

## Social Responsibility

Successful growth means much more than financial profit. It resides in the appreciation of community and the recognition that we all form parts of a natural whole. Kairali Ayurvedic Group demonstrates our commitment to living in harmony with nature by their numerous environmental projects and their promotion of sustainability. We also maintain involvement with social programmes and charitable endeavours.

### Local outreach

Kerala is our home and roots; without its ancient wisdom our success would not have been possible. We firmly believe that we should maintain our ties with the local community and be sure to give much more than we take from them. Our charitable outreach programmes serve a range of vital needs in the surrounding population.

- Kairali Group provides agricultural land to local farmers in economic difficulty. We also purchase or facilitate the sale of any surplus grain on MSP (minimum support price)
- We work in partnership with the 'Hope' foundation to provide skills training to local adults, with a special focus on bringing young women economic independence.
- We donate to local communities around Palakkad, and give financial support and equipment to Chitoor village hospital, as well as a local school in Kodumbu Village.
- We offer free medical check-ups for those on a low wage. Our centre in Kerala provided check-ups for 5,000 local people in 2011 alone.
- When visiting The Ayurvedic Healing Village or our other treatment centres, you will notice that 90% of our staff are from Palakkad, or elsewhere in Kerala. We always aim to hire locally if possible, and enable this by contributing to a local skills training programme.

### Charitable concerns

Kairali is always keen to support charitable ventures seeking to help the environment, and less privileged members of the community. As such, we have ongoing involvement with a number of excellent projects.

- Kairali supports Blue Yonder's eco-tourism initiative [Traveler's Forest](#).
- Prompted by the involvement of their MD, Mr. K.V. Ramesh, Kairali provides support and medical care for blind children, in association with the [Hellen Keller Centenary Memorial Model School for the Blind](#). Kairali Ayurvedic Group adopts a girl every year and provides for her corrective surgery.

### Organic Business Practices

Our strong concern for the environment informs every area of our business. We are firm believers in sustainable practices and use these to sustain our organic herb farm in Kerala.

- We employ a vermiculture system at The Ayurvedic Healing Village to recycle all our organic waste for compost, which is then used to enrich the soil of our organic herb farm. We recently installed a waste treatment and recycling plant, to ensure maximum sustainability at our Kerala centre.
- We use CFL lights and state-of-the-art power generators to cut our carbon footprint by over 40%. Our environmental action also takes the form of education, to decrease the use of polythene and raise awareness among staff, associates and customers.
- We Plan to use a 1.25MW windmill as a source of alternative energy to run our establishment.

## **Product Quality**

Kairali is dedicated to enhancing the good name of Ayurveda and follows the strictest parameters in all its product development and treatment practices.

- Our manufacturing facilities are GMP (Good Manufacturing Practice) certified by the Government of Tamil Nadu, Karnataka & Kerala, and our ingredients of the highest quality.