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An initiative towards making a meaningful difference!

## CSR NEWSLETTER

VOLUME - 2

FY 2024-25





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# LEADERS



## A NOTE FROM OUR CXO

### Amit Bhasin

(Chief Legal Officer & Group General Counsel, Marico Limited)

“ At Marico, Responsible Growth is a core value that shapes our every decision, every innovation, and every interaction with the world around us. It reflects our commitment to driving progress that uplifts communities, nurtures the environment, and creates long-term, sustainable impact. It guides us towards building an equitable tomorrow, together.....”





It is with immense pride that I present the second edition of PEHEL, our Internal Social Impact Newsletter, a reflection of Marico's purpose in action. This edition brings you closer to the voices of our communities, individuals and groups who have shown resilience, hope, and growth through their association with Marico's initiatives. Their stories are not just testimonials, they're living stories of impact. Equally moving are the contributions of our own employees, whose volunteering efforts stand as a testament to the power of empathy and collective intent.

This edition shines a light on the breadth and depth of our social impact initiatives. From advancing sustainable farming through the Parachute Kalpavriksha Foundation, which has empowered over 2 lakh farmers with climate-resilient practices, to enabling access to quality education for more than 8.5 lakh children through Nihar Shanti Pathshala Funwala's engaging learning tools.

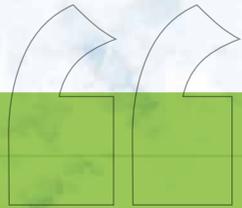
Our commitment to water stewardship continues with Jalashay, having created over 2 billion litres of water storage in water-stressed regions. We've further strengthened our afforestation efforts with over 1.5 lakh trees planted, paving the way for a greener future. Within our factory areas, we've deepened community development through initiatives focused on healthcare, sanitation, and digital literacy. Driving scalable, real-world solutions, the Marico Innovation Foundation continues to champion social innovation with purpose and rigour. And none of this would be complete without the spirit of volunteerism, this year over (insert number) Mariconians have contributed their time, skills, and compassion to #BeTheImpact.

This reinforces that social responsibility is deeply embedded in our culture. Through innovation, excellence, and mindful action, we're building a future that's inclusive and resilient. As we reflect on our progress, we reaffirm our commitment to scaling impact, setting meaningful benchmarks, and driving purposeful change, one step at a time.

Together, let's keep pushing boundaries to *#MakeADifference*.



# LET'S HEAR FROM THE **EXPERTS** AT MARICO!



“PEHEL” is an effort to share the responsible growth journey of Marico’s corporate social responsibility and a movement to communicate impact beyond the digits. The leadership believes in promoting projects that are high on social value creation and are unique in their endeavour.

This newsletter captures the marker achieved and the path that leads to participative social change at the community level. We at Marico aim at paving the way for water availability, sustainable agriculture practices, livelihood improvements, quality education and social innovation through CSR flagship programs. The stories are narrated by the community champions and are a powerful tool to channel the dialogue from Marico's neighbourhood back to the company.

The discussion that we have in boardrooms and the program experienced by the community echo the same value. The constant attempts to create awareness and sensitize the members are a crucial aspect of #responsiblegrowth.”



**Satya Naidu**

CSR Manager



**Bipin Odhekar**

Head - Sustainability, EHS & Operations  
Excellence, Manufacturing

At the heart of our business lies a deep commitment to making a positive impact—on people, communities, and the planet. This newsletter highlights the initiatives, partnerships, and stories that reflect our dedication to responsible and sustainable practices. From environmental stewardship to community engagement, we are proud to share the progress we’ve made and the goals we continue to pursue. Together, we believe in building a better future—one action at a time. Thank you for being part of this journey.



