

HENKEL INDIA CSR INITIATIVES

Empowering Smiles, Enhancing Livelihoods



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“At Henkel, we aim to create sustainable value with everything we do – together with our employees, partners and stakeholders. We take responsibility for the safety and health of our employees, customers and consumers, the protection of the environment and the quality of life in the communities in which we operate.”

Shilip Kumar

Country President – Henkel, India

01 | FOREWORD

Building A Better World

It gives me immense pleasure and personal satisfaction to share some of our key CSR initiatives at Henkel India through this Coffee Table Book.

Maintaining a balance between economic success, protection of the environment and social responsibility has been fundamental to our corporate culture for decades. The history and impact of our work notwithstanding, we, at Henkel, ‘live’ our sustainability goals every day.

Besides focusing on creating more value for our customers and our company, we have deployed various global and local interventions focused on contributing to the social progress of communities we operate in. We believe that it is our responsibility to educate and enhance livelihoods of the less privileged. We also look at ways to sensitize children on using resources efficiently. As children have impressionable minds, we believe they are the right target group to sow the seeds of sustainability.

While our multimedia-enabled ‘digital classrooms’ in parts of rural India make the syllabus interesting and easy to understand for students, the ‘Researchers’ World’ initiative is helping them adopt a scientific mind-set through experimentation - so essential for the ‘Edu-care’ of our future generations. Further, we develop infrastructure of government / municipal schools and hone skills of youth with an aim to enhance their livelihood opportunities. Our solar electrification initiative in rural areas has succeeded in ‘lighting lives’ of the community, while our skill and slum development programs bring to life our sustainability ethos on ground across the country.

Our employees are our Sustainability Ambassadors. As corporate citizens, we believe it is our duty to build sustainable initiatives and encourage employee participation to give back to society. My leadership team members and I thank our employees for supporting us in making a significant contribution to our society. We also take this opportunity to acknowledge the tireless and inspiring work of our NGO partners – who have been our last mile connect to ground reality.

As we have done internationally, we will continue to build the foundation of our CSR Initiatives in India by sharing our sustainability goals with our partners - along the entire value chain.

In a country of over a billion, it may be interesting to measure the impact of our CSR Initiatives - if the smiling warmth in the myriad images featured on these pages is anything to go by! Needless to say, the path ahead promises to be a long and exciting one.

Join us in celebrating Henkel India’s journey in ‘Building a Better World’ for our current and future generations!

Over 140 Years of Brand Success



Henkel HQ at Düsseldorf, Germany

At the beginning of the company's history in 1876, we meet a 28-year-old merchant who was interested in science – Fritz Henkel.

On September 26 that year, he and two partners founded the company Henkel & Cie in Aachen, and marketed their first product - a universal detergent based on silicate.

During the following years, this German family of entrepreneurs and thousands of their employees, built Henkel into a global company with operations in 120 countries. Over 140 Years, more than 53,000 employees and 3 Business units later – people from all over the world trust Henkel's Brands and Technologies.

Every day, Henkel's brands and technologies from its Adhesive Technologies, Beauty Care and Laundry & Home Care businesses are used by millions of households and industries.

Henkel commenced its journey in India with the Laundry & Home Care business. In 2011, this business was divested to Jyothy Laboratories. Henkel's bond with the country has gone from strength to strength over the last two decades after it launched the Adhesive Technologies business.

In India, Henkel has two business verticals, both in the business-to-business realm: Adhesive Technologies and Beauty Care. It has two legal entities in the country: Henkel Adhesives Technologies India Private Limited (a wholly owned subsidiary of Henkel) and Henkel Anand India Private Limited (a joint venture company of Henkel and Anand Group company).

Henkel Adhesive Technologies makes a difference in virtually all areas of business activity and our lives: from smartphones to food packaging, from cars to airplanes, from construction to industrial plants. It is the name behind the well-known brands Loctite, Teroson, Bonderite, Aquence and Technomelt. The Beauty Care business in India is focused on professional haircare under the brand Schwarzkopf Professional, which offers a range of cutting edge hair care products through hairdressers and salons.



With a passionate and highly diverse team, united by a strong company culture, shared values and a common purpose to create sustainable value, Henkel holds leading positions in many markets and categories around the world, including India.

Commitment To Sustainability

At Henkel, our commitment to leadership in sustainability is deeply embedded in our values. We aim to pioneer new solutions for sustainable development while continuing to shape our business responsibly and increase our economic success. This ambition encompasses all of our company's activities along the entire value chain.

As sustainability leaders, we also take responsibility for the safety and health of our employees, customers and consumers, the protection of the environment and the quality of life in the communities where we operate.

The Four Pillars Of CSR @ Henkel

We support activities in the areas of social needs, education and science, fitness and health, arts and culture, and the environment. Our activities are structured around four core elements:

Corporate Volunteering

We support our employees and retirees in their voluntary social engagement through the 'Make an Impact on Tomorrow' initiative, which is funded by our foundation, Fritz Henkel Stiftung.

