

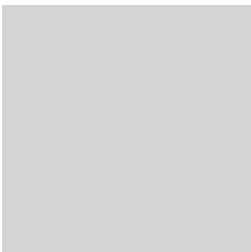
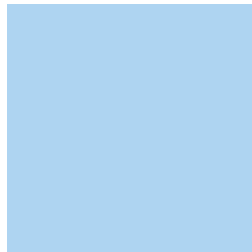
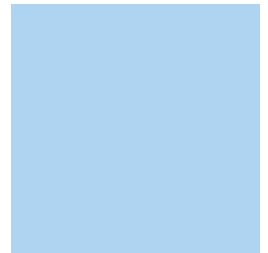
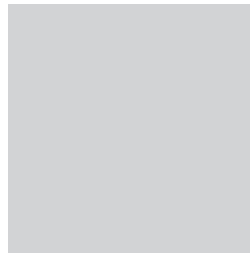


ASHOK MINDA GROUP

Powered by Passion

2014-15

CSR Annual Report

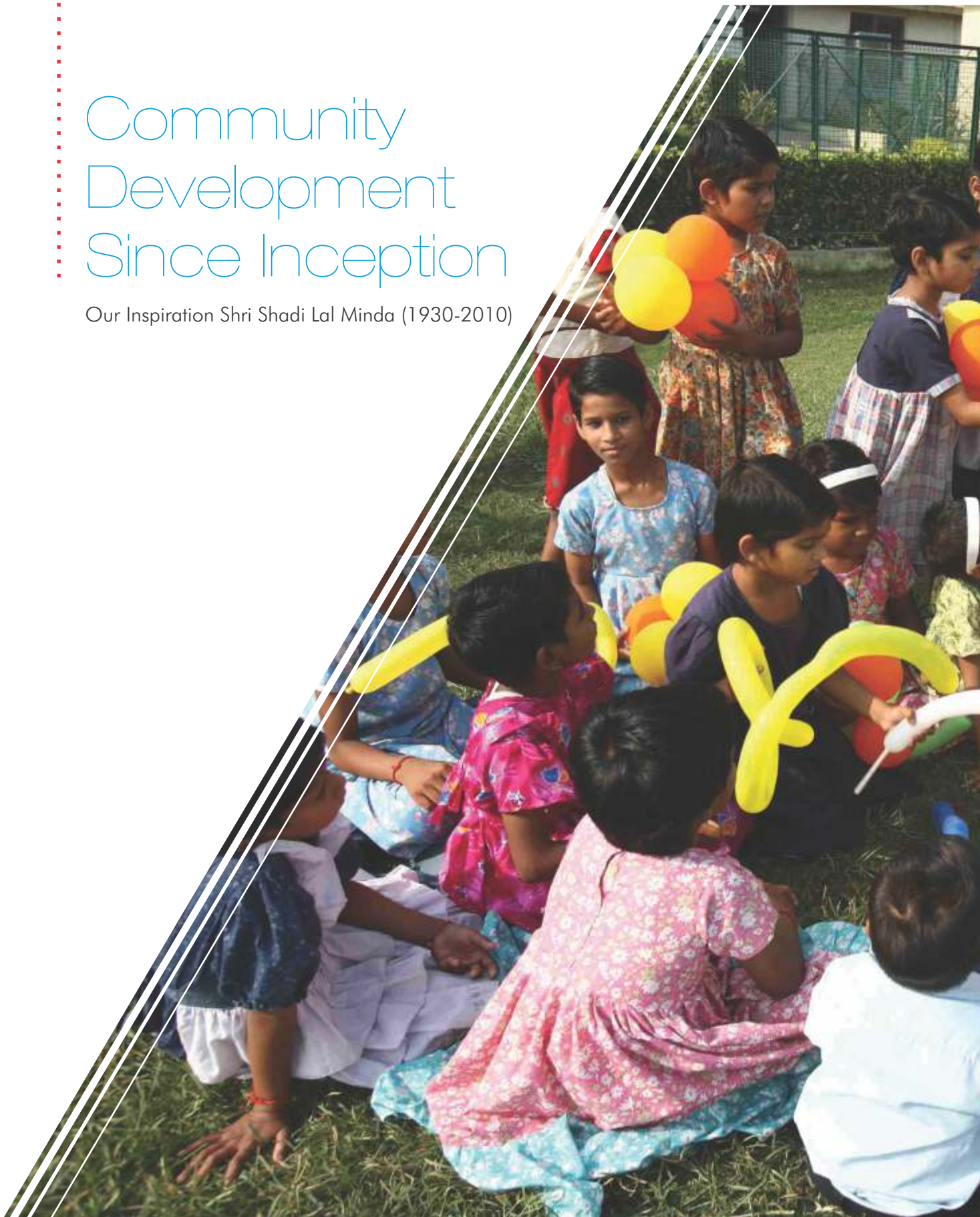


A Journey to Bring Change



Community
Development
Since Inception

Our Inspiration Shri Shadi Lal Minda (1930-2010)





- ✓ Discipline
- ✓ Dedication
- ✓ Determination
- ✓ Devotion
- ✓ Desire

Group CSR Committee Members' Views



Corporate Social Responsibility is a value driven business integrated function at the group. We have tried to touch northern, western and southern corner of India in the rural bends. Quantitatively the numbers may not be very high but qualitatively the impact is remarkable. We have started quite a few community development projects recently but we have a long way to go. We are striving to be a catalyst for betterment.

NK Taneja



We are able to touch many lives through our Community Development Programs. We are in the process to scale up and replicate the successful models. We are also doing various innovative value additions in the existing programs to make them more impactful. Like minded partnerships will make these models self sustainable.

MK Pajan



At Spark Minda, Ashok Minda Group, we believe that people are most important asset of the Company. As a group philosophy, we are concerned for the welfare and well being of the people both directly and indirectly associated with us. We equally care for the people in our surrounding areas and strive to convert them as a good human resources.

Lalitendu Samanta



Like any other domain of the Group, we are incorporating value additions in our CSR projects to achieve excellence. We regularly identify opportunity for improving Environment, Energy Conservation, Waste Reduction & Community Care in our businesses & keep conducting regular assessments of the same for effective implementation of initiatives & find more areas to take care of our mother earth.

Ashim Vohra



The Group CSR projects are assessed in the form of social and environmental return on investment. From this activity, the quantitative and qualitative targets for community and business sustainability projects are adequately defined. Thereafter, the progress of the projects is continuously monitored/ reviewed to provide support to the operating teams and to drive the project completion within time and budgetary limits. This way we are able to ensure that the CSR effort of the Group largely delivers on what is initially envisaged.

Praveen Gupta



We look at CSR function beyond compliances at Spark Minda, Ashok Minda Group. The objective is to benefit the needy people at large and not only to meet the legal requirements.

Ajay Sancheti



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 and to achieve those ends, all forms of communication must be orchestrated into a coherent whole.

Anil Batra



Panchayat is always a stakeholder in our Community Development Projects. We implement our projects in participatory manner and key persons of the villages are always helpful.

Amit Jalan



Praveen Karn
Head - Group CSR

I am proud that the Group has ably demonstrated that a company can function profitably and sustainable and simultaneously has a positive impact on the community and environment.

Acknowledgement

It is with a lot of pride and satisfaction that I share the Corporate Social Responsibility Annual Report 2014-15 with you. Spark Minda, Ashok Minda Group has come a long way since its inception and our commitment towards the community has set new milestones in different bends of the country. A journey to bring change is never easy especially in a diversified and complex social, cultural and economic spread of our country. The year 2014-15 has been a landmark year for us with the countrywide outreach.

I am proud that the Group has ably demonstrated that a company can function profitably and sustainable and simultaneously has a positive impact on the community and environment. I am heartened by the fact that our efforts have been considerably supported by various partners at grassroot levels. I appreciate them for their support and inputs in enhancing the implementation of our projects across various locations in the country.

I take my pleasure to express my thanks to the Board of Spark Minda Foundation and Group CSR Committee for their constant guidance, which has enabled us to work with sincerity and sensitivity. I look with a lot of hope and pride at my team for their perseverance, dedication and commitment towards the cause we are committed to. They bring revamped passion, desire and demand for a better world.

With a mission to provide access of education to less privileged section of society; empower the youth through providing skill set and make them employable; facilitate healthcare services to people for their basic survival; provide access of minimum infrastructure facility to the society; protect environment and resources for sustainable future and uplift the persons with disability to sustain in life with dignity, we are committed to bring a better tomorrow.