## Sustainable Agriculture and Livelihood Generation



### Parachute Kalpavriksha Foundation (PKF)

**Karnataka:** Hassan, Udupi, Chitradurga, Chikkamagaluru, Mandraya, Mysuru, Tumakuru, Ramanagara  
**Kerala:** Kasaragod, Malappuram, Palakkad, Ernakulam, Alappuzha, Kollam, Thiruvananthapuram  
**Tamil Nadu:** Tirupattur, Krishnagiri, Salem, Dharmapuri, Erode, Karur, Coimbatore, Tiruppur, Dindigul, Madurai, Theni, Virudhunagar, Tirunelveli, Kanyakumari, Sivaganga, Ramanathapuram, Thanjavur  
**Andhra Pradesh:** East Godavari, Srikakulam



### Jalashay

**Maharashtra:** Jalgaon  
**Gujarat:** Sanand, Dahod, Banaskantha, Sabarkantha  
**Tamil Nadu:** Perundurai, Coimbatore (Pollachi), Tiruppur, Theni, Dindigul  
**Union Territory:** Pondicherry



### Afforestation

**Maharashtra:** Jalgaon  
**Gujarat:** Sanand, Dahod, Banaskantha, Sabarkantha  
**Tamil Nadu:** Perundurai  
**Union Territory:** Pondicherry  
**Assam:** Guwahati, Molai Forest  
**Meghalaya:** Ri Bhoi district



### Community Sustenance

**Maharashtra:** Jalgaon  
**Gujarat:** Sanand, Dahod, Banaskantha, Sabarkantha  
**Tamil Nadu:** Perundurai  
**Union Territory:** Pondicherry  
**Assam:** Guwahati, Molai Forest, Jorhat district



### Eat Right Programme

**States:** Maharashtra, Gujarat, Rajasthan, Chhattisgarh, Karnataka, Tamil Nadu, West Bengal, Assam  
**Union Territories / Cities:** Chandigarh, Delhi

## Education Programme



**Nihar Shanti Pathshala Funwala:**  
 (Madhya Pradesh, Chhattisgarh, Jharkhand, Rajasthan (Alwar))



**Foundational Literacy & Numeracy Programme:**  
 Uttar Pradesh (Bahraich)



## Social Innovation Programme



**Marico Innovation Foundation (MIF)**  
 Maharashtra (Mumbai-HQ)(PAN India presence)

# SUSTAINABLE DEVELOPMENT GOALS



**Sustainable Agriculture and Livelihood Improvement**



**Education (Nihar Shanti Pathshala Funwala)**



**Social Innovation (MIF)**



# WHERE PURPOSE MEETS PEOPLE: HIGHLIGHTS FROM THE YEAR



## FARMER'S DAY

### IN JALGAON

A thriving farm starts with an empowered farmer.

On **December 10, 2024**, the fields of Jalgaon saw more than just a celebration, they witnessed a shared vision for sustainable growth. Over 500 farmers, along with Women SHG members, school children, and FPO leaders, gathered to mark Farmers' Day, a tribute to resilience, innovation, and rural development.

The inauguration of a **500 kg solar polyhouse dryer**, led by Chief Legal Officer Amit Bhasin and Chief R&D Officer Dr. Shilpa Vora, was more than a tech demo, it was a **symbol of value creation** at the grassroots. Experts from the Agriculture Department conducted sessions on organic methods, climate-smart farming, and government schemes, equipping farmers with practical tools for today's challenges.

Recognizing exemplary efforts **under the Jalashay Jal Samruddhi initiative**, the day blended celebration with knowledge-sharing. SHG-led stalls promoted local entrepreneurship, reinforcing Marico's commitment to sustainable agriculture livelihood improvement.





# SEPTEMBER LEAGUE 2.0

AT MARICO

What if every step you took helped someone learn to read?

The initiative proved that even small, consistent actions can create ripples of impact, championing both employee wellbeing and access to education.

A simple act of walking turned into a shared commitment to literacy.

That was the driving idea behind September League 2.0, where

**540 Mariconians** came together to transform movement into meaning.

Their combined tally of **9.05 million steps** didn't just boost fitness, it enabled the donation of

**9,053 books** to students in underserved government schools.



# WOMEN'S DAY

AT MARICO

When women thrive, communities transform.

Marking International Women's Day on March 8<sup>th</sup>, 2025, Marico's Mumbai office opened its doors, and its platform, to

**15 inspiring women from Jalgaon and Guwahati, supported by CSR PARTNERS**

**NIWAS  
Foundation**

**Manobal  
Foundation**

**SeSTA**

for an exhibition on March 7<sup>th</sup>, 2025.

