

# पेहचान

*An initiative towards making  
a meaningful difference!*

**CSR NEWSLETTER  
FY 2025-26**

**VOLUME-3**



# A note from our CXO

*I am proud to present the third edition of **Pehel**, Marico's social impact newsletter that reiterates our purpose and commitment to Responsible Growth - one story, one initiative, and one meaningful step at a time.*

## Amit Bhasin

Chief Legal Officer &  
Group General Counsel,  
Marico Limited



At Marico, our community development initiatives are anchored in creating meaningful and lasting impact while advancing the well-being of underserved communities. This edition carries forward the voices that matter most: our community members. Their journeys of resilience, aspiration, and progress inspire us to look beyond the bend and continue creating interventions that have the power to transform lives, nurture development, and enable sustainable growth.

The initiatives featured in this edition underscore the power of purpose-driven action and the positive outcomes that can be achieved through sustained commitment, collaboration, and innovation. They reinforce our belief that meaningful change is created when organisations invest thoughtfully in strengthening communities and enabling long-term development.

At Marico, social responsibility is deeply embedded in our culture and reflected in our ethos of creating positive impact and giving back to society. While we celebrate the milestones we have achieved, we remain committed to raising the bar.

**Pehel 3.0** is a reflection of the transformation we have enabled on-ground and the possibilities that lie ahead when we come together with a shared sense of purpose. Let us continue nurturing a culture where intent translates into action that paves the way for a more inclusive and sustainable future.





# Marico's CSR Footprint Across India



## Parachute Kalpavriksha Foundation

*Kerala, Tamil Nadu, Andhra Pradesh, Karnataka*



## Jalashay Programme

*Maharashtra - Jalgaon, Gujarat - Junagarh, Sanand Tamil Nadu - Perundurai, Coimbatore (Pollachi), Tiruppur, Theni, Dindigul, Union Territory - Pondicherry*



