

# CSR Annual Report

Crafting an Equitable & Sustainable Society



2016-17

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# Inspiration

“Service of the society in any form is service of the nation and service of the needy is service to God”

Community Development is a value driven concept at Spark Minda, Ashok Minda Group, which was started by Late Shri S.L. Minda “Babuji”.

Shri S.L. Minda began his career from a modest background. But that did not deter him from aspiring big. Born in a farming family, Shri Minda Ji, on the strength of his own efforts and ambition, became one of the most successful businessmen of the Country. His boundless vision and energy were not just restricted to business; he was a philanthropist, Socialist, Visionary and Founder of Minda Group. He walked the road less travelled and showed the world what he was capable of, but he never forgot his past. At one point of time he left the business and dedicated his life for the community development.

He continued to work hard for the marginalized sections of the society, focusing on education,

employment, culture, healthcare and sports. He founded the Moga Devi Minda Charitable Trust (MDMCT) and successfully implemented several social projects including Minda Bal Gram – a child home located in Delhi; S. L. Minda Seva Kendra Vocational Training Centres for villagers & youth in several villages of Haryana; Moga Devi Minda Memorial School a value based, not for profit, Co-Education School situated at Bagla, Hisar and S.L. Minda Memorial Sports Academy, Bagla, Hisar, Haryana.

A refreshing face of change, who inspired and set milestones for all of us to drive Corporate Social Responsibility.

We at Spark Minda Foundation, deeply cherish his memories and are committed to continue on our journey to facilitate inclusive growth and community development.





**Shadi Lal Minda Ji**

1930-2010  
Socialist, Visionary and Founder of Minda Group



# Message from GCEO

“

*Mr. Ashok Minda is the Chairman & Group CEO of Spark Minda, Ashok Minda Group & Director of Spark Minda Foundation. He brings along an extensive experience of more than 30 years in the Automotive and Auto component Industry. Under his leadership, the Group attained new heights and enjoyed successful track record of partnering with leading global automotive companies of US, Germany, Japan and France. He has been instrumental in initiating Greenfield projects in Indonesia, Vietnam and Uzbekistan.*

*The hard work, sharp business acumen, progressive thinking and an eye on the future ensured that the family business grew into a multifarious and multi-product organization with global footprints and international recognition. Today, in the fast moving world Spark Minda, Ashok Minda Group adds value to the automobiles which makes them safer, faster and better.*”

Creating a good business and building a better world are compatible goals and indispensable components for long term success.

Our take on corporate social responsibility (CSR) is the practical application of the concept of sustainable development by our businesses. Our businesses have always taken care of their natural and social environments & communities. We are one of the few global companies in the world who start their CSR initiatives even before setting up the factories.

This year we continued to invest in inclusive growth and build capacity at over 20 project locations across the country on systematic and strategic manner.

Our Program for Person with Disability are making many lives sustainable and skilful. In a designed framework, persons with disability are trained, developed and employed across the Group Companies. We try to give the practical skill sets, which will help them for rest of their lives with dignity. Also, to ensure their mobility we have provide them accessible and assistive technology to approximately 1600 people.

Our business integrated CSR initiatives in the prisons of India have started from Tihar and then replicated to Yerwada and Aurangabad Central Prisons. This initiative has set another milestone in the Industry and given a win-win model to the automotive and CSR fraternity.

Keeping in mind the pressing issues of resource scarcity particularly water and energy in India, our efforts towards environment sustainability continued this year with a focus on water conservation and solar energy generation. This year, by installing solar panels at our CSR centers, I feel proud to announce that now our Aakarshan Vocational training centers are totally solar operated.

Under our community infrastructure program, this year we constructed toilets and installed safe drinking water facility in Government Schools of our intervention areas. With these construction, we were able to benefit approximately 2000 students.

My frequent visits to our locations, have enabled me to interact with a wide range of employees, as well as with local communities. Interacting with them gave me greater insights into the impact of the initiatives we have undertaken, as well as the issues that we must still address. There are still untouched areas and resources to be reached.

**Goodwill is the only investments that never fails**

We believe in supporting new ideas and encouraging our CSR team to come up with innovative strategies on how to enrich the lives of people living in and around our plants.

With this belief, I look forward to an even more fruitful year for the company and a positive outlook in terms of the initiatives we will be undertaking.

**Ashok Minda**  
**GCEO**  
**Spark Minda, Ashok Minda Group**





# Message from Chairperson

“

*Ms. Sarika Minda is the Chairperson and Director of Spark Minda Foundation. She is the ultimate example of a truly strong Indian woman.*

*With her socialist views and philanthropic values, she has dedicated herself for the upliftment and empowerment of less privileged section of society.*

*She is also involved in micro- planning of community projects particularly in the rural bends of Uttar Pradesh, Uttarakhand, Tamilnadu and Maharashtra. She is currently working on upliftment of society through family Planning and Reproductive health programs.*

*She believes in equity, equality and inclusion of the less privileged sections of the society.*”



Empowering women is one of the crucial objectives of our CSR policy. It is said that women are the pillars of world economy. Several women empowerment initiatives have been undertaken across areas of our operation. These initiatives aim to improve literacy as well as provide training to enhance livelihood generation opportunities for them. This year, we have introduced Industrial Tailoring Training Programme for women. I am proud to announce that our newest program has achieved a 100% women placement record in Apparel Industry.

We also have successfully conducted training on Menstrual Hygiene, Family Planning & Reproductive Health for female, which is much neglected issue of the society. Through this program we were able to benefit around 800 families. Our commitment to reach women through this program is also registered in United Nations.

Our Healthcare Programs are able to improve health status of the people living around our factories. This year, more than 16000 people were given health awareness and preventive & curative health care through medical and specialized camps. Looking at the need of our community, this year we organized a special Eye check-up camp where approx. 2500 people were benefitted.

In the coming time, the most successful companies will be those that integrate sustainability and community development into their core business. Spark Minda Foundation is the CSR wing of the Group and we are trying to imbibe such values to the DNA of the organization.

**Sarika Minda  
Chairperson,  
Spark Minda Foundation**

Corporate Social Responsibility has been playing a significant role in the nation building. Spark Minda Foundation's social and developmental initiatives are step towards that direction. At Spark Minda Foundation, we believe that industry should and must wholeheartedly participate in CSR activities and give back to the society.

Our need based programs are always validated by the socio-economic surveys. Program are implemented in likeminded collaborations and in participation of local communities. We strive to add values in our program through innovations and make them sustainable. This gives us confidence to replicate these models and scale them up. We involve our stakeholders for assessing the impact of the programs.

With the introduction of our Aakarshan Vocational Skill Development Programme, we reiterated our focus on quality education and skill development for Children, Youth and Women. Our education programs in different locations of the country are able to mainstream children and help them in formal system of education and also empower youth and women. Last year we touched around 1200 lives through this program. Over the years, many program graduates have gone on to become gainfully employed, while others have even started their own businesses. This year is no different and we even aspire better.

# Message from Director

The growth of any company depends on the economic, environmental and social sustainability of our communities across the globe.

The objective of Corporate Social Responsibility at Spark Minda, Ashok Minda Group is to add value to life to bring sustainable development with inclusive growth. We are committed to integrate our business values and operations to meet the expectations of all our stakeholders. The company's philosophy has always been to be a partner in the growth of the nation by ensuring overall growth and bringing about a perceptible change in the lives of the communities we are associated with. At the Group, we follow the triple bottom line approach so as to create a harmony between business development and environment. We have evolved our CSR policies and aligned them with the replication of good Practices among the businesses.

The desire to bring about a positive change in people's lives is the fuel that drives us. We are very certain that with our conviction and values we will succeed in creating prosperity in areas around us. We do not believe in just adhering to the laid down statutory guidelines of the government but also pushing beyond the given requirements.

In all we do the emphasis remains on quality, a strong focus on costs, systems, processes and more importantly the commitment and energy of the entire team. While we move from strength to strength in our efforts to create a better world, we remain conscious of the fact that the trust and support of our stakeholders has been instrumental in all our achievements.

Businesses cannot be successful when the society around them struggles. We believe in integrated and inclusive development to make the world a better place.

**Sudhir Kashyap**  
**Executive Director & CEO,**  
**Minda Corporation Ltd.**



*“Mr. Kashyap is a Mechanical Engineer and IIM-A graduate having experience of over 25 years in the auto component industry. Associated with the group for over 15 years, he has been instrumental in setting up the first overseas Greenfield project for the group in Indonesia. Prior to joining the group, he has worked with the Anand Group.”*



# GROUP CSR

## Committee Members' View



Mr. Ajay Sancheti

At Spark Minda, Ashok Minda Group, the main thrust and spirit of law is not to monitor but to generate conducive environment for enabling the corporate to conduct themselves in the responsible manner. The CSR legislation is not to generate financial resources but to focus on social and human development. The objective of our program is to involve the corporate in discharging their social responsibility with their innovative ideas and management skills with greater efficiency and better outcomes. We believe in doing CSR beyond Compliances.

Mr. Ashim Vohra

“Give a hungry man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime.” At Spark Minda, Ashok Minda Group, we believe in this famous proverb and therefore we have designed all our community based program accordingly. It is more beneficial and important to teach someone a specific skill, which will help them getting employed, over just handing them a temporary solution to a problem.



## Mr. Lalitendu Samanta



Our CSR gives a chance to all the employees to contribute towards the society, environment, country and so on. We all live for ourselves but trust me living for others and doing something for them is a different feeling altogether. Bringing a smile to people's lives just because your organization has guaranteed job opportunities for women of industrial Tailoring center not only gives a sense of inner satisfaction but also pride and contentment. At Spark Minda, Ashok Minda Group, we are focusing to impart CSR in the DNA of the employees through human sentiments and emotions, in the time where people growing more and they are self-centered.

## Mr. N.K. Taneja

CSR helps an organization to create distinctive and appealing image with its stakeholder groups, supports in building a strong corporate brand, and develop reputation capital by monitoring sentiment. Communities where we operate have developed a positive feeling for us, with our initiatives which we have taken for them. This has made our brand name popular not only among our competitors but also media, other organizations, most our direct customers and other stakeholders.



## Mr. M.K. Pajan



Addressing environmental problems such as climate change is a pressing issue for the global community. Spark Minda, Ashok Minda Group established CSR Vision 2020, in which there are many long-term goals some of them aim to save electricity by 30% and paper by 20% through adopting various measures and by switching to renewable sources of energy. This awareness lies behind our commitment to raise corporate value by both creating environmental value and enhancing business value. By sharing our knowledge with customers and suppliers, our initiatives and efforts expand beyond the walls of our company and have a much greater effect in reducing environmental impact. We aim to achieve business growth and contribute to the environment by expanding our programs.

## Mr. Sanjeev Saxena

I firmly believe CSR is an enabling force for social advancement. Our longstanding CSR model of inclusive growth has already positively affected communities in different parts of the country. Wide ranging community initiatives from vocational training programs that empower local residents for skilled industrial and service jobs, to community-based health interventions. Our CSR initiatives have improved the physical, social and economic well-being of over thousands lives.





# Acknowledgement



*Our community development programs are guided by Sustainable Development Goals (SDGs). Considering the mammoth size of our quantitative and qualitative commitment, we have further split our targets and set a CSR vision for 2020. We are able to supplement atleast 7 goals of SDGs through our programs. They are also aligned to the scheduled VII prescribed under section 135 of company's Act, India. Need assessment, focused group discussion with the community, participatory approach of execution and impact assessment are our keys of success.*



It is with a great sense of pride that I present this CSR Annual Report of financial year 16-17 on behalf of the entire team at Spark Minda Foundation and all our stakeholders. Pride, because our mission of to provide education to children, empower the youth, facilitate healthcare services, improvement of infrastructure facilities and to provide care to person with disability looks to be firmly on track.

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our programs. They are also aligned to the scheduled VII prescribed under section 135 of company's Act, India. Need assessment, focused group discussion with the community, participatory approach of execution and impact assessment are our keys of success.

I take my pleasure to express my thanks to the Management of Spark Minda, Ashok Minda Group; Group CSR Central Committee, Company wise CSR Committees and Boards; Board of Spark Minda Foundation and Factory level CSR councils for becoming the think tank and constant guide, which enabled us to work with sincerity and sensitivity.

Over the years, our partnerships with local communities, government, NGOs, Foundations, like minded organizations and businesses have grown from strength to strength. Indeed, we could not have accomplished all we have this year without them. For that, I am deeply grateful for their generosity and efforts towards the success of our programs.

This report is not a mere listing of our progress and achievements, but is testimony to the transformative change that arises from people and communities coming together for a common cause.

**Praveen Karn**  
**Head Group CSR**

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## Cautionary Statement

In this Annual report, we have disclosed/presented last financial year's/projected information to enable the readers/stakeholders/beneficiaries to comprehend our prospects for the existing and upcoming programmes/projects. This report and other statement-written and oral- that we periodically make contain forward- looking statement that set out anticipated result the management's plan and assumptions. We have tried wherever possible to identify such statements by using words such as 'plan', 'achievement', 'actual', 'projected', 'estimate', 'believe' & words of similar substance in connection with the discussion of existing or future performance. We don't/can't guarantee that this disclosed/forward looking figures/statements are/will be realistic/realized, although we believe we are/have been prudent in assumptions. The achievement of the result is subject to risks uncertainties and even inaccurate assumptions. The photographs used in the report are captured by various team members/anonymous from different project locations/elsewhere and we have presented them in the report for relevance purpose and hence we don't want to hurt anyone's feeling interpreted from these photographs. We undertake no obligation for the existing or upcoming programmes/projects.

# Organisation Overview



## ABOUT SPARK MINDA, ASHOK MINDA GROUP

Spark Minda, Ashok Minda Group (The Group) is one of the leading manufacturers of Automotive Components for the OEMs with Headquarters in India. The US \$533 Million Group, with 14000 employees was founded in 1958 by Late Shri S.L. Minda. The Group caters to the leading two and four-wheeler vehicle manufacturers in India & overseas markets including Europe, CIS & ASEAN countries with 32 manufacturing plants. All Group manufacturing facilities are ISO/TS-16949 & ISO-14001 certified. The Group manufactures products in three verticals: Safety, Security & Restraint Systems, Driver Information & Telematics Systems, Interiors System and also has significant presence in the Aftermarket. We cater to the needs of all Major Car, Motorcycle, Commercial Vehicles, Tractor and Off-road vehicle manufacturers in India and overseas. The Group also has several JVs with leading companies from USA, Japan, Italy, and Uzbekistan.

*“The Group has a legacy of Community Development since decades. The Community Development projects were undertaken by our various factories in and around their periphery. Later it was understood that a common entity for all the Group Companies needs to be incorporated. Accordingly, Spark Minda Foundation (SMF) was incorporated under Section 8 of Companies Act and is the CSR wing for the Group Companies to undertake CSR activities. The main aim of SMF is to work for community development by catering education, women empowerment, facilitation of healthcare, upliftment of persons with disability and to sustain the environment.*

*SMF is 100% subsidiary of the mother company, Minda Corporation Limited, which is listed at BSE and NSE.*”



## Vision

To build a sustainable society through improving the quality of life; protect the planet through affirmative actions and establish integrated and inclusive growth of people and environment.

## Mission

- To provide access of education to less privileged section of society.
- To empower the youth through providing skill set and make them employable.
- To facilitate healthcare services to people for their basic survival.
- To provide access of minimum infrastructure facility to the society.
- To protect environment and resources for sustainable future.



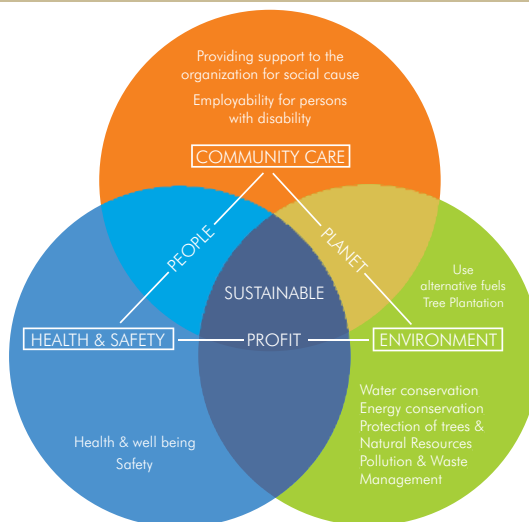
# CSR Intervention

SMF has been consciously operating in a framework of Triple Bottom Line (TBL) of People, Planet and Profit and therefore has developed the programs which are compatible to the environmental as well as to the community needs.

This approach of using TBL as a framework with a focus on building likeminded partnerships plays a crucial role in building pathways for sustainable development in the regions where the company has been executing its CSR work.

