



## **CSR – Kairali Ayurvedic Group**

The Kairali Ayurveda Group is consistently trying to improve its way of working while simultaneously trying to live in harmony with nature. We believe in taking as little as possible and giving back much more. Please find a brief of the initiatives and activities we are involved in presently related to our social endeavors. We also aim to keep you posted on current and new programs as they progress.

🌿 Travelers' Forest – This is an initiative launched by Blue Yonder which is supported by the Kairali Ayurvedic Group. More details are provided on their website.  
<http://www.theblueyonder.com/blog/2008/09/travellers-forest.html>

🌿 Vermiculture – The Kairali Ayurvedic Group has employed a system to recycle all our organic waste and convert into manure, which is sprinkled in the organic garden / farm to enrich the soil for agriculture in the most natural way possible.

🌿 Food that is not suitable for vermiculture is not thrown, rather it is sent to the pig farms as feed.

🌿 CFL – We use CFL lights, which reduce our carbon footprint and usage of electricity by over 40%. We also have strict policies to save electricity.

🌿 Generator: A state of the art generator is being used at Kairali's outlets for reduced carbon emissions.

🌿 Uses of polythene materials are always discouraged and proper knowledge and training is provided to create awareness among people within and outside the resort.

🌿 Hospital – As is the case with our clients, we have also donated money and hospital beds to the local hospital in Chitoor village and will continue this effort in the future.

🌿 Hellen Keller Centenary Memorial Model School for the blind – The Kairali Ayurveda Group adopted a less fortunate girl and donated money for her eye operation. The doctor's fees and operation cost were all covered by our MD, Mr. K. V. Ramesh. The operation was successful and since then the Kairali Ayurvedic Group has decided to adopt one girl a year for corrective surgery.

🌿 School – We were able to donate computers, tables, chairs, cupboards as well as money for books to a local school in Kodumbu Village.

🌿 Providing Lands for Cultivation: Kairali Group provides Agricultural land to local farmers who do not have land to cultivate and feed their families. Surplus grain is either bought by Kairali or sold to the local coop society.



- Buyback on MSP (Minimum Support Price): The group has a system to buyback grains on MSP from the farmers who have received a piece of land for cultivation from our grounds.
- Waste Treatment Plant: A new sewage plant is being installed to properly recycle and treat wastage. It consists of a 3 stage system to provide optimum output.
- Employment Scheme: Kairali Ayurvedic Group always aims to hire people locally and generate opportunity for getting employed as well by providing free of cost training to local people. 90% of our 100 + staff are from Palakkad or Kerala.
- Creation of a cross cultural environment: The Kairali Ayurveda Group has been encouraging its clients to interact with local people in hopes of creating a cross cultural environment to bridge the gap of knowledge and expertise between themselves and the local communities. This also allows the locals to be exposed to the workings of the modern world.
- We are offering 5000 people free medical check-up and health consultation along with 2 nights in patient facility at Kairali – The Ayurvedic Healing Village, Palakkad, (Kerala) INDIA for the year 2011.