1. Organization overview	10
• Who we are	10
• Vision and Mission – Spark Minda Foundation	11
• What do we do	11
• Messages of Board of Directors of Spark Minda Foundation	12
• CSR Team	16
• Organization Structure – Spark Minda Foundation	18
2. CSR Intervention	19
• CSR Umbrella- The Intervention Model	20
• CSR at Societal Level and Business Level	21
• Approach for CSR Intervention	22
3. Spark Minda Foundation	23
• Service to Community- Projects and Performance	23
» Education and Livelihood Programme	23
» Health Programme	30
» Disability Project	36
» Community Infrastructure Project	40
» Business Integrated CSR Project	42
» Other Social Campaigns	43
4. Business Sustainability - Project and Performance	44
• Environment and Resource Protection	44
» Tree Plantation	44
» Protection of trees and Energy Resources	45
» Energy Conservation	46
» Water Conservation	47
» Waste Management	48
» Health and Safety	49
5. Moga Devi Minda Charitable Trust : Community Development Projects	51
6. Coverage: Making our Mark	55

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/realised, 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.

1. Organisation Overview



Incorporation of
Spark Minda Foundation

Who we are

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 Cars, Motorcycles, Commercial Vehicles, Tractors and Off-road vehicles manufacturers in India and overseas. The Group also has several JVs with leading companies from USA, Japan, Italy, and Uzbekistan.

Community Development is a value driven concept at the Group, which was started by Late Shri S.L. Minda "Babuji". He dedicated his life for the community development and set milestones for all of us to drive Corporate Social Responsibility. Therefore, taking his vision forward the Group established Spark Minda Foundation in December 2014.

The Group has a legacy of Community Development since decades. The community Development projects were undertaken by various units in their periphery. Later it was understood that a common entity for all the Group Companies needs to be incorporated. Accordingly, Spark Minda Foundation (The Foundation) 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 the Foundation is to work for community development by catering education, women empowerment, facilitation of healthcare, upliftment of people with disability and to sustain the environment.

The foundation is 100% subsidiary of the mother company, Minda Corporation Limited, which is listed at BSE and NSE.

Spark Minda Foundation: Vision and Mission

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 provide access of minimum infrastructure facility to the society.

To empower the youth through providing skill set and make them employable.

To protect environment and resources for sustainable future.

To facilitate healthcare services to people for their basic survival.

What do we do: Our Six Areas of Intervention

Education



Livelihood Promotion



Health and well being



Disability



Community Infrastructure



Environment and Resource protection



Messages from Board of Directors of Spark Minda Foundation



Message from the 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.

Corporate Responsibility at Spark Minda, Ashok Minda Group is embedded in our core business and this is a value driven concept since inception of the Organization. We believe in contributing to the sustainable and integrated development of society over the medium to long term. In continuation of this legacy as a responsible Corporate Citizenship, the CSR activities being undertaken at the Group level are derived from the tripple bottom line model of People, Planet and Profit. At Spark Minda, Ashok Minda Group, we run CSR projects for over 20 project locations across the country.

Ensuring environment sustainability with community care are the thematic divisions, surrounding which the CSR activities are planned and executed across the Group. 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.

Providing access to education to the children in rural area is a nationwide identified need. Our education programs in different locations of the country are able to mainstream children and help them in formal system of education.

Trainings are important but they are valuable if it has an outcome. We have imparted Vocational Training to

more than 1000 children and youth this year and we could see that these trainings are helping them in Income Generating Activities.

Our Healthcare projects mostly for women are able to improve their health status. More than 500 women were given health awareness and facilities through medical and specialized camps in rural areas.

Our projects for person with disability are making many lives sustainable and dignified. In a framework differently abled are trained and employed across the Group. We try to give them skill sets, which will help them for rest of their lives. Also to ensure sustainability of life we have organised Artificial Limb Fitment Camp in Indonesia, where Artificial Limb Fitment was executed to 515 people with 529 limbs.

The projects under Public Private Partnership approach through business integration has impacted many lives and has proven to be a model for ethical business.

Our sustainability projects at business level are able to accomplish good outcomes in environment conservation, waste management and energy conservation verticals. We see increasing opportunities to contribute to economic growth through social development.

We at the group strive to shape lives of people and protect the planet for sustainable future.

Mr. Ashok Minda



Mrs. Sarika Minda

Message of Chairperson

Mrs. Sarika Minda is the Chairperson and Director of Spark Minda Foundation. She is the ultimate example of a truly strong Indian woman. She is socialist and philanthropic and she is dedicating herself for Women Empowerment. She is involved in micro- planning of community projects for all locations.

Last Financial year was the year of action, collaboration integration and heartiness for many Companies for Corporate Social Responsibility in India. We at Spark Minda, Ashok Minda Group are involved in community development works since decades. We had set some targets in the beginning of the financial year for starting some new community development initiatives and could achieve most of them. Achievement of those targets will not only accomplish our aspirations but will also impact the lives of the people.

“AAKARSHAN” – A project run under Education and Vocational Skills vertical is imparting training on Computer, Cutting & Tailoring and Spoken English at Greater Noida, Pune, Chennai and Pantnagar. A business integrated PPP model for manufacturing of Wire Harness has been established at Tihar Jail and the wage to be paid to the inmates is reaching to the inmates' and victims' families. Even before the introduction of Swachh Bharat Campaign, the group worked for the School Sanitation Project and a facility was dedicated to one of the schools at Pantnagar. To ensure better health of people, medical camps are organized around the manufacturing locations in frequent intervals. Another health project has been identified for the girls of north east, who belong to the less privileged section. Another major

focus area of intervention is care for differently abled. In each of our manufacturing units, the Group trains and hires differently abled persons.

At Spark Minda, Ashok Minda Group, we realise that a community can prosper only when its women progress. In order to translate this vision into reality, we have initiated various women-centric programs for skill development and self-employment opportunities.

Our life skill training programmes facilitate an empowered, economically-independent future for the women folk of rural U.P, Maharashtra, Tamilnadu & Uttarakhand.

In conceiving projects at societal level, we conduct need assessment and Focused Group Discussion in the community and develop projects as per the need of a particular area. Community is always a stakeholder for both directly implemented and collaborative projects and for such project we develop win- win situation for each of the stakeholders involved. 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 coming year with a bigger scale and impact.



Mr. Sudhir Kashyap

Message from Director

Mr. Sudhir Kashyap is the Executive Director & CEO of Minda Corporation Limited, a flagship company of Spark Minda, Ashok Minda Group & Director of Spark Minda Foundation. He is also the Commissioner of PT Minda Automotive Indonesia. A Mechanical Engineer and alumnus of Prestigious Indian Institute of Management, he was instrumental in setting up Greenfield projects at the ASEAN region for the Spark Minda, Ashok Minda Group. Mr Kashyap has over 25 years of work experience in auto-component Industry and has been associated with the Group for the past 15 years.

Corporate Social Responsibility is a business incorporated function at Spark Minda, Ashok Minda Group . In both business and community verticals, we are implementing our projects. The community projects are benefitting the bottom of the pyramid and the business sustainability initiatives are contributing towards the protection of the Planet. Various activities were derived in our business operations and were integrated for Planet and Resource Protection. We strive to create a self sustainable eco system through such activities. The community is well nourished through our Natural Resource Management and Community Development initiatives. Our experience at project locations has been overwhelming in terms of the positive impacts we have created for our stakeholders.

The reflection of our performance towards our commitment can be seen in Tree Plantation; Water Conservation; use of

alternative energy; Pollution and waste management through reduce, recycle, reuse; reduction in uses of electricity, paper, woods and protection of natural resources areas.

Last year we could do some 3000 plantations and sustained more than 90% of them. We could increase our Electricity Saving by 7% in comparison to last financial year. These savings were done through various value additions in our existing operations. We could generate approximately 10000 KWH Solar Energy this year across the Group through installation of Solar Panels. We have recycled some 1.5 lac Kilo Liter water this year, which are being used in plantation and sanitation works.

Such initiatives are taking us towards supplementing green manufacturing. We are working rigorously to make our plants water positive and we are also trying to our level best towards Carbon Footprints. These are for the better future.

CSR Team

Corporate Team

Mr. Anil Batra,
Head Group Corporate
Communication;
Ms. Neha Bahri,
Executive Group Corporate
Communication;
Ms. Pallavi Hatwal,
Executive Group CSR;
Mr. Prashant Jha,
Assistant Accountant;
Mr. Praveen Karn,
Head Group CSR;
Mr. Rahul Goyal,
Management Trainee F&A;
Mr. Amit Aggarwal,
Group Leader Group F&A;
(L to R).