## Nihar Shanti Pathshala Funwala

**Foundational Literacy & Numeracy Programme**

*Uttar Pradesh - Bahraich, Banaras, Lucknow*

**Language Literacy Programme**

*Madhya Pradesh, Chhattisgarh, Jharkhand, Rajasthan - Alwar*



## Marico Innovation Foundation

**Head Office Mumbai (PAN India presence)**



## Community Sustenance

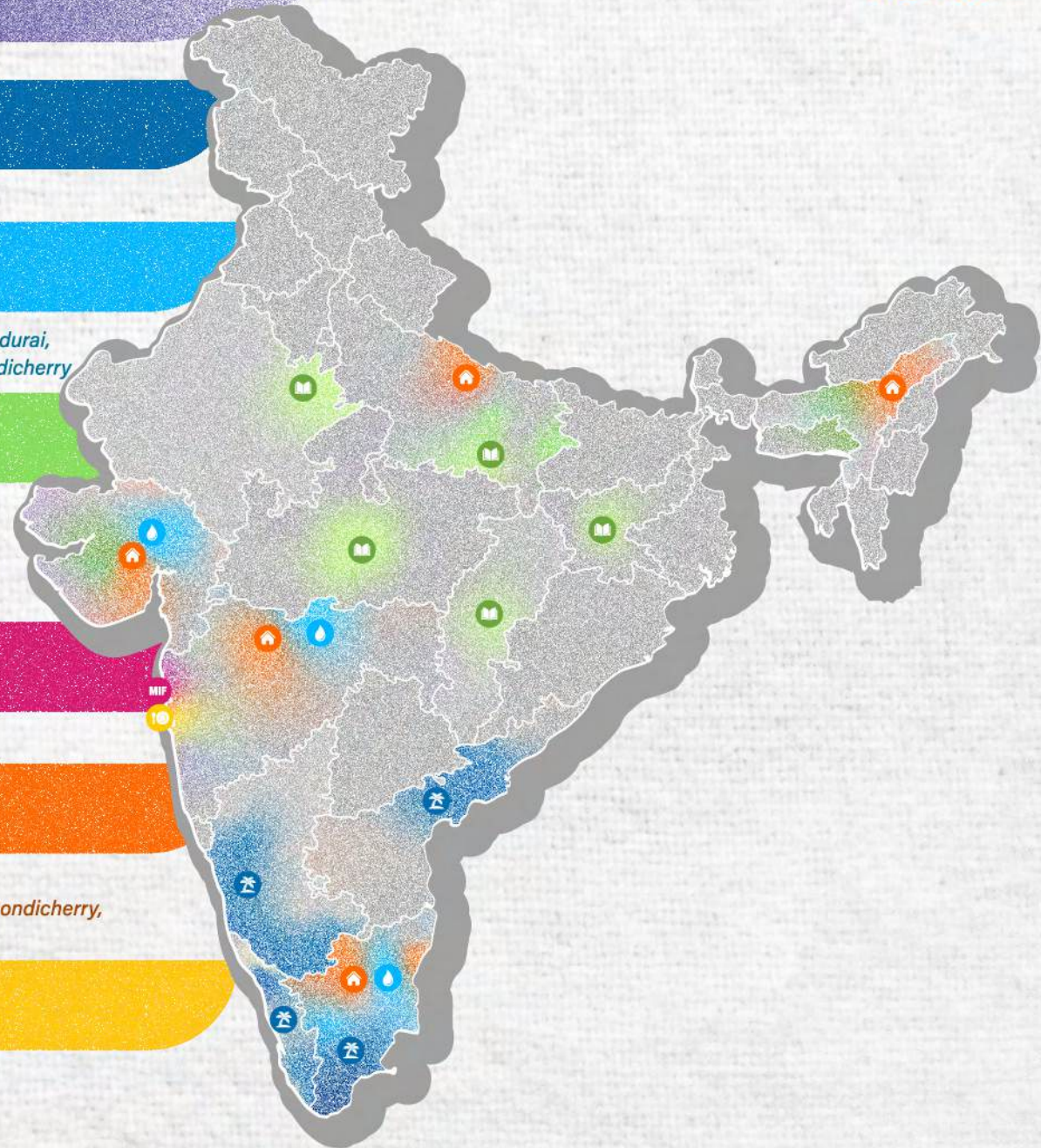
**Around Marico factory locations**

*Maharashtra - Jalgaon, Gujarat - Sanand, Tamil Nadu - Perundurai, Pondicherry, Assam - Guwahati*



## Eat Right Programme

**Head Office Mumbai (PAN India presence)**





# Key Highlights



## Water Meet

26 & 27 May 2025

Marico Limited hosted the Water Meet to strengthen collaboration among partner NGOs and stakeholders working on water stewardship. The discussions focused on sharing learnings, addressing groundwater challenges, enhancing aquifer recharge, and co-creating strategies to ensure sustainable access to water for communities.

### Participants included:

Sri Aurobindo Society

TATA Trust

Ambuja Foundation

NIWAS Foundation

Third Planet  
Foundation

SGS

ACWADAM  
(Knowledge Partner)

Parachute Kalpavriksh  
Foundation

Marico's CSR &  
Sustainability team

**Mr. Amit Bhasin** (Chief Legal Officer) underscored the importance of transparency, innovation, and accountability in collective water stewardship. Alongside **Mr. Bipin Odhekar** (Head - Sustainability, EHS & Operations Excellence), they announced the launch of the **Paanishala** Initiative, reaffirming Marico's long-term commitment to water savings and conservation.





# Key Highlights



## Education Conference

6 August 2025

Collaborating for Change: Roundtable in Lucknow Highlights Pathways to Strengthen Early Childhood Education in Uttar Pradesh.

