

Aakarshan Convocation Ceremony

Aakarshan is one of the flagships programs of the Spark Minda Foundation wherein we provide vocational training to the youth in the trades of Basic Computer, Spoken English, Cutting & tailoring, Beauty Wellness, and Industrial Cutting and Tailoring. In March 2022, we completed cycle-2 with a total number of 1972 students. To honor and recognize the efforts of the students, we organized the convocation ceremony in Uttarakhand, Gurugram, Uttar Pradesh, Maharashtra, and Chennai. The ceremony was attended by the students, parents, prospective candidates for the program, various stakeholders from the community, and representatives from the Spark Minda Group. During the ceremony, the students got the opportunity to showcase their skills in a form of cultural performance. The ceremony was concluded by providing a course certificate to every student who completed the course.



HP World on Wheels (WoW) Convocation Ceremony

Wow, Bus is an initiative by HP wherein they have developed a fully digital Smart Bus. The bus is equipped with computers and an internet facility, PA System, and many more digital services. The bus is currently operated by Spark Minda Foundation and is stationed at Hassanpur Village in Gurgaon. The Foundation runs an extension of its Aakarshan Programme through the bus wherein we provide





the youth of Hassanpur and other surrounding villages to get trained in basic computer, Advance Excel and Tally. A convocation ceremony for batch 2nd of HP WoW Bus Students was organized in Haryana on March 22, 2022. The ceremony was attended by stakeholders and members of the CSR team. The participants show their abilities and expressed their opinions on the initiative to learn about computers inside the bus. They were ecstatic about the HP WoW project.

Eye Check-up Camp

As part of our Healthcare and Wellbeing initiative, eye check-up camps were organized at Aakarshan Skill Development Centre Noida and Haryana on March 12th and 13th, 2022 in collaboration with Vision Spring Foundation. During the camps, the Foundation provided a free-of-cost screening facility as well as corrective glasses to those found with vision defects. 369 people showed up for their check-ups. The total number of people screened in our eye camps between October to March is 5249. We have also facilitated subsidised operations for people diagnosed with cataract.



Students Empowerment Activities

Learners at Spark Minda Foundation are not only provided with core vocational skills but also with skills to broaden their understanding of subjects and employability. Yoga sessions for good health and well-being, awareness sessions on menstrual hygiene and family planning, 5S training, first aid training, and fire safety training, among other things, were included in the course curriculum. Similar training sessions on behavioral modules were provided in government schools for the holistic knowledge enhancement of the students.

National Safety Day

MCL Pritampur organized Safety awareness training in the community on the occasion of

National Safety Day on 4th March. The drive was planned to increase the awareness related to



helmets and to avoid road accidents. The CSR team members invited local police stations and traffic control officers for the campaign. Helmets along with roses and pens were distributed to the general public.

Apart from this, MCL Pithampur also received an Award from Mr. Alok Kumar - DM (Dhar) & Smt. Neena Verma MLA (Pithampur) for CSR & Employment during COVID second wave.

Covid-19 Preventive Kits

In January 2022, with the onset of the third wave of Covid-19 the rate at which new infections were happening was spiking across India. To ensure the safety of the students of various courses of the Aakarshan program and their families, the Foundation decided to distribute Covid-19 preventive kits to all the students of the Aakarshan programme as a part of its awareness drive. The medikit consisted of sanitizers, and N-95 masks as per the guidelines of Gol and contained prevention material for Covid-19. Additional kits were distributed to people with disabilities in Rudrapur, Kiccha, Kashipur, and Bazpur.



Women's Day Celebration

On the occasion of International Women's Day on March 8, 2022, a celebration was held at all the SMF offices across India. The objective was to recognize each woman's spirit and commitment to life and their contribution to society. Handprints were taken of all the women of the center, teachers, and students as a symbol of empowerment and strength. Aside from this, the team planned additional programmes at the state level, such as recognizing Aashwadi and Aanganwadi workers in Uttar Pradesh for their dedicated efforts during the pandemic and COVID-19 vaccination drive. The Paralympic athletes were honoured with shields in Uttarakhand Shields as a token of appreciation for their hard work and strong spirit. A special guest lecture on Career Guidance and Laws for Women in Society was organized in Maharashtra. Gifts were given to Panchayat heads and health department officers in Chennai and Haryana.