Team North



Team Uttarakhand: Mr. Gaurav
Mahtolia, Coordinator and
Trainer Computer; Ms. Savita
Devi, Trainer, Cutting & Tailoring;
Mr. Raju Kumar Singh ,
Coordinator and Trainer (L to R).



Team Uttar Pradesh: Mr. Hirendra
Srivastava, Executive CSR; Mr.
Narender, Trainer, Spoken English;
Mr. Bablu, Support Staff, Ms. Amita
Toppo, Trainer, Cutting and Tailoring
(L to R).



Team West

Team South

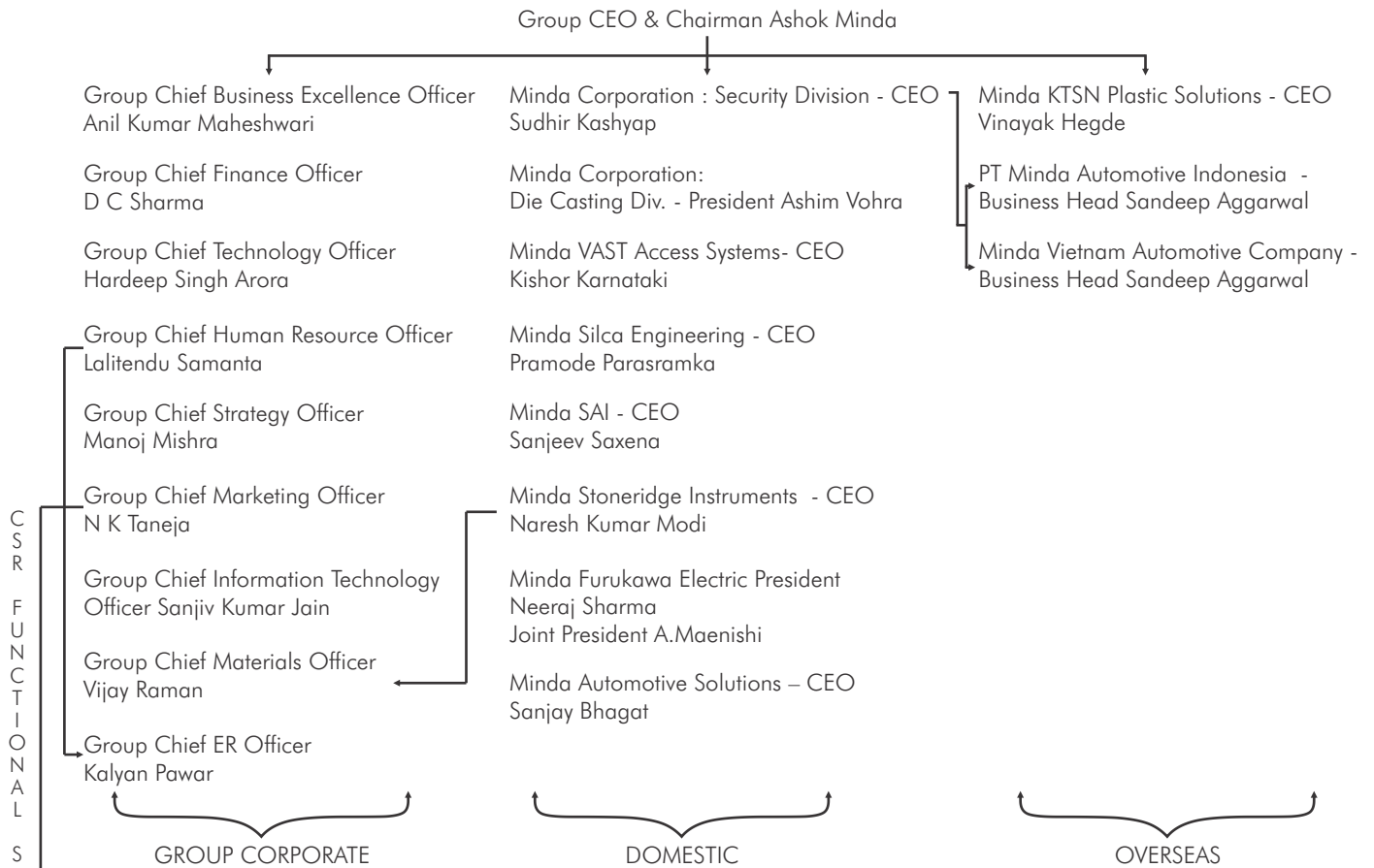


Team Maharashtra: Ms. Manjushree Bhagwat, Beauty Culture Trainer; Mr. Abhijeet Bhalerao, Executive CSR; Mr. Nilesh Pawale, Trainer Computer (L to R).

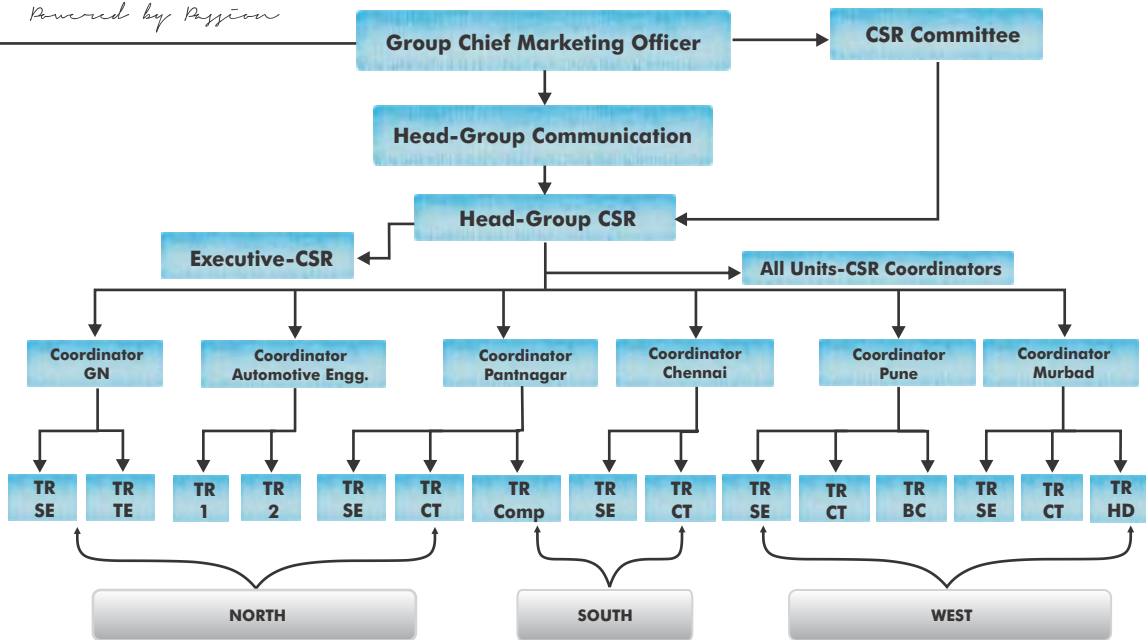


Team Tamilnadu: Ms. Tamil Selvi, Trainer, Cutting Tailoring; Ms. Stella Mary, Trainer, Spoken English; Mr. A Balakrishnan, Coordinator and Trainer Computer(L to R)

Organization Structure - Spark Minda, Ashok Minda Group



CSR FUNCTIONAL STRUCTURE



TR - Trainer, SE- Spoken English, CT- Cutting Tailoring, Comp- Computer, BC - Beauty Culture, HD- Handicraft

2. CSR Intervention

Our approach towards CSR is conceptualised through the triple bottom line model of People, Planet and Profit. Through this intervention model, the verticals that we touch upon are; Environment protection, Health & Safety and Community Care. Various initiatives were taken under each of these verticals in 14-15 FY, which has sustainably impacted the people and planet at large scale.