Marico Limited's Nihar Shanti Pathshala Funwala, in collaboration with Sesame Workshop India Trust's flagship **#LearnPlayGrow**, co hosted the Early Foundations, Bright Futures roundtable in Lucknow, with ICDS Uttar Pradesh in attendance. The dialogue centered on advocacy and partnerships to strengthen early childhood education and development, guided by the central question:

### How can collective action create brighter futures for children?

The session, moderated by **Smt. Sonali Khan**, Managing Trustee of Sesame Workshop India Trust, convened diverse voices including **Mr. Amit Bhasin**- Chief Legal Officer & Group General Counsel at Marico Limited, **Smt. Asha Singh**- Deputy Director of Nodal NGOs at ICDS UP, **Ms. Satya Naidu**-CSR Manager - Marico Limited, **Mr. Shashank Khare**, Manager - Education at HCL Foundation and **Mr. Kaushik Sivasubramanian** - Program Head - ECCE at Reliance Foundation

Their insights underscored the importance of collaboration, innovation, and sustained advocacy in building strong foundations for early learning.





## Education Workshop

21 November 2025

Marico Limited organized a strategic workshop to collaboratively plan the five-year roadmap (FY 2025-26 to FY 2030-31) for its flagship education initiative, **Nihar Shanti Pathshala Funwala**. Building on the developed Theory of Change (ToC), the session aimed to align all education partners on a shared long-term vision, outline the execution roadmap, and finalize key priorities required to achieve the defined outcomes.

The workshop was attended by **Sesame Workshop India**, **LeapForWord**, and **Marico's CSR team**, with **Protiviti Global** serving as the Knowledge Partner. Together, the participants emphasized the importance of collective action, evidence-based strategies, and sustained collaboration to strengthen early learning outcomes and empower children across communities.



## Steptember League 3.0



## Steptember League

### Steptember League 3.0: Every Step toward Brighter Futures

The Steptember League 3.0 emerged as a truly inspiring initiative, with 285 participants collectively achieving an extraordinary **3.88 Crore steps**. The concept was simple yet powerful: every step taken contributed directly to the refurbishment of Anganwadi Centers, linking physical activity to the greater goal of education.

This collective effort led to the successful refurbishment of 10 Anganwadi Centers in the aspirational district of Baharaich, Uttar Pradesh, creating improved learning environments for children. Steptember League 3.0 demonstrated that when purpose meets action, every step counts toward building brighter futures.





# Key Highlights



## Farmer's Day

21 January 2026

Annual Farmer Interaction & Progressive Farmers' Meet Showcases Impact of Jalashay Jal Samrudhhi Project

On 21 January 2025, the Annual Farmer Interaction & Progressive Farmers' Meet under the Jalashay Jal Samrudhhi Project was held at Subhashwadi, Jalgaon, with participation from **150+ farmers**, SHG women, and community members representing seven project villages. Distinguished guests included **Shri Pardhi Saheb** (Water Conservation Officer, Jamner), **Shri Valhe Saheb** (Taluka Agriculture Officer, Jalgaon), **Shri Amit Tayde** (District Development Manager, NABARD), **Shri Hemant Bahete** (Sr. Scientist, Krushi Vigyan Kendra), **Shri Vaibhav Survanshi** (Farm Machinery Equipment Scientist), **Shri Samadhan Patil** (UMED Mission), and Progressive Farmer **Shri Bhanudas Wanare** (Buldhana).

Key activities included sharing water conservation impacts, promoting organic and climate-resilient farming practices, guidance on SHG schemes and FPO formation, and farmer experience sharing. The meet reflected strong multi-stakeholder collaboration and highlighted Marico's CSR impact at the grassroots level, reinforcing the project's role in driving sustainable agriculture and community empowerment.





## Members' Contribution through TLM Volunteering

23 February 2026

### Teaching Learning Material (TLM) Kit-Making Activity Strengthens Classroom Engagement

On 23 February 2026, an onsite volunteering initiative was conducted at the GP Office, bringing together 19 volunteers for a three-hour hands-on session. The activity focused on creatively designing and assembling Teaching Learning Material (TLM) kits to make classroom learning more interactive, visual, and concept-friendly for children in government schools supported by **Nihar Shanti Pathshala Funwala**.

