



ASHOK MINDA GROUP

Powered by Passion

Corporate
Social
Responsibility

Annual Report
2013-14



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About Spark Minda, Ashok Minda Group

Spark Minda, Ashok Minda Group is a leading manufacturer of Safety, Security and Restraint Systems, Driver Information and Telematics Systems, Interior System and a special wing catering to the Aftermarket. We serve the needs of all Major Car, Motorcycle, Commercial Vehicles, Tractor and Off-road vehicle manufacturers in India and overseas.

The Group operates from 33 plants located in India, Germany, Poland, Czech Republic, Indonesia, Vietnam, Uzbekistan with office in Japan & Russia. The Group also has several JVs with leading companies from USA, Japan, Italy, and Uzbekistan.

Our USP lies in low-cost manufacturing at global quality levels, appropriate in-house design and engineering using the latest technologies. At Spark Minda, we simply have only one motto – to help our Customers stay ahead!

Vision

'To be a Dynamic, Innovative and Profitable Global Automotive Organization for emerging as the Preferred Supplier and Employer, to Create Value for all Stakeholders'

Mission

'Our mission is to be an automotive System Solution provider and Build a Brand recognized by vehicle manufacturers progressively all over the world, as an organization providing products and systems Unparalleled in Quality and Price.'

Core Values

- Passion for Excellence
- Nurture Talent, Competency & Willingness
- Respect & Humility

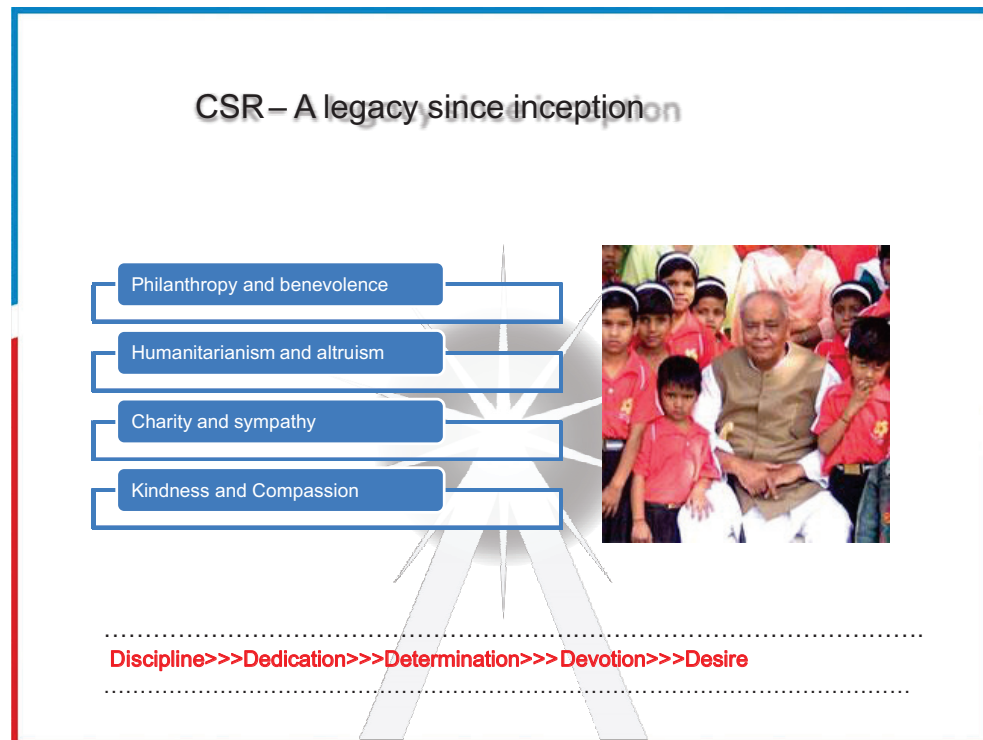
Core Purpose

To be a happy, inspiring and a proud place to work, setting benchmarks and delivering products that give customers an edge in their businesses.

CSR at Spark Minda, Ashok Minda Group

Introduction about CSR

The best people want to do work that contributes to the society with a company whose values they share, where their actions count and their views matter.".....Jeroen van der Veer



Community development works were started by Late Shri SL Minda “Babujee” few decades back across the group. He dedicated his life for the community development and set milestones for all of us to drive Corporate Social Responsibility.

Corporate Social Responsibility is meant to solve all the problems of the world. Also, not doing it doesn't make any sense either. Every company has got some responsibilities towards the society for they are a part of this system. In this turbulent market, most brands do CSR in order to survive. However, Spark Minda Group is different. They feel organizations should do CSR with great zeal not just to survive in the market but for their responsibilities as a brand/organization. The feeling of a good

deed is somewhat different, which can only be understood when done with noble intentions.