## Spark Minda Foundation

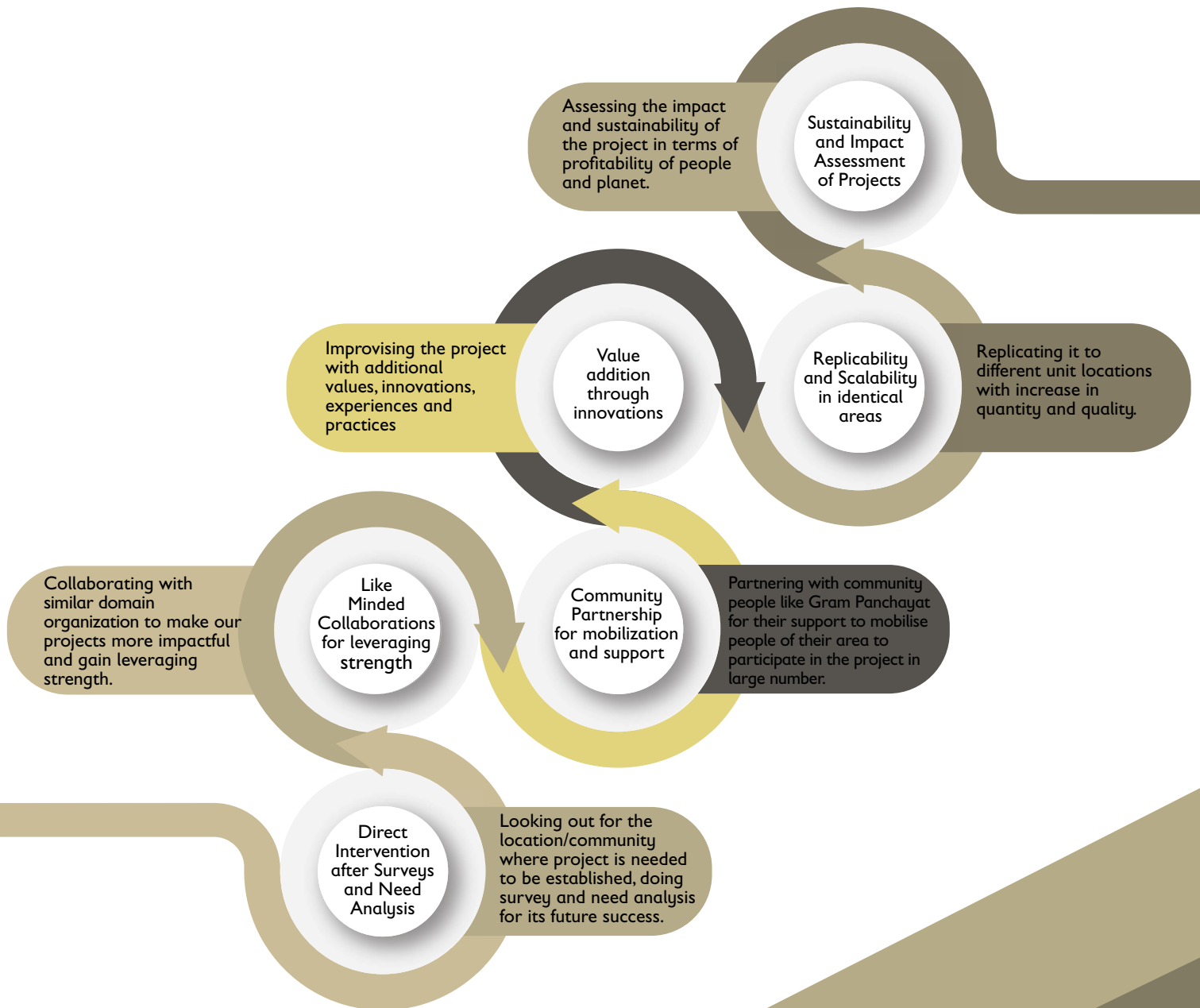
- ▶ Aakarshan: An Educational and Vocational Skill Training Program for children, youth and Women. Providing Guaranteed job and creating livelihood opportunities to Women of Industrial tailoring center.
- ▶ Saksham: A program for Care for Person with Disability by providing them assistive & accessible technology, employment with OJT, Ergonomics etc.
- ▶ Health and Wellbeing: A program to improve health status of community through menstrual Hygiene, Family Planning & Reproductive Health, Eye- Checkup Camp and various other General & Specialized Camps.
- ▶ Business Integrated Project: Manufacturing unit under PPP Model at Tihar, Yerwada and Aurangabad Prisons for inmates.
- ▶ Community Infrastructure Program: For Improving School Infrastructure, providing safe drinking water & Sanitation Facility, Renewable energy etc.



## Moga Devi Minda Charitable Trust

- ▶ Minda Bal Gram: An orphanage providing long term holistic care to children in need.
- ▶ SL Minda Skill Center: A Center proving Training, Employment and Entrepreneurship to youth.
- ▶ Moga Devi Minda Memorial School: A School providing quality education for the less privileged children
- ▶ SL Minda Sports Academy: Promotion and encouragement to youth for sports.
- ▶ SL Minda Memorial Hospital: A Multi-specialty 100 bedded hospital providing curative and preventive healthcare to the rural community.

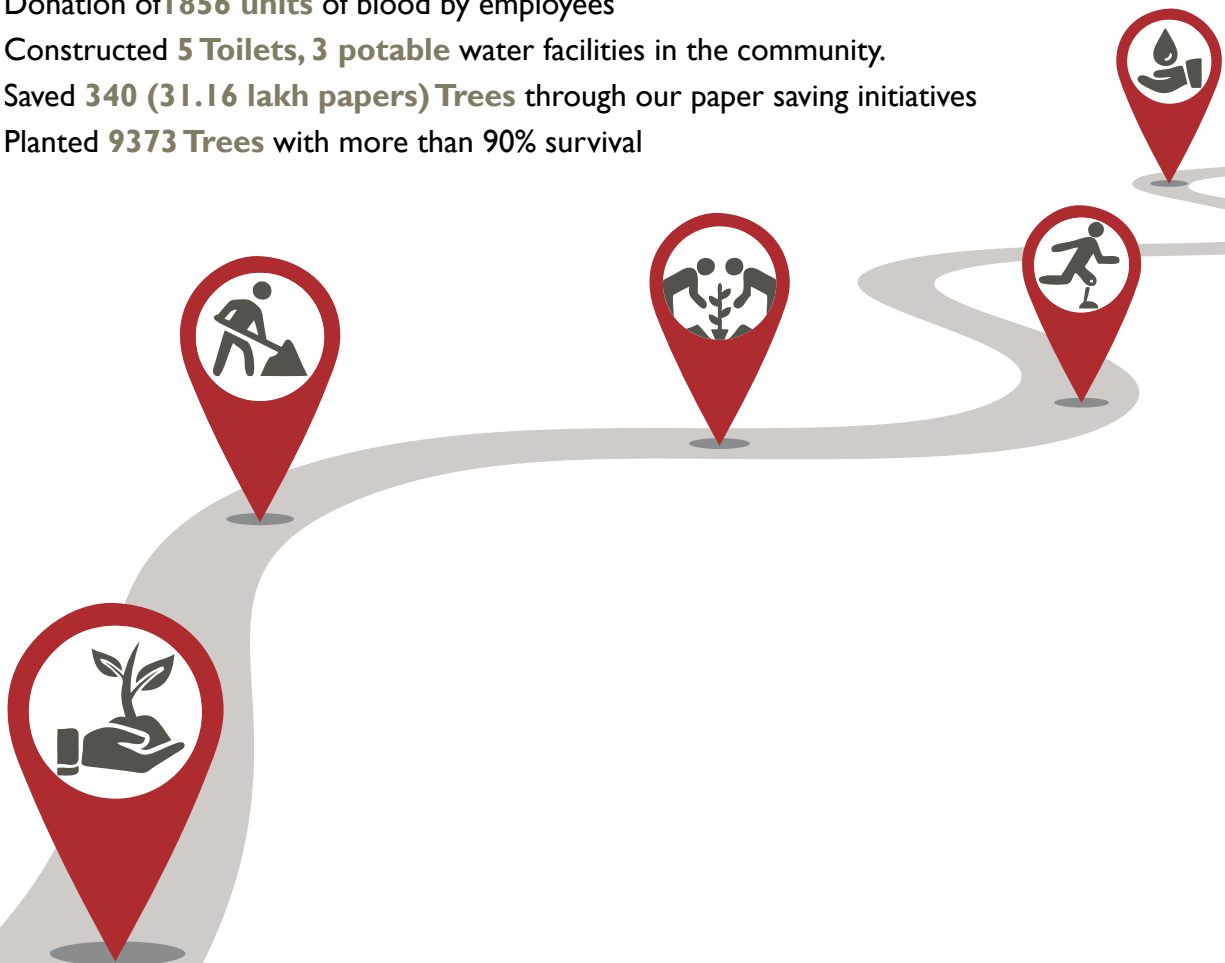
# Approach for CSR Intervention





# Milestones

- ▶ Established **6 Aakarshan Centers** in India, where Employment and entrepreneurship oriented vocational training is imparted.
- ▶ Imparted Skill Training to **2397 youth, women and children** on various vocational trade
- ▶ Employment of **137 Persons** with disability across our group
- ▶ Established Business Integrated CSR projects under PPP Model at **Tihar Jail, Delhi; Yerwada Jail and Aurangabad Central Prison, Maharashtra.**
- ▶ Generated **34.72 lakh KWH Solar Energy**
- ▶ Saved **48.06 lakh KWH Electricity**, through various measures
- ▶ Recycled **5.19 lakh KL Water**
- ▶ Benefitted **46426 People** through our health checkup and awareness programs.
- ▶ Facilitated fitment of **1683 Artificial** limbs to PWDs
- ▶ Donation of **1856 units** of blood by employees
- ▶ Constructed **5 Toilets, 3 potable** water facilities in the community.
- ▶ Saved **340 (31.16 lakh papers) Trees** through our paper saving initiatives
- ▶ Planted **9373 Trees** with more than 90% survival



# Our Reach



# Accolades

## SMF Received Asia Corporate Excellence & Sustainability Award (ACES)

- An international award won under Community Care Category for working in the vertical of Education, Livelihood Promotion, Community Healthcare, Infrastructure, Environment & Resource Protection and Care for Persons with Disability.
- A total of 44 out of 187 countries were awarded.
- Award received by Mrs. Sarika Minda, Chairperson, SMF

## SMF Received an India CSR Award in CSR Leadership Summit

- Award received under CSR Community Initiative for recognizing good CSR Practice for Saksham: Care for persons with Disability, building Inclusive world.
- Award Presented by Shri Ramdas Athawale, Hon'ble Minister of State for Social Justice and Empowerment, Govt. of India. The award was received by Mrs. Sarika Minda, Chairperson, SMF





## MCL PN Bagged TV 100 CSR Excellence Award for Healthcare in Automobile Sector

- Minda Corporation Limited, Pantnagar bagged the award for “TV100 CSR Excellence Award for Healthcare in Automobile Sector”. The award was received by Mr. RCS Negi and Mr. LM Joshi of MCL-Pant Nagar from Hon’ble Minister of Urban Development, Mr. Madan Kaushik, Leader of Opposition, Dr. (Smt.) Indra Hridyesh, and Mr. Ajay Bhatt, President BJP Uttarakhand.
- Award observance was held on 19.05.2017 at Hotel Pearl Avenue, Dehradun.



## Best NGO Award By SOIL

- SMF bagged best NGO Award by School of Inspired Leadership for its work on Project Saksham.
- The Award was presented by Mr. Vineet Nayar, Founder, HCL Technologies and received by Mr. Praveen Karn, Head Group CSR



# Alignment with Government of India Programs

S.No	Program Name	Supplementing to Government Program	Reference Logo
1	Aakarshan Computer Training Program	Digital India Program, Ministry of Electronics and Information Technology	
2	Aakarshan Cutting Tailoring Training Program	Skill India Scheme, Ministry of Skill Development and Entrepreneurship	
3	Aakarshan Spoken English Training Program		
4	Aakarshan Beauty Culture Training Program		
5	Aakarshan Industrial Tailoring Program		
6	Business Integrated Prison Program		
7	Saksham - Care for Persons with Disability Program		
8	Medical Healthcare Program	National Health Mission	
9	Menstrual Hygiene Program		
10	Eye Camp		
11	Family Planning & Reproductive Health Program		
12	Solar Energy Generation	National Solar Mission, Ministry of New and Renewable Energy	
13	Plantation Drive	National Mission for Green India, Ministry of Environment, Forest and Climate Change	
14	Paper Saving Drive		
15	Blood Donation Campaign	Voluntary Blood Donation Program, NACO	
16	School Toilet construction Program	Swachh Bharat Abhiyan, Ministry of Drinking Water and Sanitation	
17	Safe Drinking water Program		
18	Disaster Relief work	National Disaster Management	
19	Industry Academia Partnership	Dual System of Training, Ministry of Skill Development and Entrepreneurship	

# Service to the Community - Program and Impact







# Aakarshan

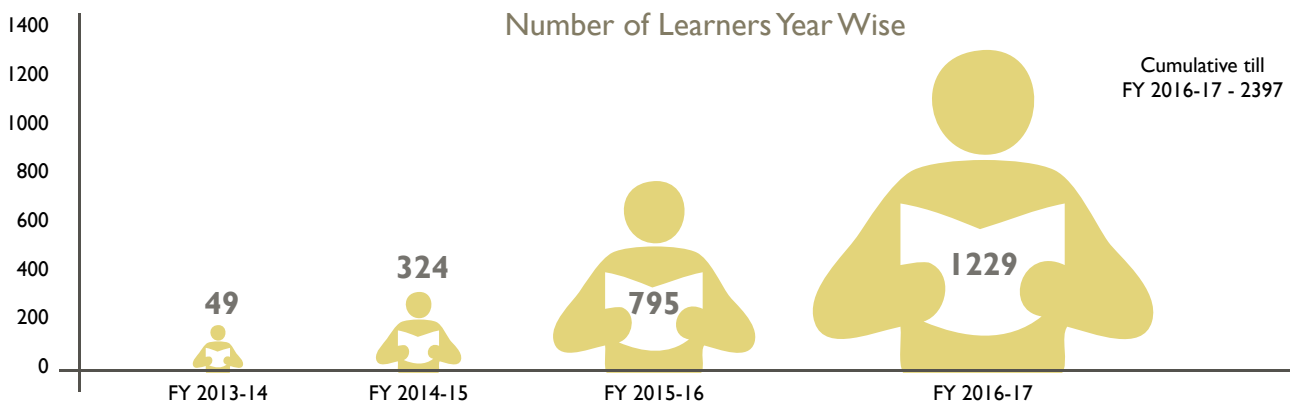
## Vocational Training Program

The flagship program of Spark Minda Foundation – Aakarshan Vocational Training began its journey in 2013. Supplementing to the “Skill India Mission” of Government of India, this path breaking initiative provides quality education and skill to underprivileged children and youth with a special focus on the women community in rural India. The trainers are hand-picked from nearby communities and are provided with both initial and regular training that enables them to engage students through a quality learning experience.

AAKARSHAN word was conceived by Group CSR committee with a philosophy to have a center in a rural set up, which attracts villagers, where they can come and learn practical knowledge to get employment.

The program aims to deliver transformative skill education to people so that they become educated, responsible and self-reliant citizens with a deep sense of commitment to their society. Both in class as well as out of classroom activities are given equal importance so that students learn for life and from life; thereby instilling in them the right values, attitudes, life-skills and confidence. Parents, community and like-minded organizations are active stakeholders in Aakarshan and all the Aakarshan centers uphold this way of functioning.

In FY 16-17, 1229 students graduated from Aakarshan Centers from India. Whereas, till date Aakarshan has reached to 2397 people.



## COURSES OFFERED

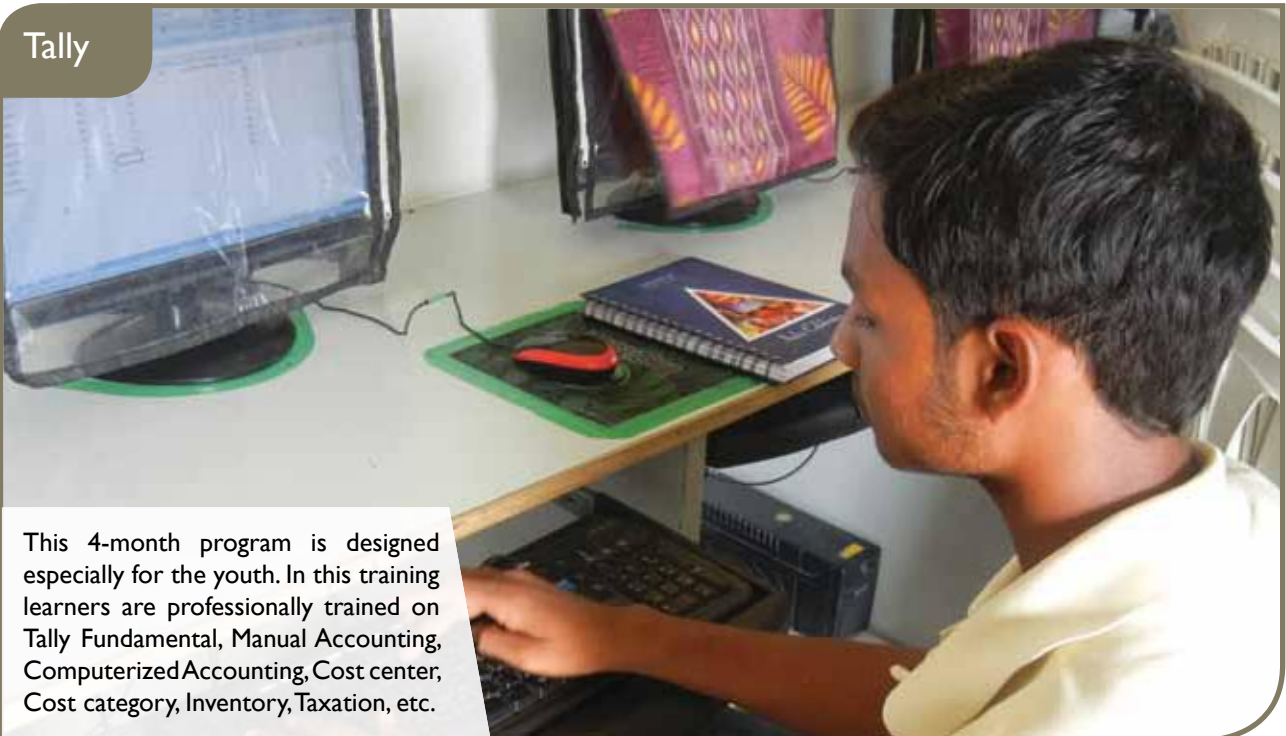
AAKARSHAN Vocational Training Program courses are based on the need assessment conducted in the local area. This Program runs in collaboration with the Gram Panchayat in the Panchayat Hall/building.

### Basic Computer



Students undergoing a 6-month course in Basic Computer gets practical and theoretical training which help them to main stream and also to get a source of employment on the completion of the Course. Under our Basic Computer Course, learners are trained on Microsoft- Computer Fundamental, Word, Excel, Power Point, Internet-Email and Basic Hardware etc.

### Tally



This 4-month program is designed especially for the youth. In this training learners are professionally trained on Tally Fundamental, Manual Accounting, Computerized Accounting, Cost center, Cost category, Inventory, Taxation, etc.



## Spoken English



No matter how popular English may have become but it still is an alien language in a lot of parts in India. The main hurdle for the rural youth to connect with the mainstream is their lack of knowledge in English language. In order to overcome this hurdle, SMF started a 6 month Spoken English Training Program in Aakarshan Centers. This helps the children and the youth to learn it easily and effectively. The joy of English knowing girl or boy, becomes a pride of the family and inspires fellow youth also.