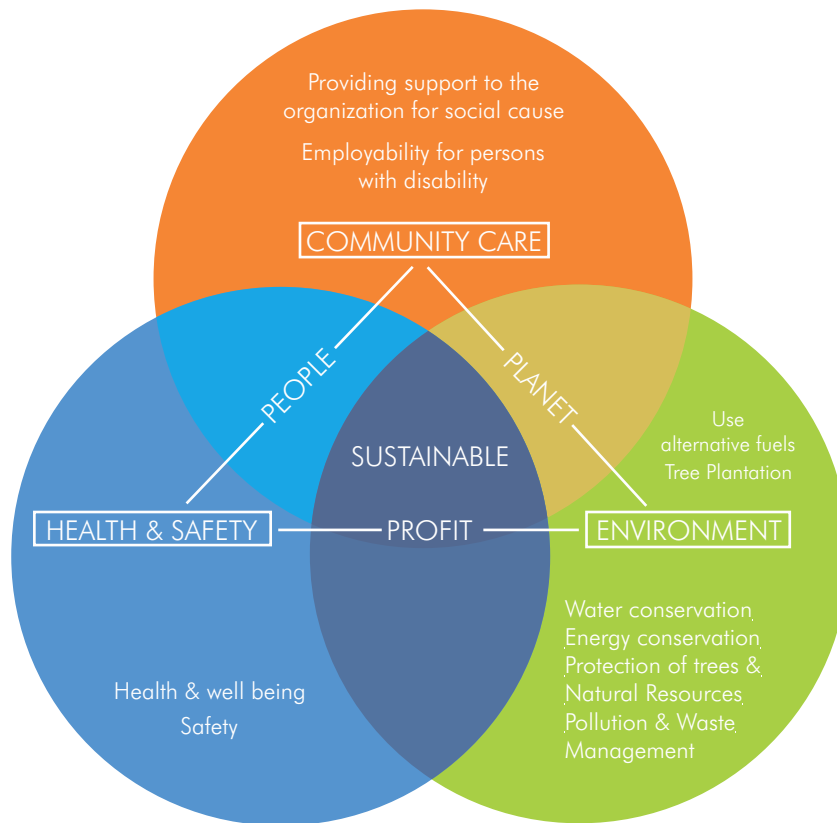
For Community Care, we are rolling our activities through Spark Minda Foundation and Moga Devi Minda Charitable Trust, which comes together for welfare, development and sustainability at societal level, whereas Environment & Resource Protection initiatives are mainly taken at Business level.



CSR Umbrella

Moga Devi Minda Charitable Trust

- Minda Balgram:** Long term institutional care to children in need at Alipur, Delhi.
- Minda Seva Kendra:** Training, employment & entrepreneurship of youth at Hisar, Haryana.
- Moga Devi Minda Memorial School:** Quality education for the less privileged children at Hisar, Haryana.
- S L Minda Sports Academy:** Promotion & encouragement to the youth in Haryana.



Spark Minda Foundation

- AAKARSHAN:** Vocational training program at Uttar Pradesh, Tamilnadu, Uttarakhand & Maharashtra.
- Care for Persons with Disability:** Assistive & accessible technology with ergonomics, training & employment.
- Women Empowerment:** Through improve health status & entrepreneurship.
- Business Integrated CSR:** PPP model at Tihar Jail for Wire Harness Manufacturing.

Two Main Layers of implementation of CSR Model

- 1). Business Level:** Planet Sustainability is the main objective at business level. Thus, various activities are conducted at unit level to protect resources.
- 2). Societal level:** Education, Livelihood Promotion and Community Healthcare is the major verticals under which, CSR activities are planned. The Group is striving to sustain all community development projects and scale them up for benefitting more and more people.

Sustainability to Community

1. Access To Education For Underprivileged:

Computer Literacy Program for School going Children
Spoken English Training program for School Going Children
Arrangement of Tuition classes for School Going Children.
Strengthening a Low income group Schools.
Mobilization of students for mainstreaming



2. Ensuring Livelihood through Skill Development:

Computer Literacy for the Youth (Basic/Advanced)
Spoken English Training Program for the youth
Cutting & Tailoring Training for women
Beauty Culture Training for women

3. Improving Health status

Medical care through Health Check up & Camp Drive.
Women Empowerment through Menstrual Hygiene Awareness.

4. Access to Basic Infrastructure

School Infrastructure Development

5. Care for Persons with Disability

Providing Accessible and Assistive Technology.
Training & Employment of Differently abled people.

6. Integrating Business through inclusion

Tihar project under PPP model

Sustainability to Core Business

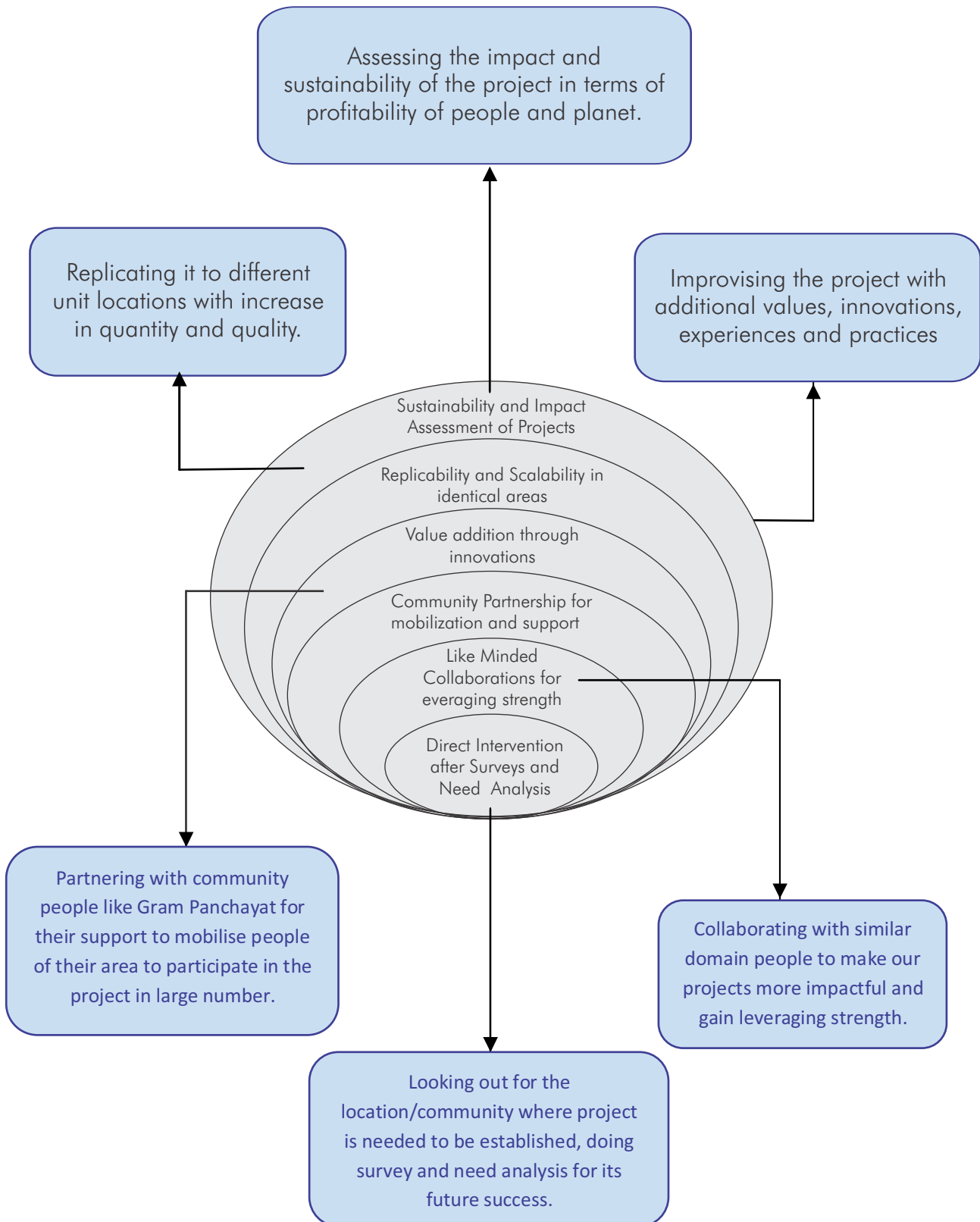
1. Environment and Resource Protection:

Tree Plantation
Energy Conservation
Generation of Solar Energy
Water Conservation; Recycling of Water, Water Harvesting practices.
Reduction of Paper and Wood Use

2. Health & Safety

Health checkups for Employees
Safety Drives

Approach for CSR Intervention



3. Spark Minda Foundation

Service to Community - Projects and Performance Education and Livelihood Programme

Skill Development Programme

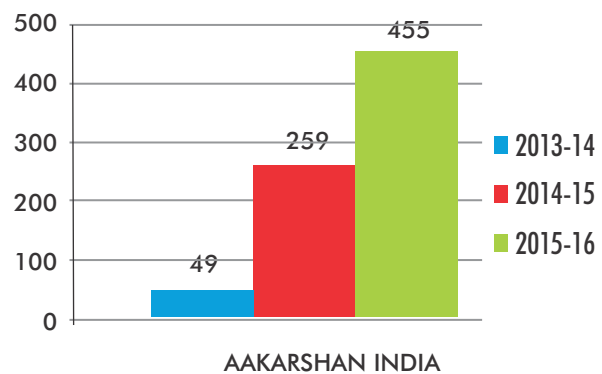
AAKARSHAN word was conceived by Group CSR committee with a philosophy to have a centre in a rural set up, which attracts villagers, where they can come and learn.