The virtue of humanity is the commitment to serve. Charity has already begun at home and now we have to take it forward. Our two layers of interventions i.e. Business Sustainability initiatives and Community Development Programs are able to make remarkable difference like a catalyst for people and planet.

In financial year 2013-14, we planted 1624 trees, and saved 97 more trees through paper saving initiatives, I am sure the oxygen must be refreshing all of us and rest of the world as well. We are getting

awareness about Blood donation. Last year our 383 units of donated blood saved many thalassaemic and needy lives. Our more than 1 lakh Kilo Liter recycled water last year has retained some of our resources for the upcoming generations. Our 3R practices have been reducing carbon footprints day by day. Many more micro initiatives are bringing macro changes for sustainable future.

In the effort of shaping lives, our Aakarshan Vocational Training Program has brought changes in the lives of hundreds of children and youths through education and livelihood programs. We are able to perk up more than 5000 lives last year through our Health initiatives and awareness programs. This will certainly help in improving people's health status. 104 differently abled people were employed in the Group. Smiles on their faces will reward us the best ecstasy.

Such community development projects need replications and scalability, so that the rest of the underprivileged lot could also be benefitted. Let us try best of our potential to do it in the remaining of this year with a bigger scale and impact.

Our Approach of CSR intervention

Our approach towards CSR is clear with distinct role at societal level and business level. At Societal we are rolling our activities through Moga Devi Minda Charitable Trust (MDMCT) which is registered trust under society's registration Act. At business level it is with Group Marketing & Branding under Group Communication.

At Societal Level

MDMCT undertakes various activities related to all round development of child, women development, health check ups, free education, vocational skill training program, various awareness programs, personality development discourse, yoga etc

At Business level

At Business level, committee for CSR is formed and the committee is headed by Mr. Ashok Minda GCEO of Spark Minda, Ashok Minda group, who strategically gives directions for rolling of CSR activities across the Group & at all Units of Spark Minda, Ashok Minda Group and the activities are driven under the leadership of Group Chief Marketing & Branding Officer and the activities at group level are coordinated by Head Group CSR.

Message from Group Chief Executive Officer, Spark Minda, Ashok Minda Group



The virtue of humanity is the commitment to serve. Corporate Social Responsibility is something that one can imbibe through feeling; nevertheless the Government of India has mandated it as per Companies Act 2013-14.

Driven with a vision, Spark Minda Group has been doing CSR since long and shaping the lives of underprivileged through various initiatives going beyond the mandates and Government guidelines. The group strives to bring contemplations towards society, environment and economy and to proceed for a sustainable development. Thematically based on the need assessment, Health, Education, Livelihood promotion, Environment sustainability, Natural Resource Management, etc. are the areas of intervention within and outside the group.

Today, when we are struggling through water scarcity, global warming, radiations, pollution and many other crisis and the bottom of the pyramid is besieged with lack of education, unemployment, homelessness, poverty and other socio-economic issues, we really need to introspect and check,

where are we fitting in and how can we contribute for the society, environment and economy especially in the coming years, when Corporate Social Responsibility is going to take a new shape in India.

At Spark Minda, Ashok Minda Group, we plan, develop and monitor CSR projects for over 20 project locations across the country. In continuation to the legacy of a responsible Corporate Citizenship, the CSR activities being taken at the group are derived from the triple bottom line model of People, Planet and Profit. Ensuring environment sustainability with community care are the thematic divisions, surrounding which the CSR activities are planned and executed across the group. In conceiving projects at societal level, he conducts need assessment and focused group discussion with the community and develops projects as per the need of a particular area. Community is always a stakeholder for both directly implemented and collaborative projects and for such projects he develops win-win situation for each of the stakeholders involved. Guided from Millennium Development Goal and CSR under Companies Act, Education; Livelihood; Health and Sanitation; support to differently abled; Environment Sustainability and Women Empowerment are current broader heads of interventions in the Group. "Aakarshan" – A project run under Education and Vocational Skills is imparting training on Computer, Cutting & Tailoring and Spoken English at Greater Noida, Pune, Chennai and Pantnagar. We strive to sustain with our existing projects and make it scalable so that more and more people could be benefitted. Let us soul search feel and do it, this is how, we are trying to spread it around for a better tomorrow.