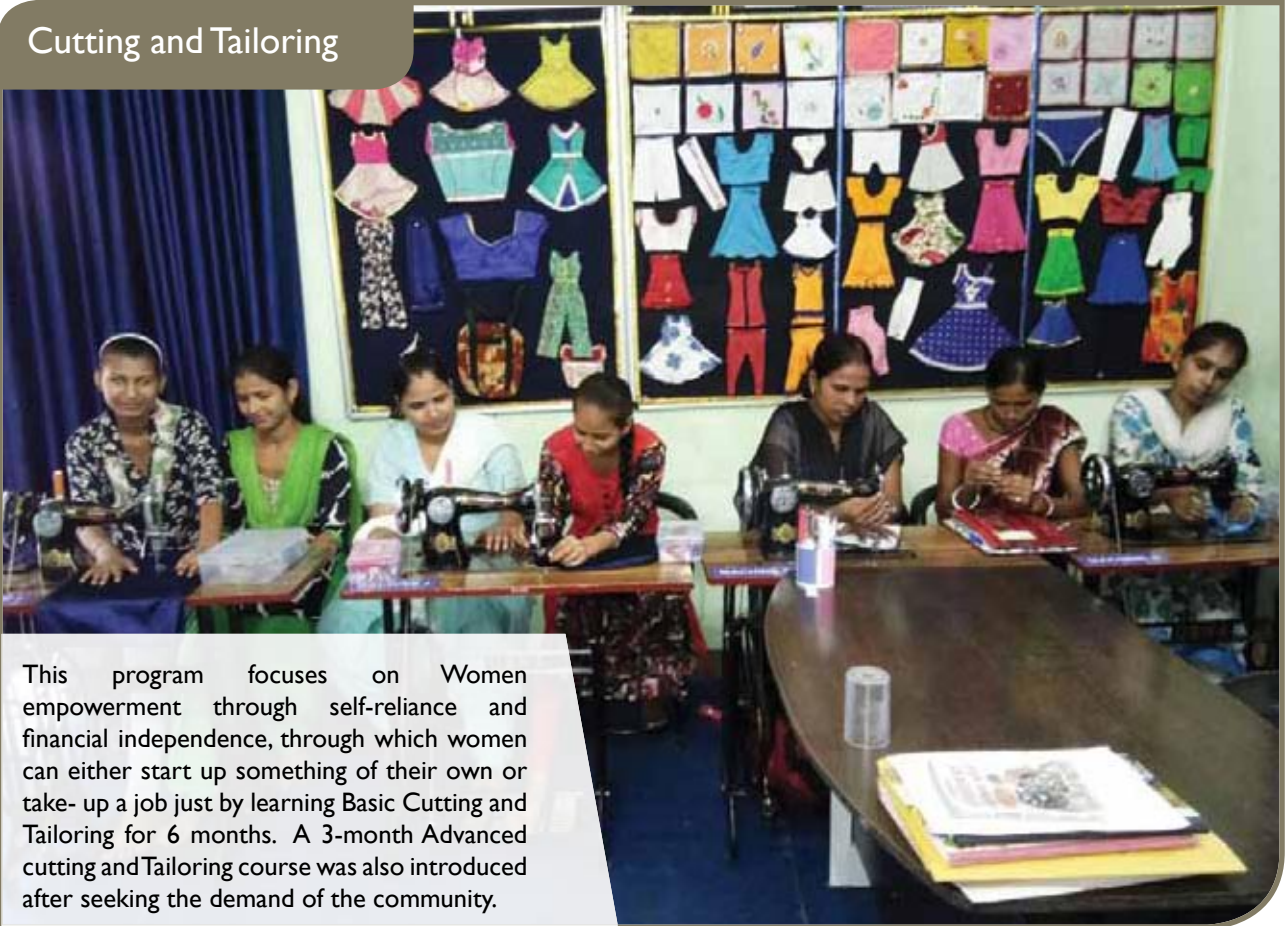
## Beauty Culture



In 4-month Beauty Culture Training Program women are trained in Basic and Advanced Make-up, Hair Styling, Mehndi Designing and Machines Usage, so that they can take a step towards self-grooming along with becoming independent by taking up jobs in Beauty Parlour or opening their own Beauty Parlours. Other than these basic trainings learners are also given hands on training and knowledge on various therapies like dandruff, Skin, etc. Women are also given exposure for setting up there own Beauty Parlour in enterprise form.



## Cutting and Tailoring



This program focuses on Women empowerment through self-reliance and financial independence, through which women can either start up something of their own or take-up a job just by learning Basic Cutting and Tailoring for 6 months. A 3-month Advanced cutting and Tailoring course was also introduced after seeking the demand of the community.

## Industrial Tailoring



This program intends to empower women through imparting them industrial skill set, which is needed in export houses. After training them for 45 days, 100% job is guaranteed to them.



# Program Glimpse



## LOCATION

There are 6 Aakarshan Vocational Training Centers across India. They are situated at Kuleshara Village of Greater Noida- Uttar Pradesh; Donda Village, Pune- Maharashtra; Vengadu Village of Chennai- Tamil Nadu; Transit Camp Slum and Saraswati Shishu Mandir School of Rudrapur, Uttarakhand.

**Location wise Center information is below:**

### Aakarshan Industrial Tailoring Training Center- Uttar Pradesh

Making women economically productive is the need of the hour.

With the thrust of Empowerment of women by equipping them with skills and providing livelihood for a secure future, we have started Industrial Tailoring Program for women in collaboration with Shahi Exports.

This program was conceived by SMF in 2017 considering the dearth of skilled manpower in Apparel export houses in India.

This program imparts 45-day training to aspiring women on industrial tailoring trade. Just after completion of 45-days, they are sent to Shahi exports for OJT and thereafter gets employment as grade A, B or C in the factory.

Till date this program has successfully placed 80 women (from 4 batches) with job offers at Shahi exports.

### Aakarshan Vocational Training Center- Uttar Pradesh.

This Aakarshan Vocational Training Center was established in 2013 at Kuleshara Village of Greater Noida- Uttar Pradesh. Kuleshara village mainly consists of migrant population from different parts of Bihar & U.P. having most of the population less literate, thus this village was chosen for the project implementation. In Greater Noida (GN), training over Basic and Advanced Computer, Spoken English, Cutting Tailoring and Beauty culture is imparted to the Children, Youth and Women of Kuleshara and other nearby villages.

In FY 16-17, 273 learners were trained from Aakarshan Vocational Training Center - GN. Whereas, till date it has imparted training to 691 people.

### When aspiration meets reality

Devendra Singh, Husband of Babli Devi, is a daily wage laborer. In a family of four, his husband's salary was the only source of income. With the little which he got, it was difficult for Babli to fulfill the needs of their children. She always wanted to contribute, but was unable to help because of her low qualification and skillset.

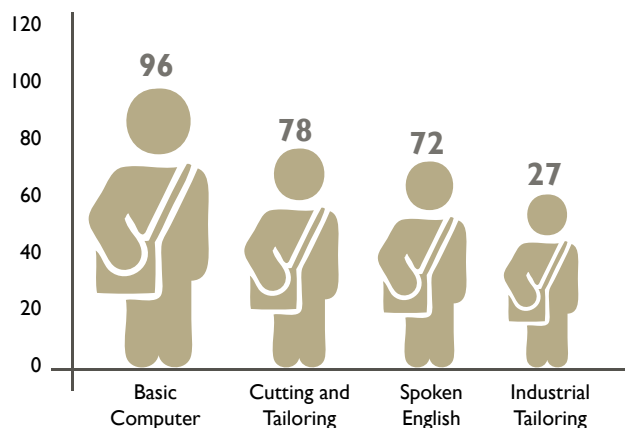


Aakarshan Industrial Tailoring Program gave her the opportunity to learn and acquire employable skills free of cost. The timid normal housewife transformed into a confident woman, nurtured and trained under the Aakarshan trainers. Sometimes she did not have money to come to the center but despite hardship, she never missed a class.

After completing a month training, she was taken for the OJT at Shahi Exports and was provided with employment.

It was really hard for her to believe, as it all happened too quickly. Now she earns Rs.9000/- per month and not only supports her family but has also set a stellar example for housewives in her community to emulate.

Number of Learners in Aakarshan Greater Noida in FY 2016-17



“

I was highly elated when I got admission in Aakarshan as I had always wished to learn Spoken English. The course curriculum, exposure visits and other co-curricular activities manifold our knowledge in technical as well as in other necessary lifelong activities. The congenial environment here has given me numerous opportunities to participate in extracurricular activities and groom my personality. I promise to sensitize our village community with the flame of knowledge passed down to me from this place.

- Abha Singh  
Spoken English, Kuleshara Village, Greater Noida

”



## Aakarshan Vocational Training Center- Maharashtra.

In Maharashtra, this center was established in 2014 at Donda Village, Pune (PU). The center was started with Basic Computer Course and then was enhanced with courses like Tally, Spoken English, Beauty Culture.

The population of this location mainly consists of tribal community, who do not have any access to Skill Training Program in that area. During our need assessment exercise, it was found that the aspiring learners from the village have to travel approximately 20 kms to get these kinds of trainings. In dearth of frequent transport facility, children and youth and specially the women were not able to attend such trainings. Thus, SMF planned to setup the training facility in collaboration with Gram Panchayat at their door step.

In FY 16-17, 301 were benefitted from Aakarshan PU. Whereas, till date it has benefitted 540 people.

### Aakarshan Vocational Training Center-I, Uttarakhand

It was established in 2014 at Balika Vidya Mandir Junior High School- Jagatpura, Pantnagar (PN), Uttarakhand. This center runs in the close association with Govt. School and imparts training over Basic Computers to the students of the same school, girls of Vanvasi chatravas and outsiders.

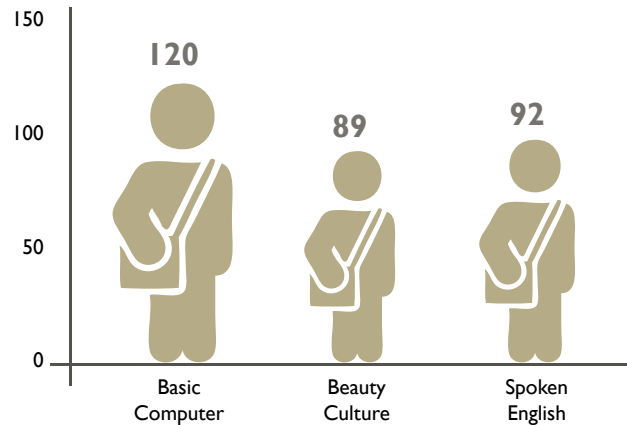
In FY 16-17, 127 learners graduated from Aakarshan Center I. Whereas, till date it has reached to 319 people.

### Aakarshan Vocational Training Center-II, Uttarakhand

Started on 1st September, 2015 at the biggest slum of Rudrapur, Uttarakhand called transit camp. This center imparts training over Basic Computer, Spoken English and Cutting & Tailoring to the Children and Youth.

16-17, 315 students got benefitted with Aakarshan PN center II. Whereas, till date both centers have benefitted 732 people.

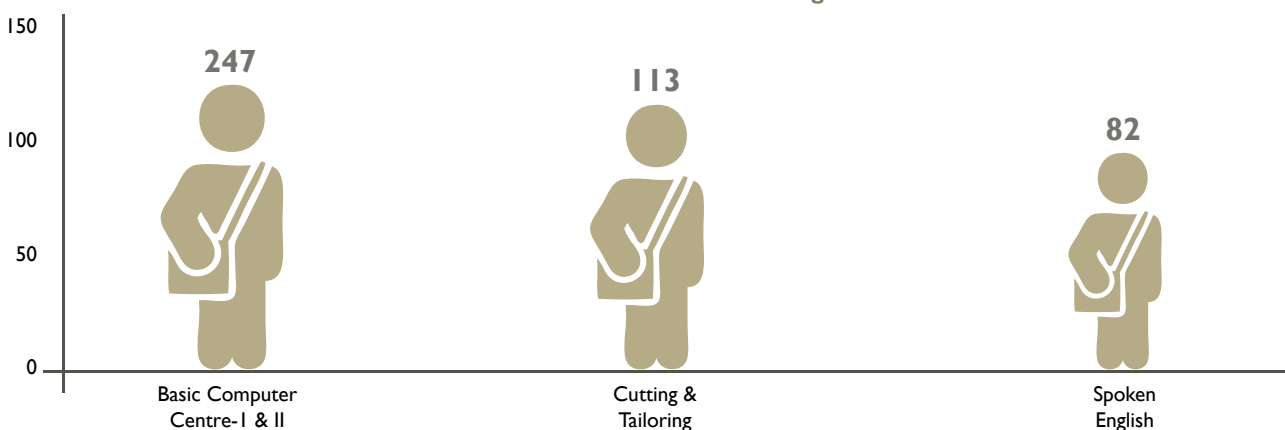
Number of Learners in Aakarshan Pune in FY 2016-17



“  
 This course gave me an insight on how to do the business and how to start up my own idea with limited resources. I feel better equipped now after completing the course. It wasn't easy, especially when you don't get support from your kith & kin. Thanks to the dedicated team at Aakarshan for their help, motivation and support. The course is definitely worth doing if you want to achieve something big own your own.”  
 - Swapnali Kohinkar  
 Beauty Culture, Donda Village, Pune  
 ”



Number of Learners in Aakarshan Pantnagar in FY 2016-17

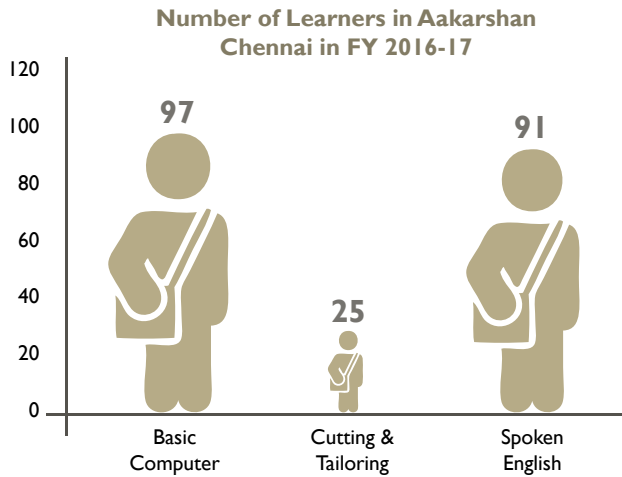


## Aakarshan Vocational Training Center- Tamil Nadu.

This centre is situated in the vengadu village of Pallaipakkam area which is in Kanchipuram district of Tamilnadu. Pallaipakkam is the extreme rural village of Kanchipuram, where people do not have access to Computer and English, which make them struggle for knowledge and

employment. Therefore, through our need analysis the need of computer literacy, spoken English and cutting and tailoring was profound.

In FY 16-17, 213 students got benefitted with Aakarshan Chennai (CH). Whereas, till date this center has benefitted 434 people.



“

I am working in government high school in Vengadu Village as a math's teacher. Computer training from Aakarshan has improved my self-confidence, which was lacking before. I have gained good knowledge in Excel, PowerPoint etc. which is helping me to do my office work better. Thanks for rebuilding confidence in me.

- Madhavi  
Basic Computer, Vengadu  
Village, Pillaipakkam

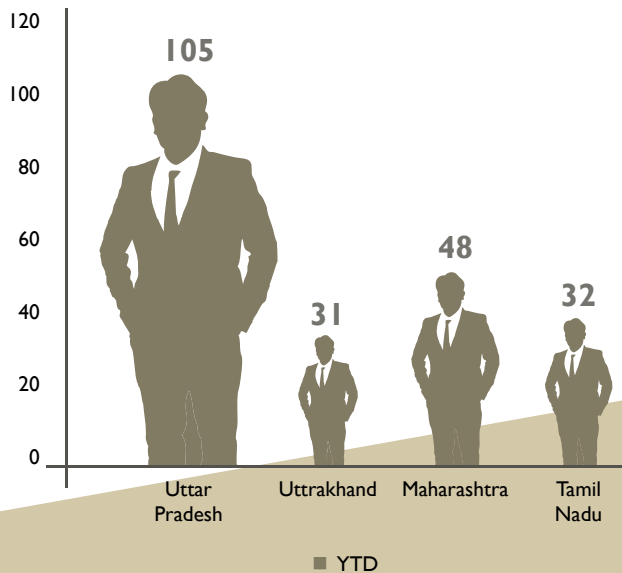
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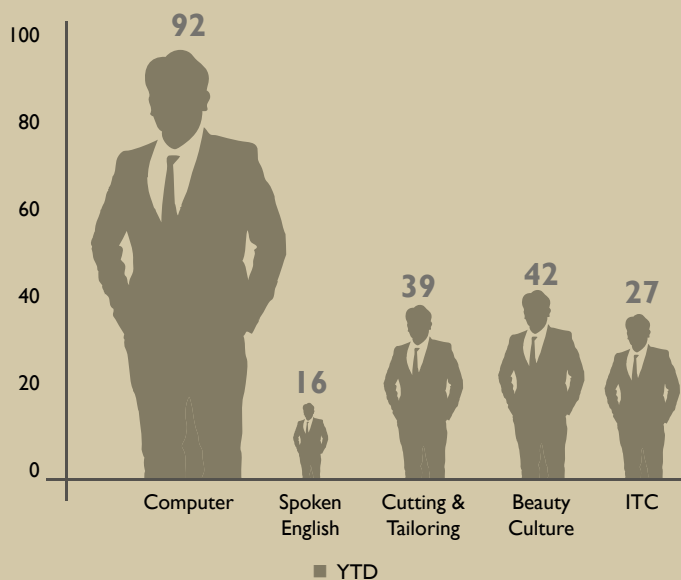


## EMPLOYMENT STATUS OF AAKARSHAN LEARNERS

Location Wise Employment



Course wise Employment



Total Employed Till FY 2016-17,  
**216** aspiring youths

Targeted **40%** of Employment  
to aspiring youth of FY 17-18

### Top Recruiting Companies

- ➔ Shahi Exports - **27**
- ➔ Mahindra and Mahindra Pune- **3**
- ➔ RTS Chennai - **10**
- ➔ MSL, MSIL and MV- **24**
- ➔ Private Schools - **35**
- ➔ Others - **117**

# Glimpse of Convocation Ceremony









## SALIENT FEATURES OF AAKARSHAN PROGRAM

### CO-CURRICULAR ACTIVITIES

Classroom teaching at Aakarshan is supplemented with several co-curricular activities that stimulate the intellectual, emotional, social, moral, cultural and aesthetic development of the children. The co-curricular activities planned for each academic year are: –

- Behavioral module: There are seven Behavioral Modules on which students are trained, which include: Self Introduction, Phone and Email Etiquettes, 5S Training, Personal Hygiene, First Aid and Safety. The main aim of these modules is to overall groom the learners and help them to gain the confidence to mainstream themselves.
- Guest lectures: Expert faculties from outside are invited as a guest to impart add on lectures based on the specific course requirements.
- Exposure visits: Students above 18+ year of age are taken to IT industries, Spoken English institutes, Apparel Export houses, factories, etc to gain practical knowledge of their learnings. The main aim

is to motivate students and make them familiar of working environment, which will help them to attain employment comfortably

- Quiz competition: Inter and intra course quiz competitions are organized to test and make students familiar with current affairs and general knowledge.
- Talent show: learners are motivated to show their hidden talent in this platform. The students come up with talents like Singing, Dancing, Poem recitation etc.
- Outdoor games: To create a spirit of sportsmanship among the students and to create attraction among other community students, a large variety of outdoor games like cricket, racking, kho-kho, kabaddi, etc. are organized.
- Art and Craft: To motivate creativity among students, drawing competition and best out of waste competitions are organized.
- Convocation: Convocation Ceremony is organized twice in an year for the students who pass in the Assessment from Aakarshan centers. In this ceremony, certificate is distributed to the learners with course related books along with the job letters to the aspiring youths.



