

SPARK MINDA

Foundation



Aakarshan Skill Development Programme

www.sparkminda.com

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1. Organisation's Brief

a) Spark Minda Group

Spark Minda Group, established in 1958, is a renowned global leader in the development and manufacture of cutting-edge Smart Auto Technology Solutions for the Mobility Space, serving market leaders in passenger, commercial and off-road vehicles, motorcycles and scooters. The Group, valued at USD 500 million, operates a sophisticated research and development centre, Spark Minda Technical Centre (SMIT), in Pune, Maharashtra, India, where it has conducted extensive research over the past decade. Its dedication to research and decades of experience have propelled it ahead of its peers in developing innovative solutions for the future.

b) Spark Minda Foundation

Spark Minda Foundation (SMF) is the CSR wing of Spark Minda Group. The main goal of Spark Minda Foundation is to support community development by majorly focusing on skilling of youth, empowering women, supporting healthcare, empowering People with Disability (PwDs) and sustaining the environment. In order to achieve this extremely important goal, the Foundation implements impactful programmes. Aakarshan, a skill development programme, is functional in the states of Uttarakhand, Uttar Pradesh, Haryana, Maharashtra, and Tamil Nadu in India has an aim to train the youth. Through this initiative, we have trained more than 15,000 people and employed over 70% of the trained learners. Another significant programme named Saksham, a programme for empowering People with Disabilities, has reached to more than 17,000 people with disabilities. Under this programme, approximately 1,000 PwDs have been employed across Spark Minda Group factories.

In 2019, Minda Corporation Limited (MCL) was declared as winner of the National CSR Award by the Ministry of Corporate Affairs, which was awarded by the former President of India and the Finance Minister. In 2021, The Institute of Company Secretaries of India (ICSI) awarded Minda Corporation Limited with the 6th National CSR Award. In the year 2024, SMF was bestowed upon with the CII ITC Sustainability Awards.

Spark Minda Foundation believes in equity, empathy and inclusion.

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



2. Our commitment to Sustainable Development Goals

a) Sustainable Development Goals (SDGs)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global 17 GOALS TO TRANSFORM OUR WORLD partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forest.

b) Alignment with SDGS

Education and Livelihood Promotion

Under this area of intervention, we have the Aakarshan Skill Development Programme, Dual system of training programme and Business integrated Prison Programme in alignment with SDG 1 – No Poverty, SDG 4 – Quality Education, SDG 5 – Gender Equality, SDG 9 – Industry, Innovation and Infrastructure and SDG 17 – Partnerships for the Goals.

Empowerment of People with Disabilities

We have the Saksham- Empowerment of People with Disabilities programme in alignment with SDG 1 – No poverty, SDG 3 – Good Health and Well-being, SDG 8 – Decent Work and Economic Growth, SDG 9 – Industry, Innovation and Infrastructure, SDG 10 – Reduced Inequalities, SDG 11 – Sustainable Cities and Communities and SDG 17 – Partnerships for the Goals.

Community Healthcare

Under this area of intervention, we have the Shakti- Menstrual Hygiene Management Programme Eye Healthcare Programme, and Blood Donation Drives, General Health Checkup which are in alignment with SDG 3 – Good Health and Wellbeing, SDG 5 – Gender Quality, SDG 6 – Clean Water and Sanitation, SDG 11 – Sustainable Cities and Communities and SDG 17 – Partnerships for the Goals.

Environment & Resource Protection

We engage in generating Renewable Energy, Plantation Drives, Waste Management and Water conservation which is in alignment with SDG 6 –

Clean Water and Sanitation, SDG 7 – Affordable and Clean Energy, SDG 13 – Climate Action and SDG 15 – Life on land.

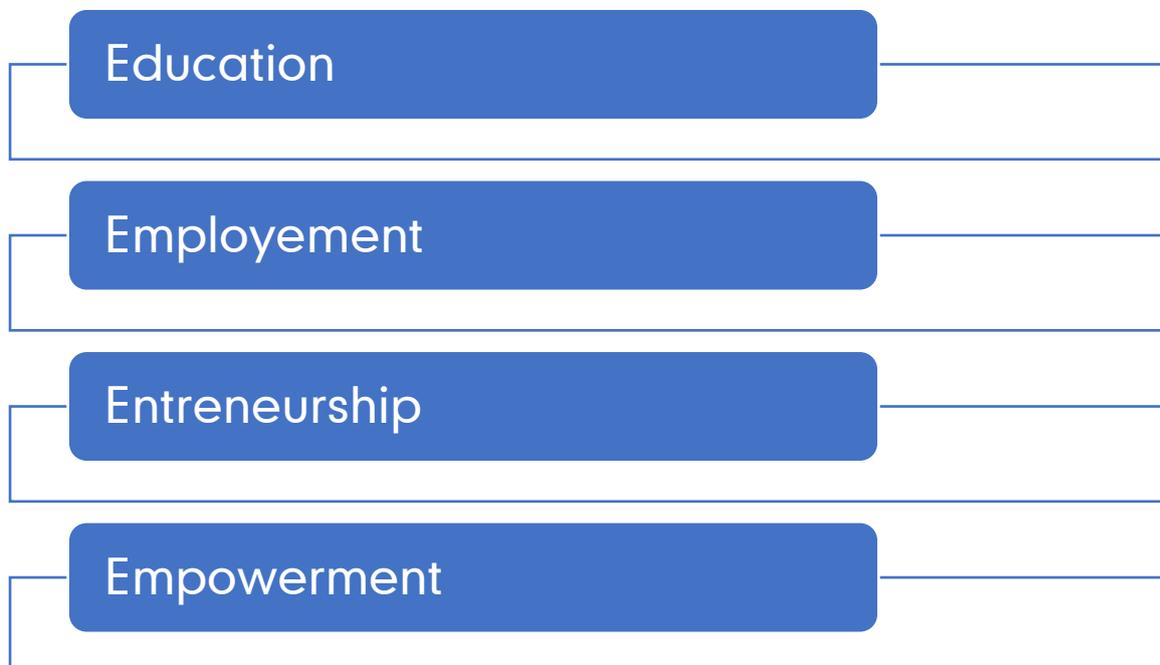
3. Aakarshan

a) Aakarshan- Skill Development Programme

The Aakarshan programme which began in 2013, provides valuable knowledge and skills to disadvantaged young people in rural India, focusing on women. Aakarshan delivers skill-based learning which accompanies improved employability which further helps in alleviating poverty, promoting socio-economic empowerment of underserved groups, accomplishing economic growth, minimising social issues, and promoting economic inclusion. Aakarshan makes these people work-ready through a series of renovations that provide students with relevant hands-on courses.

