



# **FICCI WATER AWARDS 2012**

Supported by **HSBC** 

Recognising Excellence In Water Management And Conservation

This is to certify that

**Bajaj Hindusthan Limited**

has been awarded the Third prize in the  
Community Initiatives by Industry Category.

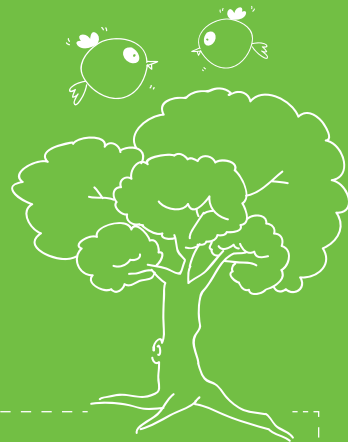
  
**DR. ARVIND PRASAD**  
Director General  
Federation of Indian Chambers  
of Commerce & Industry

  
**NAINA LAL KIDWAI**  
Senior Vice President, FICCI  
Country Head HSBC India &  
Director HSBC Asia Pacific



Mr. Haribhai Mori, Head-CSR, receiving FICCI Water Awards 2012 from Mr. Montek Singh Ahluwalia, Dy. Chairman, Planning Commission, GOI and Ms. Sheila Dikshit, Chief Minister, Delhi in the presence of Ms. Naina Lal Kidwai and Mr. Arvind Prasad.

The award recognises Bajaj Hindusthan Limited's water conservation and rainwater harvesting efforts in Wardha district of Maharashtra undertaken through Kamalnayan Jamnalal Bajaj Foundation (KBF). The integrated water resources development programme implemented ingenious methods to conserve water and revive water bodies. The programme resulted in greater water sufficiency and improved the economic conditions of the distressed farming community in the area.



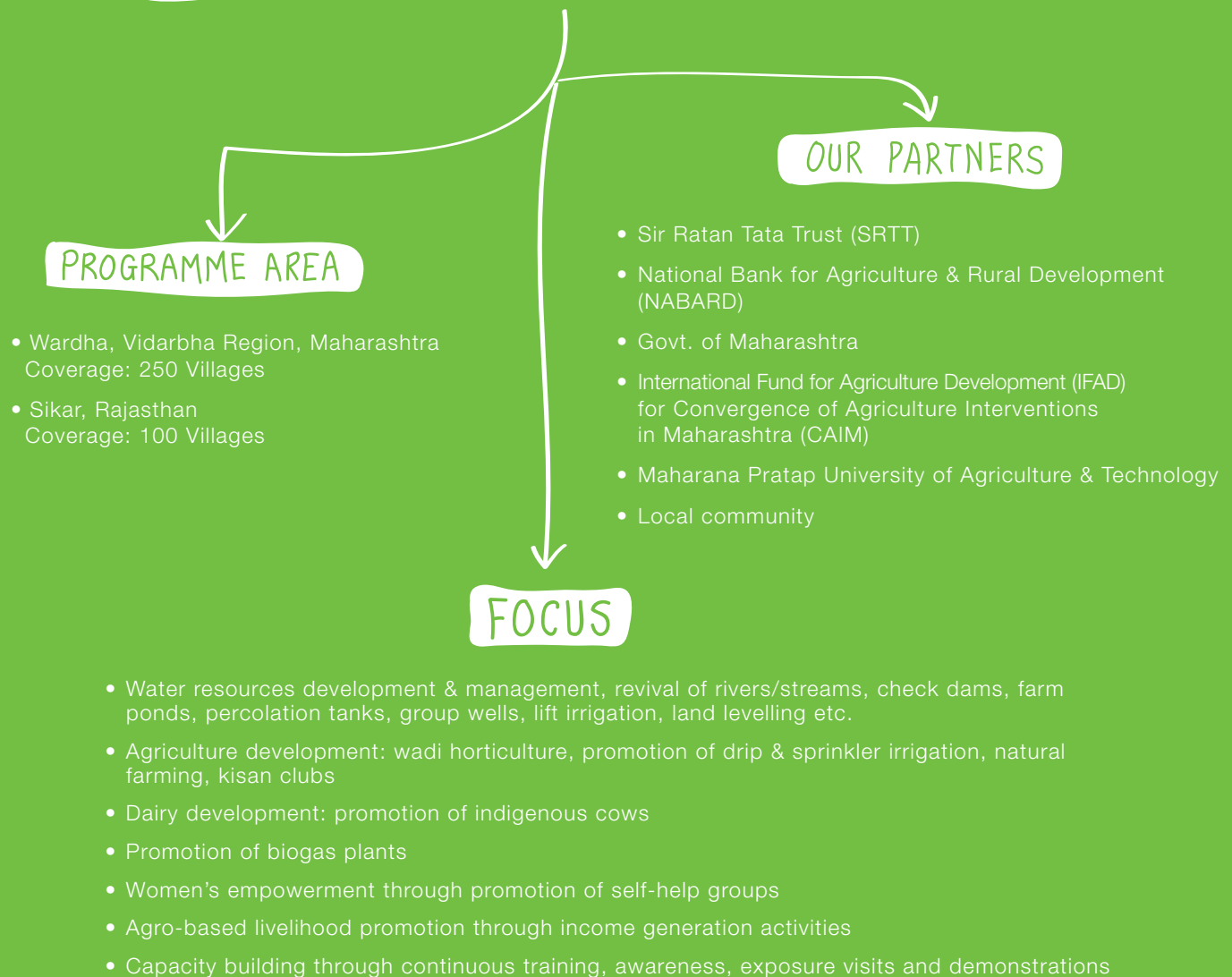
**W**ith an aggregate sugarcane crushing capacity of 136,000 TCD (tonnes crushed per day) and an industrial alcohol/ethanol producing capacity of 800 KL (kilolitres) per day, Bajaj Hindusthan Limited (BHL) is India's largest sugar and ethanol manufacturing company.