## COMMUNITY DEVELOPMENT CAMPAIGNS

The program also aims to empower students as responsible citizens with a deep sense of commitment towards the communities in which they live. Through Community Campaigns students are taught about social issues so that they can be involved in sensitizing community members towards creating a responsible society. Students have successfully led campaigns on issues like Importance of education, gender issues, ill effects of early marriage, adoption of healthy sanitation practice, environment awareness etc.



## TEACHER TRAINING

Teaching is an art and a good trainer can bring out the best in students; thus our trainers regularly undergo the capacity development training to equip themselves with knowledge, skills and attitude. Teachers are encouraged to create their own Teaching Modules with improvisation and same is replicated at all the Aakarshan Centers



## PARENT TEACHER ENGAGEMENT

Home visits by our trainers, periodic parent-teacher meeting, Convocation ceremony and various awareness drives in the centers provide ample platforms to establish a strong connect between the center and the community. The program seeks to help them understand the teaching process followed while giving the clarity about performance of students in various parameters to their parents.



# Glimpse of Extra Curricular Activities







SPARK  
ASHOK MIRDA  
Foundation

आकर्षण प्रशिक्षण व  
दीर्घ प्रमारोह

स्पार्क मिंडा, अशोक मिर्डा के सामाजिक दायित्व  
गाँव: कुले नोएडा,

खण्ड

By Mirza

शुभकामना

# Saksham

## Care For Person With Disability

Program SAKSHAM supplements Accessible India Campaign of Ministry of Social Justice and Empowerment, Government of India. Accessible India Campaign or Sugamya Bharat Abhiyan is a Government program, which is set to serve the Person with Disability of the country.

Out of the six intervention areas in which SMF operates, Care for Persons with disability is one of it. To ensure sustainability to the lives of Persons with Disability Spark Minda, Ashok Minda Group has developed a Project called "SAKSHAM".

In Line to Accessible India Campaign, we have identified a project called Saksham, with the following framework:

### 1. Provide Accessible and Assistive Technology

Out of many disabilities, mobility disability has been identified as an area to provide accessible and assistive technology. The Group has organized Artificial Limb fitment camps for the amputees in India and Indonesia, where 1683 artificial limbs and calipers were fitted.

### 2. Impart Skill through on Job Training

The Group identifies the aspiring PWDs for employment. On job training is also provided to person with different type of disabilities in 19 factories in India and 6 factories overseas

### 3. Create Inclusive Workplace and Ergonomics

Infrastructural changes are incorporated for different types of disabilities in the workplace. An ecosystem conducive to PWD's is also created through human behavior.

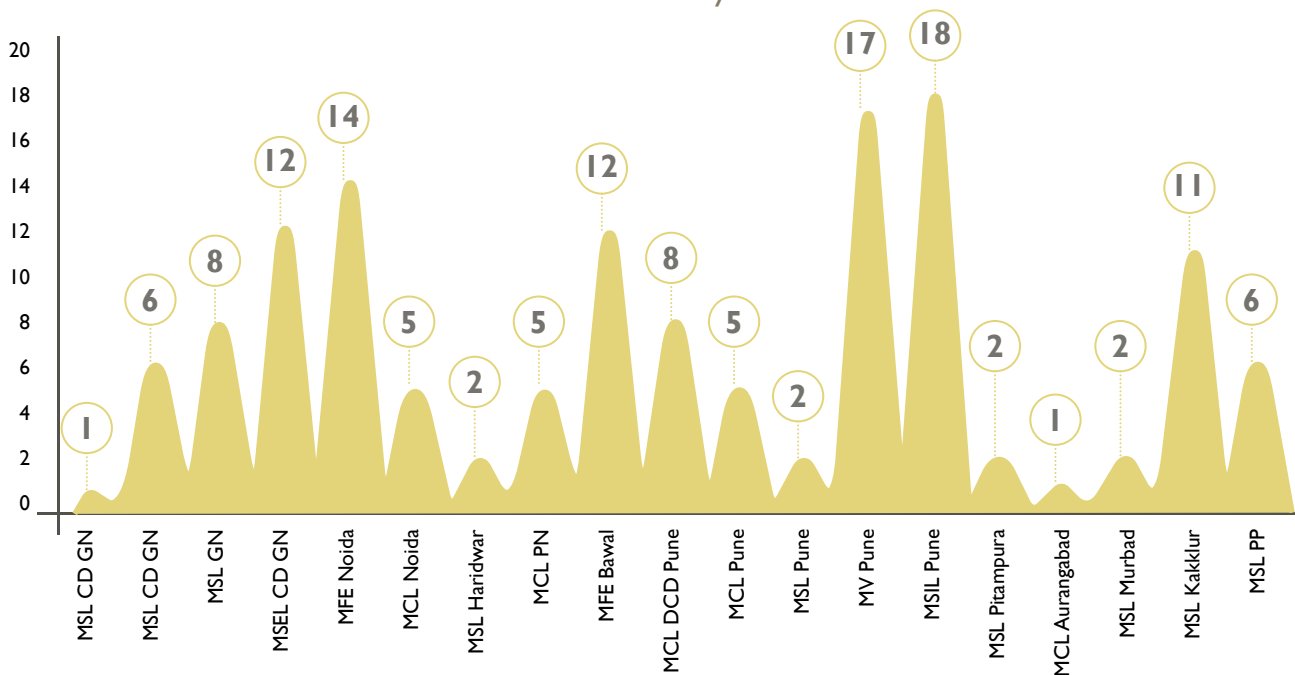
### 4. Employ different types of Disabilities

A mapping exercise is conducted in our factories to identify the appropriate person for different types of disabilities. Subsequently post their OJT, they are employed in the functions. Currently 137 PWDs are working in our factories all across India.

### 5. Train them for 5S, Life Skills and Evacuation

Adequate training like lifeskills, 5S, Evacuation etc. is imparted for the cases of emergencies.

Number of PWDs Factory Wise  
Till February 2017



GN - Greater Noida, PN - Pantnagar, PP - Pillaipakkam





## ARTIFICIAL LIMB FITMENT CAMP 2016, INDIA

The main objective of the camp was to provide accessible and assistive technology to person with disability and to ensure sustainability of their lives through their employment.

Venue – Minda Corporation Limited, Sector 59, Noida, Uttar Pradesh

### Need Assessment

Through the Group's presence in the location, CSR team did need assessment and came to know about the amputees adjacent to Delhi NCR rural areas. After the need assessment, 12 screening camps were organized for the identification of the amputees in strategic locations.

### Mobilization Strategy

- Associating with Government- Support extended by Principle Secretary, Social Justice and Empowerment, GOI and District Administration, Gautam Buddha Nagar in organising screening camps at 4 blocks of U.P; Dadri, Jewar, Dhankor and Bisrakh.
- Networking facilitated by ASSOCHAM with like-minded NGOs
- CSR Fraternity- like minded CSR Foundations were contacted to identify the amputees
- Seeking support from religious institutions like Bangla Sahib Gurudwara, ISKON Temple, Sai Mandir, Jama Majid, Church etc.

### Partnership for leveraging strength

- Technical Partner – Bhagwan Mahavir Viklang Sahayata Samiti (Jaipur Foot).
- Networking Partner- Assocham and District Administration Gautam Budha Nagar
- Radio Partner- Alfaz-e-Mewat and Radio Manav Rachna
- Mobilisation Partner - Ambuja Cement Foundation, Amar Jyoti Sansthan, Ek Pahel, Enactus- Delhi College of Arts and Commerce, Family of Disable, GlobalHunt Foundation, Jatan Sansthan, Sisters of Destitute, Sehgal Foundation, Wockhardt Foundation.

### Area Coverage

Area in the periphery of 300 km from Noida were targeted. Some of the areas are Agra, Bawal, Bagla, Biskar, Bulandshaher, Delhi, Dhankor, Dadri, Noida, Greater Noida, Ghaziabad, Gurgaon, Haridwar, Hapur, Jewar, Khurja, Loni, Mathura, Mewat, Pantnagar, Rishikesh etc.

### Duration

A 12-day camp from 1<sup>st</sup> Sep to 12<sup>th</sup> Sep, 2016 was organized at MCL Noida





# Partners' Felicitation





## Camp Inauguration

The Inauguration of the Artificial Limb Fitment Camp was held on 7th September, 2016 with Mr. Kumar Vineet, Additional District Magistrate, Gautam Budhha Nagar as the Honourable Chief Guest of the Ceremony. The DM of Gautam Budhha Nagar, Mr. N P Singh also conveyed his best wishes.

During the ceremony, Mr. Lalitendu Samanta, GCHRO welcomed the audience and thanked them for being a part of the big day. The GCEO, Mr. Ashok Minda also addressed the gathering and expressed his delight on the successful implementation of this Camp. Mrs. Sarika Minda, Chairperson, Spark Minda Foundation expressed her jubilation on the overwhelming response from the patients during the Camp.

The key to the success of this camp was the mobilization partners, these partners were also felicitated and their respective teams were thanked for their determined efforts towards spreading awareness about the Camp.







### Way Forward

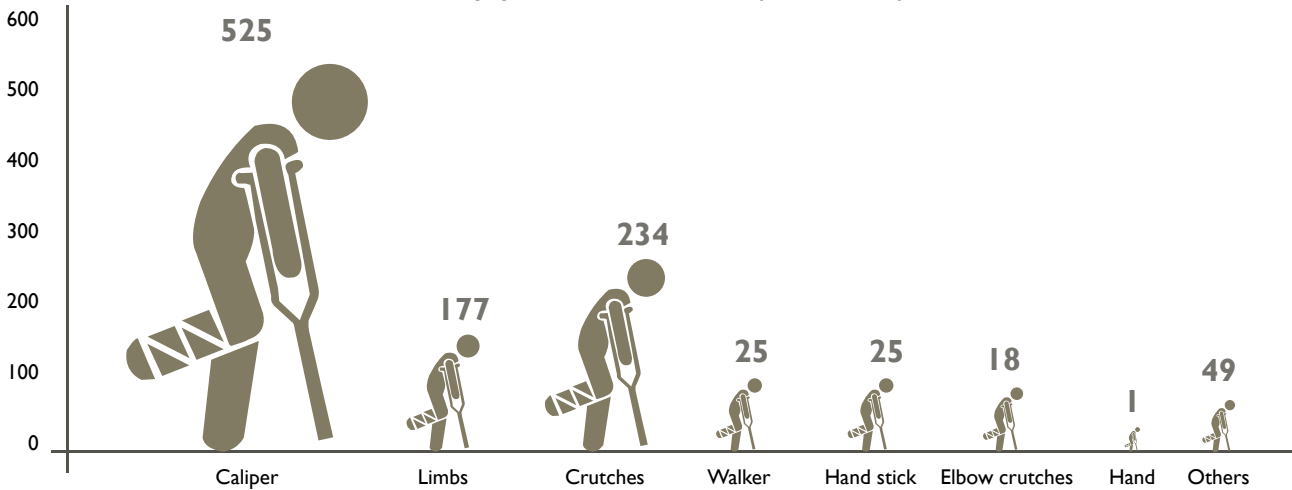
- Tracking referral of patients to Jaipur
- Facilitation to patients for normal corrections
- Follow-up survey after one year
- Searching Employment integration possibilities

## PROJECT OUTCOME

A technical team of 11 members executed fitment of 1054 limbs. Other than this, 100 amputees were also benefitted at Jaipur foot Chennai, Noida and Mumbai centers.

Aspiring Youth were offered employment in the company. The camp has provided end-to-end support in Limb fitment, Caliper Fitment, providing Walkers, Elbow Crutches etc, all in same day and as per requirement. This camp was a unique example of undertaking a major CSR Project for the benefit of public in general and making their lives self-sustainable with dignity.

Equipment Wise Fitment (In Numbers)



### Bridging the Gap

Having any kind of impairment is difficult to deal with. Imagine not being able to walk independently, not being able to see the world through your own eyes, not being able to hear the sounds of your own family and friends or the places around you. This is what we know what a physical impairment is.

Mr. Manoj Kumar has 45% physical impairment and can't walk properly. When he was 10-year-old, he suffered from a normal fever and few days later, he got to know that he could not walk properly for all his life.

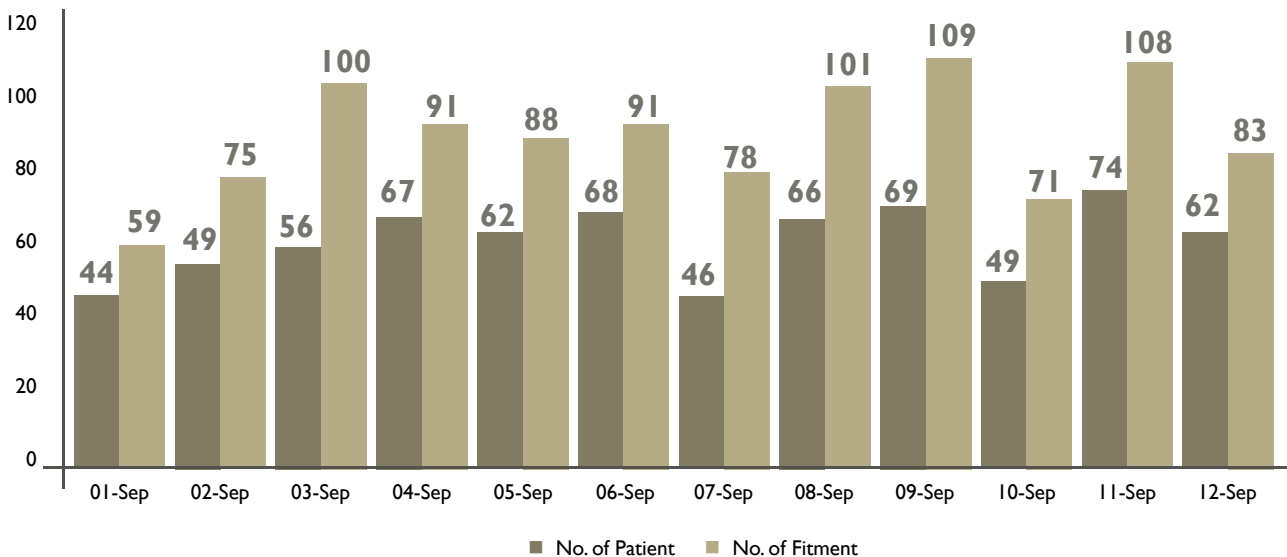
He says after this incident he started observing people like him and he saw a pattern in them. He says people with disability whether born with it or people disabled after an incident become dependent on the people around them and create expectations from their loved ones. They are happy until their needs are fulfilled but gets disappointed if their needs are not. This is something he would never want to do, he never wanted to be dependent on anyone. That's why he never quit his studies and completed his B.Com. to become self-sufficient and self-sustainable, he wanted to earn but because of his disability he was unable to get a job as per his qualification.

Covered under Saksham Program, he was recruited at Minda Corporation Ltd. Noida and has completed 5 years in the company. He is very dedicated and has performed zero defect in his work.

He says Spark Minda, Ashok Minda Group helped him to live his life with dignity and confidence by giving employment.



Patient VS Fitment Report





## Artificial Limb Fitment Camp 2015, Indonesia: An Act Beyond Compliance

The Group has a factory in Indonesia. The sources and the statistics revealed that an Artificial Limb Fitment Camp was needed in the disaster-prone country. Discussions were held between Spark Minda, Ashok Minda Group, BMVSS, Embassy of India in Indonesia. Thus, this project beyond compliances was conceived.

A technical team of 11 members executed Artificial Limb Fitment in one of our factory campus named PTMAI in a month-long camp from 4th May to 7th June, 2015. BMVSS took around one-month time to mobilize and arrange equipment/ materials. Thereafter, about 30-40 days were taken by shipping agency to carry them to port Jakarta.

- Venue - PT Minda Automotive, Indonesia
- Area Identification - Disaster affected area, War affected people and Accidental cases, etc. were identified as target group.
- Stakeholders - Spark Minda, Ashok Minda Group, Bhagwan Mahavir Viklang Sahayata Samiti (Jaipur Foot), Yayasan Peduli Tuna Daksa (NGO)- Indonesia
- Outcome - 515 people were benefitted with 529 Fitments.

Camp Inauguration function was organized in the Futsal ground of PTMAI campus. His Excellence, Mr. Gurjit Singh, the then Ambassador of India in Indonesia inaugurated this Camp and thanked the Group for organizing it in Indonesia. He also ensured to render all services from the Government side to conduct this Camp. Government also helped us in doing all the paper work required to carry materials from India to Indonesia.



# Business Integrated CSR Project

Based on Public Private Partnership Model, this initiative is one of its own kinds in India's Automotive Industry. Under this initiative, a facility is setup at jail premises to impart skill and provide employment to Jail inmates. This project has created an opportunity for the inmates, who get employment inside the jail and can also support their families from jail itself through income generation.

A dedicated team of Spark Minda trains these inmates, thus catering Automobile Industry in their own way. These inmates are paid for their work. Out of their earned money, the major part goes to the inmate's families. Some part of it is spent on the welfare of the inmates and a part of their wages also go to the victim's families also.