The programme's goal is to provide people with transformative skill education so that they can become educated, responsible and self-reliant citizens who are deeply committed to their communities.

This programme focuses on 4E concept –



The programme began in the village of Kulesara in Uttar Pradesh in 2013 and we now have seven skill development centres spread across five states of states of India, providing courses in the following four trades:

Computer & Tally

This course was first taught at Kulesara in Greater Noida, Uttar Pradesh. This course enables skill growth and upgrading by providing training in computer as well as the Tally pro course, which eventually aids in students' employment. The computer training includes holistic training in advanced computers to improve and enhance learner's abilities and knowledge. Tally course is developed in partnership with the NIIT Foundation. Tally Fundamentals, Manual Accounting, Computerized Accounting, Cost Centre, Cost Category, inventory, GST, and TDS are all covered under this course.

Spoken English

Speaking English helps you to broaden your horizons, from job opportunities to the ability to communicate with people from all over the world. Knowing a widely spoken language makes communication easier and more effective. The main obstacle for people living in rural and semi-urban areas of India is to integrate with the mainstream where there is a lack of English language skills. Aakarshan Centres offer Spoken English lessons to assist individuals in overcoming this obstacle which can further enhance their employment opportunities.

Cutting & Tailoring

This initiative focuses on women's empowerment through building self-reliance and financial independence, allowing women to start their own enterprises or find jobs after 6 months of training and acquiring fundamental cutting and tailoring skills. To assist students to enhance their abilities, a three-month advanced cutting and tailoring course has also been established.

Industrial Cutting & Tailoring

training course, which is essential in the garment and textiles industry and its export. After 45 days of training, they are provided with placements. This programme is in collaboration with Shahi Exports.

Beauty & Wellness

In response to trends and needs, we established another women-centric beauty and wellness initiative. Over the course of four months, women are trained in self-grooming, basic and advanced cosmetics, hairstyling, and advanced machine usage. Beauty and wellness have significant commercial opportunities and have had a significant impact on the community.

We also conduct extracurricular and empowering activities and guest sessions for our students on every Saturday which ensures a holistic learning experience.

About 70% of the students have been assisted with employment & entrepreneurship opportunities through Aakarshan programme. The programme has proudly trained 15,655 students till FY 2023-24.

Blaze the Trail Volume 1 is a compendium of 500 stories that highlight the empowerment of women who have been trained under the Aakarshan Skill Development programme. One of these stories is attached below.

“Supriya belongs to a very small village which is on the outskirts of Khed. She had earlier completed the Beauty Wellness course at Aakarshan and was running a small setup in her village. When she heard that the Cutting and Tailoring course had also been started at Aakarshan, she immediately enrolled herself for it. It has helped her a lot in increasing her earnings. Supriya runs a setup wherein she caters to both the needs of her customer’s beauty and tailoring. She is grateful to Spark Minda Foundation for providing skill development training and encouraging women to become independent.”

Ever since its beginning in 2013, Aakarshan has proudly transformed several students into skilled, employable individuals and helped them discover their entrepreneurial spirit, especially women.

Through Aakarshan we have reached to more than 15,000 people. With a 70% employment rate, the learners are successfully using these skills and competencies to engage in a sustainable livelihood. Women have benefited greatly from taking female- focused classes to advance their careers. For instance, 72% of women who enrolled in the Beauty and Wellness or Cutting and Tailoring course found employment or started their own businesses after completing these courses.

b) Aakarshan Alignment with SDGs:

Since its inception, it has provided valuable knowledge and skills to young people in rural and semi-urban areas of India, focusing on women. We have seven skill development centres spread over five Indian states, providing courses in four areas: Digital Literacy, Spoken English, Cutting and Tailoring, Industrial Cutting and Tailoring, and Beauty and Wellness. The programme’s goal is to provide people with transformative skill education so that they can become educated, responsible and self-sufficient citizens who are deeply

committed to their communities. This area of intervention is in line with the following Sustainable Development Goals:

SDG 1: No Poverty

SDG 4: Quality Education SDG 5: Gender Equality

SDG 9: Industry, Innovation and Infrastructure SDG 17: Partnerships for the Goals

In adherence with the aforementioned SDGs, Aakarshan provides skills and knowledge that help disadvantaged youth especially women improve employability, and strong economic growth, helping in alleviating poverty and promoting socio-economic empowerment of the underserved groups of our society. All our seven centres are equipped with quality, reliable and sustainable infrastructure that supports economic development with an emphasis on affordable and equitable access for all. Partnerships with government organizations, non-profits and like-minded CSR wings of corporate houses have benefitted our students.

c) Innovation

The innovation lies in the strategic alignment of Spark Minda Foundation's CSR initiatives with its strategy. By integrating education and skilling, livelihood promotion, women empowerment, healthcare, and environmental sustainability into its core business strategy, the organization demonstrates a forward-thinking approach that goes beyond traditional corporate social responsibility efforts.

Education and Skilling: SMF recognizes the importance of a skilled workforce in meeting the business demands. By providing access to education and skill development opportunities, the organization is not only investing in its own growth but also contributing to the development of a talent pool that can support its operations and external needs. This approach ensures a continuous supply of skilled individuals, fostering innovation and competitiveness.

Livelihood Promotion: The SMF's emphasis on livelihood promotion aligns with its goal of sustainable economic development. By empowering individuals through skill-building programmes and providing skills for income generation, SMF addresses social challenges while also supporting economic growth and poverty reduction. This innovative approach helps create a more inclusive society while contributing to long-term sustainability.

Women Empowerment: The focus on women empowerment aligns with its business strategy of promoting gender equality, inclusivity, and diversity. By providing opportunities for women to enhance their skills, pursue entrepreneurship, employment and achieve financial independence, SMF fosters a more inclusive and equitable workforce.