Volunteers successfully created four TLM kits, each containing nine assignments, which were distributed across four schools. These kits are designed to enrich classroom experiences, foster curiosity, and support foundational learning outcomes.





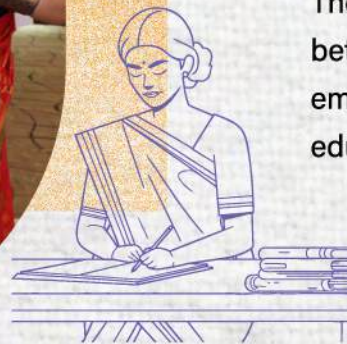
## Women's Day

6 March 2026

**Celebrating Anganwadi Workers on International Women's Day in Lucknow**

On International Women's Day, Sesame Workshop India Trust, with support from Marico Limited, organized a special programme under the **Nihar Shanti Pathshala Funwala (NSPF)** CSR initiative to honour Anganwadi workers for their contributions to early childhood development. The event included health check-ups, a showcase of locally developed learning materials, and highlighted efforts to strengthen **Foundational Literacy and Numeracy (FLN)** across 100 Anganwadi centers in Bahraich district.

The programme was graced by **Smt. Leena Johri**, Additional Chief Secretary, Department of Women and Child Development; **Shri. Seraj Ahmad**, Deputy Director; **Smt. Satya Naidu**, CSR Manager, Marico Limited; and **Shri. Vimal Singh**, CDPO, Huzoorpur. Their presence underscored the importance of collaboration between government, NGOs, and corporate partners in empowering frontline workers and advancing early childhood education.





## Women's Day

6 March 2026

### Empowering Women Through Education: Teacher Entrepreneurs Meet in Alwar Marks Women's Day

On International Women's Day, a Teacher Entrepreneurs (TE) Meet was held at the Grand Ashoka Auditorium, Rajgarh (Alwar), celebrating the impact of the **Nihar Shanti Pathshala Funwala (NSPF)** supported TE initiative. Launched in 2019 across Ramgarh and Kishangarh blocks of Alwar, the programme-implemented by LeapForWord and supported by Marico Limited-has empowered women through teaching and a structured calling programme.

The event was graced by **Mr. Rajesh Kumar**, Founder of Ibtada Sanstha; **Ms. Madhubala Sharma**, Associate Manager, Marico; and **Mr. Panini Bhatt**, Program Coordinator, Ibtada. A survey at inception revealed school enrolment among children aged 6-14 years was only 12% in the region. Over the years, enrolment has significantly increased, with many students progressing to higher education, professional courses, and employment.



## Women's Water Leadership Meet

20 March 2026

Marico Limited, under its [Jalashay Jalsamruddhi Programme](#), organised a Women Water Meet in Jalgaon, bringing together **110+** women from seven villages to champion water conservation. The event, aligned with International Women's Day and World Water Day, enabled cross-learning on aquifer mapping, groundwater awareness, and community-led water management. Through interactive sessions, symbolic activities, and collective pledges, the initiative highlighted women's pivotal role in sustainable water stewardship and reinforced Marico's commitment to community-driven impact.



## Member-Beneficiary Engagement Sessions

The Nihar Shanti Pathshala Funwala (NSPF) beneficiary engagement initiative created meaningful opportunities for volunteers to directly interact with students and teachers, gaining firsthand insights into the programme's impact.

Across 10 sessions with 30 beneficiaries, 15 volunteers gathered success stories, identified areas for strengthening, and highlighted how NSPF supports learning journeys. These stories will be amplified on social media to showcase the initiative's positive influence.

The activity fostered dialogue, empathy, and deeper connections, reinforcing Marico's commitment to education and community empowerment.