Social Partnerships

We enter into social partnerships in the communities where Henkel operates, in an effort to support social initiatives and public institutions.

Brand Engagement

In addition to Henkel's corporate-wide social engagement, our brands are also involved in partnerships with social initiatives and public institutions around the world.

Emergency Aid

After natural disasters, Henkel responds quickly and pragmatically.



Henkel's commitment to leadership in sustainability is deeply embedded in its values

04 | HENKEL INDIA CSR CAMPAIGN

Empowering Smiles, Enhancing Livelihoods

The India CSR Campaign includes some global and local CSR initiatives.

Our key interventions include:

EDU-CARE

SKILL BUILDING & VOCATIONAL TRAINING

LIGHTING LIVES

SHAPING FUTURES

SLUM DEVELOPMENT

MAKING AN IMPACT ON TOMORROW (MIT)

Besides CSR initiatives, we give our employees - our sustainability ambassadors – opportunities to contribute through our campaigns such as NGO – ‘Shop for a Cause’– events, Donation drives for clothes / footwear / stationery, E-waste drives and Sustainability School Program - a global initiative aimed at creating awareness among school children on how they can contribute to sustainability.



For Henkel in India, the CSR Campaign has been all about empowering smiles and enhancing livelihoods

05 | EDU-CARE

Enhancing Quality Education

'Edu-care' is a program run in government and municipal schools. It focuses on enhancing the quality of education through infrastructure support, science & research based 'fun & learn' method, and presenting the curriculum in an easy and interesting format.

The infrastructure support provided under this program ranges from constructing / repairing classrooms, computer labs, toilets, compound walls, and the like to deploying equipment such as computers, projectors, water coolers and sport kits, among others.

The Digital Class initiative focuses on giving children a great educational experience by providing the state board curriculum in multimedia format.

Our International Program 'Forscherwelt' or 'Researchers' World' has been adapted to the local Government/Municipal schools, many of which do not have laboratories. The program encourages children to be curious and develop a spirit of discovery by giving them hands-on experience of conducting scientific experiments.



Researchers' World, where science is all about discovery: Children from a Municipal School at Navi Mumbai – engrossed in their experiments



Through the Researchers' World education initiative of Henkel, children discover the thrill of scientific experimentation



Little researchers from a Municipal School at Navi Mumbai get a playful introduction into science's secrets!



“Our Zilha Parishad School is one of the few schools that is known in our village for being a school with digital classrooms.”

Teacher, Zilha Parishad (District Council) Primary School, Hinganigada



With upgraded infrastructure and digital classrooms, this Zilha Parishad (District Council) School becomes a model school for villages around Kurkumbh, Maharashtra



Learning in digital classrooms is a whole new experience for both - the teacher as well as the children



Children engaged in learning at computer labs in Navi Mumbai and a digital class at Kurkumbh



Time to have fun after another good day learning in the digital classrooms at Guirim, Kurkumbh



Exploring the real world after studying an audio visual about sunlight and photosynthesis - Guirim, Kurkumbh

06 | SKILL BUILDING & VOCATIONAL TRAINING

Generating Livelihoods

To generate a means of livelihood for youth from underprivileged backgrounds, Henkel Anand began a Plumbing Training Centre at Gurugram in partnership with SNS Foundation and Kohler India. A comprehensive set-up with the latest sanitary ware has been installed at the training center that gives beneficiaries practical hands on knowledge along with academic inputs.

At Parwanoo in Himachal Pradesh, an Electrician Training Program builds the skills of youth to be self-sufficient. Other vocational skills training programs for underprivileged women and girls are functional at Gurugram & Parwanoo. These include skill building for tailoring & fashion design. Basic & Advanced courses in beauty & computers are also part of the Henkel Anand & SNS Foundation skill building initiatives.

Even programs like nursery teachers' training and para nursing training have been very successful in generating livelihood opportunities for the beneficiaries. Many of those trained are employed earning a fixed income, while others are involved in home-based entrepreneurial activities.



Beneficiaries from a Skill Development Plumbing Program pay rapt attention to the instructor



Yogesh Bhalla and Tanmay Singh feel that they have immensely benefitted from the 'Henkel-Anand-SNS-Kohler' Plumbing Program at Gurugram



When Skill Building is all about preparing youth for better livelihoods



Young beneficiaries listen with great interest to the instructor of the 'Henkel-SNS-Anand' Electricity Program at Parwanoo, Himachal Pradesh



A woman Instructor training women to be self-sufficient - beneficiaries at the 'Henkel-SNS-Anand' Beauty, Tailoring & Cutting Skill Building Program, Parwanoo, Himachal Pradesh

07 | LIGHTING LIVES

Community Solar Lighting

Erratic power supply, load shedding and lack of basic access to electricity are some of the problems faced by various villages of India. To address this, Henkel India runs a solar electrification initiative called 'Lighting Lives'.