AAKARSHAN Vocational Training Program was started in the month of December 2013 at Kuleshra village, Greater Noida, U.P. Based on the need assessment conducted at local area. This Program was started in collaboration with the Gram Panchayat in the Panchayat Hall. Under AAKARSHAN Vocational Programme, training over Computer, Spoken English & Cutting Tailoring is imparted to the children and youth of local area. In the 6 month curriculum, other than the trade, learners are also trained on Behavioural aspects. With the tremendous success in Uttar Pradesh, later the model was replicated in Uttarakhand, Maharashtra and Tamilnadu. These programmes are supported by respective nearby business units. Accordingly, the target audience for these programmes belong to the nearby area of the factory.

Skill leads to Employment. India will have a gap of skill set of 250 million people at the end of 2022. Considering these facts, The Foundation has conceptualised AAKARSHAN Vocational Training Programme. This programme is mainly designed for children, youngsters & women who have desire to learn and earn but are unable to do so because of lack of resources. India has one of the youngest populations in the world. Therefore, it has the potential to meet the skill needs of other countries and also cater to its own demand for skilled manpower. Whereas, the current education system does not focus on training young people in employable skills, which can provide them employment opportunities.



Year Wise Progress Chart



Total No. of Learners - 763*

*Data in Number, till 30th July 2015.

Today, a large section of India's labour force has outdated skills. With current and expected economic growth, this challenge is going to only increase further, since more than 75% of new job opportunities are expected to be "skill-based." This initiative of the Foundation is supplementing to "Skill India" mission of Government of India.

In 2014-15, 259 learners have completed this training successfully.



Location Wise Synopsis of AAKARSHAN Project

AAKARSHAN North : Uttar Pradesh

The centre is present in Kuleshra village, Gautam Buddha Nagar of Greater Noida. Gautam Buddha Nagar is a largely suburban district of Uttar Pradesh state in northern India. Gautam Buddha Nagar has a sex ratio of 852 females for every 1,000 males and a literacy rate of 82.2%. The female literacy stands at 72.78% much higher than national average of 65.46%. Though the data looks bit satisfactory but Kuleshra village mainly consists of migrant population

from different parts of Bihar & U.P. having most of the population less literate, thus was this village chosen for the project.

This Project was started with 49 school going children (Boys-20 and Girls - 19) belonging to lower socio-economic background and now have reached to 266 children.

First AAKARSHAN Center was established in this location and later on model was replicated to other strategic locations.

Year	Course	Number	Total
2013-14	Basic Computer	49	49
2014-15	Basic Computer	99	133
	Cutting & Tailoring	34	
2015-16	Computer	44	84
	Cutting & Tailoring	21	
	Spoken English	19	
Total			266

Training Leads to Employment



Computer learners at AAKARSHAN Center, Kuleshra Village, Greater Noida.

Shoaib Alam, a 20 year old boy is from a lower middle class family. There are 9 members in his family and his elder brother is a only earning member. Shoaib had a desire to learn Computer course, but due to financial status of his family, he was not able to do so. When he came to know about AAKARSHAN, he joined our Vocational Training Centre for the Computer course. Just after 6 months of training, he got a job in Big Basket Company. Now he is earning Rs. 11000/- per month and is able to contribute in his family's financial status. His family is happy to see this growth of Shoaib in such a small span of time. Shoaib is grateful to Spark Minda Foundation for providing such a greater opportunity to him.

AAKARSHAN North- Uttarakhand

This centre is located in the Rudrapur region of Pantnagar location. The main reason to establish the centre was only 67% female literacy rate. Even after 67% of literacy rate among the females, most of them are house makers because of lack of

employability skills like Computer and English. This center is able to impart training to the children and youth of the locality. The foundation inspires to link them with the job market also so that they can sustain in their lives.



Computer Training at AAKARSHAN Uttarakhand

Mainstreaming with the Developing Society

Shobana is a 18 year old girl, who is pursuing a B.Sc. course from a college located in a town of Chennai. She belongs to a financially unstable family. Her father works in a private company and is the only earning person. In college, Shobana's friends use to make fun of her English, as she was from a village, she used to feel difficulty in replying them. Because of her financial situation, she was not able to learn English Speaking course.

After she came to know about AAKARSHAN Vocational Training Centre, she joined Spoken English Classes. Her course is yet to be completed but she has already started speaking in English with her college classmates as well as with the Professors. She said that all were wondered by her transformation. She is happy and grateful to Spark Minda Foundation. Now she aims to become an Entrepreneur.

Year	Course	Number
2013-14	Basic Computer	77
2014-15	Basic Computer	79
	Total	156

AAKARSHAN West: Maharashtra

This centre is located in Dhonde village of Rajgurunagar, Pune. The population of this location mainly consists of tribal community, who do not have any access to Skill Training Programme 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 the Foundation planned to setup the training facility in collaboration with Gram Panchayat at their door step.

Year	Course	Number
2014-15	Basic Computer	48
2015-16	Basic Computer	26
	Spoken English	46
	Total	120



Students of Cutting and Tailoring Course at AAKARSHAN Uttar Pradesh

AAKARSHAN South: Tamilnadu

This AAKARSHAN centre is situated in Pallaipakkam area of Kanchipuram district of Tamilnadu. Pallaipakkam is the extreme rural village of Kanchipuram, where people do not have access to Computer and English, thus making them struggle for knowledge and employment. Since the beginning of this training programme, lots of learners have started imbibing life skills and they are able to get benefit in process of mainstreaming. The Foundation has constructed a building also in the land provided by the Panchayat to run these training programs in the village.



Students of Spoken English at AAKARSHAN Center

Women Empowerment through Income Generation

This is a life changing story of women (Suman), who is a 30 year old and married, having 3 children. She belongs to lower income family group, having husband's income the only source. She had a desire to learn Cutting & Tailoring since long, but due to financial problem was not able go ahead. When she came to know about AAKARSHAN vocational Training Centre, she enrolled herself in the particular course. She learned with great enthusiasm and broke all the stereotypes of the society about "Married women going out and seeking education at this age". Now she stitches dresses for her family, nearby ladies & earns from it.

Year	Course	Number
2014-15	Basic Computer	66
2015-16	Basic Computer	50
	Cutting & Tailoring	30
	Spoken English	45
	Total	191

Convocation Ceremony of AAKARSHAN Vocational Training Centres



Gautam Buddha Nagar, Uttar Pradesh

Successful learners with Mr. Ashok Minda, GCEO and Mr. Rajamauli, DM, Noida

DM Noida Mr. Rajamauli at Greater Noida Convocation Ceremony



Kanchipuram, Tamilnadu

Successful learner with Mr. Praveen Gupta and Mr. Sambantham, Joint Chief Inspector of Factories, Kanchipuram



Learners performing at Kanchipuram district during Convocation Ceremony





Rajgurunagar, Maharashtra

Successful learner receiving certificate from Mrs. Sarika Minda, Director, Spark Minda Foundation

Mr. N.K. Modi , CEO MSIL awarding certificate to a successful learner



Pantnagar, Uttarakhand

Mr. Sumit Doseja, Unit Head, Pantnagar with successful learner



Mother of a learner receiving certificate from Mr. R.C. Negi, Head HR MCL Pantnagar



Health Program

Women Empowerment through improved health



The most famous saying said by the Pandit Jawaharlal Nehru is "To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves". In India, to empower the women, first it needs to kill all the demons killing women's rights and values in the society such as dowry system, illiteracy, sexual harassment, inequality, female infanticide, domestic violence against women, rape, prostitution, trafficking and other issues. Gender discrimination in the nation brings cultural, social, economic and educational differences, which push country back. The most effective remedy to kill such devils is making women empowered by ensuring the Right to Equality mentioned in the Constitution of India.

To get the high level goal of women empowerment, it should

be promoted from the childhood in each and every family. It needs women to be strong physically, mentally and socially and the basic part of this process is to cater the women health need.