Empowering and Enriching Holistic Development Initiatives

Spark Minda Foundation is dedicated to the holistic development of individuals, and as part of their initiatives, they organize a range of empowering and extracurricular activities at Aakarshan centers. These activities are designed to enhance skills, promote personal growth, and equip individuals with valuable knowledge and experiences. Some of the activities include- How to handle interviews, Fire safety, Best out of waste, Traffic safety, Personality development, and more. These life skills help them enhance their employability and succeed in the competitive job market. They also encourage participants to explore creative and sustainable solutions to repurpose materials that are typically discarded. Some activities foster a sense of innovation and environmental consciousness, promoting the idea of waste reduction and responsible consumption. This helps raise awareness and contributes to creating a safer environment for all. Through these activities and sessions, participants learn essential communication skills, interpersonal skills, and self-confidence, empowering them to excel in various aspects of their lives. These empowering and extracurricular activities organized by Spark Minda Foundation provide individuals with a well-rounded and enriching experience.

Overall, the innovation aspect lies in the strategic integration of CSR initiatives with SMF strategy. By leveraging its resources and expertise, the organization creates shared value for both the company and society, driving innovation and sustainable development.

d) Scalability and Replicability

In 2013, this programme was launched in the Uttar Pradesh village of Kuleshara. We only had one training facility and one Digital Literacy programme when we first started, but since then, the programme has grown significantly. Eight skill development centres that offers training in five trades— Computer and Tally, Spoken English, Cutting and Tailoring, Industrial Cutting and Tailoring, and Beauty and Wellness, are extended across five states of India currently.

e) Impact Created

Outcome

Over the course of the project, 15,655 learners in various trades have been reached through Aakarshan programme. With a 70% employment rate, the learners are successfully using these skills and competencies to engage in a sustainable livelihood. Women have benefited greatly from taking female-focused classes to advance their careers. For instance, 67% of women who enrol in the Beauty and Wellness or Cutting and Tailoring course found employment or started their own businesses after completing these courses.

Impact

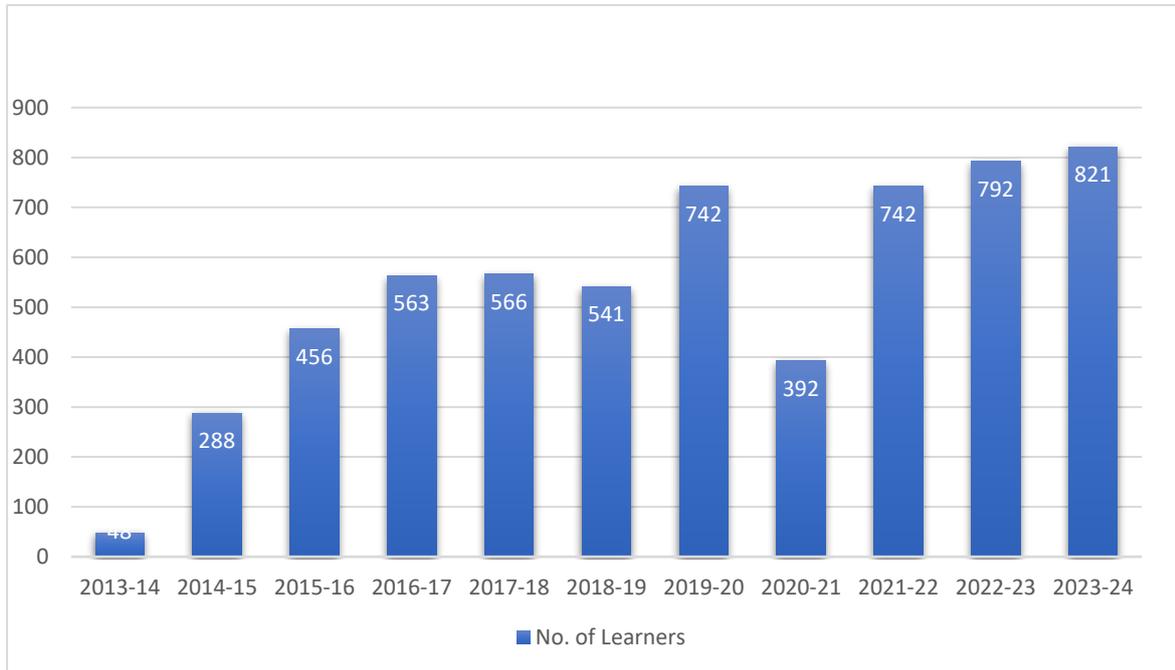
The long-term impact of Aakarshan is to create behavioural change in the community. The programme helps close the gap between the absence of a solid economic base and the advancement of vocational skills.

The community is now more accepting of learning new skills and behaviour models via Aakarshan programme. Women now have the confidence to express their opinions and run a business as entrepreneurs. Learners are sharing their experiences about the impact on their life in a positive way once they gain skills that resulted in financial independence. A few of these stories are also captured in Blaze the trail as mentioned above, a book featuring stories of 500 women that started their journey with Aakarshan programme.

The outcome and impact of the programme are changed mind-sets and increasing opportunities and optimism amongst the communities. In FY 2023-24 we were able to positively impact the lives of 2,352 students.