Mr. Ashok Minda

Message from Chairperson, Group CSR Committee, Spark Minda, Ashok Minda Group



Corporate Social Responsibility is more than a philanthropic gesture, it's a duty that one can imbibe through feeling; nevertheless the Government of India has mandated it from the beginning of next financial year.

Spark Minda Group has been into serving the society in the best possible way. The initiatives taken by the company has reached out to vast untouched areas of the society where people who truly needed help wait for a miracle to happen. It's pragmatic that there's a limit to everything but when it comes to helping the under privileged, one can go beyond the mandates.

Considering our CSR model revolving around the societal and business level, some initiatives were taken but there are many more to come. At societal level not only the core and periphery of the plant units are identified as area of intervention but also those areas, wherever the group has accessibility and the need is felt. So far at societal level, the initiatives are falling under the category of Education, Vocational

Training and Environment Protection. The kick off has been great but still a long way lay before us.

At Business level there are many sustainability initiatives related to water conservation, environment sustainability, use of alternative energy, waste management, employees welfare, Health and safety drives etc. At this level, there is a need of value addition, sharing and replication among the units.

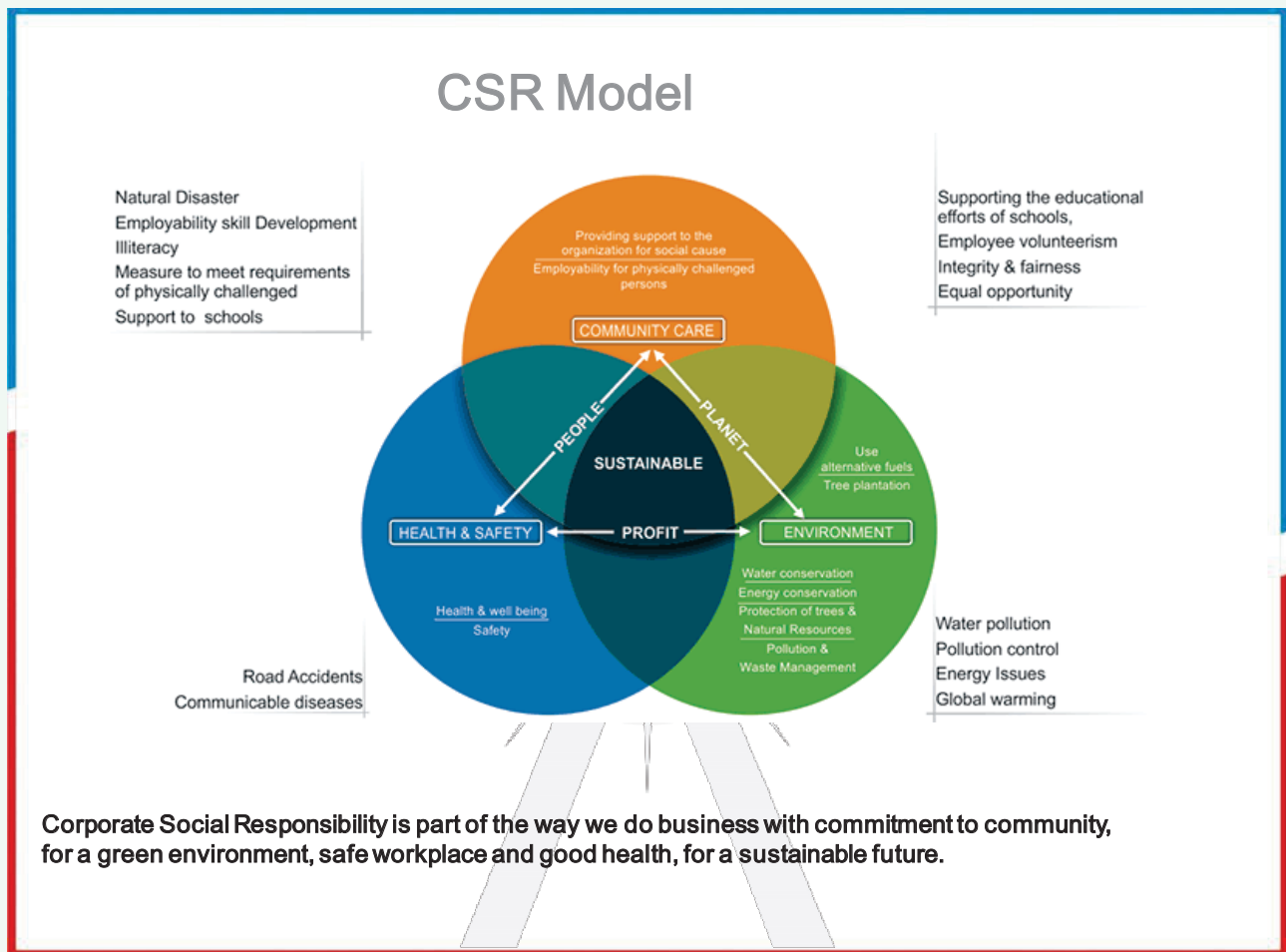
Today when we are grappling with problems such like water scarcity, global warming, radiations and pollution, we really need to introspect and check, where are we fitting in and how can we contribute for the society, environment and economy especially in the coming years when Corporate Social Responsibility is going to take a new shape in India.