The thought is that, once the inmate is out of Jail after completing his/her sentence, he/she is fully trained for an employment in the Automobile/ Auto-Component Industry, for which he will be given a work experience certificate. Also, we expect a crimeless society through this.

## Aurangabad Central Prison, Maharashtra (2016)

- Lockset Assembly Process Unit
- Inception – November 2016
- Stakeholders – Minda Corporation Limited SSD and Aurangabad Central Prison
- 7 inmates working presently; future expansion for 25 inmates







### Yerwada Jail, Maharashtra (2015)

- Wire Harness Manufacturing Unit
- 2<sup>nd</sup> from Automobile Industry under PPP model in India
- Inception – October 2015
- Stakeholders – Minda SAI Limited, Yerwada Jail and Mahindra & Mahindra
- 30 inmates working presently

### Tihar Jail Facility, Delhi (2014)

- 1<sup>st</sup> from Automobile Industry under PPP model in India
- Inception – September 2014
- Stakeholders – Minda Furukawa, Tihar Jail, Maruti, Inmates' family, victims' family
- 25 inmates working, Wage division – 80% (inmates' family) & 20% (Victims' family)



# Community Infrastructure Project

Infrastructure development requires extraordinary amounts of capital and resources. With more than 60 per cent of India's people living in villages, rural areas are critical to the nation's growth. While there has been some progress in recent years, much remains to be done. Since resources are limited, private participation becomes essential. The Group, for its part, works closely with the community and local Stakeholders to provide basic amenities in rural areas near its operation.

## Provision of Sanitation

Supplementing to the Government's *Swach Vidhyalaya Abhiyan*. In FY16-17, The Spark Minda Foundation has constructed 3 sets of toilets for students at Government school of Pune and Pantnagar. These schools were Rajkiya

Prathmik Vidhyalaya, Rudrapur and Zilla Parishad primary School, Dhonde, Pune

The aim of the project was to reduce dropout of girls in the age of puberty by creating a hygienic and healthy environment. Approximately, 1400 students are benefitted by this initiative.

Under Community infrastructure program civil infrastructure is also constructed in the village or in the desirable places. In FY15-16, MVASPL in association with Rotary Club and NIBM contributed for the Lady Police officers by providing them with a separate Rest Room facility.

In FY14-15, The Spark Minda Foundation has constructed a separate toilet for girls at Saraswati Shishu Vidya Mandir School, Pantnagar, benefitting approximately 1000 girls.

2016-17



Toilet at Govt. School of Pantnagar

2016-17



2 units of Toilet at Govt. School of Pune

2015-16



Rest Room for Women at Chakan Pune

2014-15



Toilet at Govt. School of Pantnagar



## Provision of Safe Drinking water facility

With the aim to provide accessibility for safe drinking water for school students and the villagers, the Group installed 4 units of RO machines in the primary Govt. school of Dhonde village, Pune; Vengadu Village, Chennai and Balika Vidhya Mandir, Pantnagar. These potable water facilities are benefiting around 800 families.



2 units of RO Plant Inaugurated at Pune on 14th April 2017



RO Plant Inaugurated at Pantnagar on 21st April 2017



RO Plant Inaugurated at Chennai on 16th September 2017

## Provision of Solar Energy

To motivate people to go for alternative and renewable sources of electricity, Spark Minda, Ashok Minda Group installed 18KVA solar panels at Aakarshan Vocational

Training Centers and Panchayat hall of Pune, Chennai and Greater Noida.

We are proud to say that our Aakarshan Vocational Training centers are totally solar power operated.



# Health and Wellbeing

Good Health and well being is identified as one of the Sustainable Development Goals (SDGs) of the United Nations (Goal 3). Under our CSR initiative, efforts are put in to make good health affordable and accessible to the local communities and the society at large.

The backbone of any society is healthy populace who are both physically and mentally fit. Since its inception, SMF has been carrying out need based health interventions which are not only curative, but also preventive in nature.

## WOMEN EMPOWERMENT THROUGH MENSTRUAL HYGIENE AWARENESS PROGRAMME

Women Empowerment through improved health is a social initiative by Spark Minda Foundation to promote safe menstrual knowledge among the local community.

“Both the levels of trainings have been an experience gaining process where we as a women have become more comfortable about our own body. Where phase one made us comfortable with our own body the second phase taught us how to make reusable sanitary pads out of cloth”.

- Anonymous

.....

“We have been using cloth pad but had no idea that they can be stitched by us also. Now by practicing more on pad making at home I think we will be able to manage our menstruation more cost effectively”.

- Anonymous





## Objective

The idea behind this Project is to uplift the women of society in terms of their health through its Menstrual Hygiene. The prime objective of the project is to make women aware that access to safe and secure sanitation is one of the key human rights, which they have to achieve along with right to live with respect and dignity.

Locations:- Kulesara Village, Greater Noida, U.P; Rudrapur, Pantnagar, Uttarakhand; Donde village, Pune, Maharashtra, Pillaipakkam village, Chennai, Tamilnadu.

## Need Analysis

The subject menstruation was selected because the local community of our intervention areas belongs to tribal, informal and rural section of the society where education, health and hygiene status is really low. Given that menstruation is directly related to health, hygiene and education therefore imparting imperative knowledge on menstruation was essential.

Moreover, the health study, health camps and need analysis of the community revealed that most of the women were anaemic and were also prone to vaginal diseases due to lack of hygiene practiced during their menstrual cycles.

Hence, to promote a comprehensive understanding on menstruation, the project was formulated that not only focuses on talking about menstruation as a biological

process but also co-relating with the reproductive cycle and making women familiar with their own body parts. Also, making them realize that menstruation as a monthly process that requires usage of products to ensure safe management.

## Programme Partners

The Spark Minda Foundation in order to carry out the project mandate enrolled GlobalHunt Foundation to undertake research study so as to understand what is the existing practices. Subsequently for the awareness program in the Community Unicharm India Pvt. Ltd & Jatan Sansthan were brought on board.

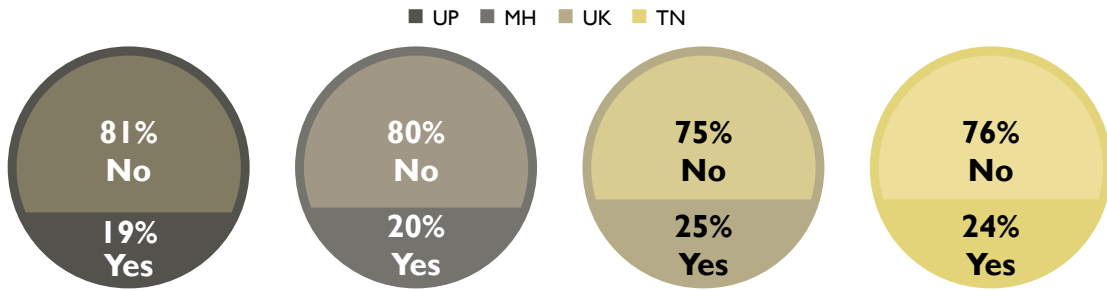
## Duration

The project has been divided in two phases where in Phase-I existing community practices were understood through research study. With this a detailed understanding on a woman's body, how it transits from one child stage to puberty, what is the biological understanding of menstruation, the cultural level community specific understanding was discussed in detail to bring out the rationale of menstruation. While in Phase-II the emphasis was on making women equipped in managing their menstruation through menstrual products, whether cloth or pad. There was a strategic gap of 4-5 months between both phases.

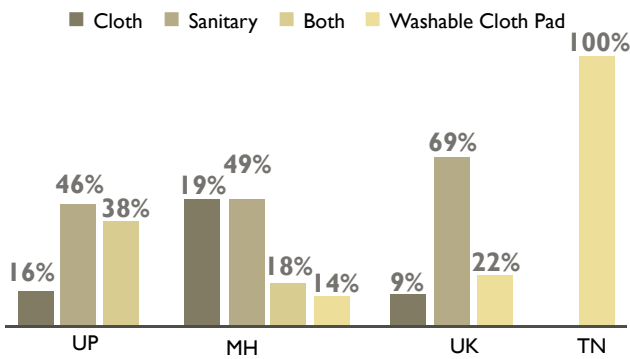


# FINDINGS

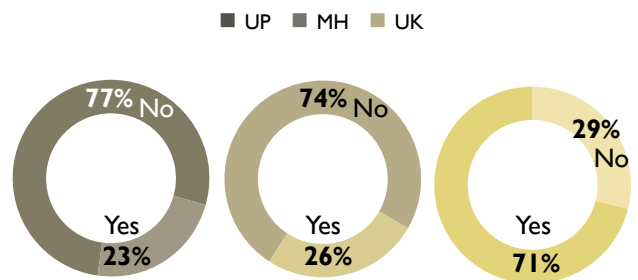
## Did you have any prior information about menstruation



## What do you use during menstruation

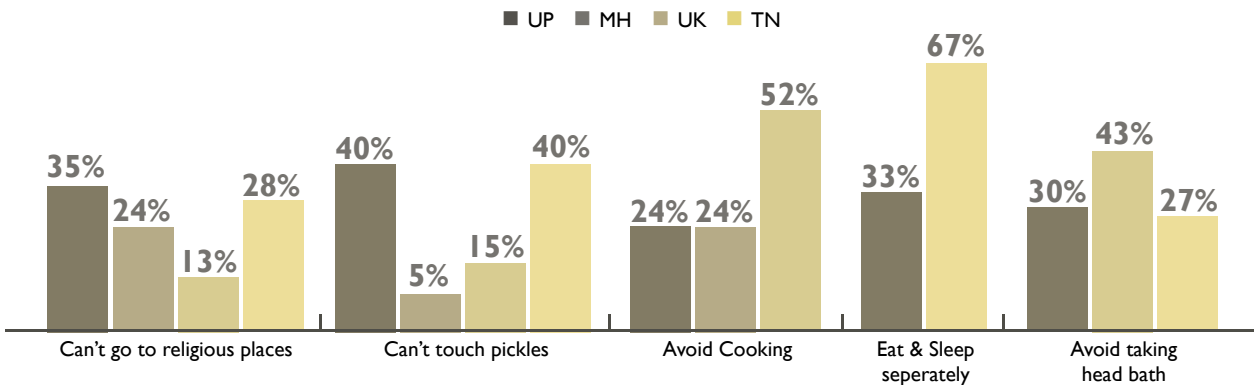


## Do you know that cloth should not be used more than 2 to 3 times

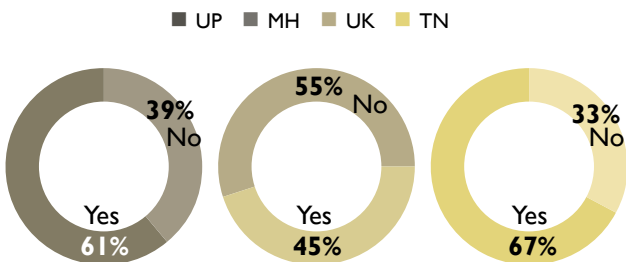


■ In TN sanitary pads are provided under Government Scheme

## Social Taboos Followed

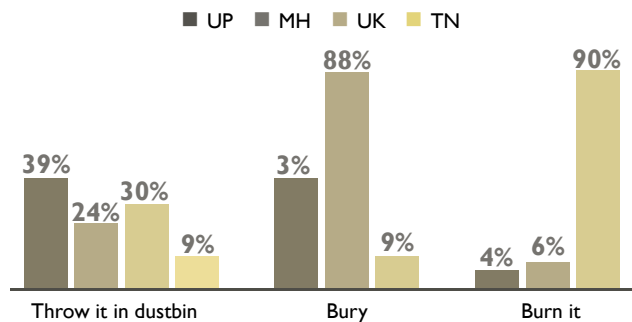


## Do you feel ashamed while buying sanitary pads from male shopkeepers



■ In TN sanitary pads are provided under Government Scheme

## How do you dispose off sanitary pads/cloth



UP - Uttar Pradesh, MH - Maharashtra, UK - Uttarakhand, TN - Tamil Nadu



## Creating Entrepreneurs

Once women understood the process of making cloth sanitary pads the next step was to create the availability of these pads to their doorsteps (as disposal of plastic pads is difficult and cloth is not comfortable to use). The session was initiated by a discussion as to how women can form a group and through common pooling of resources can enter in a process of pad making and further sell them. Here the concept of SHGs and its functionality was introduced.

### **Towards a respectful life and creating entrepreneurs**



*When the Aakarshan center teacher told me that a training will be held on menstruation my first reaction was what will we talk on menstruation? We don't know anything about menstruation. We don't need to talk menstruation in public. These were the thoughts of 35-year-old Kamlavati. (A villager from Kuleshra Village, UP)*

*For generations, her mother and grandmothers have used cloth during menstruation. Its only in the last few decades that the big brands took over in the name of convenience of use and throw. But in a village, they hardly have availability nor affordability of these products. This lead to desperation, shame, unhealthy practices, compulsion and silence during those days, every month. She also avoided and restricted her daughters to follow their daily routine and practice certain taboos.*

*The session not only changed her mindset regarding the taboos but has also opened a way for her to become economically independent. She along with 10 other community women formed a SHG and has started making self-stitched cloth sanitary pad, which was taught during the session. This has ensured product availability to the community women with affordable rates.*

*She says "Any kind of education is always a gain for an individual. Menstruation as a subject was never a topic of discussion. However, by educating us on the subject we feel empowered".*

We have also initiated this Program at factory level for the female employees and associates working in our plants across India. The awareness drive is enthusiastically participated by female associates. The Training is given by Gynecologist or Nurse from reputed hospitals. The topics covered during the Awareness Drive are: Menstrual Cycle, White Discharge, UTI, Abnormal Uterine Bleeding, Polycystic Ovary, Menstrual Hygiene, Exercises etc.

**Plan for**

2017-18

- ▶ Integrating Family Planning and Reproductive Health with Pathfinder International India.
- ▶ WEP for New Community 800 Women.



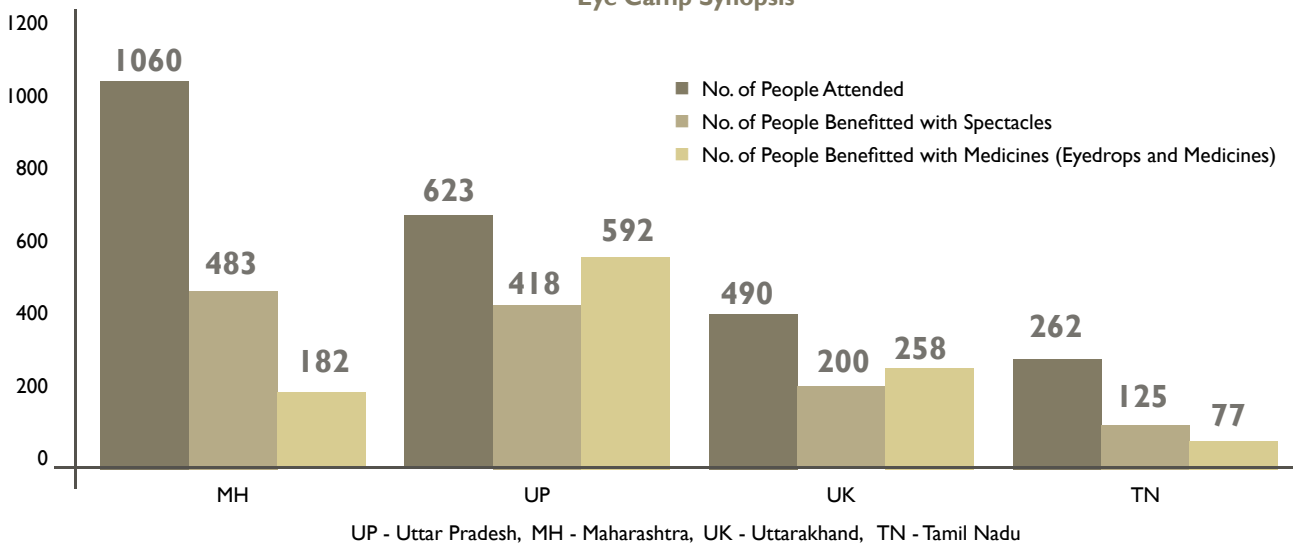
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## EYE CAMP

A recent survey shows that of the 37 million people across the globe who are visually impaired, over 15 million are from India. 85% of this visually impaired population lives in rural areas where there is lack of related accessible services. Main causes of visual impairment are as follows: - Cataract (62.6%) Refractive Error (19.70%) Corneal Blindness (0.90%), Glaucoma (5.80%), Surgical Complication (1.20%) Posterior Capsular Opacification (0.90%) Posterior Segment Disorder (4.70%), Others (4.19%) Estimated National Prevalence of Childhood Blindness /Low Vision is 0.80 per thousand.



Eye Camp Synopsis





An Eye Camp was organized by Spark Minda Foundation in partnership with HelpAge India who further selected credible organizations working in the field of ophthalmic care in Pantnagar and Chennai. Eye care organizations doing community development themselves or in coordination with other NGOs were considered for partnering. In UP and MH, Help Age selected a team of qualified ophthalmologists and optometrists for the camps.

Camps for eye checkup were organized in remote/rural areas of UP, UK, TN and MH so that patients do not have to bear the cost of hospitals visits. People with refractive error were benefitted with free spectacle, medicines and eyedrops. Whereas, people with Cataract were referred to linked Hospitals where they were operated free of cost through facilitation of Help Age India.

In Total, 2435 people attended the camp out of which 1226 people were benefitted with spectacles and 1109 people benefitted with medicines.





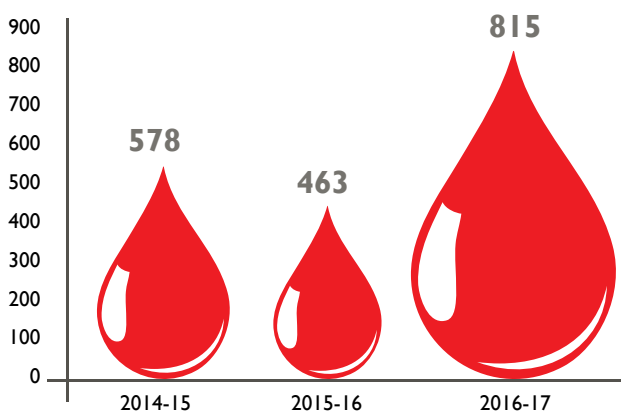
## BLOOD DONATION CAMPS

Blood donation is one of the most significant contribution that a person can make towards the society. It is not harmful for an adult person to donate blood but still people are hesitant about it, due to which our blood banks are running short of required blood.