These entrepreneurs showcased handmade foods and crafts through vibrant, self-run stalls, selling products worth

**₹44,000**  
IN A SINGLE DAY.

But the value went far beyond numbers. It was about visibility, validation, and voice, allowing these women to connect with an urban market and share their journeys of change.

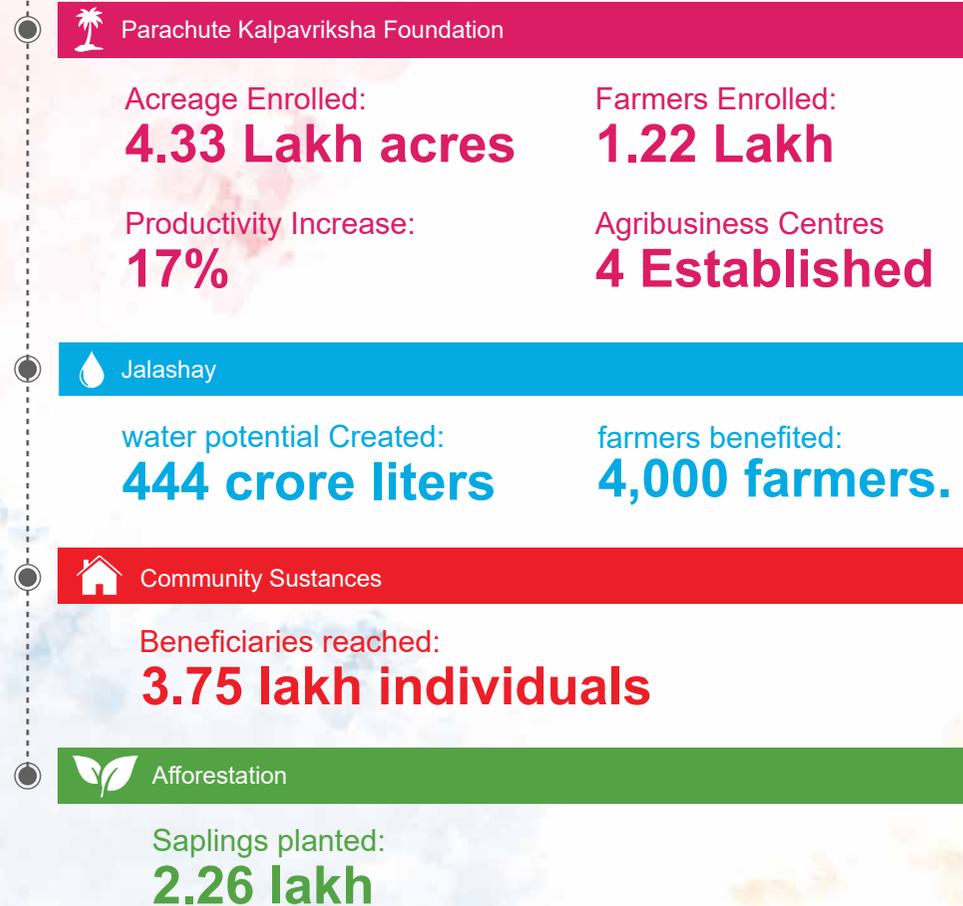
Through Samruddhi, Marico continues to invest in **women's economic empowerment** — enabling skills, confidence, and sustainable livelihoods.



# KEY ACHIEVEMENTS & IMPACT NUMBERS : ANNUAL CSR HIGHLIGHTS (FY 2024-25)

SUSTAINABLE AGRICULTURE & LIVELIHOOD IMPROVEMENT

## Cumulative.



## Annual

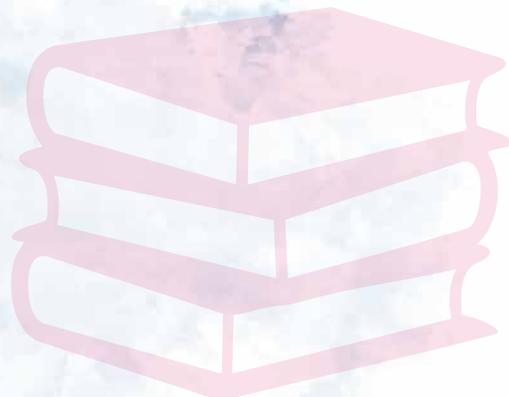


**PARACHUTE  
 KALPAVRIKSHA  
 FOUNDATION**

Empowering Farmers, Enriching Lives At the heart of Marico's CSR lies the Parachute Kalpavriksha Foundation (PKF).