The water saved today will quench thirsts of many people tomorrow, the plants will grow and give shade to my children and my parents, and the light that I switched off when not in use will protect natural resources for my generations.

Let us soul search, feel and do it, this is what Social Responsibility all about.

Mrs. Sarika Minda

CSR Model of intervention



The triple bottom line model of People, Planet and profit is the intervention model for Corporate Social Responsibility at Spark Minda, Ashok Minda Group. Health and Safety; Environment protection and Community Care are the thematic division of scope of work under CSR. Various initiatives were taken under each of these heads in 13-14 FY, which has impacted the people and planet at large.

Level of CSR intervention



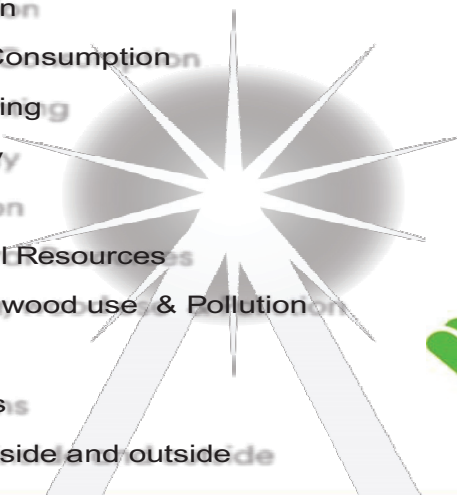
The CSR interventions are done in two layers. First at business level, where planet sustainability is the objective. At unit level, various activities are conducted to protect resources.

At Community level, education, Livelihood promotion and community healthcare is the major heads under which, CSR activities are planned. Spark Minda, Ashok Minda Group is striving to sustain all community development projects and scale is up for benefitting more and more people.

Business Sustainability Project and Performance Synopsis

Business Sustainability Projects

- Tree Plantation
- Energy Conservation
- Reduction of Fuel Consumption
- Use of Natural Lighting
- Use of Solar Energy
- Water Conservation
- Protection of Natural Resources
- Reduction of Paper, wood use & Pollution
- 3R Practices
- Sanitation Programs
- Safety measures inside and outside



Sustainability Practices Synopsis

Parameter	Achievement (13-14)
Total Plantation	1,624 pc
Total Electricity Saving	11, 91, 459 KWH
Total water Recycled	1, 13, 447 KL
Paper Saving	80, 8177 pc = 97 trees saved
Blood Donation	383 units
Coverage through health awareness Programs (Inside & Outside)	10, 825 People
Coverage through Health Check up Camps (Inside & Outside)	5, 378 People
Differently Abled People employed in the Group (New recruitment)	104 people

Group level Business Sustainability performance:-

Environment & Resource Protection

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 sapling plantation



We have carried out tree sapling plantation drive at all our units round the year through a systematic way in doing plantation inside the unit, out the side the unit & at community, unit vicinity villages and donating a tree sapling to our employees on occasions like birthday, marriage anniversary and important occasions of Unit. In continuation to this activity, we ensure that saplings are nurtured till the maturity stage.

Tree Plantation		
Planted Within the company	Cumulative	851
Planted Outside the company	Numbers	377
Plants distributed within the company	Numbers	396

Energy Conservation



In energy conservation we conserve energy through regular monitoring on electricity consumed and electricity saved. In some of our units we successfully implemented electronic room sensors, which will switch off lights & AC automatically when persons are not in room. Usage of transparent roof sheets at our units allow sun light to shop floor saving electricity consumed for lights during day time and we are also promoting the more usage of alternative fuels & renewable energy like solar lighting in our plant/unit areas, water heating at our processes.