Therefore, Spark Minda, Ashok Minda Group organizes voluntary Blood Donation Camps to aware people about the Blood donation and to meet the requirement of the precious blood among the people, who are in life threatening situation and die due to dearth of blood availability.

Under this campaign, employees of Spark Minda, Ashok Minda Group came forward and supported the cause by donating 815 units of blood in FY 16-17. The Blood Donation Camps are organized in collaboration and association with various Government Hospitals, Red Cross Society, Rotary Club, Lions Club, HDFC Bank, National Thalassemia Society etc.

Blood Donation in Number of Units





## HEALTH CHECK UP CAMPS

Various eye-opening data from National Family Health Survey (NFHS) clearly indicates that access to healthcare still remains challenge. While the health statistics of rural India continue to be poor, the health Status and access to health for the poor in urban slum has surfaced to be equally deplorable.

Despite accounting for 1/4th of the country's population, urban areas have less than 4% of government Primary Healthcare Facilities.

Therefore, with the objective of providing access to curative healthcare the Group regularly organizes Health Check-up Camps in the villages around the vicinity of the Plant. The camps organized are mainly General Health Check-up Camps, but as per need specialized camps and

referral services are also provided to the people. The camp includes following Health Check-up services:-

- General Health Checkup Camp
- Dental Camp
- Gynecology Camp
- Hepatitis-C & B Camp
- BMI Camp
- Diabetes Check-up Camp

These Health Check-up Camps are organized in collaboration with Gram Panchayat and Hospitals like Medanta Medicity Hospital, Rockland Hospital, Navjeevan Hospital, Balaji Hospital, Eye-Q Hospital etc.

Till FY16-17, we have benefitted 6588 people through the health checkup camps in the community.



*"I think, Spark Minda, Ashok Minda Group CSR has brought forward a focused attention to the field of Corporate Social Responsibility (CSR) in the village area. It has brought thoughts in a forum where corporate can share their role as responsible citizens and can be role models to bring society in a better shape for tomorrow."*

**Dr. Shekhar Ghumatkar – Government Doctor, Khed Block**

# Community Work At Factory Level

Blanket Distribution at Earth Saviours Foundation. MMSL Distributed 400 blankets, which would help less privileged people to fight the chilling winter and get some peaceful sleep at night.



MSIL Pune financially supported NAAM Foundation to improve drought affected farmers' conditions. NAAM Foundation is a NGO, which is founded by Nana Patekar & Makarand Anaspure for improving Drought affected Farmers condition in Marathwada.

MCL SS Noida time to time supports the underprivileged students of a government school of Hoshiarpur village. This time Notebooks were distributed to the underprivileged students on 5<sup>th</sup> Sep 2016.



Minda VAST and MCL PN has provided a library at Aakarshan center, Pune and Pantnagar respectively. The contributed books relate to computer courses, spoken English, beauty culture, Tally, General Knowledge, Reference book, inspirational & motivational books etc.



# Social Campaigns and Awareness Drives

## Road and Fire Safety Campaigns

Prevention is better than cure and with the aim to reduce the number of deaths and injuries in the home, at work, in the community, etc. this campaign is conducted. During the campaign, Banners & Posters are displayed at visible areas, Safety PPE's Exhibition is organized, Safety Flag Hosting, Awareness Training Program and Mock Drills are also held in the nearby villages. Other than this, Safety Awareness Card are also distributed to all community people.



## Cloth Donation Campaigns

A Cloth donation camp is organized at Group level to help the under privileged people to combat extreme weather conditions. In this camp, all kinds of summer and winter clothes are collected and distributed to children and adults. Other than this, blankets are also distributed to the needy people. Old age home, street beggars, Temples, etc. are some identified place for cloth distribution. In some of the units the activity was conducted in collaboration with Goonj and 92.7 Big FM.



## Plantation Drive

Worldwide, World Environment Day is celebrated on June 5th. As climate change is manifesting itself far more evidently in the present time, we as individuals need to take a stand. Thus, to make community aware about preservation and protection of environment, we had planned activities like tree plantation etc. to celebrate this day and give back earth what it deserves, a clean and sustainable environment. Till date we have done approximately 9000 plantation.



## Awareness Drive on No Tobacco Day

It is intended to encourage people for abstinence from all forms of tobacco consumption. It is further intended to draw attention to the widespread prevalence of tobacco use and to negative health effects, which currently lead to nearly 6 million deaths each year worldwide. During the Campaign, posters are displayed in the factory premises and vicinity depicting hazards effect of tobacco usage. People enthusiastically participate in this Awareness drive and sign a pledge saying no to tobacco usage.



### Awareness Campaign on Yoga

International Day of Yoga is celebrated on June 21 and was declared so by United Nations General Assembly (UNGA). Thus, for a physical, mental and spiritual practice, Spark Minda, Ashok Minda Group organizes a Yoga Session for people to learn various Yoga Asans to make one healthy with balanced life. Session is conducted by expert from Art of Living Foundation.

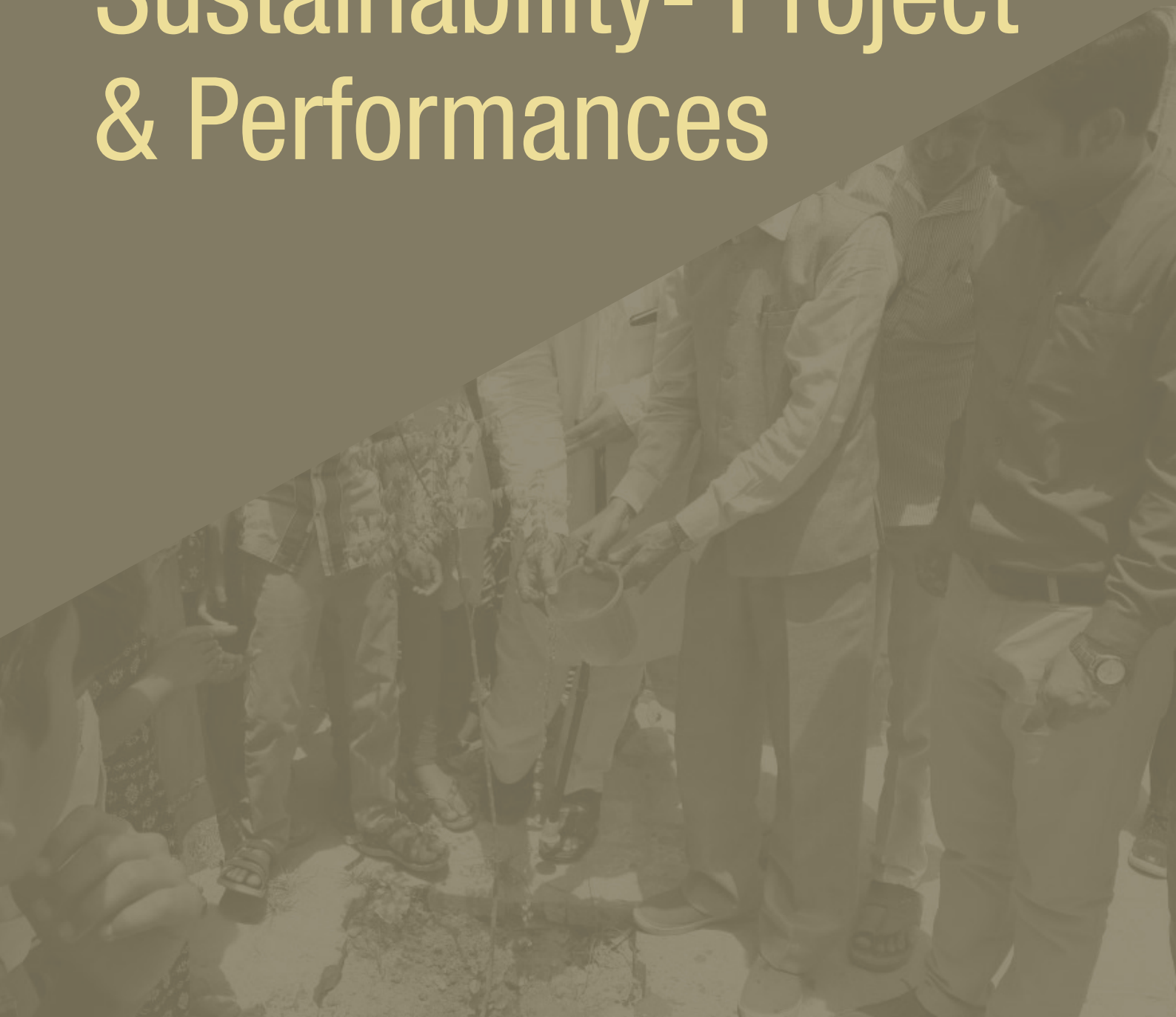
### Awareness Campaign of Cancer

A cancer awareness and prevention session is organized all across the Group for its employees. The Session is mainly taken by Doctors and Medical Oncologist. More focus is given to female group of employees, where they are imparted knowledge over cervical and breast cancer.





# Business Sustainability- Project & Performances







# Environment And Resource Protection

Spark Minda, Ashok Minda Group recognizes the importance of preserving the natural environment that sustains healthy and enriched life on the earth for future generations. To this end, we strive to achieve minimum environment footprint and practice resource protection throughout the lifecycle of our business activities and support to SDGs.

Thus, with an objective to reduce impact on the environment through committed and consistent improvement in the way we do our business and to achieve this we carried out the following activities:

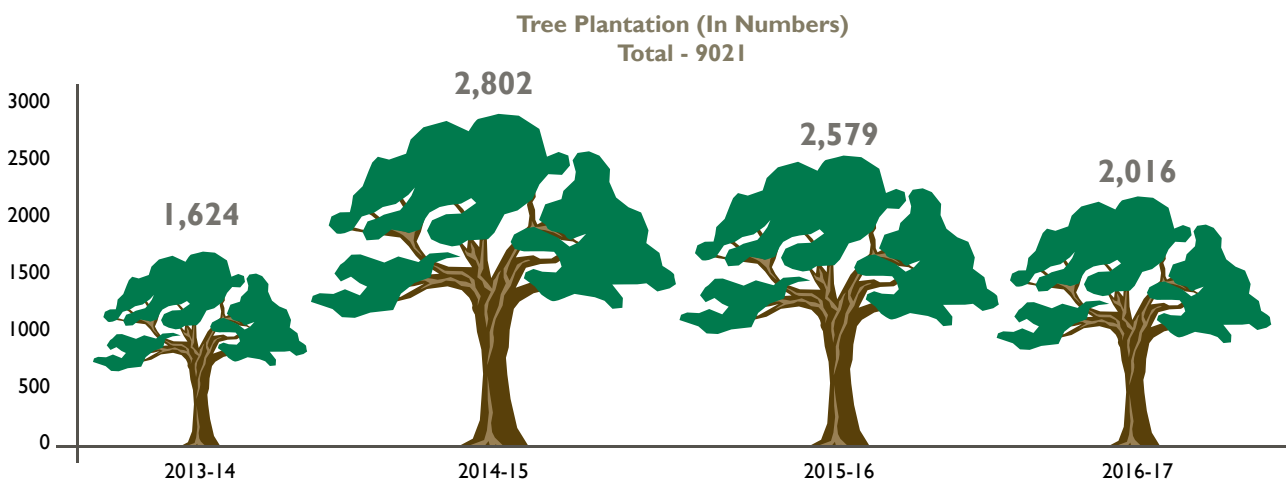
## TREE PLANTATION

Approximately 45% of India's land is degraded primarily due to deforestation, unsustainable agricultural practices, mining and excessive groundwater extraction. India contributes 5% to global CO2 emissions. On the brighter side, India has the 10th largest forest cover in the world at 68 million hectares. The government's National Action Plan on climate change involves expanding this forest cover from the current 23% to 33% and to afforest 6 million hectares of degraded forest land.



Thus, contributing to the government's national action plan Spark Minda, Ashok Minda Group is doing its bit by carrying out Tree Plantation drive all across its businesses. All the factories of the Group are dedicating

their efforts towards Tree Plantation. We not only carry out the Plantation drive inside and outside the factory premises, but also donate tree sapling to our employees on various occasions to motivate them.



We also ensure the sustenance and maintenance of the trees by creating a sense of responsibility towards their protection. Also, a SOP of Plantation has been developed so that the activity takes place in a systematic way at all the levels.

Some of the units like MSL Murbad, MCL Noida, etc. are also opting for green farming and organic farming, where vegetable cultivation is done inside the factory premises. The grown vegetables are then distributed among needy people.

We have planted 2016 trees in the FY 16-17.

A database is being managed to keep the record for the survival and sustainability of plants. Accordingly, corrective measures are taken.

### Protection of Trees

In the Group, we also focus on minimizing and reducing our institutional needs and dependency upon trees by reducing our paper usage in our official work.

Subsequently, Electronic and alternative process are being introduced to reduce the consumption of paper in various operations. Some of the examples are:

- Implementation of online leave management software
- Implementation of online payment process through RTGS, NEFT etc.
- Creation of Department wise user ID & Password for printer, i.e. passcode protection in printers for limited printing

CSR GOOD PRACTICE		CSR Good Practice Number 002 16 Date: 01.10.2017
1. Name of the Practice 2. Area of Interest 3. Implementing Unit/Address 4. Type of Good Practice	Category: Environment and Resource Protection	
1. Name of the Unit 2. Description of the Unit 3. Name and Address	1. Objective of the Practice 2. Description of the Practice 3. Impact of the Practice	1. Specifics of the Practice 2. Details of the Practice 3. Details of the Practice
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“ Did you know 1 tree gives 8300 papers and 1 roll of tissue paper is made up 5 trees. Thus, just by reducing our consumptions we can save numerous trees. ”

- Paper Less Document Approval System to Boost Up Company's Document Approval Process

The Group saved approximately 13 lakh papers through these initiatives in FY16-17. Till date approx. 340 trees have been saved.

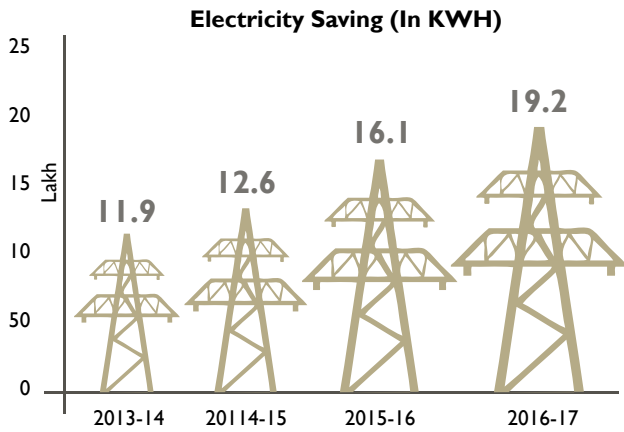




## ENERGY CONSERVATION

The growing demand of electricity and power consumption has taken its toll on the environment and has resulted in resource depletion thus making energy conservation the need of the hour.

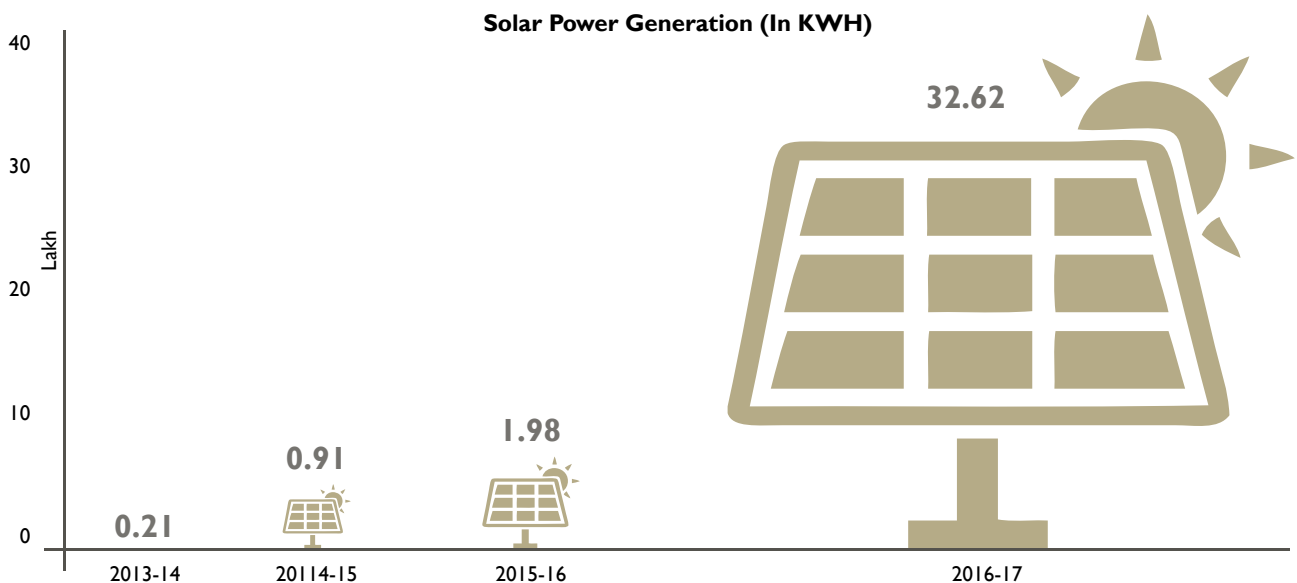
The Group is focused on undertaking operational measures and initiatives that help in improving enterprise-wide environmental sustainability. Eco-awareness and responsible use of energy resources are not just a part of its sustainability strategy but a fundamental operational prerequisite.



De-Humidifier

Some of the Energy Saving techniques adopted by the Group companies in FY16-17

S.No.	Action Planned	Energy Saved Kwh
1.	Pot cover on Melting Pot 150Ton, GDC Furnace & Melting	25,258.43
2.	Energy Saving in Pneumatic air system	22,226.24
3.	SSR based heating system on 12 machines	41,786.52
4.	Cooling tower pumping system modified	23,202.25
5.	Controlling of energy consumption by monitoring	22,662.92
6.	Combining Spectro & CMM cabin	5,674.16
	<b>Total in 2016-17 (including other practices)</b>	<b>169462</b>



The Group promotes green initiatives through building awareness, technology enhancements, involvement of stakeholders and innovative services and solutions.

