It is Sunday. A motley crew of five young women prepare to take their seats in a remote village school in Karnataka. Soon, a large group of children chattering excitedly gather around them, eagerly poring over the books coming out of their bags. Over the next hour, these children, aged 5-15 years, will hear fascinating stories in Kannada and English, read out to them by the ladies, while also getting a chance to participate in other fun activities like drawing competitions and more. Later, they will get to take home the books to read at leisure, returning them the following week when they meet at the school again.

This is ‘Namma Library’. A unique platform for employee volunteering in the villages around ABFRL’s factories, Namma Library was launched on March 13 by ABFRL’s manufacturing and CSR management team in three villages in Karnataka and Tamil Nadu, namely Marsur-Madiwala, Hinnakki and Sollepura. ‘Namma’ which means ‘Our’ in Kannada was conceptualised keeping in mind a three-pronged strategy, namely; to encourage the reading habit in children and highlight the importance of education, to strengthen the relationship between ABFRL’s factories and the village community, and to extend the program in the future to include

Pranab Barua, Business Director
Apparel & Retail Business, Aditya Birla Group

“We launched Namma Library in Madura F&L with an aim to support the educational initiatives of the children living in the villages around our factories. This initiative will be run by our factory staff. Moreover, through this program, we will continue to focus on key CSR initiatives; namely, girl child education, skilling, health and sanitation. The social impact that we as an organization can create through this initiative is far-reaching. We aim to take Namma Library to 24 villages within the next 3 years, reaching out to 8 villages each year.”

Ashish Dikshit, CEO
Madura Fashion & Lifestyle, ABFRL

“I am delighted to see the wholehearted support being extended by our factory staff towards an initiative that seeks to enrich the lives of children living in communities around our factories through volunteering. This will strengthen the emotional connect between each of our employees and the communities that they reside in, spreading joy and warmth in the process. Namma Library is a great example of doing what is right, both for the community and for the Business.”

Nidhi Raj, Creative Director - Peter England, Madura F&L strikes a pose with Namma Library factory volunteers and children
education, health and sanitation initiatives. Currently, there are about 144 factory employees from Madura’s three factories volunteering for Namma Library, who are predominantly women. Every Sunday, 4-5 of these factory employees turn up without fail to share their knowledge with the village children, empowering them to be well-educated citizens of tomorrow. In this way, these brand ambassadors of goodwill from Madura F&L have managed to impact nearly 400 young lives within just two months. Helping to promote this in a big way is the door-to-door campaigning by the factory volunteers, asking families to bring their children for Namma Library.

By the end of June, the platform will be extended to 8 villages around Madura F&L’s factories. There will also be an increase in the number of books distributed to cover a wide variety of subjects, as well as other activities like drawing competitions, etc. Going forward, the CSR team also plans to extend the scope of Namma Library to include initiatives on Health and Sanitation, addressing topics such as first aid, hygiene, cleanliness and more. With this noble initiative and a dedicated and committed volunteering team, Madura F&L is spreading smiles and the eagerness to learn in all the little lives they touch.

Shubhasish Chakraborty, Group Manager CSR, ABFRL

"Namma Library as a platform has been set up in the factory mapped villages to create opportunities for employee engagement. It empowers factory employees to identify, address and drive interventions to holistically address the needs of the village. Through this initiative, volunteers take the best practices from the factory to the community to effectively address social issues. With Namma Library, we aim to develop ourselves to be socially sensitive and committed to social responsibility."