Energy Conservation		
Electricity (Purchased)	Kwh	30,879,269
Electricity Saving	Kwh	1,191,459
Electricity (Generated)	Kwh	1,735,056
Diesel consumed	Ltr	537,530
LPG Gas consumed	Kgs	551,621

Use of alternative fuels		
Electricity (Solar power)	Kwh	2166
Solar energy (water heating, any process requirement)	Kwh	3,092
Others, if any		104750

Water Conservation



Our goal in water conservation is zero discharge from our units. For this we are making an effort to maximize the functionality of ETP & STP to get maximum water recovery at our plant/ unit locations. The recycled water obtained is used in processes which made a concern on minimizing the purchase of water at our plants located in Chakan area, Pune. We are also using reclaimed water in our sustainable landscaping and in flushing a toilet in some units. We are taking measures in water harvesting through having rainwater harvest pits through which we are doing ground water recharge at our plants.

Water conservations measure		
Tap Water Usage	Kilo litres	54,090
Industrial Water Usage	Kilo litres	33,120
Ground Water Usage	Kilo litres	130,247
Water Disposed Off (drawn out)	Kilo litres	34,529
Water Recycled	Kilo litres	113,447

Waste Management:-

Waste management is the collection, disposal, managing and monitoring of waste materials and we are doing this through Reduce-Reuse-Recycle (triple 'R' Principle), is the strategy in terms of waste minimization. We installed waste collection bins at all identified important places. All bins are color coded accordingly to specify the waste like paper, plastic, cloth, oil & metal. We also concern towards minimizing the usage of stationary paper for printing, maximize in reusing the packaging material.

Protection of trees & natural resources		
Paper Consumption - (printing/ photocopy etc.,)	Numbers	2,875,868
Paper Saving for above (l/H consumption)	Numbers	503434
Paper Saving from Pre-Printed stationary	Numbers	304,743
Packaging Material Consumed	Kgs	1,194,317
Saving from Packaging Material	Kgs	110,756

Pollution & Waste management		
Total Waste Generated	Tons	650
Saving through Recycling,	Tons	113
Saving through Reduced consumption	Tons	53
Saving through Re-use	Tons	38
Final waste Disposed	Tons	513
Chemical Waste	Tons	32
Atmospheric Emissions	Tons	17882

Health & Safety

Health initiatives



The goals of occupational safety and health programs include fostering a safe and healthy work environment. Our health & Safety programs cater to all co-workers, family members many others who might be affected by the workplace environment. We conduct various training / workshops are arranged like meditation camp, yoga camp, stress management, acupressure therapy, health check-up, eye check-up, dental hygiene camps etc. Subsequently we are also conducting medical check-up camps at community. Apart of these we also conduct preventive awareness training programs on HIV/AIDS and other infectious communal diseases.

Health & wellbeing		
Awareness Programs on health & cleanliness	Number of programs	101
Coverage through above programs	Number of persons	10,825
Health Check-up Camps	Number of persons	5,378
Stress Management/ Yoga/ physical fitness camps	Number of persons	768

% coverage of Employees under ESI/ Medical Insurance	%	94%
Blood Donation Camps	Number of Units	383
Identified Employees as willing blood donors	Numbers	787
Other camps for societal benefits	Number of persons	1729