A dedicated non-profit empowering farmers with sustainable agricultural practices to enhance farm productivity and farmers livelihoods.

**PKF's mission is clear:** equip farmers with science-backed knowledge and tools that ensure both immediate gains and long-term farm sustainability.



**Key Impact Highlights FY 24-25:  
 Cumulative Impact (Till Date)**

**4.33 lakh** acres enrolled undersustainable farming

**1.22 lakh** farmers trained and supported

**17%** average increase in productivity

**4.15 lakh** followers engaged on social media, with 4.02 lakh app install

**5** key regions where Operations spread across

**Annual Impact**

**ESTABLISHED  
 ENROLLED  
 REACHED**

- 79,300 farmers** via toll-free helpline
- 7,061 farmers** in social security schemes
- 4 agribusiness** centres providing critical support

 CASE STUDY

# INTEGRATING AQUACULTURE FOR SUSTAINABLE GROWTH

Karthik, a progressive farmer from Kozhumam, transformed his farming landscape with PKF's support by integrating fish farming alongside irrigation. On his 0.25-acre farm pond, he cultivates Katla, Rogue, and Gilebi fish, feeding them with eco-friendly, plankton-enriched feed derived from tapioca and Thippi.

This approach has not only diversified his income but created a sustainable irrigation source for his crops — a model now inspiring neighbouring farmers.



**Karthik's Story**  
Kozhumam Village, Tamil Nadu

## IMPACT



Additional income of approximately ₹3 lakh from aquaculture



Sustainable irrigation supporting both fish and tree cultivation



Replicable model driving community-wide adoption



**AFFORESTATION:**

## NURTURING THE LAND, **SUSTAINING LIVELIHOODS**

Marico's afforestation program focuses on increasing green cover, enhancing biodiversity, and generating livelihoods for local communities.

The program utilizes a combination of Miyawaki forests, climate-resilient Moringa cropping, and community-based approaches, with active participation from local communities and the provision of project sites by local panchayats and municipal corporations.

Through the afforestation project, a cumulative total of 2.26 lakh saplings have been planted, bringing renewed life to degraded lands.



**2.26 lakh**  
Saplings Planted



 CASE STUDY

# SUSTAINABLE **MULTI-CROPPING** TRANSFORMATION

Sunita Bai's journey from limited single-crop farming to sustainable multi-cropping highlights this transformation.

In Dhanwad village, thanks to soil and water conservation efforts under the Jalashay project by NIWAS Foundation and Marico, silt from a nearby nala improved her soil fertility and water retention.

Now, her well sustains water longer, enabling a second crop cycle.



**Sunita Bai's Story**  
Dhanwad Village, Jalgaon

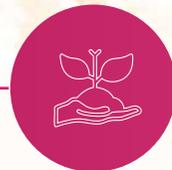
## IMPACT



Earned approximately ₹40,000 from her first cotton harvest.



Successfully grown groundnuts and onions as second crops



Improved soil health and water availability



Transitioned to sustainable multi-crop farming



# JALASHAY

Water scarcity is one of the biggest challenges facing farmers today.

## Marico's Jalashay programme

is changing that narrative by restoring water resources in water-stressed regions and empowering communities to thrive sustainably.

Focused on

**Maharashtra, Tamil Nadu, and Gujarat,**

Jalashay tackles environmental, social, and economic concerns by facilitating community water storage and reducing reliance on groundwater through recharge initiatives.



**4.44 billion** (444 crore)  
litres of water potential created cumulatively.



# JALASHAY

 CASE STUDY

# FROM SCARCITY TO SUSTAINABILITY

Mahendra Patil from Dhanwad village once faced the harsh reality of water scarcity and poor soil health. Limited to a single crop on his 5-acre farm, his annual earnings barely reached ₹60,000 after expenses.

Through the Jalashay Jal Samridhi project, watershed structures conserved rainwater effectively, allowing Mahendra's well to hold water throughout the year. This transformation enabled him to cultivate two crops annually and adopt organic farming, cutting costs and improving soil health.