In spite of our large scale production, we have an unflinching commitment to being an environmentally conscious organisation. This entails recycling of waste material and following green practices. Bajaj Eco-Tec Products Limited (BEPL), our wholly owned subsidiary uses bagasse waste to churn out 210,000 cubic metres of MDF and Particle Boards every year reducing deforestation by 420,000 trees. At the same time, bagasse recycled in our sugar mills generates 443 MW of power.

Corporate social responsibility at BHL is an area of focussed attention and forms an integral part of our operations to achieve our mission of 'Development of natural and human resources and their efficient and judicious use'. Betterment of rural community has always been our special area of attention where we work tirelessly for women empowerment, economic upliftment of the underprivileged through special programmes and creating health and hygiene awareness. We have also collaborated with the State Government, International Fund for Agriculture Development (IFAD) and Sir Ratan Tata Trust (SRTT) to initiate Convergence of Agriculture Interventions in Maharashtra (CAIM) and National Bank for Agriculture and Rural Development (NABARD) for promotion of horticulture and watershed development project.

Looking at the success of our community developmental intervention in the farmer suicide prone zones of Wardha district (Vidarbha region), Sir Ratan Tata Trust is now partnering with us to replicate our water harvesting initiatives for larger geographical coverage.

# BHL CORPORATE SOCIAL RESPONSIBILITY 2012

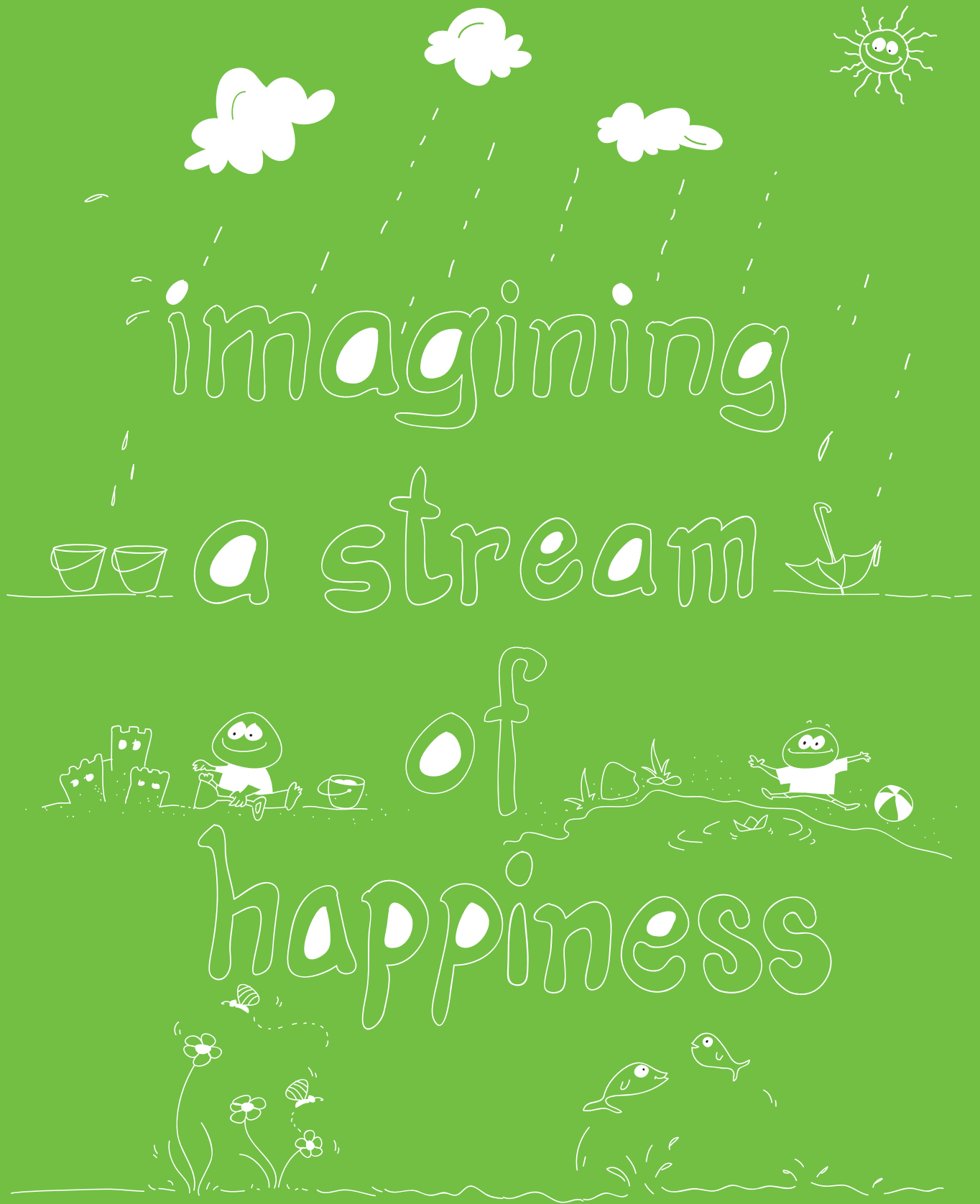


In an age of networking and collaboration, Sir Ratan Tata Trust (SRTT), NABARD and various Government agencies have partnered with us for strengthening and sustaining the agro-based livelihood through water resources development and management. Together with all the stakeholders, we aim to convert rainfed agriculture to irrigated agriculture thereby ensuring governance for water and sustained food security to create a more equitable society.

