

Lupin Foundation Wins IDMA Corporate Citizen Award 2019

21 January 2020 | News

Lupin Foundation, has won the prestigious Indian Drug Manufacturers' Association (IDMA) Corporate Citizen Award 2019, at the IDMA 58th Annual Day Celebrations held in Mumbai



Pharma major Lupin Limited (Lupin) announced that its corporate social responsibility (CSR) arm, Lupin Foundation, has won the prestigious Indian Drug Manufacturers' Association (IDMA) Corporate Citizen Award 2019, at the IDMA 58th Annual Day Celebrations held in Mumbai on January 18, 2020. Lupin was conferred this award in the CSR category 'Initiative towards Agriculture,' for its beekeeping project that has directly benefitted nearly 4000 families.

Lupin is considered a torchbearer in the Bharatpur district of Rajasthan for introducing beekeeping as a means of rural livelihood in the region. While the region is an export hub for honey today, it did not produce any honey prior to 1995. Since its introduction by Lupin, Beekeeping has become a massive programme in the district and provided employment and alternative source of income for farmers.

Lupin Foundation's support extends beyond providing training and microfinance credit to beekeepers. It has helped farmers to establish their network across markets through various state-level and national-level fairs. This enterprising project has provided a livelihood for landless and marginal farmers, and the unemployed rural youth. The honey plant established with the support of the Lupin Foundation is now the number one honey exporter in the country.

Commenting on the occasion, Shri Sita Ram Gupta, Executive Director, Lupin Foundation said, "It is an honour to be bestowed with this prestigious award. As a leader in the CSR space, we have always strived to give back to society and make a positive impact. This award recognises the organisation's commitment to driving progress in society. Such recognitions encourage us to expand our CSR footprint."

For the Beekeeping Project, Lupin Foundation collaborated with the National Mustard Research Center (NMRC) and National

Bee Board for knowledge partnership. The Horticulture department of the Rajasthan government as well as the Khadi and Village Industries Commission (KVIC). Going ahead Lupin Foundation plans to extend the beekeeping programme further and enable Rajasthan to produce more than 12 thousand metric tons of honey in the near future. This award recognizes this effort.