Computer & Tally

Cumulative – 5,951

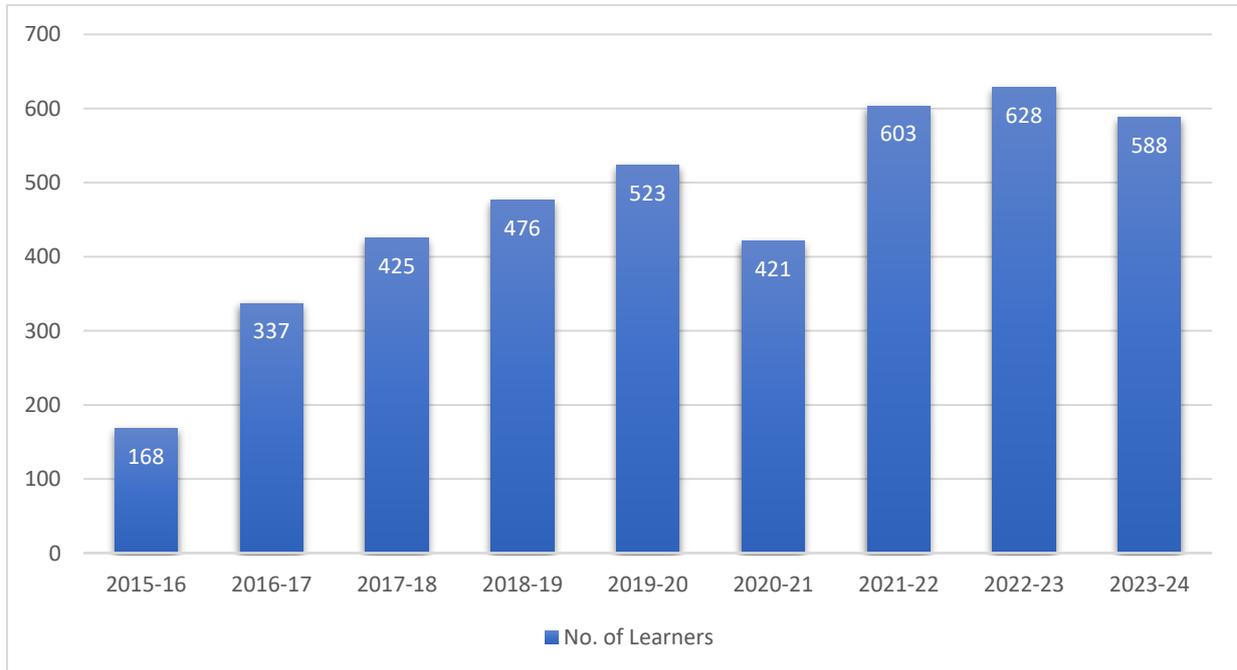


In FY 2023-24, 821 learners joined the Computer & Tally trade



Spoken English

Cumulative – 4,169



In FY 2023-24, 588 learners were enrolled for the Spoken English skill



Cutting & Tailoring

Cumulative 1,829

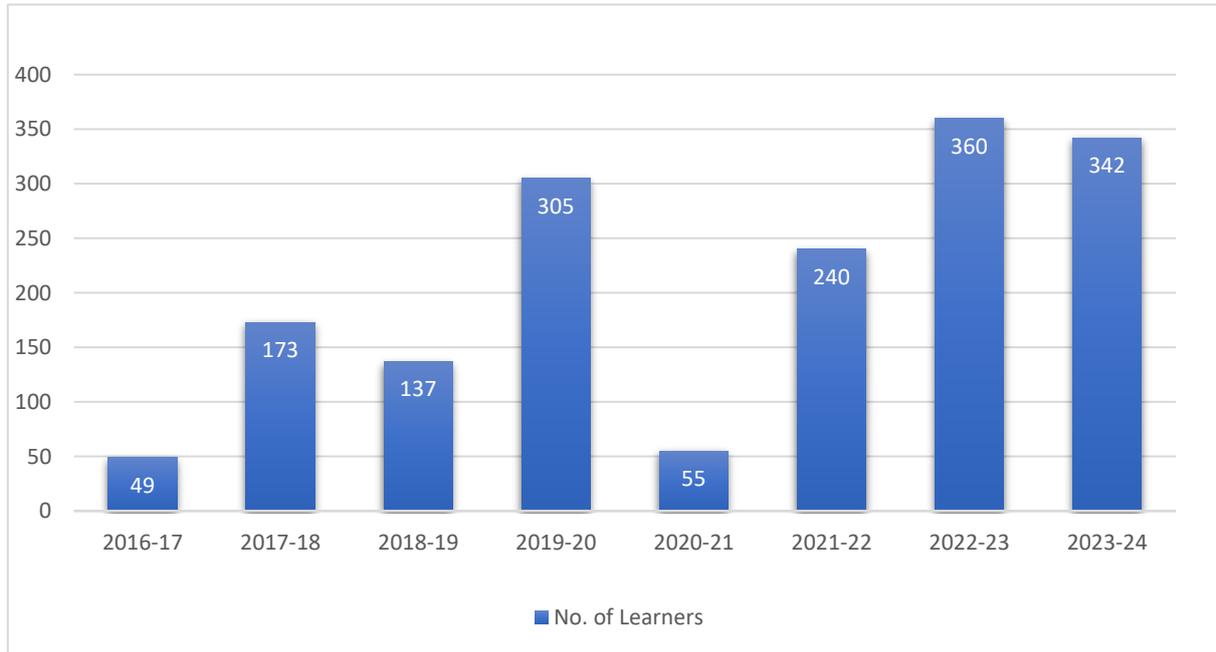


In FY 2023-24, 160 learners joined the Cutting and Tailoring trade



Industrial Tailoring Programme

Cumulative – 1,631

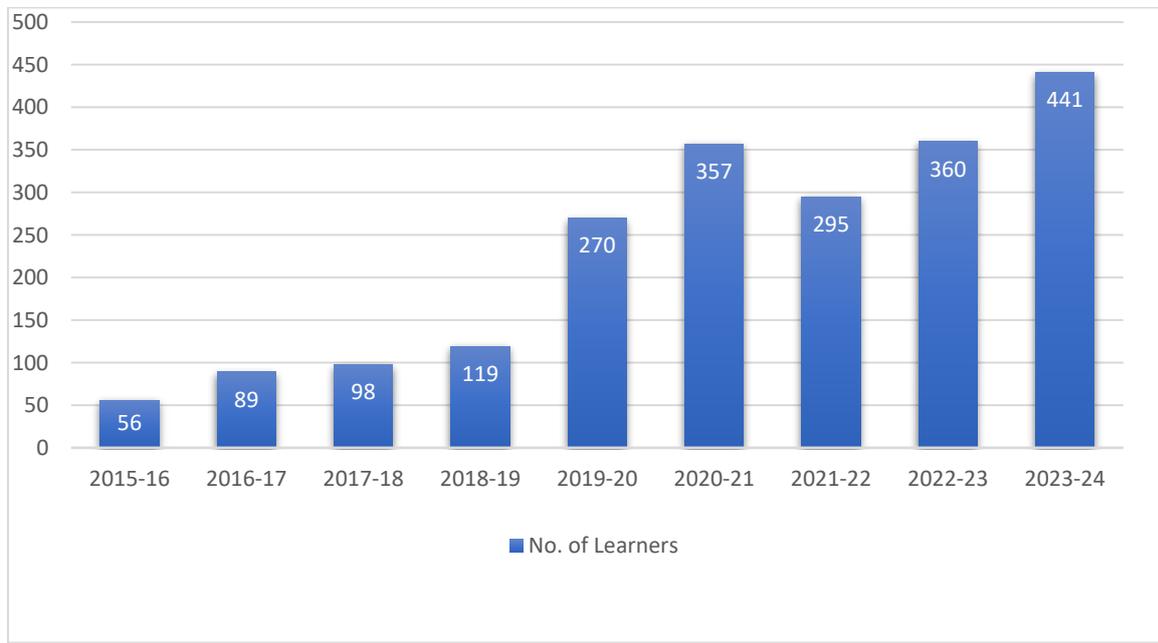