Programme planning, implementation and management by

**KAMALNAYAN JAMNALAL BAJAJ FOUNDATION**  
&  
**JAMNALAL KANIRAM BAJAJ TRUST**





Groundwater recharge through rainwater harvesting has helped us replenish the dwindling water levels and transform rainfed agricultural land into irrigable land.

## Construction of check dams on revived rivers/streams

Check dams constructed	36
Villages benefited	29
Farmers benefited	1430
Surface water storage created (million cubic feet)	39.87
Water table in surrounding wells increased (feet)	8
Agricultural land benefited (acres)	4600

Net income increased from ₹ 14000/acre to ₹ 23000/acre



River deepening, widening and check dam at village Andori



Revival of rivers/streams through deepening and widening of river beds

Rivers/streams revived	8
Total length of revived rivers/streams (kms)	44.5
Villages benefited	44
Farmers benefited	1229
Total agricultural land benefited (acres)	5441
Total wasteland converted into cultivable land (acres)	900

Visit of Mr. Kushagra Bajaj to Malkapur during river revival project

Bori bundh:  
a seasonal and low cost  
rainwater harvesting structure

Bori bundhs constructed	181
Villages covered	50
Farmers benefited	511
Agricultural land benefited (acres)	2268
Cropping intensity increased	1 crop to 2 crops
Cotton yield increased (with 2 support irrigation)	6 quintal/acre to 12 quintal/acre

Bori bundh in village Gangapur





## Construction of farm ponds

Farm ponds constructed	806
Villages covered	81
Harvested water (million cubic feet)	36.72
Agricultural land benefited (acres)	1170

Farm pond with ample water for support irrigation and for rabi crop



## Recharging of wells & borewells

Wells & borewells recharged	609
Villages covered	26
Farmers benefited	609
Agricultural land benefited (acres)	1523

Recharging of well through rainwater at village Saldhara





We have promoted self-help groups for women to foster their economic independence by providing alternate means of livelihood. The biogas plants installed by us fulfill everyday energy requirement of homes reducing dependency on wood and petroleum for fuel.