

COMMUNITY

Creating value for communities

We are ardent believers in giving back to society and upholding social stewardship across our operations. Through our initiatives, we aim to build an equitable and sustainable environment of growth for communities to sustain and thrive.

Focus areas



Women empowerment



Disaster relief and recovery



Protection and preservation of our arts, crafts, culture, national heritage and monuments



Integrated rural development projects



Lifting the ultra-poor out of poverty

Aims to impact approximately 5,000 ultra-poor, women-led households in Jharkhand. These households will undergo the Graduation Approach, an evidence-based method involving sequenced and multifaceted interventions. This approach provides intensive support and continuous guidance to lift the ultra-poor out of poverty.

₹307 mn

CSR expense



Women empowerment

ZEE is dedicated to championing women and girls through progressive, women-centric storytelling that positively impacts their lives. We achieve this through our entertainment platforms and meaningful social outreach, focusing on health, education, skills development and enhancing livelihoods in rural India.



Integrated rural development projects

Integrated rural development projects are pivotal for national progress, empowering and enhancing the lives of vulnerable rural communities. We are committed to initiatives that improve food quality, enhance nutrition, implement on-site activities, foster collaborations and partnerships, and rigorously monitor end-use impacts. These projects signify a key area of focus for ZEE, aimed at elevating lives and livelihoods in rural India while mitigating rural-to-urban migration pressures.



Disaster relief and recovery

Natural disasters disproportionately impact vulnerable communities. ZEE extends support for relief and recovery efforts by offering grants to Central and State relief funds. We also collaborate with NGOs and para-state institutions focussed on the rehabilitation and recovery of those most affected.



Protection and preservation of our arts, culture, national heritage and monuments

We hold dear our responsibility in celebrating and honouring Indian culture. As storytellers, we weave narratives that showcase the depth of our civilisation and the splendour of our traditions, building a profound connection with our audience. Our deep-rooted admiration for our cultural heritage drives us to contribute meaningfully, supporting initiatives aimed at safeguarding and nurturing our arts, crafts and cultural treasures. Through targeted efforts, we strive to make a tangible difference, benefitting the creative arts ecosystem and establishing lasting credibility through impactful contributions.



Overhauling public systems for better impact

NUDGE Foundation offers a fellowship program where former CXOs collaborate with visionary civil servants to strategise and implement transformative government programmes. These initiatives are designed to overhaul public systems and positively impact millions of lives.



Magic Bus India Foundation

A skilling project targeting 4,950 youths, particularly young women aged 19-25 years, across five cities, aimed at creating job opportunities.



Bal Raksha Bharat Foundation

A skilling project targeting 3,300 marginalised youth aged 18-24 in India, with a focus on achieving 55% woman participation. The project aims to equip them with vocational skills, 21st century skills and mentorship, ultimately facilitating their engagement in decent and/or green jobs across two cities.



SNEHA Foundation

Developing and implementing a community-based urban integrated health model in partnership with public health systems in Bhiwandi. The model will address Reproductive, Maternal, Newborn, and Child Health (RMNCH), Malnutrition, Gender-based Violence (GBV), Tuberculosis (TB) and Non-Communicable Diseases (NCDs).



Villagenama by IPCS

Aims to establish a Centre for Rural Policies and Studies (CRPS) which will conduct research and develop knowledge systems across various aspects of village life, focussing specifically on Sustainable Development Goals (SDGs), with an emphasis on food security, agriculture, and climate action.



Taleem Research Foundation

Contributing to the infrastructure development of Jigayasa University in Uttarakhand to enhance the delivery of quality education.

A culture of giving

The culture of giving is deeply ingrained within our organisation, exemplified by our employees who actively uphold our legacy. Their collective dedication underscores our strong commitment to corporate social responsibility.

Blood donation drive

Last year on Mother's Day, ZEE partnered with Quantum CorpHealth Pvt Ltd. for a blood donation drive.

Women's day celebration

We celebrated Women's Day with great enthusiasm and excitement, focusing on the theme of inclusion. Employees from all our offices participated wholeheartedly in various activities, embodying the spirit of the occasion.

Goonj Initiative

In a gesture of gratitude, we collaborated with Goonj to bring happiness and support to the underprivileged. Our employees generously donated clothes, stationery, and toiletries, which were distributed to rural areas via Goonj, making a positive impact on the lives of those in need.