Safety Projects:-



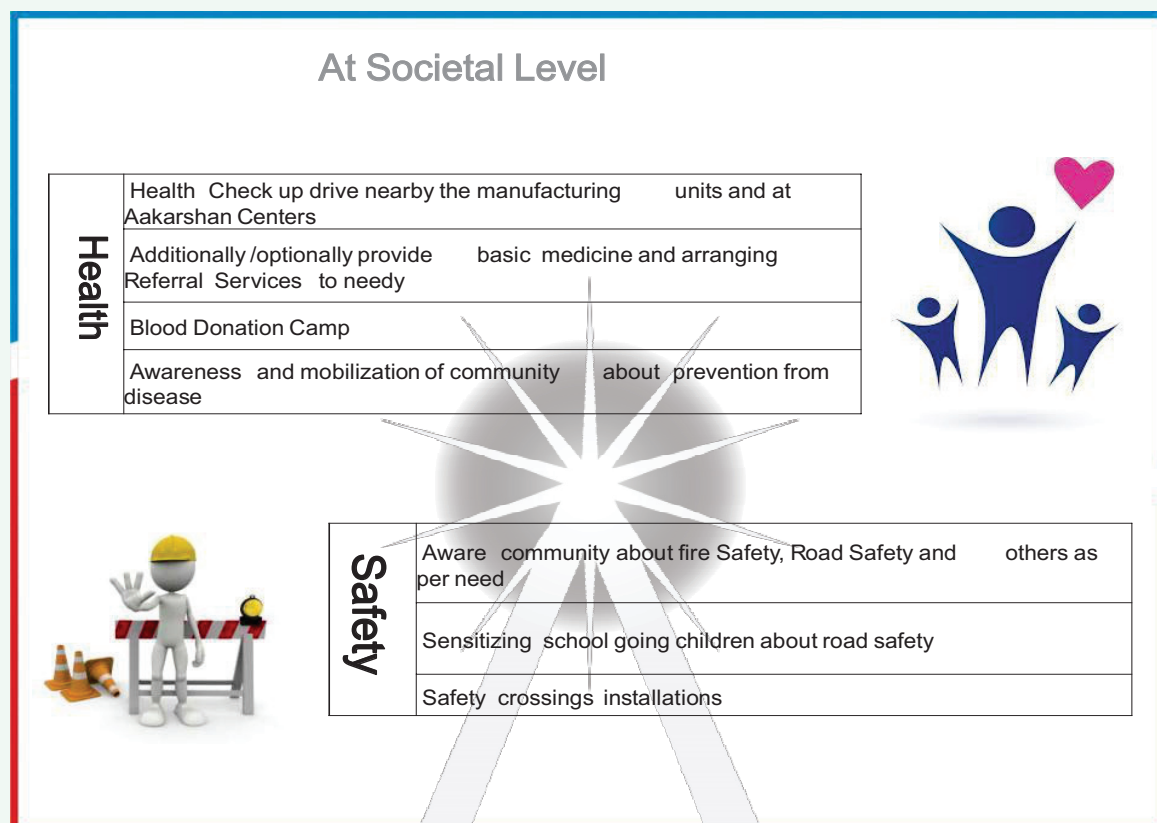
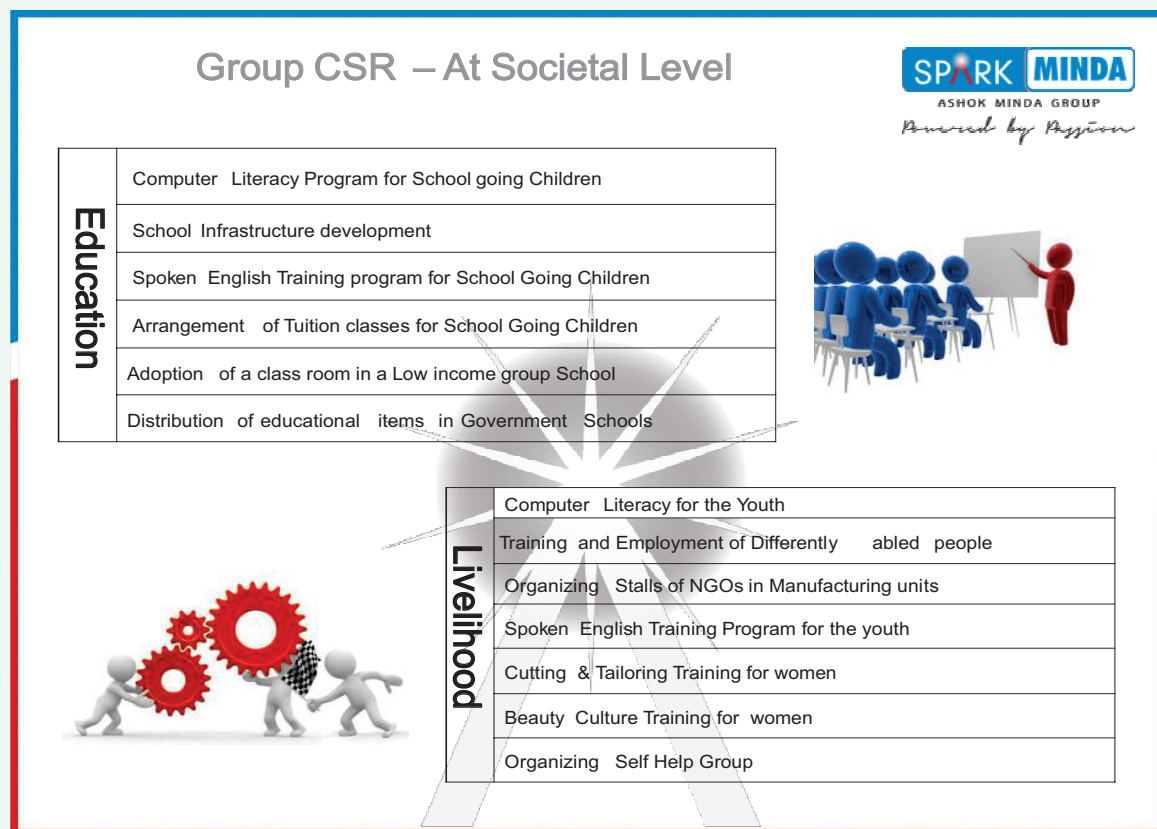
Our main objective is to create EHS (Environment, Health, and Safety) culture at workplace and assimilate throughout the organization. The benefits of maintaining a safe work environment are countless. To inculcate this, we celebrate National Safety Week every year. It significantly contribute in creating wide spread safety awareness. Various functions, seminars and programmes

are organized to highlight safety issues as a custom. Poster designing, slogan writing competitions, safety oath, fire fighting drill, exhibition of safety equipments are organized annually. We are also doing road safety awareness sessions to our employees, drivers and travel agencies aligned to us.