**Mahendra Patil's Story**  
Dhanwad Village, Jalgaon

## IMPACT



Income per acre increased from ₹30,000 to ₹75,000



Annual earnings rose to ₹3.75 lakhs



Enhanced soil health and sustainable farming practices

## COMMUNITY SUSTENANCE

A community thrives when its **most fundamental needs, education, health, livelihood, and dignity, are met with consistency and care.** Marico's Community Sustenance programmes, implemented around our manufacturing locations, are designed to address these exact needs through locally-relevant, impact-driven initiatives. Tailored in partnership with local authorities and stakeholders, the initiatives span infrastructure development, disaster relief, healthcare, and inclusion.

**3.75 lakh beneficiaries reached** to date across all Marico Manufacturing locations.

**In Guwahati,** our focus has been on **creating safer, healthier learning environments** through school infrastructure upgrades, **renovation projects, anaemia awareness drives, and health camps.**

Additionally, livelihood opportunities through self-help group (SHG) programmes have fostered self-reliance among women and marginalised communities.

In Jalgaon, the programme supported thalassemia patients, improved sanitation by constructing toilets in tribal villages, and empowered individuals with disabilities through targeted support and resources.



**3.75 Lakh**  
beneficiaries reached

 CASE STUDY

## DAAN UTSAV IN **BOKO**

During **Daan Utsav**, we **distributed blankets, mosquito nets, and shawls to women beneficiaries in Boko, Assam**. This initiative not only provided seasonal relief but strengthened our bond with the community by meeting essential, practical needs with dignity.

These initiatives underline our belief that **when companies act with empathy and purpose, communities don't just survive—they thrive.**





# EAT RIGHT PROGRAMME

Food is more than nourishment, it's a cornerstone of public health. For the past six years, Marico has partnered with the **Food Safety and Standards Authority of India (FSSAI)** to drive the Eat Right India movement, championing **safer, healthier, and more sustainable food practices** across the country.

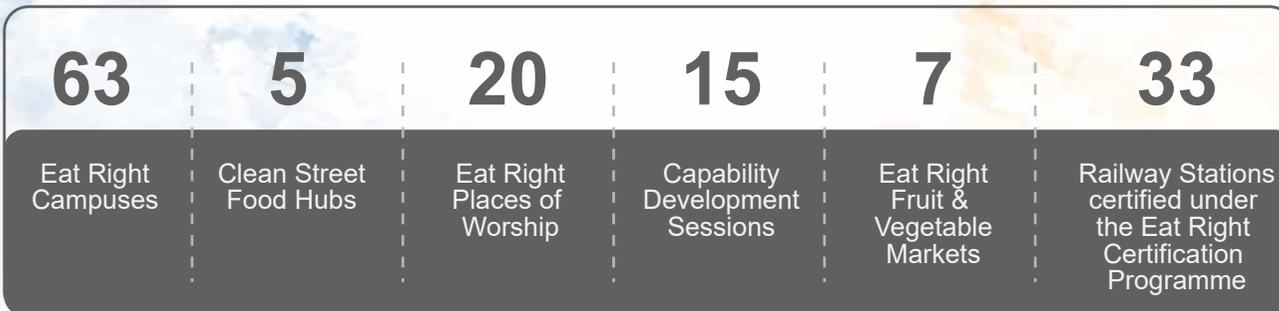
Aligned with national health missions like

	<p><b>Ayushman Bharat</b></p>		<p><b>Swachh Bharat Mission</b></p>		<p><b>POSHAN Abhiyaan</b></p>
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The programme promotes awareness and behaviour change at the grassroots level. Through school interventions, public sensitization, and institutional certifications, the Eat Right Programme empowers communities to make informed food choices that support long-term well-being.

In FY25 alone, the programme reached **16.58 lakh individuals** through diverse initiatives including **WASH (Water, Sanitation and Hygiene) education** in schools, nutrition-based learning, and hygiene sensitization of street food vendors.

## FY25 Highlights:



 CASE STUDY

# BUILDING A CULTURE OF HEALTH AT IIM AHMEDABAD

The Indian Institute of Management Ahmedabad (IIMA) identified the need to promote safe, nutritious, and sustainable food practices among its students, faculty, and staff.