Along with this, in FY 2023-24, 342 learners upskilled themselves by learning Industrial Cutting and Tailoring trade



Beauty & Wellness

Cumulative- 2,085



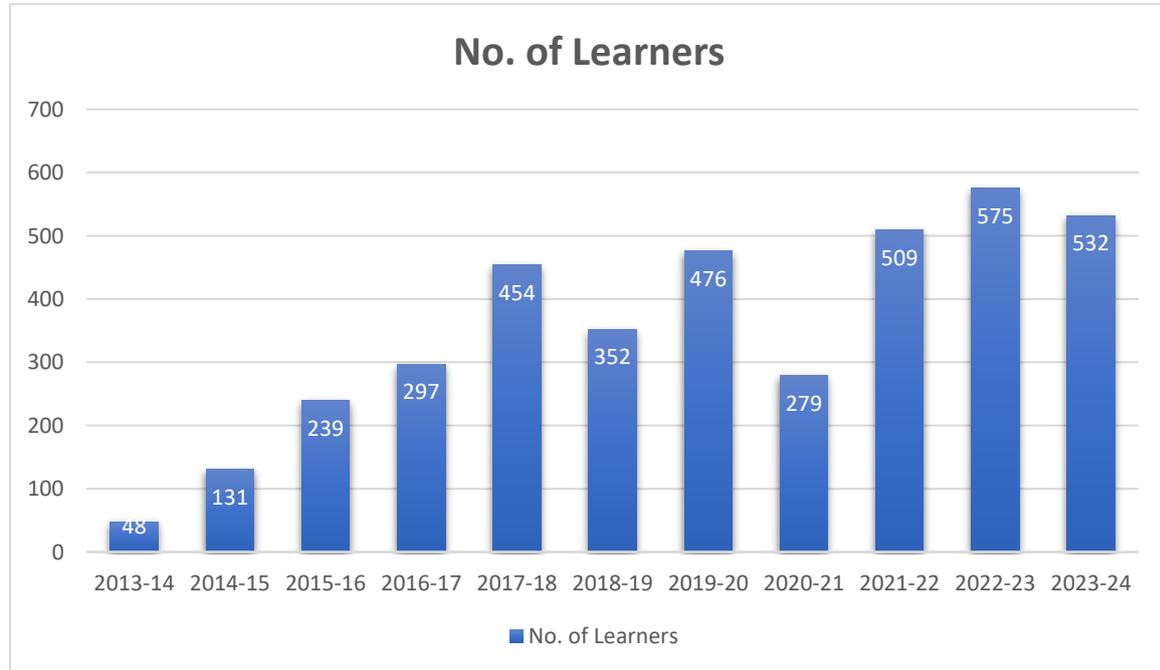
In FY 2023-24, 441 the number of learners in Beauty and Wellness were 441 students.



f) Statewide Impact

Uttar Pradesh

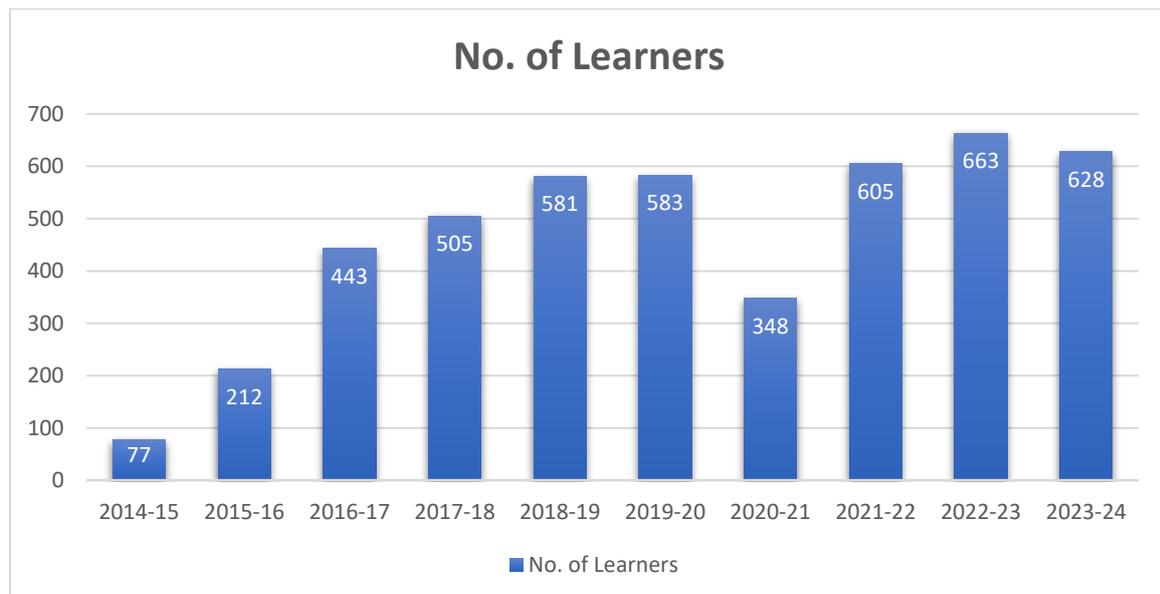
Cumulative 3,894



FY 2022-23, Aakarshan reached 575 learners in Uttar Pradesh marking it as the highest number till initiation, Till FY 23-24 79.1% of learners were able to become financially independent.