Therefore, The Foundation started the Women Empowerment project to uplift the women of society in terms of their health through its Menstrual Hygiene Programme. This initiative of the Foundation is supplementing to "Beti Bachao, Beti Padhao" Programme of Government of India. The Foundation understands the entire spectrum of menstrual hygiene as the subject of human rights, hence must be addressed specially in rural arena. This programme will benefit the women at large through addressing their issues related to the subject and ultimately result to women empowerment.

Bringing Empowerment to Women Menstrual Hygiene and Awareness

Menstruation is universally discussed behind closed doors – the cultural taboos, myths surrounding menstruation has generated embarrassment and hesitation. This has adversely affected the lives of women and especially young girls to come forward and discuss the challenges, issues and problems being faced by them. The social and cultural environment has restricted their mobility and accessibility to the right kind of knowledge. As an initial step to fulfil the vacuum created by absence or little knowledge, the Foundation is directing its efforts to mobilize female community of Kuleshara village towards a system of menstrual sustainability i.e. awareness generation, accessibility and promoting safe menstrual management. The prime objective is to make people aware that access to safe and secure sanitation is one the key human rights, which people have yet to achieve along with right to live with respect and dignity.



The main key factors of the programme were that: About 88% of women do not have access to sanitary pads, 70% women think human blood is dirty and quite a few cervical cancer cases are suspected because of poor menstrual hygiene.

This multi stakeholder programme was initiated in collaboration with Unicharm and Global Hunt Foundation, where more than 200 women of the Kuleshara village came together for gaining access to knowledge and awareness on the following key issues.

Key Issues

Menstruation: What, why and how; key causes and its effect on the body.

Menstruation Myths: Interacting with the community by disseminating knowledge towards denouncing superstitions related to menstruation which leads to unsafe practices.

Menstruation Management: Key methods, manners utilized during the menstrual cycle.

Menstruation Hygiene: Generating awareness on the basic safe practices, disposal mechanisms and maintaining daily cleanliness.

Menstruation Challenges: Addressing the queries of the adolescent girls on their first menarche, advising mothers on how to counsel their young girls on issues related to menstruation.



Sensitisation of women on Menstrual Hygiene

Survey Outcomes

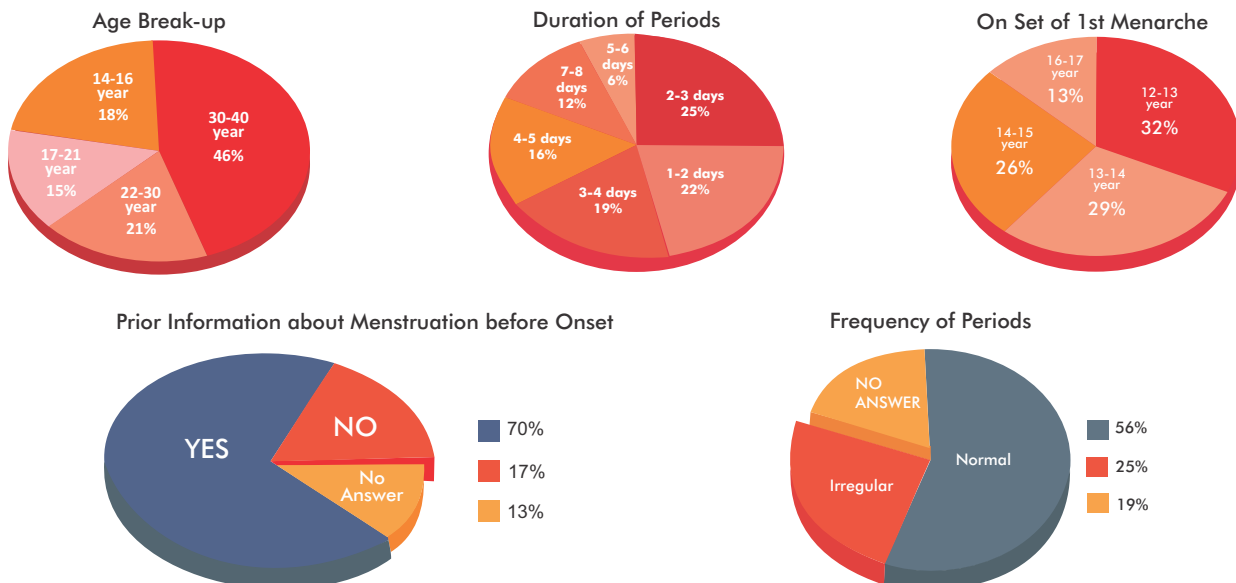


Primary Survey on Menstrual Hygiene Pattern

Study was conducted in the Kuleshra village of Uttar Pradesh to observe the menstrual behaviour, hygiene and knowledge of the community on the issue. Some of the excerpts of the research has been showcased in the graphs. The research tools used were questionnaires, focused group discussion and direct

interviews with the sample of women in the village.

The data found was alarming, 22% female's menstrual period last only for 1-2 days, which shows condition of being anaemic and 25% having irregularity in frequency of menstruation



We are in a process to replicate this programme in other locations as per the need analysis

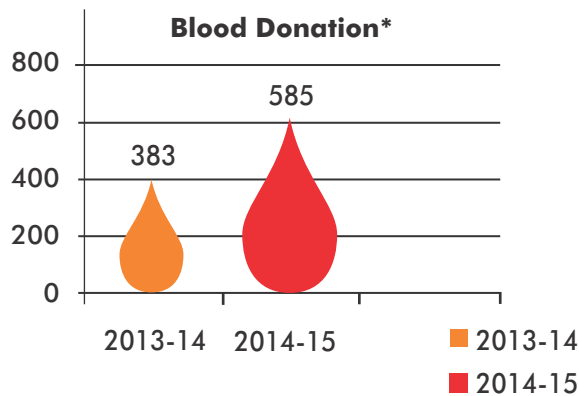
Blood Donation Camp



Despite being a country with a population of 1.2 billion, India faces a blood shortage of 3 million units. The problem can be addressed if an additional two percent of Indians donates blood, health experts say.

According to a 2012 World Health Organization (WHO) report, only nine million units are collected annually, while the need is for 12 million units. Considering the above facts, The Foundation has been doing blood donation campaign for many years.

The main objective of this camp is 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 585 people across the Group came forward and supported this cause in financial year 14-15. This campaign encourages voluntary donation of blood through camps considering the high risk of compulsive replacements. This will also cater the urgent blood requiremnt in hospitals.



*Unit are in number of person







To provide basic access to health facilities in rural areas, the Foundation conducts health and wellbeing projects in strategic locations in collaboration with Gram Panchayat. Health Awareness Campaign, General medical camp, referral services and specialised medical camps are organised in the village

- Eye Camp
- Dental Camp
- Gynaecology Camp
- BMI camp

One of the Health Project initiated for the girls of North-Eastern part of India has been improving their health status since August 2014. 69 girls, most of them are orphans and belonging to poor sections of society are being taken care under this project. These girls residing in Vanvaasi Kanya Chatravaas, Jagatpura, Rudrapur, Uttarakhand were mainly affected with Tuberculosis. It was done in collaboration with Vanvaasi Kanya Chatravaas Samiti, Rudrapur, which is established by Seva Prakalp Sansthan, NGO, registered under Society Registration Act 1995.

