



**DCM Shriram Partners with Population Foundation of India in sensitising  
Community on Family Planning**

**New Delhi, 03 December 2020:** DCM Shriram Ltd has partnered with Population Foundation of India to train its health workers and govt ASHA workers covering 44 villages of Hardoi and Lakhimpur Kheri, Uttar Pradesh on family planning (FP) and related government schemes. This initiative is part of its **Khushali Sehat** program on health.

**Khushali Sehat** health program is run in 44 villages of Hardoi and Lakhimpur districts in association with partner organisations, Vinoba Seva Ashram, Gram Swarajya Mission Ashram and Mamta HIMC with the aim of improving Womens Reproductive Health. In taking this program forward, village-level and ASHA workers were trained by the Population Foundation of India on the ways and importance of Family Planning and how to capitalize on the benefits of relevant government schemes. The two-day training program comprised updates on the Family Planning methods available in the bouquet of choices (pros and cons of each method, myths/misconceptions and the correct way to use) and in making the right choice, along with training on Information Education Communication (IEC) material developed by PFI.

Mr. Roshan Lal Tamak, Executive Director and CEO, Sugar Business, DCM Shriram Limited said, *“DCM Shriram undertakes developmental initiatives in its catchment areas via CSR programs. The area of family planning needed focused attention hence we have collaborated with Population Foundation India is an initiative meant to support Family Planning initiatives in the community .”*

The program also trained these workers in addressing challenges of motivating women and couples on Family Planning. The program now will be kick started on the ground by the Village Level Workers sensitizing the communities.

### **About DCM Shriram Ltd and its Mission:**

DCM Shriram Ltd is a leading business conglomerate with a group turnover of Rs7,771 crores. The business portfolio of DCM Shriram comprises (a) Agri-Rural Business – Urea & Phosphatic Fertilisers, Sugar, Farm Solution Business covering entire the range of agri-inputs, R&D based Hybrid Seeds (b) Chlorovinyl Business – Caustic Soda, Chlorine, Calcium Carbide, Aluminium Chloride, PVC resins, Power and Cement. DCM Shriram has entered into a JV with Axiall Inc, U.S. for PVC compounds. (c) Value-added business Fenesta Building Systems making UPVC windows and doors.

The principle of giving back to society stems from the values of its visionary founder Sir Shri Ram. The CSR Policy at DCM Shriram is a reflection of its

commitment to engage and work closely with the community and society. It is completely dedicated to customers as well as the communities around its manufacturing facilities. The Company's CSR initiatives address social issues at both local and national level to develop scalable, replicable, impactful and sustainable social programs leaving a long-lasting meaningful impact.

***For further information, please contact us:***

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