# Key Highlights



## Word Power Championship

Marico Limited's flagship Nihar Shanti Pathshala Funwala (NSPF) programme continues to strengthen English literacy in government schools across Hindi-speaking states. In FY2025-26, over 18 lakh students participated in the annual Word Power Championship, India's only English contest for vernacular medium students.

From Madhya Pradesh, **Aaradhya Parasher** (Grade 5, Bhopal) secured 1st rank nationally, while **Lakshya Kumar Varnwal** (Grade 3, Ramgarh, Jharkhand) achieved 3rd rank. The events were graced by dignitaries including **Dr. Ravendra Tripathi** (RSK, Govt. of MP), **Mr. Vikas Mahajan** (District Dewas, MP), **Mr. Nalini Ranjan** (Ramgarh, Jharkhand) and **Ms. Satya Naidu** (Marico).



## Sustainable Agriculture & Livelihood Improvement

-  Parachute Kalpavriksha Foundation
-  Water Stewardship Programme



## Education (Nihar Shanti Pathshala Funwala)

-  Foundation Literacy & Numeracy
-  Language Literacy Programme



## CSR Thematic Focus

## Social Innovation

-  Marico Innovation Foundation



## Community Sustenance

-  Eat Right Programme
-  CSR Around Factories
-  Be the Impact Initiative





# Sustainable Agriculture & Livelihood Improvement



## Parachute Kalpavriksha Foundation

The Parachute Kalpavriksha Foundation (PKF) is a non-profit organization with a mission to empower farmers and promote sustainable agriculture. Its primary objectives are:

To equip farmers with the knowledge and tools needed to increase sustainable crop yields, leading to enhanced income opportunities and improved livelihoods.

To train farmers on scientific and research-based agricultural practices, thereby improving overall farm productivity and ensuring long-term sustainability.



**16.5%**  
Relative Productivity

**2.05 Lakh**  
Farmer Enrollment

**4.97 Lakh**  
Acreage Enrolled

**199 Cr. Liters**  
Water Potential Created

**28K**  
No. of Trained Farmers

**24.1K**  
No. of Agri Services Provided

**6.84 Lakh**  
Kalpavriksha App Downloads

**5000**  
Haqdarshak-Social Security Beneficiaries

**1212**  
No. of Water Structures Created

**83%**  
Small & Marginal Farmers

**50**  
Agripreneurs Incubated

**4**  
Agribusiness Centers Established





# Sustainable Agriculture & Livelihood Improvement



## Jalashay

**Jalashay: Marico's Flagship Water Stewardship Initiative Driving Sustainable Impact**

Jalashay is Marico Limited's flagship water stewardship programme, designed to go beyond compliance and create a lasting positive impact on communities and ecosystems. Anchored in the vision of replenishing more water than the company consumes annually, Jalashay embodies a holistic approach to sustainability by integrating environmental responsibility with social and economic development.

Active across **Maharashtra, Tamil Nadu, Pondicherry, Gujarat and Coimbatore**, the programme champions community-led water management through participatory planning, efficient irrigation practices, rainwater harvesting, and groundwater recharge. Its dual framework-**Paanishala** (demand-side interventions) and **Jalashay** (supply-side interventions)-ensures both conservation and augmentation of water resources, while aligning with global sustainability goals (SDGs 6).

This reinforces Marico's commitment to achieving certified water-neutral operations across all facilities and to creating shared value for communities and ecosystems alike.

By combining technology, behavioural change, and local empowerment, Jalashay not only addresses water scarcity but also strengthens livelihoods, builds resilience in farming communities, and fosters long-term ecological balance.

**1,675**  
indirect beneficiary  
farmers and their  
families benefited

**3,236**  
direct beneficiaries  
benefited

**547 Cr. Liters**

Water Potential  
Generated



## CSR Around Factories

Marico's factory-linked CSR initiatives are designed to create shared value by integrating sustainable manufacturing with community development. With a vision of achieving **net-zero operational emissions by 2030**, the programme emphasizes water stewardship, renewable energy adoption, and waste reduction, while simultaneously investing in social upliftment. Health camps, education infrastructure, vocational training, women's empowerment, and support for persons with disabilities form the core of its community outreach, ensuring that the benefits of industrial growth extend meaningfully to the neighborhoods around manufacturing hubs.