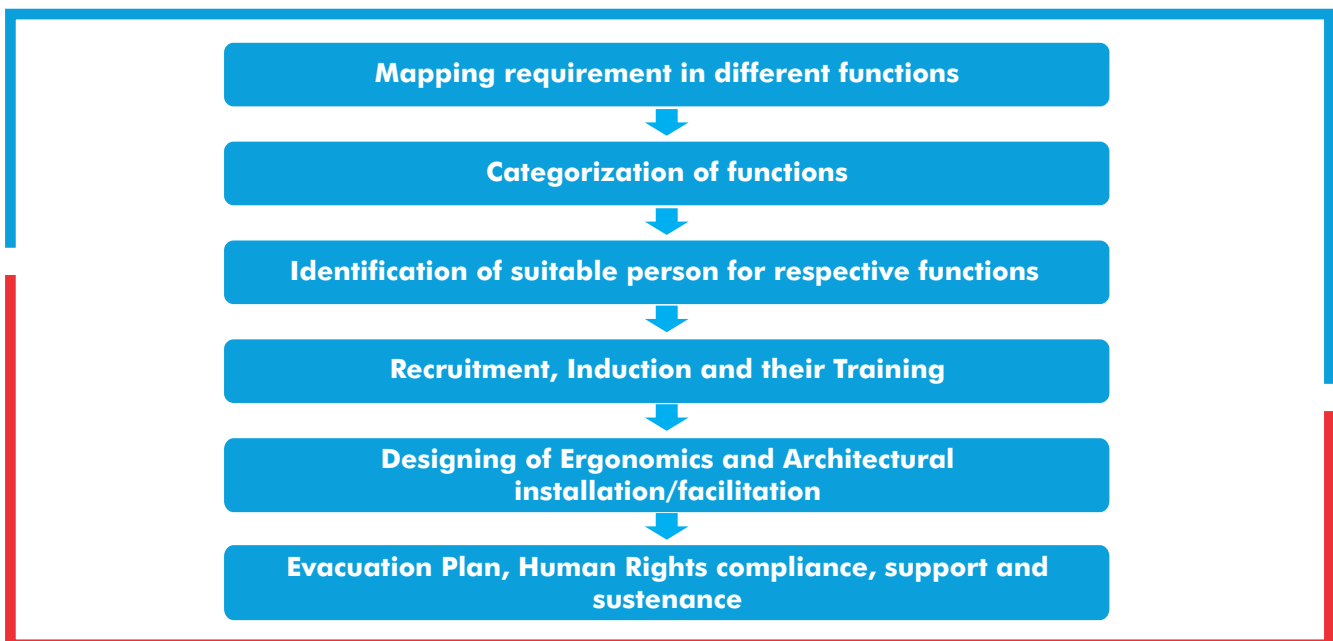


Disability Project

SAKSHAM – Care for Persons with Disability



Person with disability constitute around 2.21% of total population of India. In line to our mission to uplift the persons with disability with life sustainability and dignity, the Foundation has developed a framework. Countrywide in different manufacturing location 147 persons with disability are employed by the group. This framework is basically designed for differently abled people to create an inclusive workplace, where their skill and talent are valued and respected. The Group engages differently abled people in an affirmation of its commitment to sustainable business practice.





Special OJT designed for visually impaired people to give them a real time feeling at MCL Pune.

Mr. Nilesh Pal has joined us 3 years back; he is differently abled person having 50% disability in his right foot. He came to know about our community care initiative from his friend and approached us, now he is successfully working in MCL- Pantnagar. We appreciate his willingness to work and welcome him to our team.



Mr. Jitender Kumar Yadav is visually impaired person from Noida. His father is a farmer, having a marginal land. He has 7 brothers, 5 are studying and 2 are farmers (helping his father in agricultural works). His family income depends on the agricultural output, which is uncertain in Indian context. Previously he has worked as helper for 1 year, but now he has regular job, which helps him to take care of his family. Till now he has zero defect in his work performance, which is quite precise. He participates in the cultural activities and has a good voice too.



Artificial Limb Fitment Camp, Indonesia

To provide an accessible and assistive technology to the Persons with Disability (limbless) Spark Minda, Ashok Minda Group did a voluntary collaboration with Bhagwan Mahavir Viklang Sahayata Samiti (BMVSS) popularly known as Jaipur Foot & organized an Artificial Limb Fitment Camp at Indonesia.

The camp was formally inaugurated on 11th May, 2015 at PT Minda Automotive Indonesia.

This project named "SAKSHAM" ('Mandiri'- in Bahasa Indonesia) was aimed to ensure sustainability of life for the persons with disability through ensuring their mobility. After Artificial Limb Fitment, the amputees will be able to walk normally for the rest of their lives.

The camp was envisioned by Spark Minda, Ashok Minda Group and Jaipur Foot in the year 2014. This project aimed to benefit approximately 500 people from Indonesia under the Corporate Social Responsibility of the Group.



H.E. Mr. Gurjit Singh, Ambassador of India in Indonesia doing plantation with Mr. Ashok Minda, GCEO and Mrs. Sarika Minda, Director Spark Minda Foundation.

A team of 11 members are executed Artificial Limbs fitment to 515 people with 529 limbs at PTMAI Campus from 4th May to 7th June, 2015.

Person with mobility disability particularly belonging to low income group from Jakarta and surrounding places were



treated during the camp. Identification and mobilization of patients were done by Yayasan Peduli Tuna Daksa, NGO, which was also responsible for post camp facilitation and corrective measures.

Jaipur Foot has developed the technology for manufacturing and fitment of Artificial Limbs to the limbless. The limbs can be fitted above or below the both knee. These limbs are manufactured by natural rubber over the structure of Plaster of Paris based on the customized measurement of each person. The longevity of these limbs is approximately 3-5 years. Amputees were comfortably be able to walk, work, ride and drive after this fitment.

During the inauguration ceremony, Mr. Ashok Minda, expressed that such initiatives of benefitting the persons with disability signifies humanity and it should be boundary less and he also spoke about the corporate citizenship theory relating to triple bottom line of People, Planet and Profit. Mrs. Sarika Minda, Chairperson - Group CSR briefed about rest of the Corporate Social Responsibility initiatives taken up by the group in the thematic areas of education, healthcare, community infrastructure livelihood promotion and environment protection. Mr. Gurjit Singh, Ambassador of India in Indonesia inaugurated this Camp and thanked Spark Minda Group to facilitate it in Indonesia. He also ensured to render all services from the Government side to conduct this Camp.

Mr. Sudhir Kashyap, CEO, Minda Corporation Ltd. and

Mr. Sandeep Aggarwal, President Director, PT Minda Automotive Indonesia thanked all the stakeholders for this valuable support for the camp.

Mr. Ranga Nagara, Visa Counselor and Mr. Rizali Wilmar Indrakesuma, Ambassador of Indonesia were also thankful to the Group for organising this camp.

This camp was a unique example of undertaking a major CSR activity in foreign land for the benefit of general public.

Vaswani Mission, a local NGO from Indonesia is another stakeholder of this programme and they will take care of post camp facilitation and corrective measures of the patients.



Amputee walking after his fitment with Artificial Limb



H.E. Mr. Gurjit Singh, Ambassador of India in Indonesia addressing the audience.



H.E. Mr. Gurjit Singh donating Artificial Limb with Mr. Ashok Minda, GCEO and Mrs. Sarika Minda, Director, Spark Minda Foundation



Persons with Disability at the inauguration session of the camp.



Inventory of Limb Fitment Camp



Amputees after their fitment with Artificial Limb

Community Infrastructure Project

School Infrastructure Development Project



Mr. Alok Gupta, Plant Head Ashok Leyland; Mr. Alok Kumar Singh, Plant Head Tata Motors; Mr. A.R. Pilankar, Plant Head Bajaj Auto Ltd; Mr. Lalit Samanta, GCPO; Mrs. Sarika Minda, Director, Spark Minda Foundation, Dr. Ramesh Chandra, Prof. Govind Ballabh Pant Agriculture University; Dr. Shivendra Kashyap, Prof. Govind Ballabh Pant Agriculture University.

In India, only 58.82% schools have separate toilets for girls. Some Schools have only a single toilet, which is not clean. Single toilet increases the risk of not only disease transmission, but also sexual harassment. Many girls are compelled and opt to drop out of school due to the lack of proper toilet facilities. It is especially true in the case of adolescent girls, who skip school for five to six days every month, during menstruation. This hampers their education and leads them to drop out of school completely. The School completion rates are just 34% for girls, compared to 49% for boys. Proper sanitation facilities in Schools are critical for improving the rate of completion of studies at School for the girls.

This project was launched at Saraswati Shishu Vidya Mandir School, Pantnagar supplementing the Swachh Vidyalaya Abhiyaan of Government of India. The aim of the project

was to construct separate toilet for girls in School to reduce their dropout when they reach in the age of puberty and provide access to potable drinking water to the children to protect them from water borne disease. Approximately 1,000 children are benefitted by this Project.



Mrs. Sarika Minda, Director, Spark Minda Foundation taking a tour of School Infrastructure Project

Our Partners

The success and the sustainability of project depend upon like minded collaborations, where the roles, responsibilities and deliverables of each of the partners are clearly understood and executed. This is also for the leveraging strengths of each other for value additions and innovations.

The Foundation is humbled to be collaborated with numerous Organisations including Government, NGOs and Corporate for community and sustainability projects. Following are the partnerships that are changing, lives.