Safety		
Camps on Road safety	Number of persons	1537

Community Care

Scope of intervention



At Societal Level

Environment	Plantation outside the Factory Premises(Owning a Park, School , College, Creches , etc)
	Protection of planted trees



Social	Supporting any local social Cause in neighborhood of our training centers/ manufacturing units
	Participation of employees in local NGO's Program
	Employees Volunteerism
	Extending help in Natural Disaster

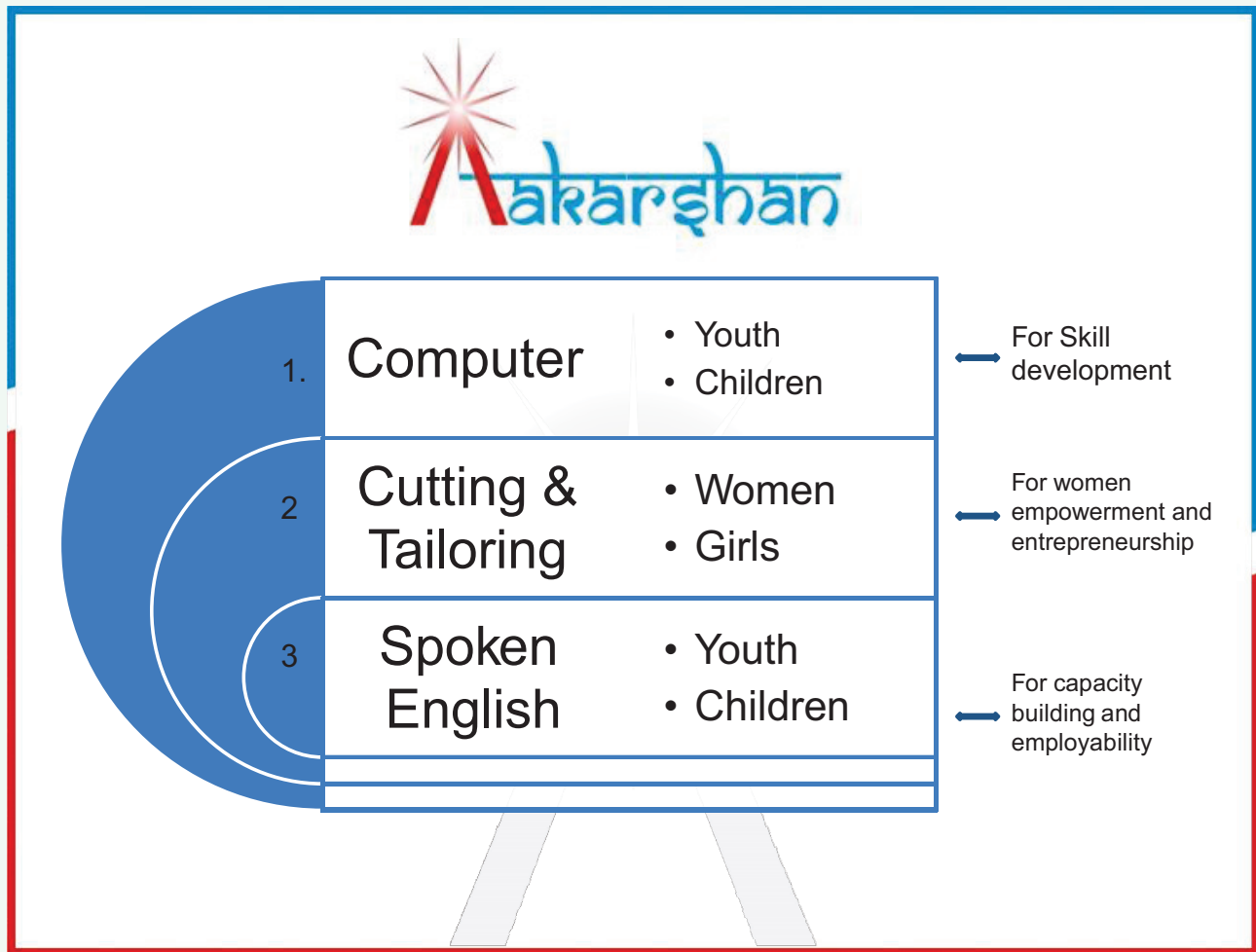
Community Care projects

We take up community development projects on the basis of need assessment. The CSR team of Spark Minda, Ashok Minda Group conduct focused group discussion with the community stakeholders to decide upon the community level projects. Being a responsible corporate citizen, we provide support to society through various initiative programs, which is benefitting the community and changing the lives of the underprivileged. Under this umbrella, various activities such as blood donation camps, eye check-up camps in villages, installation of drinking water tents during summer etc are organized. Moreover, we believe that improving education facilities for underprivileged children is most important in this competitive world. We lend a hand to local schools by providing amenities such as stationery items, carpets, and sponsorships and hold various activities to generate interest and fun. We support & collaboratively working with NGO's and Gram Panchayat in addressing the community challenges. To ensure sustainability of lives of the less privileged people, vocational training is important. Need based vocational trainings are imparted in villages and further they are linked with the job market. We are replicating the successful Bagla model of community care nearby our project locations.



Community Care		
Training Centre adopted	Numbers	3
Facilities/ training imparted outside the unit	Numbers	17
No. of physically challenged persons employed	Numbers	104
Camps for social welfare (in association with NGOs)	Numbers	18

Introduction of Aakarshan Vocational Training Program



Aakarshan Vocational Training Program was started in the month of December 2013 at Kuleshara village, Greater Noida. Based on the need assessment conducted at local area, this program was started in collaboration with the Gram Panchayat in the Panchayat Hall. Computer Training is imparted to the children and youth of local area. In the 6 month curriculum, other than Basic Computer, the learners were also trained on behavioral aspects. In 2013-14 49 learners have completed this training successfully. Spark Minda, Ashok Minda Group has envisioned to start Cutting-Tailoring and Spoken English Training also under Aakarshan umbrella.

Reinforcing the CSR at Group Level