Uttarakhand

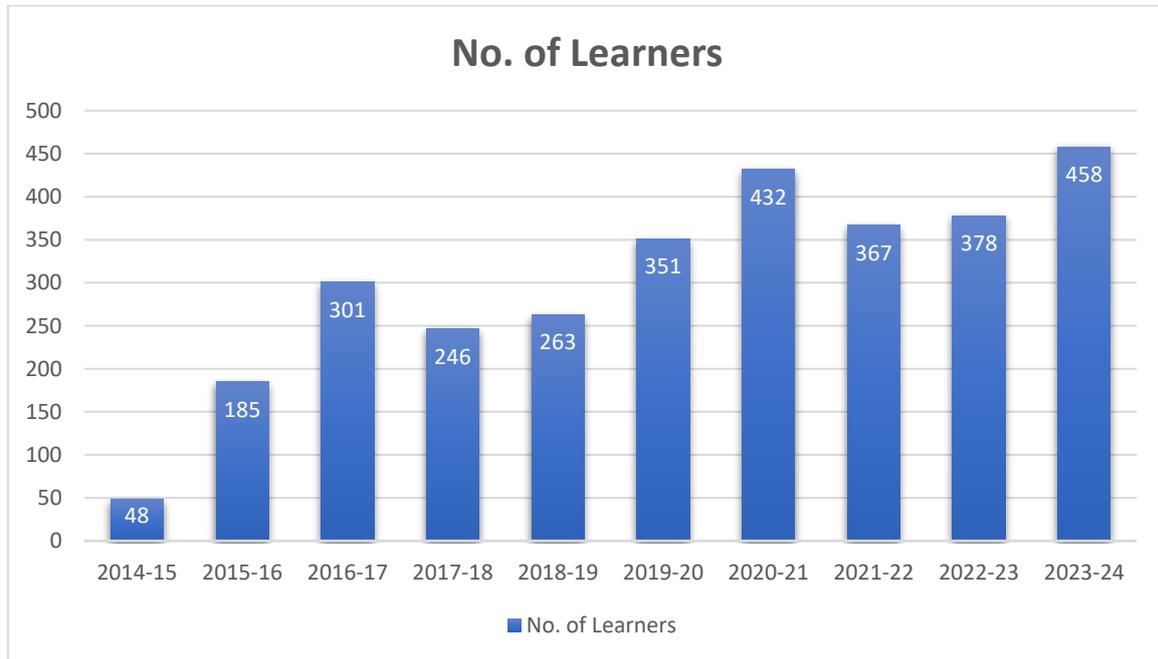
Cumulative 4,645



FY 2022-23, Aakarshan reached 663 learners in Uttarakhand marking it as the highest number till initiation, Till FY 23-24 67.7% of learners were able to become financially independent.

Maharashtra

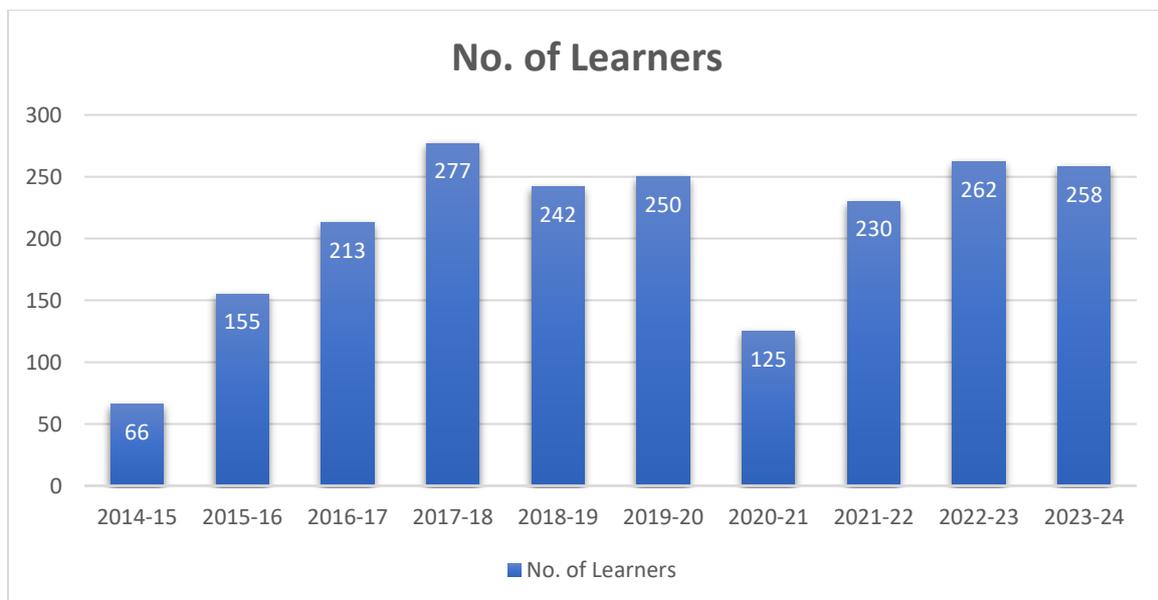
Cumulative- 3,029



FY 2023-24, Aakarshan reached 458 learners in Maharashtra marking it as the highest number till initiation, Till FY 23-24 60.3% of learners were able to become financially independent.

