



Seventy Ninth Annual Report 2009-10

Let's nurture.





Acknowledged for bringing a positive change, Bajaj Hindusthan Ltd has won the CII (Confederation of Indian Industries) National Award for Excellence in Water Management for 2010. The award recognises Bajaj Hindusthan's water conservation and rain water harvesting efforts in Wardha district of Maharashtra undertaken through Kamalnayan Jamnalal Bajaj Foundation (KJBF). The Integrated Water Resource Development program, led by experts from Bajaj Hindusthan, covered 201 villages and implemented ingenious methods to conserve water and revive water bodies in the area. The program resulted in greater water sufficiency and improved the economic condition of villagers.

## Corporate social responsibility. Looking beyond balance sheets.

At Bajaj Hindusthan, we believe in ploughing back the resources towards social and environmental causes. The Corporate Social Responsibility initiatives have become an integral part of our operations to achieve the mission of "Development of Natural and Human Resources and their efficient and judicious use".

We undertake a wide range of initiatives for the economic improvement as also for spreading health & hygiene awareness in the rural community.

As a responsible corporate citizen, we also work towards the preservation of environment through various water resource development and soil conservation programs.

We follow an integrated participatory approach to contribute towards the larger societal benefits and to invest back into the society.

We have also initiated Convergence of Agriculture Interventions in Maharashtra (CAIM) in collaboration with State Government, International Fund for Agriculture Development (IFAD) and Sir Ratan Tata Trust.

NABARD (National Bank for Agriculture and Rural Development) has joined hands with us for promotion of horticulture and watershed development project.



आचारः कुलं आख्याति  
Behaviour speaks for the family.



## Carrying forward a tradition.

Bajaj Hindusthan Ltd. (BHL) is India's largest sugar and ethanol manufacturing company. The company has an aggregate sugarcane crushing capacity of 136,000 TCD (tonnes crushed per day) and industrial alcohol including ethanol distillation capacity of 800 KLD (Kilo Liter per day).

Committed to environment friendly technologies, we at Bajaj Hindusthan recycle bagasse residue out of sugar operations in our sugar mills to generate 428 MW of power. Our wholly owned subsidiary, Bajaj Eco-tec Products Limited (BEPL), uses bagasse waste for the manufacture of Medium Density Fibre Board (MDF) and Particle Board (PB) thus safeguarding India's forest resources from commercial exploitation for purposes of construction and manufacturing furniture.

## Managing nature's bounty.

For decades the availability of fresh water was not a worry. However with increasing population pressure and rapid industrialisation it has become essential to conserve water. KJBF has constantly promoted several traditional and innovative rainwater harvesting measures, horticulture plantation, dairy farming, less water intensive short duration crops and has provided drum kit micro irrigation devices for promotion of growing vegetables under kitchen gardening. It has also promoted efficient water management techniques by encouraging the use of micro irrigation systems for farming. These systems, which include sprinklers and drip, not only conserve water and reduce cost but also improve the crop yield. KJBF's continued efforts have helped the farmers in meeting their irrigation needs and in diverting the excess water for other uses.



Check dam constructed at Wardha



Promoting Micro Irrigation Systems.



उद्यमेन हि सिद्ध्यन्ति कार्याणि न मनोरथैः।

Works are accomplished by industriousness and not by ambitions.



पृथिव्यां त्रीणि रत्नानि जलमन्नं सुभाषितम्।  
मूढैः पाषाणखंडेषु रत्नसंज्ञा विधीयते।।

There are three jewels on earth : water, food and good thoughts.  
Fools are those who call pieces of stones as jewels.



Availability of water from overflowing check dam and dug-out group well caused joy not only among the farmers but all villagers

## Nourishing nature with her own resources.

Constantly changing weather pattern, global warming, uncertain monsoon, increasing population pressure and several other factors have made it imperative to conserve rain water. Kamalnayan Jamnalal Bajaj Foundation (KJBF) has successfully conducted extensive programs for the replenishment of the ground water resources in Wardha district of Maharashtra.

The program oversaw the building of 35 boribund (a cost effective water harvesting structure made with empty cement bags filled with sand) 12 check dams, widening of 12.9 km stream and promotion of 297 well recharge structures across 201 villages. KJBF has also constructed 190 farm ponds and 7 percolation tanks to mitigate the otherwise perennial water crisis.



A check dam constructed after revival of Yashoda river in Sonagaon Village.



KJBF promotes construction of check dams and recharging of existing well through rain water to overcome ground water depletion.

## Conserving nature's gifts.

To herald prosperity it's essential to conserve the basic elements of human sustenance. KJBF is leading various soil conservation initiatives to arrest soil erosion and to increase the yield of crops in Wardha district. The conservation efforts introduced contour/ field bunding on 446 hectares and raised 118 Loose Boulder Structures and 18 Gabion structures on small streams. These novel approaches have increased farm productivity and have also infused a positive difference in the lives of many.



Farmer's and women training program organised by KJBF