- **Streamlining unit Level CSR**
 - Unit wise formation of CSR Committee
 - Defined Responsibility of Committee Members
 - Periodical Meeting of the CSR Committee
 - Annual Activity Calendar
- **Group Level CSR Committee**
 - Periodical Review of CSR work
 - Periodical Review at each BG Level
- **GCEO Review**
 - Twice an Year
 - 1st – May (Post Financial Year Completion), 2nd – November (Mid Financial year Review)



Envisioning CSR and way forward

Projects in Pipeline (2014-15)

Project	Place	Purpose	Target Date
Aakarshan – Cutting & Tailoring	Kuleshara , Greater Noida	To train unemployed women for income generation and entrepreneurship	September 2014
Aakarshan – Spoken English	Kuleshara , Greater Noida	To train children and youth for Spoken English	September 2014
Aakarshan – Computer Training Program	Vengadu Village, Pillaipakkam , Chennai	To train the School Going Children and youth on Computer Education	September 2014
Aakarshan – Cutting & Tailoring	Donde , Rajgurunagar , Pune	To train unemployed women for income generation and entrepreneurship	October 2014
Aakarshan – Computer Training Program	Pantnagar , Ultrakhand	To train the School Going Children and youth on Computer Education	October 2014
Aakarshan – spoken English	Donde , Pune	To train children and youth for Spoken English	November 2014
Aakarshan – Cutting & Tailoring	Vengadu , Chennai	To train unemployed women for income generation and entrepreneurship	November 2014
Aakarshan – Spoken English	Vengadu , Chennai	To train children and youth for Spoken English	January 2015
Artificial Limb Project	Noida, Uttar Pradesh	To support differently abled people for sustainable life	February 2015

Education, Livelihood Promotion and Healthcare are the backbone of a consolidated society. Education creates the foundation of the society, Livelihood sustains it and Healthcare is the need for the people. A bigger chunk of the base of the pyramid is yet deprived of such facilities in our country.

We at Spark Minda Ashok, Ashok Minda Group strive to cater the less privileged community through our CSR Programs under the thematic heads of Education and Vocational Skills; Livelihood Promotion and Community Healthcare.

In the year 2013-14 we are able to reach more than 500 children and youth through these Programs. These programs have been impacting the lives of those less privileged sections in affirmation.

We look forward for creation of a better society through equal and equitable growth. We are also integrating the triple bottom line through our sustainability practices for a better future. It is a collective effort of all of us to protect our environment and create a strengthened society for growth of the nation.



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