The program entails getting requisite permissions from concerned authorities for proper deployment of solar electrification and sensitizing villagers to use power judiciously. Schools and households in these villages have benefitted from LED lights and energy efficient fans that run on solar energy.

To ensure efficient functioning of the solar grid, regular maintenance activities are carried out. For timely redressal of minor complaints, locals have been trained to address basic repair and maintenance.

For this initiative, Henkel India has partnered with United Way Mumbai, an NGO, and E-Hands Energy, an organization engaged in the business of manufacturing and distribution of renewable energy systems.



Faced with the problem of little or no electricity, Henkel 'Lighting Lives' Program uses Solar Energy to light up lives in parts of rural India



In the pristine green surroundings of four villages in Palghar District of Maharashtra, life continues after the sun beams lights into little homes through Solar Panels



Life is a little more beautiful in Zate Pada, Dhodade Pada, Matera Pada and Vajreshwari colony in Palghar District of Maharashtra post the Henkel intervention



“The light in our homes from the ‘solar light box’ helps us deal with power failures and we can finish our studies on time for school”

Sneha Patil, Student, Government School - Wada



A familiar story of a family in Wada, Palghar. There were days with no light till the Lighting Lives Project illuminated homes

o8 | SHAPING FUTURES

Transforming Lives

Schwarzkopf Professional's 'Shaping Futures' initiative enables underprivileged youth to build a better future by learning the hairdresser's trade.

During the course of the training, international hairdressers of repute cover five key areas of this profession, namely: consultation, cutting, dressing, color and form. The training also offers candidates an opportunity to meet and engage with local salon owners, which opens avenues for them to pursue careers at nearby salons.

The Schwarzkopf Professional volunteers are also our salon partners from Europe. 'Shaping Futures', a good example of shared value between Schwarzkopf, our non-profit partners and the local salon owners, has successfully influenced the lives of many underprivileged youth.



An aspiring hairdresser looks on at a demo from a Schwarzkopf Professional hair stylist



Beneficiaries of the Shaping Futures Program, with their certificates of smiles



Instructors & Beneficiaries of Schwarzkopf Professional's 'Shaping Futures' Program are all smiles during and after a demo on 'the art of hair-dressing'

Empowering Smiles

Henkel Anand, in collaboration with SNS Foundation, began a Slum Development Project to address basic sanitation and hygiene issues, besides organizing early childhood education and adult literacy courses.

A community centre was set up to improve the quality of living conditions of residents of slum colonies of Parwanoo. Healthcare facilities, a garbage disposal system and coaching for school drop outs have helped beneficiaries from the slums to develop themselves for a better life. Awareness on various health and hygiene issues through street plays has engaged the community to take care of their health.

Apart from the slum development activities in Parwanoo, a dilapidated public park in Gurugram was redeveloped and maintained by Henkel Anand & SNS Foundation. The redevelopment included civil work and horticulture, apart from providing benches for visitors. Today, the park is in good condition and is largely utilized by the workers from the industrial belt while taking a break during their lunchtime.



Children from a Balwadi at a Parwanoo Slum engaged in a nursery rhyme session



When being a teacher is a blessing - slum women and children listen with great interest as the teacher narrates a story at the Slum Development Program, Parwanoo



Women beneficiaries from the Slum Development Program at Gurugram and Parwanoo spend time learning as their children play nearby



“Our Effort has been to research how to educate slum children with value based storytelling in the form of limericks @ songs - the smiling Balwadis are a great place to see the impact.”

Teachers, Henkel-SNS Foundation Slum Development Program, Parwanoo



Bhawna learns to write her name in both English & Hindi - another slum beneficiary at the Henkel Anand - SNS Foundation Slum Development Program, Parwanoo



Not just ABC & 123, Children at this Balwadi enjoy the collective clapping and singing routine - Slum Development at Henkel Anand - SNS Foundation, Parwanoo



When 'smiles' warm the hearts - Slum Children from a Balwadi in Parwanoo give a whole new meaning to learning

10 | MIT

Making an Impact

As part of our global corporate engagement focus, we support our employees and retirees through the 'Making an Impact on Tomorrow' (MIT) program in their social volunteering.

By supporting a social cause espoused by our employee volunteers, Henkel sees important benefits including better teamwork, greater motivation and closer identification with the company. Furthermore, the volunteers play a pivotal role as a link between Henkel and its social environment.

In India too, many of our employees have received support for social causes that they champion - making a successful impact on the lives that they touch.



When happiness makes every 'special child' special - Sarvodaya School, Nala Sopara, Mumbai - a project supported by MIT



Children celebrate another beautiful day at Sarvodaya School, Nala Sopara, Mumbai



Myriad emotions can be seen on the faces of children from Maharashtra Fellowship for Deaf, Pune (on the left) and Punarvas Bal Rang, Goregaon, Mumbai (on the right), schools supported by MIT

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