As part of its commitment to overall well-being, IIMA implemented the Eat Right Campus initiative.



## IMPACT



Encouraged healthier food choices with a focus on fruits, vegetables, and whole grains



Improved hygiene standards, reducing food safety risks



Established a long-term health-first food culture on campus

**IIM Ahemdabad**



## EDUCATION: NIHAR SHANTI PATHSHALA FUNWALA (NSPF)



Education is the cornerstone of progress, and **Marico's Nihar Shanti Pathshala Funwala (NSPF) programme** is nurturing that foundation by improving English literacy and classroom engagement in underserved communities across India.

Focused on government schools in over **37 aspirational districts**, including regions in **Madhya Pradesh, Chhattisgarh, Jharkhand**, the programme empowers teachers to overcome barriers in English language education. It addresses systemic challenges such as limited fluency and consistency among students by equipping educators with contextualized content, structured training modules, and digital learning tools.

NSPF doesn't just build language skills, it **builds confidence, unlocks potential, and creates more inclusive classrooms** that foster meaningful learning outcomes.



### Key Impact Highlights FY 24-25:



**11 lakh**  
Students Benefited



**1.26 lakh**  
Teachers Trained

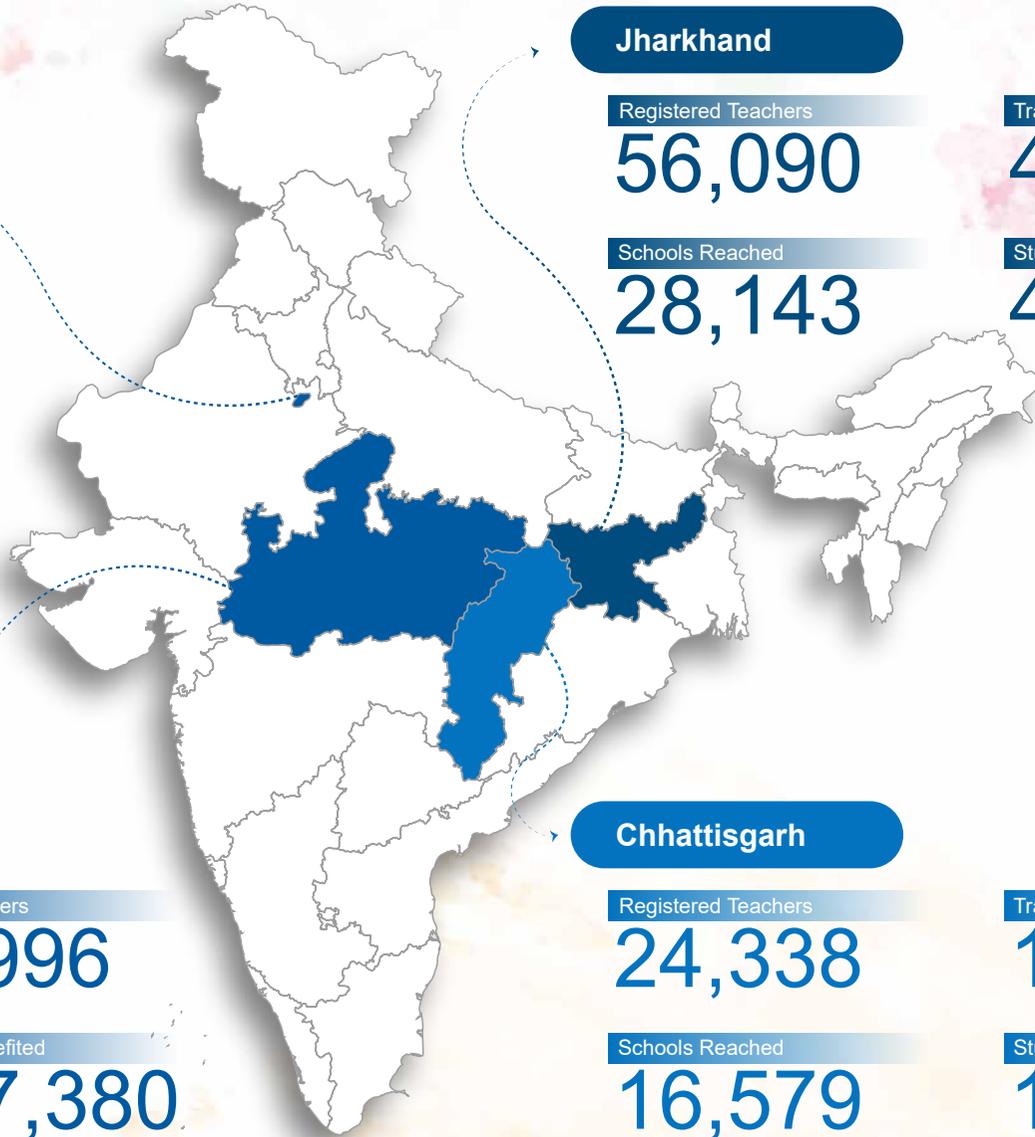


**1.03 lakh**  
Schools Reached



**152**  
Women Teacher Entrepreneurs

# AY 2024-25



**Alwar**

Women Teacher  
Entrepreneurs

# 152

**Jharkhand**

Registered Teachers

56,090

Trained Teachers

41,793

Schools Reached

28,143

Students Benefited

4,55,720

**Madhya Pradesh**

Registered Teachers

1,04,017

Trained Teachers

73,996

Schools Reached

58,664

Students Benefited

4,67,380

**Chhattisgarh**

Registered Teachers

24,338

Trained Teachers

10,816

Schools Reached

16,579

Students Benefited

1,62,480

# NSPF

## WORD POWER CHAMPIONSHIP 2025

The Word Power Championship, a flagship program initiated by Education Partner, LeapForWord, is inspired by the renowned American Spelling Bee competition. The WPC provides a platform for students to showcase their English language skills and is arguably the only English competition in India exclusively for regional language school students.