Tamil Nadu

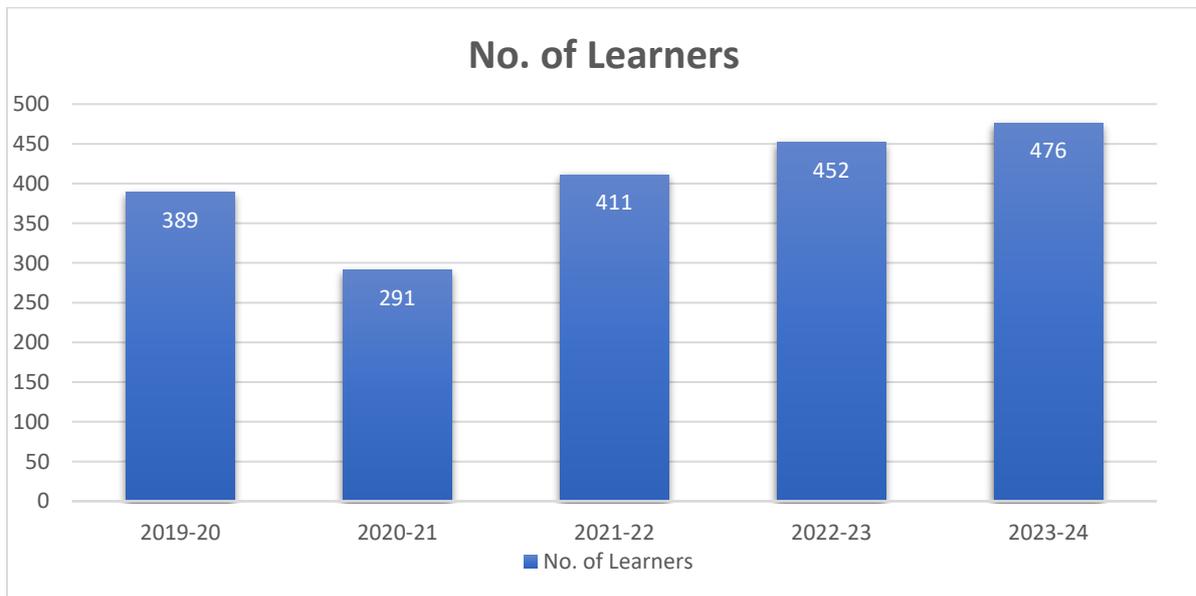
Cumulative – 2,078



Till FY 23-24, Aakarshan reached 258 learners in Tamil Nadu, and till date 77.2% of learners were able to become financially independent.

Haryana

Cumulative – 2,019



Till FY 23-24, Aakarshan reached 476 learners in Haryana marking it as the highest number till initiation, and till date, 66.7% of learners were able to become financially independent.



g) Monitoring and Evaluation

Taking internal tests in various trades

By placement process

By asking them to share their experiences

Mobilization Strategy

- Door-to-Door house visits
- Pamphlet distribution using newspapers
- Stakeholders connect
- Social media
- Visit with Former Students
- School visits
- Awareness sessions with local Panchayat

h) Testimonials

Basic Computer



My name is Neelam Chaudhary. I used to be a housewife, but I always had a desire to become financially independent. However, I struggled to find an opportunity due to lack of skills and confidence. One day, a friend of mine told me about the Spark Minda Foundation. I took admission in their basic computer course, and upon completing it, I not only secured a placement through the Spark Minda Foundation but also gained confidence. Now, I am able to provide financial support to my family as well.

Tally



I am Anushka Thite from Khed, studying B.com from HRM College, during my studies, I was facing difficulty in Tally subject which was affecting my performance in college. I started searching for Tally coaching classes in Khed Taluka. Due to the high amount of fees I was unable to acquire admission to the coaching centre, one day the Aakarshan Skill Development Programme team arrived at the HRM campus and made us aware about the courses they are running. Through the team, I found that Aakarshan Skill Development Centre is offering Tally training at less fee amount. I got myself admitted and started learning in depth. I learned about the theory along with practical information which I had never comprehended in college. This training allowed me to score better in my tests and I am sure the training which has been provided will help me to find a job and the possibility of working in a well-reputed organization. Thanks to Spark Minda Foundation for the opportunity.

Spoken English



Hello, I'm Nikita Vishwas. My family and I recently relocated to Rudrapur from Pantnagar. As soon as I started my graduation I decided to work on my English. Coming from a Hindi medium school, I always yearned for a place where I can learn and use English. My sister told me about Aakarshan Skill development centre where she was studying computers. I decided to take up the Spoken English course, as it was

economical and the course curriculum was according to my requirement. I participated in extracurricular activities and got a platform to express my opinions, this has helped me with my confidence. I feel more comfortable holding English conversations with my college friends. Thank you Spark Minda Foundation for this opportunity.

Cutting and Tailoring



My Name is Rohini Dhore. I live in Khed, Pune. I have done course in Cutting and Tailoring but I was unable to implement my skills in a correct platform because of some personal cause. After a long period, I got a chance to go back to my domain thus I enrolled for the cutting and tailoring course of Aakarshan Skill Development Centre. The cutting & tailoring trainer helped me

a lot in developing my abilities and boosting my knowledge in this field and motivating me to start working for myself. Presently, I am working from home and I have planned to expand my business and open a shop. I am thankful to Spark Minda Foundation for this training which has provided me with an opportunity to become self-independent.

Industrial Cutting & Tailoring



My name is Dayadevi. I live in Bhondsi. Unfortunately, my husband passed away in an accident, and I am currently staying with my children. The economic condition of our house was not good, but by chance, I came across the Spark Minda Foundation. Mr. Harsh encountered us on the way and informed us about a sewing course that would not only provide employment opportunities but also offer financial support.

Intrigued, I enrolled in Spark Minda Foundation. I successfully completed a 1.5-month course there, and now I am employed at JKM Company. I am extremely content as I am able to sustain my household expenses and provide for my children. I express my heartfelt gratitude to the Spark Mind Foundation for empowering me.

