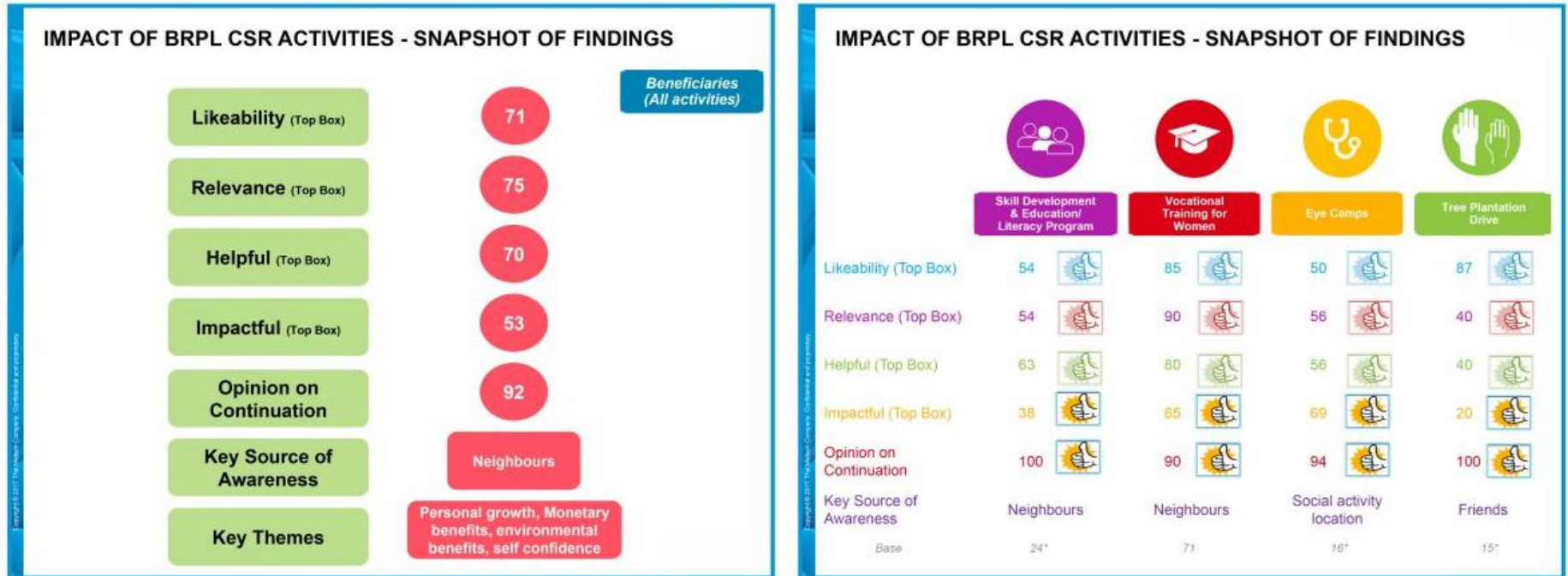




To gauge the impact of its CSR program, BRPL had engaged Nielsen, a leading market research agency. It was conducted to ascertain the views of the beneficiaries on the likeability, impact and relevance of BRPL CSR initiatives. The impact study also helped get insights into the CSR initiatives, which will help us going forward.

Market survey gives a thumbs-up to BRPL' CSR activities



The survey results were extremely positive. They indicated:

- There is a high familiarity and a very good impression about BRPL – both as a company and on the social activities organised, amongst the beneficiaries, as well as non-beneficiaries.
- All the CSR Initiatives conducted by BRPL were found to be immensely likeable, relevant and helpful by the beneficiaries. The positive impact created by them has led to further positive actions taken by them.
- BRPL was also rated highly on providing good quality services and caring about the communities and their welfare.
- Beneficiaries as well as non-beneficiaries want BRPL to continue the good work by organising CSR activities in support of a better society in future too.

During the month eye care, tobacco de-addiction camps and self defence training were organised.

Eye Care Camp: A free eye check-up camp was successfully organised in Khzan Basti , (Jankapuri Division), where over 350 residents visited and over 200 glasses and 260 medicines were distributed.

Tobacco De-Addiction Camp: BRPL organised a tobacco de-addiction camp at the Hirankudana Village in the Mundka Divison, where over 80 people visited. Around 60 quit the habit of chewing tobacco and smoking.

Self Defence Training: Around 45 girls were trained at the R.D. International School, Nangloi division) in the ongoing self defence program. As a token of appreciation, school bags and certificates were also distributed to all the participants.