The WPC 2025 witnessed participation from 11 states across India. Under the Nihar Shanti Pathshala Funwala (NSPF) – English Literacy Program, 15,18,896 students from the three states of Madhya Pradesh, Jharkhand, and Chhattisgarh took part, reflecting the program's significant impact.

In the first elimination round, 1,292,155 students from Madhya Pradesh, 14,665 students from Chhattisgarh, and 212,076 students from Jharkhand qualified. Among the 133 students who reached the State Finals, 4 students from MP, 4 from CG, and 3 from JH qualified for the Grand Finale held in Mumbai on 23rd April 2025.



The WPC has been formally adopted by various state governments and is conducted under different titles:

### In Jharkhand,

it is known as the FLN Championship in collaboration with JEPC

### In Madhya Pradesh,

as the State-Level English Olympiad in collaboration with RSK

### In Chattisgarh,

as the Chhattisgarh Word Power Championship in collaboration with SCERT

 CASE STUDY

# TRANSFORMING FEAR INTO CURIOSITY WITH **PHONICS-BASED LEARNING**

In Govt Primary School, Tiwraiya (Raipur, Chhattisgarh), Mr. Pramod Kumar Domne once struggled to teach English to students who couldn't recognize basic letters. With no internet, few resources, and little confidence in the subject, progress seemed out of reach. Joining the NSPF English Literacy Programme changed everything.

With phonics-based methods and easy-to-implement digital tools, he introduced students to letter sounds and guided them step-by-step into the world of reading.

**“The content changed my approach, and my students now love learning. Their excitement keeps me going,”**

he shares. Mr. Domne's journey is a testament to how training and determination can bridge gaps in education and transform classrooms, one sound, one word, one reader at a time.





# FOUNDATIONAL LITERACY AND NUMERACY PROGRAMME

## CASE STUDY

### Boosting Early Learning at **Bhagariya Anganwadi**

Improving Attendance and Parental Engagement through Community-Centric Interventions At Bhagariya Anganwadi Centre in Huzoorpur Block, low child attendance and limited parental awareness were key barriers to early education. Marico's Learn, Play & Grow programme under the NSPF umbrella identified the centre for targeted support.

Through focused training on NEP 2020, child development, and parental involvement, Anganwadi worker Sunita Maurya began engaging families through play-based activities and structured parenting sessions on nutrition, hygiene, and learning at home.