We have recently implemented Sensor Motor, in molding machine function. Where an Induction motor which is a high-power consumption machine is replaced by servo drive motor. This initiative helped us in reducing electricity upto 41786Kwh. The initiative is replicated in businesses like Minda Vast(MV) , Minda Corporation Ltd. DCD (MCL – DCD), MFE etc.

We believe that energy is not generated but conserved. The more we conserve energy, the more we save for the future. Subsequently, this year we promoted electricity generation through solar power.

In FY 16-17, electricity generation through solar power increased to about 1497% as compared to last year, which was 32 lakh KWH approximately.



Servo Drive Motor

Also, In FY 16-17, we have saved 19 Lakh KWH electricity through adopting above practices across the units.



Solar Water Heater at the Rooftop



## WATER CONSERVATION

Uninterrupted water supply, along with other raw materials is essential to keep our businesses running and it is a natural resource which we share with our communities. While the company is continuously improving internal processes to reduce our water footprints, our neighboring communities may vie to get water for their agriculture and other uses, especially in geographies which are water scarce and some of them have the low water table. Water harvesting and conservation, thus, becomes an essential choice as a project under our CSR.

We are constructing and maintaining Water harvesting structures like Rain water harvesting, village ponds etc. Along with water harvesting, we are also working on optimal water utilization by promoting water recycling. We are also promoting organic and sustainable agriculture through vermicompost, using traditional agricultural practices.

Through our water conservation programmes we have recycled 110,321 KL of water in FY 16-17

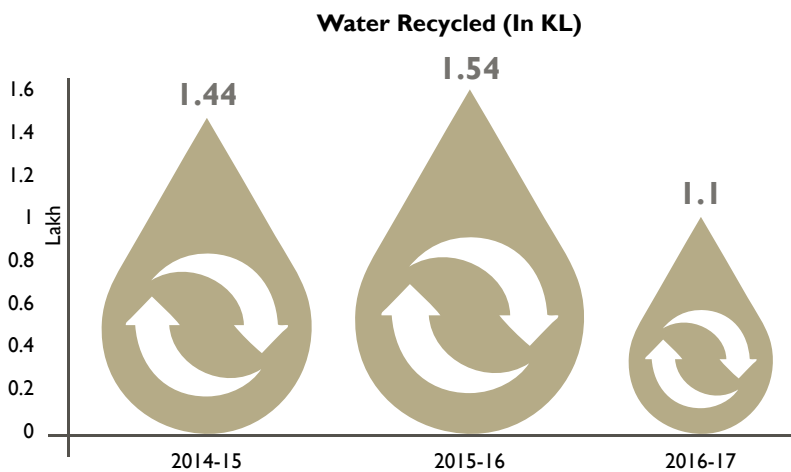
The Groups goal of water conservation include:

- Reaching to water positive state.
- Zero discharge from our units
- Ensuring availability of water for future business growth, where the withdrawal of fresh water from an ecosystem does not exceed its natural replacement rate.
- Water Saving through water conservation, Water harvesting and waste water treatment to be done for future sustainability.

The STP/ ETP recycled water is used instead of tap water for domestic use like gardening, Toilet cleaning etc.

Some of our factories like MSL Murbad have constructed structure such as pond water harvesting. The factory save 3 Tankers (1 Tanker= 8,000L) of water per day which comes around to be 78 Tankers per month.

MSIL Pune has also created an underground water harvesting tank which will be operational from FY 17-18. MFE Bawal is also using underground pit for water saving.



Water Harvesting Tank at MSIL Pune



Water Harvesting at MSL-Murbad

## WASTE MANAGEMENT

In Spark Minda, Ashok Minda Group, the industrial waste is managed by collecting, categorizing, disposing, managing and monitoring the waste materials and we are doing this through, Reduce-Reuse-Recycle (3R Principle).

In FY 16-17, total saving through 3R was 685 Tons, which was 282% more as compared to last year.

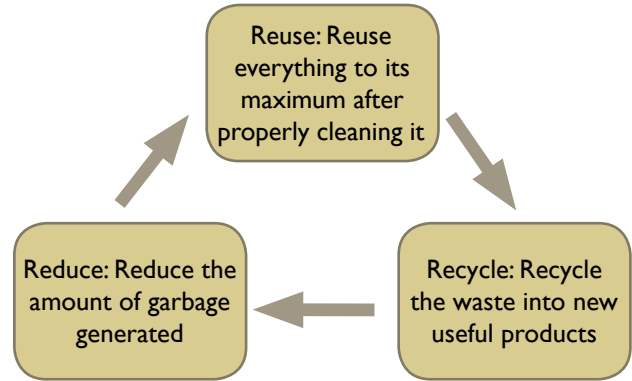
### E-waste Management

India has emerged as fifth largest Electronic waste producer in world. Computer devices account for nearly 70% of e-waste.

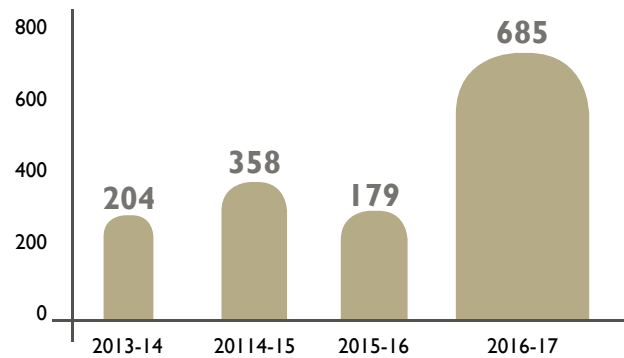
A big chunk of Indian population has access to mobile phones, laptops and desktops, which when old and discarded, form e waste. If it is not tackled in the proper manner, can lead to several serious environmental hazards. The most effective solution to the growing e waste problem is recycling raw materials from rejected electronics.

E-Waste Disposal Detail 2016-17		
S.No	Date of Dispose	Quantity in KG
1	04.04.2016	922
2	22.06.2016	680
3	08.11.2016	966
	Total	2568

E-Waste Disposal details by MSIL Pune



Saving Through 3R (In Tons)



Therefore, Spark Minda, Ashok Minda Group as a responsible citizen dispose its e-waste properly. We have made an agreement with the vendor who collects our E- waste and dispose it properly according to the government norms. A proper protocol is followed from collection of E-waste till its Disposal.

Some of the initiative followed in FY16-17 by the group are as follows:

S.No	Actions Taken
1	Reusable trays and pallet are used for shipment for our customer
2	We reuse the Crystal foam cover in the Moldings which are returned from APU-3
3	Reuse one sided used paper for printing
4	We filter the Transformer oil and reuse for Transformer
5	At APU-5 Ergo pack line, daily 500 plastic bags are reused and each bag cost Rs.2, therefore we have started reusing there plastic bags
6	Reuse plastic rejection material by grinding at Moldings
7	Garden waste are recycled through Vermicomposting project
8	Daily generated Domestic water is recycled in STP Plant and used for gardening
9	Recycling the paint sludge into primer through Maharani Paints
10	We send E-Waste to Authorized vendor
11	Reduction in Packaging material, Reduction of packing size
12	Reducing the Wooden Packaging pallets



# Health and Safety at Workplace

A comprehensive legislative and regulatory framework is much desired to be practiced in India to maintain Health and Safety standards at workplace. Effective implementation is most significant.

A safe and clean environment with healthy working conditions is recognized as a fundamental human right by the Universal Declaration of Human Rights of the United Nations.

The dream of making India a manufacturing hub can only gain credence, when Health and Safety is enforced at all workplaces. Health and safety are two important aspects that affect overall efficiency of working population. A robust system for health and safety in the workplace ensures greater productivity and is critical in gaining a competitive edge.

Therefore, Spark Minda, Ashok Minda Group strives to ensure Occupational Health and Safety & Management for Employees and Associates.

## Occupational Health

We conduct various Trainings/Workshops like Meditation Camp, Stress Management, Acupressure Therapy, Health Check-up, Eye check-up, Blood Test, Dental Hygiene Camps etc. Apart from these, we also conduct preventive awareness Training Programs on Infectious Communal Diseases.



## Safety

To work with safety parameters and to make an accident free zone, the Group organizes safety awareness drive all across the units.

Under this, Road Safety Awareness Training for retailers and mechanics on monthly basis is done. To Increase the safety awareness & skills of associate & staff, National Safety week is also celebrated inside the factory premises.

During the Awareness week, Banners & Posters are displayed at visible areas, Safety Exhibition are organized, Safety Flag Hosting, Awareness Training Program and Mock Drills are held, Safety Audit is conducted, Road & House (Electrical Equipment & Kitchen Gas) Safety Awareness Card are distributed to all employee & outsiders and Poster Competition are also organized.

The various Fire Fighting Mock Drill is conducted in association with IGL.





# Moga Devi Minda Charitable Trust







# Moga Devi Minda Charitable Trust

Moga Devi Minda Charitable Trust is a Corporate Social Responsibility initiative of the Spark Minda, Ashok Minda Group and UNO Minda, NK Minda Group of industries. It is a non-political, social, humanitarian and welfare organization.

It is registered under the Societies Registration Act, 1860 and also registered under Section 12A of the Income Tax Act.

MDMCT was founded by SL Minda Ji and has completed 25 years of social service.

The MDMCT has the following units: Minda Bal Gram, Moga Devi Minda Memorial School, S L Minda Skill Center, Minda Seva Sadan and S L Minda Memorial Hospital.



## MINDA BALGRAM

Minda Bal Gram is a Children Home, licensed with the Department of Women and Child Development, Government of NCT of Delhi.

Minda Bal Gram provides holistic love and care for children who need "Care and Protection". The aim of the organization is to provide long term quality institutional care along with elementary.



Safe residential facilities are provided by the organization to all the children. The children have been segregated on the basis of their gender and age. There are different sets of houses that are complete with 2 or 3 rooms, a pantry, play area, sufficient number of wash rooms and toilets. Each house has an in-charge called either mother or father, as the case may be. Along with this, facilities like library, medical, life skill training, sports, etc. are also provided for their holistic development.

Presently, there are 84 children staying at Minda Bal Gram out of which 54 are girls and 30 are boys.





## S L MINDA SKILL CENTER

Established in 2007, the S. L. Minda Skill Centre (SLMSC) provides vocational training to rural youth including women. SLMSC is accredited with the National Institute of Open Schooling, Ministry of Human Resource and Development, Government of India to run its vocational courses. Vocational training is provided in Computer (Basic Course), Computer Application, Computer Hardware and Networking, Desktop Publishing, Cutting and Tailoring,

Beauty Culture and Indian Embroidery. The head office of SLMSC is situated at village Bagla, Hisar- Haryana.

Currently, 7 vocational training centers are running which are located at Bagla, Siswal, Jakhod, Matrasharam, Muhabatpur, Modakhera and Jansal villages of the Adampur Block, District Hisar, Haryana.

Till March 2017, 2608 youths have been trained at S L Minda Skill Center out of which 1111 have either got employment or started up with their entrepreneurship.

SL MINDA SKILL CENTRE							
S No.	Centre Name	Course Name	Total Passout	Session 2016-17	Status of Present Running Centre's		
				Present Students	Employed	Self Employed	Seeking Higher Education
1	Bagla	Computer	971	25	140	140	326
		Beauty Culture	40	24	2	10	15
		Cutting & Tailoring & Indian Embroidery	440	25	47	202	140
2	Siswal	Cutting & Tailoring & Indian Embroidery	376	15	32	135	176
		Beauty Culture	235	11	35	120	32
3	Mohabatpur	Cutting & Tailoring & Indian Embroidery	245	25	25	80	75
4	Jakhod Khera	Computer	46	0	10	15	11
		Cutting & Tailoring & Indian Embroidery	228	0	28	75	47
5	Modakhera	Cutting & Tailoring & Indian Embroidery	27	0	5	10	6
6	Matrasham	Cutting & Tailoring & Indian Embroidery	0	22	0	0	0
7	Jhansal	Cutting & Tailoring & Indian Embroidery	0	28	0	0	0
			2608	175	324	787	828



## MOGA DEVI MINDA MEMORIAL SCHOOL

Moga Devi Minda Memorial School was established in 2010 is a co- educational English medium school. The school is located in Bagla, Hisar and is affiliated with the CBSE.

MDMMS has well-designed classrooms and has already set a high standard of quality and value based education. MDMMS is a school with a difference. The school encourages co-existence instead of cut-throat competition; it provides a learning environment instead of rote learning and encourages creative thinking instead of being monotonous all the time. The school is a Senior Secondary Co-education school and run in No-Profit No-Loss Model.

MDMMS caters to provide high quality education in the rural area population of Bagla, Adampur, villages of Haryana and Rajasthan. The school is equipped with excellent facilities like library, laboratories for Physics, Chemistry, Biology, Mathematics and Environment Science; and play grounds. The school is well equipped with an Art and

### PRINCIPAL HONOURED

MR. MATHEW VARGHESE, Principal, MDMMS Bagla, Hisar was awarded the best educationist award by International Institute of Education and Management and Rashtriya Vidya Gaurav Gold Medal by the Indian Solidarity Council for the outstanding achievement in the field of education at a function held at the Indian society of international law , New Delhi. The award was conferred by Dr. G.V.K. Krishnamurthy (former Chief Election Commissioner) Dr. Bisham Narayan Singh (former Governor of several states), Dr. Joginder Singh (former CBI Director), Dr. M. Ramarao, eminent writer. The award was conferred at a largely attended seminar on Education and Economic Development.

Craft Room, Music Room, digital classroom and a Medical infirmary.

It is currently catering to approx. 1272 students out of which 432 are girls and 840 are boys.





## S L MINDA MEMORIAL SPORTS ACADEMY

The main aim of the S L Minda Sports Academy is to achieve excellence in sports and to help sportspersons reach highest level of sportsmanship including national and international levels.

It nurtures sportsperson and sportsmanship, especially in rural area and helps them to participate in the various sports events conducted at local, regional, state, national and international level by various schools, sports organizations including SAI and CBSE, etc.

Following Trainings are provided at SLMMSA:

Athletics, Volleyball, Basketball, Table Tennis, Taekwondo, Boxing, Wushu, Wrestling, Kabbadi and Kickboxing.

26 youth were trained from S L Minda Memorial Sports Academy in FY 2016-17.



Haryana Board District Level Tournament	Long Jump (Umra)	Gold
	Boxing (Hau, Hisar)	Gold
	Taekwondo (Presidum School)	Gold
	Volleyball (Umra)	Gold
	Chess (Mahabir Stadium Hisar)	Gold
Haryana Board State Level Tournament	Basketball (Mahabir Stadium Hisar)	Silver
	Boxing (Hau, Hisar)	Silver
Open National Tournament At Patna	Kick Boxing	Gold
	Kick Boxing	Bronze

## S.L MINDA MEMORIAL HOSPITAL

Our founder late Shri S. L. Minda Ji always wanted a quality medical facility to be available in the vicinity for the villagers of the Adampur Block and he was extremely particular about providing medical facilities for women and children.

Therefore, taking his vision ahead a 100 bedded Multi-Speciality Hospital was Inaugurated in Nov 2016 by the Chief Minister of Haryana.

This hospital is established in Bagla, Haryana and is capable of providing primary and secondary care to the nearby villagers, who had inaccessibility to healthcare services at most affordable cost.

This Hospital is equipped with state of the art facilities and is backed by a team of highly qualified consultants to provide best possible care to the patients. Hospital also have full time consultants in various specialities so that the patients could be attended at any time round the clock.

This Hospital has speciality in Medicine, Obstetrics & Gynaecology, Orthopedics, Dental, ENT, Surgery, Pediatrics, etc. This Hospital also provides world class facilities like –OPD, NICU, ECG, Laboratory, Operation Theater, Radio Diagnosis, Anesthesia, Pharmacy etc.

Some of the milestones achieved by the Hospital are: -

- In a span of eight months the number of Out Patient handled is over 18000.
- Patients come from more than 90 villages around village Bagla.
- Every month an average of 1200 new patients visit the OPD.
- More than 100 successful surgeries have been conducted.
- Medical Camps are regularly organized and at least 12 “In-reach” and “outreach” camps have been successfully organized and more than 1500 patients have been benefited.





# Meet our CSR Team

## Sparkconnect: CSR Annual Meet for Community Coordinators

Second CSR Annual Meet for community Coordinators held from 23rd March – 24th March 2017 at Chennai. The main objective was to motivate coordinators at Group Platform, team bonding and to facilitate cross sharing and learning

On First day of the meet review meeting was held which was followed by visit to Aakarshan Chennai; awards were also distributed to motivate coordinators and Faculty.

Following were the winners of the award

- Best Organised and Managed Center – Aakarshan, Pune
- Center with Best Community Rapport – Aakarshan Pune
- Center with Most Innovative Ideas – Aakarshan Greater Noida
- Center with Highest Employment – Aakarshan Greater Noida
- Target Achievement
  - Learners’ Target Achievement 1st Prize – Ms. Savita - Cutting and Tailoring Trainer – Aakarshan Pantnagar Center II 156 % (113 Achieved/ 72 Target)
  - Learners’ Target Achievement 2nd Prize – Ms. Shraddha – Cutting and Tailoring Trainer – Aakarshan Greater Noida 108% (78 Achieved/ 72 Target)
  - Learners’ Target Achievement 3rd Prize - Mr. Abhijit Bhalariao – Executive - Group CSR (Trainer - Spoken English) – Aakarshan Pune 102% (92 Achieved/ 90 Target)

## CSR TEAM AT COMMUNITY LEVEL



Uttarakhand



Tamil Nadu



Maharashtra



Uttar Pradesh

## CSR COUNCIL AT BUSINESS LEVEL



MCL DCD GN CSR Council



MSL Haridwar CSR Council



MSEL GN CSR Council



MFE Bawal CSR Council



MSL GN CSR Council



MCL Noida CSR Council



## CSR COUNCIL AT BUSINESS LEVEL



MSL CD GN CSR Council



MSL PUNE CSR Council



MMSL GN CSR Council



MCL PUNE CSR Council



MASL Noida CSR Council



MFE Noida CSR Council





MSL Pitampur CSR Council



MSIL Pune CSR Council



MCL PN CSR Council



MVASPL Pune CSR Council



MSL PP&KK CSR Council



MCL DCD Pune CSR Council



MSL Murbad CSR Council



# Partnerships And Collaborations

We thank all our program partners for rendering their support in making our projects impactful.