Medical Camp

Spark Minda Foundation collaborated with SRM Medical College in Chennai to organize a free medical camp for the local community of Vengadu Village. The camp included basic routine check-ups for Blood Pressure, Diabetes, Iron, Calcium, and oxygen levels, among other health conditions. The medicines were given to patients who were diagnosed with any mild deficiency or ailment. Patients with any serious deficiency or illness were referred to hospitals for treatment. This drive enabled us to help 203 people.



Saksham Camp Noida

To enrich the lives of the People with Disabilities, Spark Minda Foundation organized an Artificial Limb Fitment Camp in Noida from 25th March to 3rd April 2022. The main objective of the camps was to provide People with Disabilities a new chance to lead an independent life. During the camp, the Foundation in collaboration with Spark Minda Group and other industries all hosted an employment camp wherein, the people who were willing to work, we were able to register themselves for the employment opportunities. Moreover, the camp also facilitated the UDID registration of the people with disabilities so that they can avail of various benefits and services which are offered to them by the Government of India. The camp helped approximately 1000 people by providing 886 fitment and assistive aids, as well as 128 UDID registration assistance and 177 employment registration. PWDs from various states attended the camp, including Uttar Pradesh, Uttarakhand, Jammu and Kashmir, Bihar, and Delhi. Among these 42 people were from Haridwar, Uttarakhand who was able to attend the camp with collaborative efforts from Janhit Divyang Sewa Samiti along with a traveling facility provided by Minda Corporation, Haridwar. There were also recreational facilities at the camp, such as entertainment areas and a children's playroom.



Digital Literacy Programme

The second phase of the digital literacy programme was completed in Chennai and Maharashtra. This project aims to make the village digitally literate, which means that at least one member of each household should be digitally literate. Every household had a small test conducted on their doorstep the test was done on the guidelines of NDLM (National Digital Literacy Mission) and those who passed received certificates. We surveyed both the villages of Donde, Pune in Maharashtra and Vengadu, Chennai in Tamil Nadu. Among the survey done 555 households from Donde village, Pune, and 195 households from Vengadu village, Chennai participated and successfully cleared the exam. SMF had received an appreciation letter for the completion of Digital Literacy work from both the villages Gram Panchyat.



Voice of Stakeholders

Uttarakhand



Hello, my name is Tanya Srivastava and my family recently relocated to Rudrapur. I am currently pursuing B.Com and also working as a beautician. I was always interested in the beauty wellness course but due to financial constraints, I

was unable to pursue my dreams. I enrolled in B.com and began beauty wellness lessons from Spark Minda's CSR initiative: Aakarshan. For me, the course was extremely beneficial. I started my career as a freelancer and now running my own business. I am grateful for Spark Minda Foundation's efforts and the impact they have on my life.

– Tanya Srivastav
Beauty Wellness Student (Uttarakhand)

Uttar Pradesh



I am Chanda Kumari. My residence is in Kuleshara, Greater Noida. After finishing class XI, I enrolled in Aakarshan Skill Development Center to learn cutting and tailoring. I've learned a lot. I began with a basic cutting

course and now learning advanced tailoring. I started my own business of basic stitching with my knowledge and experience in basic tailoring. I'm hoping to learn all of the cutting and tailoring techniques. I'd like to thank the Spark Minda Foundation for giving me this opportunity to learn and pursue my interests.

– Chanda Kumari
Cutting and Tailoring Student (Uttar Pradesh)

Highlights of the Year



TREE PLANTATION



COVID-19 KIT DISTRIBUTION



HEALTH CHECKUP



AROGYA HEALTH KIT DISTRIBUTION



VACCINATION DRIVE



BLOOD DONATION



SAKSHAM INAUGURATION



SPARK MINDA
Foundation

Minda Corporation Limited Bags ICSI's Prestigious 6th Annual National CSR Award

Minda Corporation Limited is the recipient of ICSI's prestigious 6th Annual National CSR Award 2021 in the "Emerging Category".

The award was conferred to Minda Corporation Limited by Shri. Amit Shah, Minister of Home Affairs and Minister of Co-operation of India. The ceremony was conducted in Taj Lands End, Mumbai in the presence of dignitaries from the government, ICSI and various other corporate representatives on 18th December 2021, Saturday. Minda Corporation Limited is committed to work towards integrated and inclusive growth of people and the planet.



BEAUTY WELLNESS INAUGURATION



ALFC CAMP



BLANKET DISTRIBUTION



AID DISTRIBUTION



RATION DISTRIBUTION



CONVOCATION CEREMONY



SCHOOL BAG DISTRIBUTION



EYE CAMP

SPARK MINDA
Foundation



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