**3.86 Lakh**  
Individuals reached  
across 5 manufacturing  
locations





# Community Sustenance



## Eat Right Programme

For the past seven years, Marico Limited has been collaborating with the Food Safety and Standards Authority of India (FSSAI) to advance the Eat Right India movement, promoting healthier eating habits across communities. This initiative is closely aligned with the government's flagship public health programmes, including Ayushman Bharat, Swachh Bharat Mission, and POSHAN Abhiyaan, reinforcing a shared vision of holistic well-being.

Between **FY 2017 to FY 2025**, the programme tentatively reached **1,85,02,015 individuals** through diverse awareness and engagement activities. In **FY 2025-26** alone, the programme tentatively reached approximately **42 lakh individuals** through various initiatives, further amplifying its impact through targeted campaigns and grassroots interventions.

This long-standing partnership underscores Marico's commitment to public health, nutrition, and sustainable community development, while contributing meaningfully to national health priorities.

**24**

Eat Right  
Campuses

**12**

Clean Street  
Food Hubs

**10**

Eat Right  
Places of  
Worship

**24**

Capacity  
Development  
Sessions

**7**

Eat Right  
@Schools

**46**

Sessions for Eat  
Right Certification  
Program  
Conducted

**~42 Lakh**  
Total Outreach





# Education



## English Literacy Programme

### Nihar Shanti Pathshala Funwala

Nihar Shanti Pathshala Funwala (NSPF) is Marico Limited's flagship education programme, dedicated to strengthening the foundations of learning and empowering children from underserved communities. With its dual focus on **Foundational Literacy & Numeracy (FLN)** for children aged 3-6 and **English Literacy Programme** for children aged 6-14(Grade 2-5), the initiative nurtures essential skills at critical stages of child development.

Under FLN, NSPF works with **100 Anganwadis in Bahraich, Uttar Pradesh**, engaging Anganwadi workers, helpers, parents, and communities to ensure holistic child development, benefitting over **3,000+ children**. Additionally, **40 Anganwadis have been refurbished** across Bahraich, Lucknow, and Banaras to create safe, stimulating learning environments.

The English Literacy programme equips government school teachers with **contextualized content, structured training, and digital learning resources** to address challenges of English fluency and consistency among students. This approach enhances classroom engagement, strengthens early foundations in English, and improves reading and comprehension abilities, fostering confidence and curiosity in learners. Currently implemented across **37+ aspirational districts in Madhya Pradesh, Chhattisgarh, Jharkhand, and Rajasthan (Alwar)**, NSPF is transforming the educational landscape by building stronger grassroots learning systems.

**12.69 Lakh**  
Students Benefitted

**1.25 Lakh**  
Teacher Trained

**1.03 Lakh**  
Schools Reached

**69**  
Women Teacher  
Entrepreneurs

Active Teachers

**63.4 K**

## Foundational Literacy & Numeracy

**130**  
No. of Anganwadi  
reached

**3000+**  
Students Benefitted

**260**  
Anganwadi Workers  
& Helpers Benefitted

**40**  
Anganwadi  
Refurbished

## MIF Marico Innovation Foundation

Marico Innovation Foundation (MIF) is a philanthropic institution committed to fostering and catalysing India's innovation landscape, and groundbreaking technologies which can create large-scale and long-lasting socio-economic and environmental impact for billions of people. Over the **past 23 years**, MIF has supported several Indian innovations through various programmes, most notably its flagship programme, **Scale-Up**, which provides bespoke mentorship, strategic networking, and access to capital. MIF continues to foster impactful solutions and nurture changemakers, accelerating India's journey toward an inclusive, resilient, and sustainable future.