**Total Anganwadi reach: 60**

## IMPACT

- 1 **Parental Attendance:**  
Increased from 7–8 to 20+ per session
- 2 **Children's Attendance:**  
Grew from 12–15 to 22–25
- 3 **Parent-Teacher Meetings:**  
Now held fortnightly, encouraging regular dialogue

## RESULTS

A **stronger bridge between school and home**, enabling early learners to thrive in a supportive, stimulating environment.

**NSPF** is more than an education initiative, it's a movement to **empower educators, engage communities, and build a literate, equitable future** from the ground up.



# SOCIAL INNOVATION

## MARICO INNOVATION FOUNDATION (MIF)

We believe that innovation is a powerful catalyst for **sustainable development and societal progress.**

Through initiatives like the flagship Scale-Up Programme, **MIF identifies high-potential early-stage ventures** and supports them with tailored mentorship, strategic networking, and access to capital.

These efforts **nurture impactful solutions** capable of creating socio-economic and environmental ripple effects across industries and communities.



 CASE STUDY

# OPTIMIZING LOGISTICS COSTS FOR GREEN POD LABS

**GreenPod Labs (GPL)** is an Agri-biotech company developing sustainable solutions to minimize agricultural food waste in India. Their unique innovation is an active packaging sachet that can **extend the shelf life** of fruits and vegetables **by 40% to 60% at ambient temperature** and conditions.

However, GPL was struggling with low profit margins, primarily due to high logistics costs. They were looking to optimize their supply chain and reduce these costs by identifying a new logistics partner who could offer more cost-effective solutions.

## Intervention by MIF:



Assisted in cost analysis, optimizing shipment processes.



Facilitated new logistics partnerships and negotiation strategies.



Recommended reducing air shipments and priority orders.

## IMPACT



- 1 96% cost reduction - logistics cost dropped from ₹337/kg to ₹12/kg.
- 2 Eliminated priority orders (from 95% to 0% of total logistics expenses).
- 3 Logistics cost as % of COGS reduced from 32% to 2.5%.
- 4 Gross margins improved from 35% to 55%.
- 5 A new logistics partner was onboarded, improving efficiency.

# CHAMPIONS OF CHANGE

We often talk about our rights but seldom reflect on our responsibilities. Here are stories of individuals who lead by example—and remind us that real change starts with us.



## Prabodh Halde

(Head - Global Regulatory, Public Policy and Advocacy)



Prabodh has turned compassion into action through years of quiet service. In Lohgarh(Nagpur), he opened his home to 25–30 underprivileged children, offering them stability and direction—five are now working professionals. As the founding member of Udaan Welfare Foundation, he has supported senior citizens with dignity and care for over 15 years.

His book Prabodhini helps schoolchildren build strong values. His journey reminds us: true impact begins when we stop waiting for others and start taking responsibility ourselves.

## Ramamoorthy A

(HR Executive – Manufacturing)

★★★★★

Turned a fitness challenge into a powerful act of giving. Through Marico's Steptember League, he clocked an inspiring 6,71,671 steps, donated 30 books to underprivileged children, and transformed his own health—losing 9 kg along the way. What fueled his journey was a simple yet powerful thought:

“The more I walk, the more I can give. His journey reflects how personal growth and social impact can walk hand in hand. Because sometimes, real change begins with just one step.”



## Mrigakshi Talukdar

(HR Officer; Manufacturing – NER)

★★★★★

At Marico's NER unit, every initiative is designed to create real, measurable change. The Farming Program has empowered women with economic independence through intercropping practices. Schools have been transformed into vibrant learning spaces using the BALA concept, improving student engagement and attendance. Health camps and educational support have addressed critical community needs, while Daan Utsav celebrations have brought joy and dignity to those often overlooked. These acts go beyond outreach—they build resilience, uplift communities, and spark long-term development. It's a collective journey of impact—proof that small, focused actions can create lasting social transformation.”



It's your moment,

# *Make a Difference!*

The opportunities to make a difference are all around us, waiting to be embraced by those who dare to take action. Every step we take, no matter how small, has the power to create lasting change. By embracing Responsible Growth, driven by purpose and guided by action, we can shape a future where impact is not just a goal, but a way of life. Let's be the change we want to see, inspire others, and create a ripple effect that transforms communities. Remember, the one who grabs the opportunity becomes the impact.



FEEDBACK FORM