CSR Programs prior to Shubh Aarambh – 2013

At Mondelez International, Corporate Social Responsibility (CSR) is at the heart of our success and we have always believed that good values and good business go hand in hand. CSR is about growing our business responsibly.

Over the years, we have been partnering with different NGOs to implement a variety of environment and community development projects and making a difference and positive impact in the communities we work in.

Growing Community Value and Employee Volunteering: Everything needs a little nurturing to help it to grow. Our communities are no different. Mondelez International is committed to growing community value around the world. For our employees, this is about making a difference in the community. Some of our projects include:

Integrated Village Development, Pondicherry – 2006 - 2013: We have been supporting SARVAM (Sri Aurobindo Rural Village Action Movement) since 2006 to redevelop the two villages of Puthurai and Perambai in the Villipuram district of Tamil Nadu. The SARVAM project has made a tremendous impact to the lives of about 1,400 families in areas like education, health, sanitation, housing and special programs for children, girls, youth, women and elders. Our support to SARVAM is also towards the construction of Sharanam - a learning center for rural transformative leaders. Sharanam will conduct training programs and research and aim to create role models and change agents in the communities.

Global Founders Month Celebration - 2013: Mondelez International's first anniversary was celebrated with great zeal by our colleagues by lending a hand and leading with their hearts and conducting a host of impactful volunteering activities across all our locations around the world during the entire month of October.

In India over 500 employees volunteered, clocking close to 1,500 volunteering hours thus impacting 3,600 beneficiaries (school children, old age home and orphanage) through various activities like sports, nutrition education, kitchen gardening and eye and blood donation camps.
Addressing Child Malnutrition in 1000 Day Program, Maharashtra - 2013 : With a view to address child mortality, we partnered with NGO Save the Children and targeted 4000 children under the age of 2 and 828 pregnant mothers in 30 villages of Jawhar and Mokhada blocks in Thane district. The project aims to save and protect the children from hunger and malnutrition for the first 1000 days of their lives by providing access to basic maternal, newborn and child health and nutrition services. The project also included establishing a Nutrition Rehabilitation Center (NRC) where children with Severe Acute Malnutrition (SAM) are treated & mothers educated.

E-Learning Centers @ Induri, Baddi and Malanpur - 2013 : This project included the installation & set up of three E-Learning Centers with 10 computers each across 3 schools at Induri, Baddi and Malanpur. The project supports teacher and student’s computer training and knowledge in English and Math's to over 600 children.
iCARE - 2012-13 iCARE, an employee volunteering program, inspires employees to invest time, skills and passion in the areas of education, child/elderly welfare, NGO capacity building, etc.. And make a difference to the community. The program is active in Mumbai and Delhi and has impacted 990 beneficiaries across 35 NGOs with over 1,050 hours of employee volunteering and 80 employees.