# Making Our Mark

At World CSR Congress among 50 most influential CSR Leaders



At CII on Affirmative Action



Accessible Technology for PWDs at ASSOCHAM



At ICSI Gurgaon on Section 135



At Department of Technical Education, Government of Delhi



At SOIL







National Conference on Disability at Assocham 2016



With XISS Rural Management Batch



At CSR Show India on CSR and Human Rights

# Coverages



**दोंदे (ता. खेड) : नेत्र तपासणी शिबिरात मोफत चष्मावाटप केलेले रुग्ण.**

**दोंदे येथील नेत्र शिबिरामध्ये ४८३ जणांना चष्म्याचे वाटप**

कडम, ता. १५ : दोंदे (ता. खेड) येथे घेण्यात आलेल्या मोफत नेत्र तपासणी शिबिरात १०६० रुग्णांची तपासणी करण्यात आली. ४८३ रुग्णांना मोफत चष्म्याचे वाटप करण्यात आले, अशी माहिती मिंडा ग्रुपचे प्रकल्प समन्वयक अभिजित भालेराव यांनी दिली. स्याक मिंडा- अशोक मिंडा ग्रुप व हेल्येज इंडिया कंपनीतर्फे दोंदे येथे मोफत नेत्र तपासणी शिबिराचे आयोजन करण्यात आले होते. मिंडा ग्रुपच्या विद्या बकाया व हेल्येज इंडियाचे अजय आवडे यांच्या हस्ते शिबिराचे उद्घाटन झाले. या वेळी पंचायत समिती सदस्या व सरपंच नंदू उपसरपंच दत्ता शितोळे, ग्रामपंचायत सदस्य संतोष कविता उद्गाणे, कल्पना मंडलिक, ग्रामसेवक सोमनाथ उपस्थित होते. रुग्णांवर हडपसर, पुणे येथे शस्त्रक्रिया नेत्र तपासणी पथकात डॉ. दिशा अग्रवाल, डॉ. पूजा स्वरात, श्रुती साळुंखे, दीपक शिंगार, नितीन शेळके या शिबिराचे निमित्त मिंडा ग्रुपचे प्रकल्प समन्वयक अभिजित भालेराव यांनी सादर केले होते.


## मिंडा ग्रुप में विकलांगों के लिए कृत्रिम अंग फिटमेंट कैंप आयोजित



**शिबिर का लक्ष्य 500 से अधिक विकलांग लोगों का उपचार करना**


१२ दिवसीय कैंप आयोजित करणारे मिंडा ग्रुपच्या वतीने या शिबिरात ५०० पेक्षा अधिक विकलांग लोकांचे उपचार करण्यात येणार आहेत. या वेळी पंचायत समिती सदस्या व सरपंच नंदू उपसरपंच दत्ता शितोळे, ग्रामपंचायत सदस्य संतोष कविता उद्गाणे, कल्पना मंडलिक, ग्रामसेवक सोमनाथ उपस्थित होते. रुग्णांवर हडपसर, पुणे येथे शस्त्रक्रिया नेत्र तपासणी पथकात डॉ. दिशा अग्रवाल, डॉ. पूजा स्वरात, श्रुती साळुंखे, दीपक शिंगार, नितीन शेळके या शिबिराचे निमित्त मिंडा ग्रुपचे प्रकल्प समन्वयक अभिजित भालेराव यांनी सादर केले होते.

## SPQI FOUNDATION Spark Minda Organizes Camp to help Persons with Disability



**Mr. Ashok Minda Group Chairman**

Supplementing the Accessible India Campaign of Government of India, Spark Minda of Ashok Minda Group, as part of their continuous efforts aimed towards social upliftment has organized a 12 day Artificial Limb Fitment camp from 1st September to 12th September, 2016 at Noida.



**DR. Mehta Podamshree, Chief Patron Jaipur Foot**

The camp which is set up at its flagship company, Minda Corporation Limited, Sector 59, Noida is being organized in association with Bhagwan Mahaveer Viklang Sahaya Samiti (Jaipur Foot).

The camp aimed to treat more than 500 Persons with Disability in 12 days. Observing the response of the community the number for fitment was increased to 1000. The camp has provided end-to-end support in Limb fitment, Caliper fitment, providing Walkers, Elbow Crutches etc. all in the same day and as per requirement.

The activity is part of "Saksham" - a CSR program started by Spark Minda, Ashok Minda Group to help Persons with Disabilities (PwDs). Under Saksham, the Group aims to provide accessible and assistive technologies, impart skill training through OJT (On the job training), create inclusive workplace and ergonomics, train them for 5e and life skills, employ PwDs (Persons with Disability). The Group has already successfully organized an Artificial Limb fitment camp at Indonesia, which benefited around 500 people in May, 2015.

In the recently concluded Camp, Spark Minda Foundation had a partnership with more than 12 Organizations such as Amulsoja Cement Foundation, Asocham, Siner of Dentrute, Wockhardt Foundation, Enactus - Group of Delhi University Students, etc for seeking mobilization support. PwDs from Ghaziabad, Baraksh, Dabri, Dhankor, Jewar, Mewar, Haridwar, Rishikesh, Balanshar, Agra, Meerut, Mathura, etc were benefited during the Camp. This camp was organized in a close coordination with the District Administration of Gautam Buddha Nagar to ensure the outreach to rural blocks. This Program is unique example of Public Private Partnership.

This is the vision of the Group Chairman, Ashok Minda of providing accessible and assistive technology to all and is one of the core intervention vertical under his vision of Corporate Social Responsibility.

Speaking at the inauguration of Artificial Limb Fitment Camp Program, he said, "As a Group, we are extremely happy to set-up this camp aimed at the physical and socio-economic rehabilitation of the persons with disability, especially the resource-less, as they can lead a life of dignity and become productive and sustained members of the community. Our partner in this initiative, Bhagwan Mahaveer Viklang Sahaya Samiti (Jaipur Foot) is working with us to provide the best facilities and services to the people coming to the camp. As a Group, we are delighted by the means and ways we are nurturing the society and bringing a change that



**ENDEAVOUR**

Empowering the underprivileged

SPARK MINDA

CSR



# ठाकरवाडीतील विद्यार्थ्यांची भागवली तहान

ठाकरवाडीतील विद्यार्थ्यांच्या भागवली तहान... (The text is in Marathi and describes a religious gathering for students in Thakurwadi.)



திற்ப்பு  
... (The text is in Tamil and describes an event or gathering.)

## வில் வைக்கோல் வழங்கும் திட்டம்

# பட்ட விவசாயிகள் நன்றி!

... (The text is in Tamil and describes a government scheme for providing cow dung to farmers.)

## दिव्यांगों के लिए लगाया शिविर

नोएडा (ब्यूरो)। स्पार्क मिन्डा अरोक मिन्डा समूह समाजिक उत्थान द्वारा नोएडा में 12 दिवसीय कृत्रिम अंग वितरण शिविर का आयोजन किया गया है। शिविर समूह की प्रमुख कंपनी, मिन्डा कॉर्पोरेशन लिमिटेड, सेक्टर-59 में 1 से 12 सितंबर तक चलेंगा। यह आयोजन भगवान महावीर चिकित्सा सहायता समिति के सहयोग से किया जा रहा है। शिविर का लक्ष्य 12 दिनों में 500 से अधिक दिव्यांगों का उपचार करना है। जरूरत के अनुसार अंगों को फिट करने का शिविर में शिवार मेहत (चौक पैटर्न) ...



**SPARK MINDA**  
ASNOF MINDA GROUP  
Powered by Passion

Spark Minda, Ashok Minda Group, established in 1968, is an India based automotive parts manufacturer who has distinguished itself by its community care and outreach programmes. The company believes that in today's world, an organisation is not just judged simply by its market performance, but also by what contributions it has made to society and the impact of these contributions. There is also a direct bearing between social and community-minded initiatives a company not just in terms of branding but also in terms of sustainability and reputation.

Underpinned by the Spark Minda Foundation, initiatives are formulated after the Group conducts a needs analysis which takes an in-depth look at what the community needs. The analysis is conducted in various communities both in areas near their factory location as well as other identified areas. Special programmes and projects are formulated according to the particular needs of these selected communities.

To leverage strength, as well as to create more impact, the Group collaborates with NGOs in similar programmes, especially those that deal with similar domains, and use the model in quality and objectives. Some of the programmes that work with Spark Minda include Corporate Social Responsibility (CSR), United Way, Green Leaflet, and others.

Some of the programmes that work with Spark Minda include Corporate Social Responsibility (CSR), United Way, Green Leaflet, and others.

in certain instances when an outreach or care programme is affected, the goal may be borne by the Spark Minda Foundation, but in several cases, where there is collaboration with NGOs, the result is a win-win situation for both partners in terms of the distribution of the administrative costs of these community programmes.

The programmes are in line with creating and sustaining the relationship between the company and the community as well as strengthening the company's sustainability as a truly concerned corporate citizen.

These Community Care programmes are the manifestation of the company's CSR vision 2020 and may form part of the larger set of CSR policies. PTM India has also developed standard operating procedures (SOPs) for these community programmes and projects.

The Community Care programmes are: Law/Health, Education, Environment and Pollution Protection, Women's Empowerment, Health and Welfare, and others. All these programmes are designed to create a positive impact on the community.

Group CSR focuses on the environment, health and welfare, and others. All these programmes are designed to create a positive impact on the community.

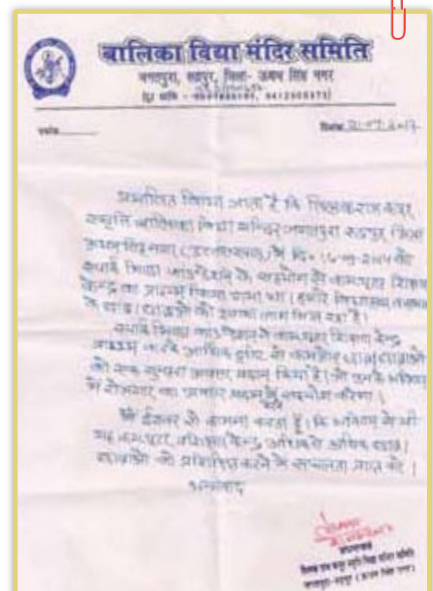
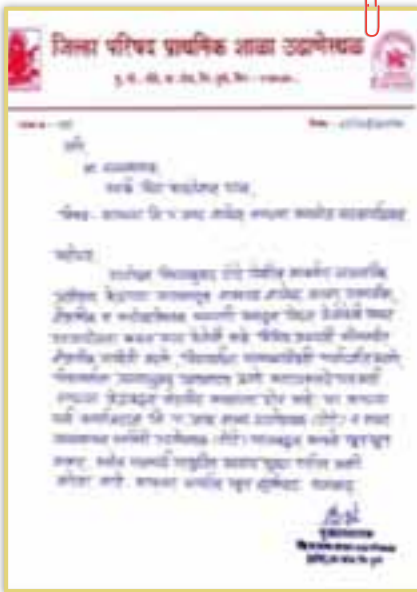
Disability Community initiatives for rural areas are also an integral part of the company's CSR. The company has a dedicated team to work with NGOs in these areas. The company's CSR programmes are designed to create a positive impact on the community.

Additionally, there are special teams for rural business, CSR representatives in India and outside India. For the company's CSR team, the numbers at the grassroots level are also a key factor. The company's CSR programmes are designed to create a positive impact on the community.

To increase and sustain the relevance and importance of its CSR outreach policies and programmes, the company has established a CSR committee. The committee is responsible for the company's CSR programmes and projects. The committee is also responsible for the company's CSR programmes and projects.

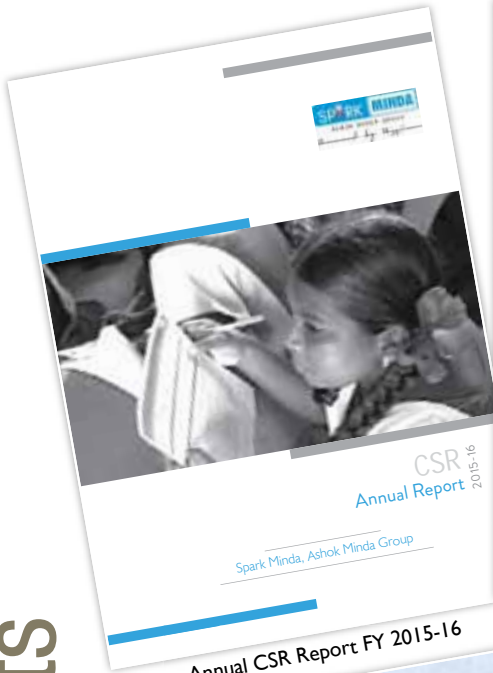
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# Voice of Shareholders

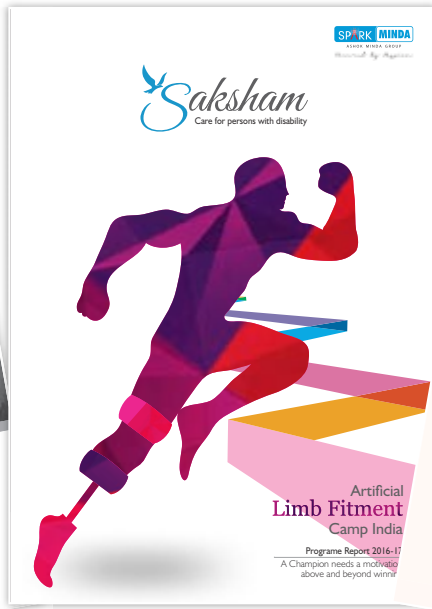




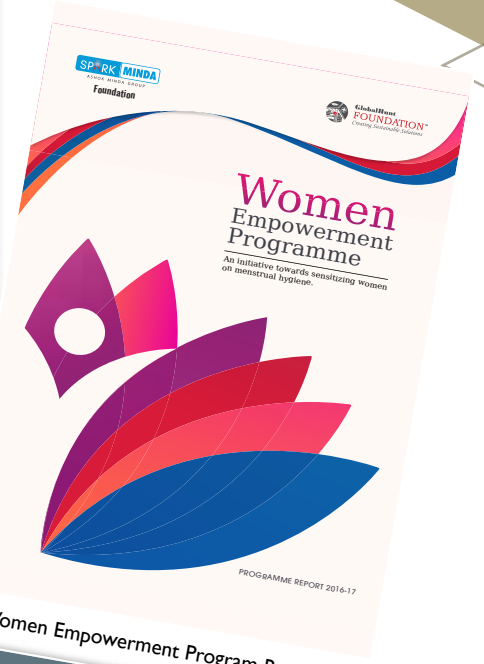
# Program Reports



Annual CSR Report FY 2015-16



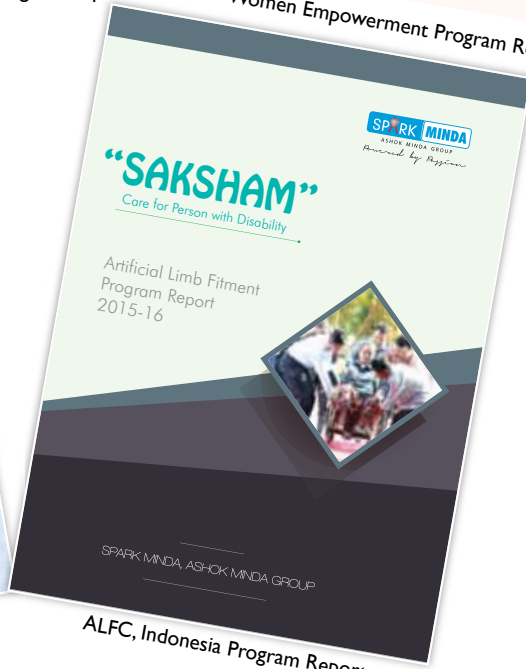
ALFC, India Program Report



Women Empowerment Program Report



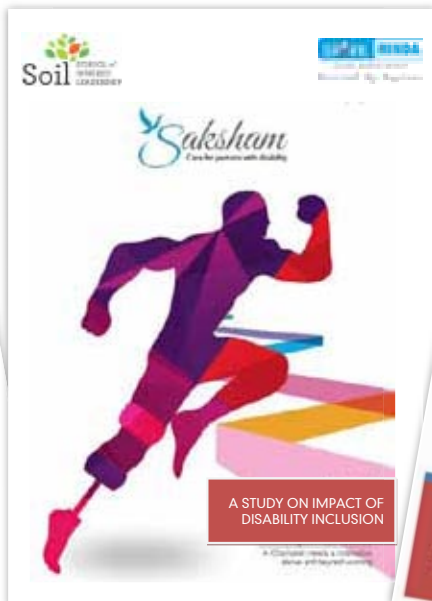
Eye Camp Report



ALFC, Indonesia Program Report



Tamil Nadu Disaster Relief Report



SOIL Survey Report on PWDs Employment



XISS Survey Report on Aakarshan Program

EDUCATION KINDNESS VISION CO  
GOAL WISDOM ATTITUDE SKILL RECYCLE NOBLE ABILITY  
CATALYST DEVOTION EXC  
SUSTAINABILITY  
COLLABORATION PARTNERSHIP TREE INCLUSIVITY INNOVATION REUSE WATER HEALTHCARE LEVERAGING STRENGTH DESIRE  
COMM  
EGALITARIAN EQUAL  
VALUE ADDITION



**CONSERVATION**  
**ASPIRATION**  
**CARE**  
**SHARED VALUE**  
**COMPASSION**  
**STAKEHOLDERS**  
**ENVIRONMENT**  
**RESOURCES**  
**SERVICE**  
**ACKNOWLEDGEMENT**  
**DEVOTION**  
**INFRASTRUCTURE**  
**REDUCE**  
**GRATITUDE**  
**AMBITION**  
**SUPPLEMENTATION**  
**LEARNING**  
**DEDICATION**  
**OPPORTUNITY**  
**MOTIVATION**  
**EXECUTION**  
**TARGET**  
**HOPE**  
**FOOTPRINT**  
**IMPACT**  
**DISCIPLINE**  
**CHALLENGE**  
**SHARED RESPONSIBILITY**  
**LIVELIHOOD**  
**EMPOWERMENT**  
**IMPROVEMENT**  
**HANDHOLD**  
**HUMANITY**  
**COMMUNITY**  
**QUALITY**  
**RETENTION**  
**EXCELLENCE**

***“The Virtue of Humanity is  
Commitment to Serve”***





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