MIF continues to foster impactful solutions and nurture changemakers, accelerating India's journey toward an inclusive, resilient, and sustainable future.

In FY2026, **15 new challenges were successfully closed** under the Scale-Up Programme.



**50+**  
Innovations  
scaled up

**100+**  
Mentors Engaged

**2**  
Soonieorns  
nurtured

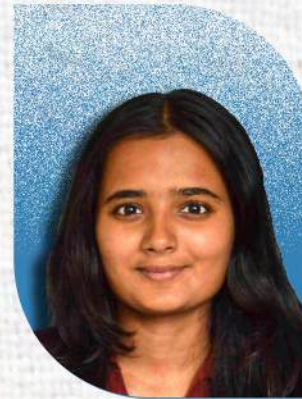
**15+**  
Sectors impacted

## Volunteer Reflections from Beneficiary Interaction



**Varun Agarwal**  
E-commerce Growth Specialist

"It was a great opportunity that made me reflect on how a large conglomerate like Marico is able to contribute to education at the grassroots in such an impactful and touching manner. For me, education has always been a very close subject as my great-grandmother once started a school in Uda Mandi (our native village in Rajasthan) by selling her last pieces of jewellery. Hansa ji's (NSPF Beneficiary) commitment to educate her community and see them grow reminded me of my great-grandmother. It was truly a joy having played whatever small part I could in this entire program. I wish the brand and the program all the very best for their endeavours! They are genuinely doing great service to society - something that Marico can cherish and value for life!"



**Rima Patil**  
Corporate Finance

"It was an enriching and inspiring experience that helped me understand how the programme operates and the impact it creates. The initiative plays a vital role in educating students in villages and providing strong support to teachers, both academically and financially. Interacting with the teachers gave me valuable insights into how the programme improves access to education and strengthens the teaching community. This experience helped me appreciate the depth and effectiveness of the programme, and I am grateful for the chance to be part of this effort. I look forward to contributing further."

## Volunteer Reflections from Beneficiary Interaction



**Pradeep Kumar**  
Divisional Supply Chain

"Conducting this session was a highly engaging and rewarding experience. As it was my first interaction of this kind, I found it both exciting and insightful. The discussion reinforced the importance of CSR initiatives like Nihar Shanti Pathshala Funwala in empowering rural communities and supporting education at the grassroots level. I look forward to gaining more such experiences in the future."



**Toral Patel**  
Senior Officer- Commercial

"During my interaction with beneficiaries under the Nihar Shanti Pathshala Funwala programme, I connected with Ganeshdas, a teacher from Jharkhand. He shared how children in Classes 4 and 5 are learning English in a joyful and friendly way. Although Bengali is their local language, teachers are using games and fun activities to make learning engaging and accessible. The children are becoming more confident each day, and parents are delighted to see this positive change. It is inspiring to witness how the programme is instilling hope for a brighter future."

**Satya Naidu**  
CSR Manager



At Marico, we believe that true transformation is not achieved through token contributions, but by embedding compassion and responsibility into the very fabric of business. When society is placed at the center of every strategic decision, growth follows naturally. **Pehel** is our endeavor to share this journey of responsible growth - a movement that reflects impact beyond numbers.

I extend my heartfelt gratitude to our leadership and community champions whose voices shape this newsletter. The achievements in water stewardship, sustainable agriculture, livelihood enhancement, and quality education remind us that boardroom deliberations and community experiences are guided by the same values. Together, they pave the way for resilience, innovation, and participative social change.

A sincere thank you to Sasikumar and the PKF team, Suranjana and the MIF team, Bipin and the Sustainability team, Prabodh and the Eat Right team, Allen and the Nihar Shanti brand team, Vivek along with the Factory HR and work heads, Ashmita and the Communications team, Vinay and the Compliance team, as well as the Finance and Accounts team. Your dedication ensures that Pehel remains a true reflection of our collective impact.

With your continued support, we strengthen the dialogue that transforms corporate responsibility into collective goodness.



