तहसीलदार थानागाजी, पशु पालन विभाग से डॉ रमेश वर्मा नोडल अधिकारी नारायणपुर, डॉ रतन वर्मा शुभेच्छा फाउंडेशन सचिव अनुपमा शर्मा आदि उपस्थित रहे कार्यक्रम संचालन अमित शर्मा द्वारा किया गया, आभार विनोद त्रिवेदी ने माना





# Kajaria installs CCTV Cameras in Bhiwadi, Rajasthan

To enhance public safety and security, Gailpur Plant has implemented a Face Recognized Digital CCTV camera system throughout the city of Bhiwadi in Rajasthan. The installation of high-resolution cameras with advanced features aims to Deter Criminal Activities, Facilitate Swift Identification and Apprehension, Protect the Impoverished and Vulnerable and Enhance Law Enforcement Efficiency.

The overarching goal of this project was to create a safer environment for all residents of Bhiwadi, fortifying the city's security infrastructure and fostering a sense of security and well-being within the community.





## Ensuring Access to Safe Drinking Water: **Kajaria commissions RO Plants in Konethaneri and Poyya Villages, Andhra Pradesh**

Konethaneri and Poyya are two neighboring villages facing water scarcity issues. Konethaneri, located in Thottambedu Mandal, has a major water problem with the available water not being potable. The Panchayath President, in collaboration with the Local MLA, has requested the installation of an RO drinking water plant to address this issue. With approximately 330 households and a population of about 800, the village will benefit from the provision of potable drinking water through this RO equipment. Similarly, Poyya, another nearby village, has also approached us through their Panchayath President for the installation of an RO drinking water plant. With approximately 230 households and a population of 600, the village will likewise be able to ensure the availability of safe drinking water through this initiative.





## Enhancing Mobility and Empowering Differently Abled Individuals: Distribution of EV Scooters

Srikalahasti Plant has taken the initiative to provide EV Scooters for differently abled individuals to enhance their mobility and improve their overall lifestyle. As part of our PwD empowerment program, we distributed 5 EV Scooters to eligible beneficiaries. This endeavor has significantly enhanced their mobility, enabling them to efficiently manage their day-to-day tasks with greater ease.





## Kajaria sponsored the construction of a Stage at Kallipudi School in Thatiparthi Panchayath, Andhra Pradesh

Kallipudi is a significant village within the Thatiparthi Panchayat, where our plant is situated. The upper primary school in this village serves around 160 students from 1st to 8th grade. The school management committee approached us with a request to sponsor the construction of an assembly stage and tile the premises. After the completion of this project, the school now has a dedicated assembly stage for daily prayer meetings and organizing various events on special occasions.





## Modernizing Healthcare:

Health ATM Installed at  
Government Hospital in  
Bulandshahr



## Transforming Old Pond

Beautification work & rainwater  
harvesting of Kishan Talab  
(pond) in Sikandrabad



## 500 sweaters and monkey caps were distributed to laborers during the winter season in Sikandrabad, UP





## Warming Hearts

### BLANKETS DISTRIBUTION DRIVE

By SDM Sikandrabad & Head HR in  
Jokhabad Village





# Promoting Education

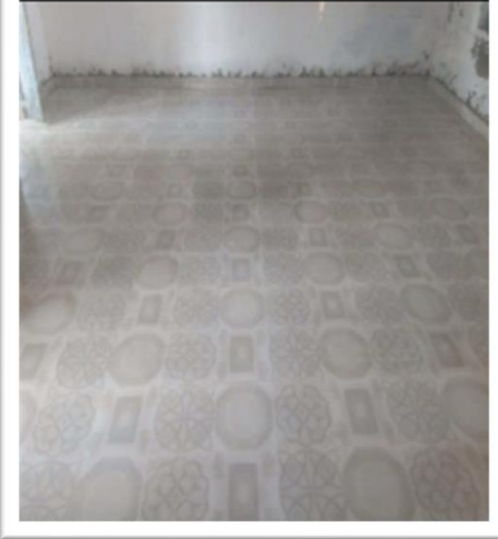
Enhancing School Infrastructure

Tiles Laying Work in schools at Gesupur and Hamidpur in Sikandrabad

Before



After







## SPREADING PATRIOTISM

Kajaria  
sponsors  
distribution of  
National Flags  
during  
**"HAR GHAR TIRANGA"**  
drive by the  
Government.







## Planting the Seeds of Sustainability

Kajaria Ceramics  
Sikandrabad Plant  
conducted a massive  
plantation drive on 1.5-  
hectare land in July-August  
2022 to plant 25000 trees.





**Thank You!**

**For Any Feedback / Suggestions, Please Contact:**

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