Beauty Culture & Wellness



I am Kavita Raghav and I completed by beauty and wellness course from Aakarshan in 2019. I live with my husband and 2 children in Maruti Kunj. I was always interested in working in the field of makeup and beauty, but all of the trainers charged excessive fees and were located far away; I couldn't devote so much time to the institute because I have children at home. Then I got to know about Aakarshan Skill Development Centre during their mobilization drive. During the course, ma'am used to provide Matrix L'Oreal seminars. After completing the course I partnered with my friend and expanded our business. Later, my brother also joined in. Today I run 2 salons with 3 staff and this has been a life-changing experience. I'd like to thank the Spark Minda Foundation for all of this.

a) Unleashing the Potential

Unleashing Potential



"I am a makeup artist"



"I am a makeup artist"



"I work in PayTM"



"I Work at SSN School"



"I Work at BYJUS"



"I work as a teacher"



"I run a shop"



"I work in Venus salon"



"I run my own boutique in Pune"



"I am working as a supervisor at Sigma"



"I Work at LFP School"



"I am a beautician working in Vedanti Beauty Parlour"



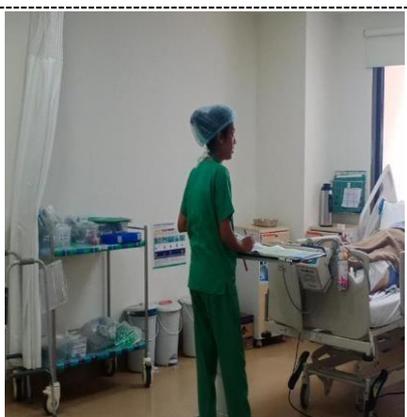
"I am a beautician in Touch & Glow"



"I work in Cut and Style salon"



"I work in a boutique named New Fashion Look"



"I work as a nurse in Max Hospital, Ghaziabad"



"I teach children of R.N.T Public School"



"I am a makeup artist"

4. Other programmes under skilling and Livelihood

Dual System of Training (DST)

DST, which stands for Dual System of Training, is a model aimed to bridge the gap between practical and academic understanding among ITI students. During their term, students can obtain hands-on teaching through this curriculum. Students get both experience and skill through on-the-job training.

DST is a great integration of ITI's academic training programmes with the industry's practical capabilities. DST fosters industry connections and gives students hands-on exposure with cutting-edge technology. The DST module intends to enable industry and enterprises to engage with government and commercial ITIs to build high employability training programmes to satisfy their skilled talent requirements. DST encourages ITIs and industry stakeholders to embrace and participate in the ITI ecosystem and within a department's benchmark training time, therefore boosting ITI-trained partnerships and enhancing industry-relevant quality training.

The Spark Minda Foundation has signed a Memorandum of Understanding (MoU) with the DTTE Government of NCT Delhi for the Dual System of Training Programme. The initiative was jointly established by the Wadhvani Foundation, the Government of the National Capital Territory of Delhi, and ITI Nizamuddin. The Wadhvani Foundation ensures that DST students receive soft skill training, while NCT Delhi and ITI Nizamuddin provide theoretical learning.

Till FY 2023-24, 129 students have received training under DST Model.

HP WoW

The HP World on Wheels (WoW) project is part of HP's commitment to construct and deploy 48 self-contained, Internet-enabled digital inclusion and learning labs in rural India as part of a People-Planet-Profit model aimed at promoting digital literacy, e-education, entrepreneurship training, and other citizen services.

The "World on Wheels" - Wow Bus was inaugurated at Hasanpur village in Gurugram, Haryana on January 7, 2021 by the Spark Minda Foundation in partnership with HP, MDMCT, BSG and NIIT Foundation. This programme has expanded in Uttar Pradesh as well.

The Bus is a mobile digital laboratory equipped with 20 computers, a printer, a 65-inch touch screen that doubles as a whiteboard, as well as a display and sound system. The bus is solar-powered, having roof-mounted solar panels. The bus serves as a "Common Service Centre" (CSC), allowing students to

learn digitally because it is loaded with e-learning content from classes 1 to 12.

Till now we have reached to 463 people.

Business Integrated Prison Project

We have established our manufacturing facilities inside the prisons of Maharashtra (Yerwada, Aurangabad and Nagpur) and Uttarakhand (Sitarganj), where more than 166 men and women inmates have been trained and are earning income for their families by working.

Poverty, migration, childhood abuse, neglect, and a lack of opportunity are all factors contributing to an increase in crime and deviancy in society. The movement is built on the notion that justice, at its foundation, is based on reformative action, and it aims to reduce crime in society by giving offenders second chances. Through this approach, we want to reduce socioeconomic divergence by imparting skills and providing economic possibilities to inmates. As part of this effort, inmates are instructed in the skills required to work in the automobile industry, and production facilities are set up within the grounds and among the prisoners in accordance with state law. This programme, based on the notion of a Public-Private Partnership, is unique in India's automotive sector. The automotive manufacturing factory is built within the prison grounds as part of this effort to educate and employ inmates. This scheme has given offenders the opportunity to get occupations within the prison and support their families from within the prison through money generating.

Till now we have reformed around 167 prison inmates.

5. Partnerships

a) Together we can

Spark Minda Foundation (SMF) collaborates with educational institutions and other organisations to deliver skill development programmes and empower individuals with relevant knowledge and skills. These partnerships enhance the quality and reach of the training programmes.

SMF collaborates with various non-governmental organizations and non-profit organizations to address social challenges and create a greater impact. These partnerships foster collective efforts and resource-sharing for the betterment of communities.

Moreover, the organization's partnerships with local stakeholders, including panchayats and local and various governmental bodies, have been valuable in engaging, gaining the trust of the community, and addressing their needs effectively. These partnerships provide a direct line of communication with the community and help in identifying and addressing specific needs and concerns. These partnerships provide valuable support and insights for the organization's initiatives.

By fostering and leveraging partnerships, SMF expands its network, expertise, and resources, enabling a more holistic and sustainable approach to CSR. These collaborations strengthen the organization's ability to create positive change, drive innovation, and maximize the impact of its projects on the target beneficiaries and communities.

6. Awards and Recognitions



Name of Award: National CSR Award
Awarding Agency : Ministry of Corporate Affairs
Year : 2019



Name of Award: ICSI Prestigious 6th Annual National CSR Award
Awarding Agency : ICSI
Date : Dec 16, 2021



Name of Award : 9th National CSR Times Summit & Awards 2022
Awarding Agency : CSR Times
Date : Dec 07, 2022



Name of Award: CII - ITC Sustainability Award 2024
Awarding Agency : Commendation of Significant Achievement in CSR
Year : 2023



Name of Award: CSR BOX CSR Impact Award

Awarding Agency: Dalmia Bharat

Date : Oct 11, 2023



Name of Award: Mahatma Award 2023

Awarding Agency: Mahatma Foundation

Date : Sept 30, 2023

7. Links & Media Coverage

a) Links

- [Annual Report 2021-22](#)
- [Blaze the Trail Vol-1](#)
- [SMF Website](#)

Social Media

- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)