GlobalHunt
FOUNDATION™
Creating Sustainable Solutions



unicharm
NOLA & DOLA

USHA®



BIG 92.7 FM



vivo
healthcare

Business Integrated CSR Project : Tihar Jail

Minda Furukawa Electric Pvt. Ltd (MFE), a Joint Venture Company between, Spark Minda, Ashok Minda Group of India and Furukawa of Japan has set up an Automotive Component manufacturing unit at Tihar Jail, New Delhi under



PPP model for its esteemed Customer 'Maruti Suzuki India Limited'. The inauguration of the facility was made on 5th September, 2014 by Tihar Jail Management. Under T.J. initiative, several Projects are already successfully running inside the Tihar Jail premises. This is the first time in the history of Indian Automotive Industry, that an Automotive Component Manufacturing Unit has been set up at Asia's Largest Jail 'Tihar Jail' New Delhi. The T.J. Management has whole-heartedly supported MFE and Spark Minda, Ashok Minda Group for this socio-business initiative and has provided them an infrastructure on lease in the premises along with other facilities as per norms.

The investments at T.J. includes machinery, raw material and other quality systems and procedures as laid down per policy and the facility will be run by Jail convicts under the supervision of MFE. In this manufacturing unit, Wire Harness product, a key Automotive Component, will be manufactured by the Jail convicts and will be supplied to our Key customer Maruti Suzuki India Ltd. An MOU has been signed between

MFE and Tihar Jail authorities on 30th March, 2014. The operations commenced from 1st April, 2014 and after successful completion of training to inmates, the production started with daily supply for part sets of 200-250 Wire Harness. The finished product thus goes for final inspection and quality check and is then transported to the customer in Gurgaon.

As a next step, the Tihar Jail authorities have agreed to facilitate a bigger area for production inside their premises once the production will reach to its full capacity and bigger wire harnesses will come into production.

It took year's time to conceptualize, envision and install the entire set up here. This social enterprise will provide employment to approximately 200 - 250 convicts. To facilitate this entire process, few employees are fully deployed at the Jail; thus smoothing up the complete coordination and assuring quality process. This initiative, which is one of its own kinds in India's Automotive Industry, will certainly create an opportunity for the way of life for these convicts, who get employment inside the jail and can also support their families from jail itself through income generation. A dedicated team of MFE trains and imparts skills to them thus catering automobile industry in their own way. These convicts will be able to earn as per the Minimum Wages Act of Government simultaneously, will also contribute for welfare fund for the inmates and a part of their wages will also go to the victim families as well. Hence, once the convict is out of Jail after completing his sentence, he is fully trained for an employment in the Automobile/ Auto-Component Industry, for which they will be given work experience certificates.



Other Social Campaigns

Pollution Control Campaign

In periphery of our manufacturing units, Pollution Control Campaigns are organised. Free PUC Checkup is provided to the passing vehicles. Awareness regarding pollution control is also given to the drivers and other community people.



Road Safety Campaign

Road safety awareness Campaign were conducted across all the units for the drivers and other community people. During the awareness drive, they were taught about Road Safety Rules, Regulation, Road Signage's Road Accident Clips, Importance of Seat Belt and Compliance under Motor Vehicle Act.



Cloth Donation Campaign

MCL- DCD - Greater Noida organized a Cloth Donation campaign in joint collaboration with 92.7 FM and Goonj NGO on 11th December, 2014. A total of 1005 clothes and 43 blankets were collected by the employees of MCL- DCD- Greater Noida as a part of this initiative.

'People die due to dearth of clothes during winters.' Based on this understanding, "Daryadili" is a campaign initiated by 92.7 FM, which has saved many lives, who die due to scarcity of warm clothes. This campaign is dedicated to the people living on streets and slums in National Capital Region.

RJ Deepak from 92.7 FM organized various fun events during the program at MCL - DCD - Greater Noida. The clothes collected under this initiative will be further handed over to the NGO Goonj for distribution to the needy people. All the employees of MCL - DCD - Greater Noida participated in the campaign and volunteered to make the event a grand success.



AIDS Awareness Campaign

AIDS Awareness Campaign was done on the occasion of World Aids Day across all the units. The various highlights of the programme were; Red Ribbon tagging, Skit presentation for AIDS Awareness etc.



Polio Eradication Campaign

Supplementing the Government Programme on Polio Eradication, the Group does awareness campaigns nearby the manufacturing locations in collaboration with District Government Authorities. A campaign was organised in Chakan area of Maharashtra, where 600 children were benefitted from it.



4. Business Sustainability- Project and Performance

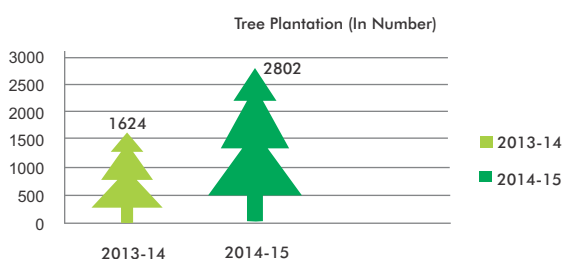
Environment and Resource Protection.

The Group recognizes the importance of preserving the natural environment that sustains all life on the earth for future generations and thereby ensuring that all humanity can attain a healthy and enriched life. To this end, we strive to achieve minimum environment footprint and resource protection throughout the lifecycle of our business activities.

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

We have carried out tree sapling plantation drive at all our units round the systematic way by carrying out Plantation inside and outside the unit. At level, we conduct plantation in vicinity villages and also donate tree sapling employees on occasions like birthday, marriage anniversaries etc. In this activity, we ensure that saplings are nurtured till the maturity stage. The create a sense of responsibility towards the resource protection and environment.



We have planted 2802 trees in the FY 14-15, which is a accomplishment as compared to FY 13-14, 1229 saplings were planted within the company whereas 920 were planted outside the unit. We even distributed 653 Saplings to our employees. A database is being managed to keep the record for the survival and sustainability of plants. Accordingly, corrective measures are taken.



Mr. N.P. Singh, D.M. Gautam Buddha Nagar during plantation drive at MFE, Noida

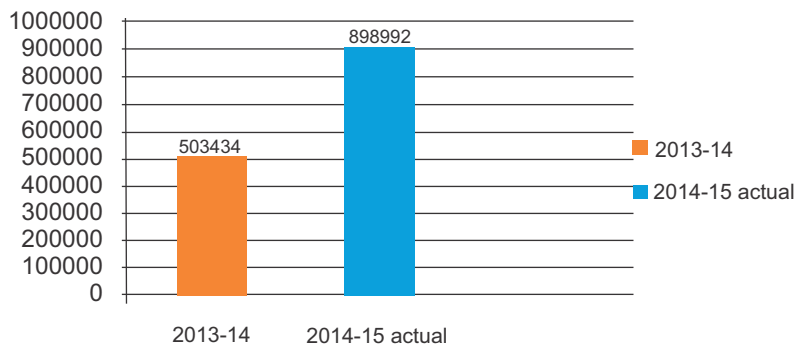


We are not only planting tree but also focusing upon minimising our institutional needs and dependency upon trees by reducing our paper usage in our official work and by improving our packaging strategies. The Group saved 106 trees in FY 2014- 2015 through this initiative.

The Group has reduced its paper consumption just by moving towards paper recycling and other saving practices. Subsequently, saving is 78% more than previous FY.

Electronic processes are being introduced to reduce the consumption of paper in various operations.

Paper Saving in Numbers of Pages (in A4 size)



5 Paper Tips: Think Before You Print

- Use both sides of the paper
- Go digital - read, send and store digital documents
- Be selective about what you print
- Reach for the right paper
- Recycle



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.



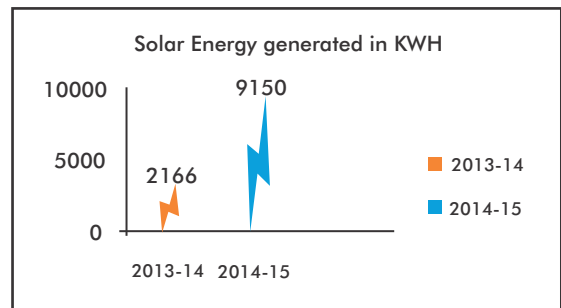
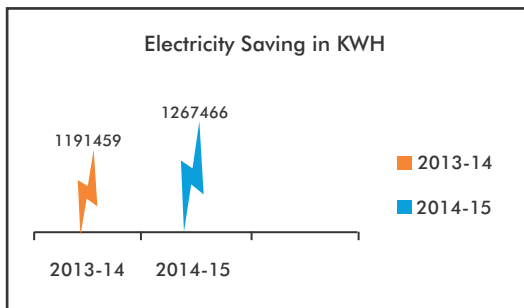
The Group is focused on undertaking operational measures and initiatives that help in improving enterprise-wide environmental sustainability. Eco-awareness and responsible use of energy resources are not just a part of its sustainability strategy but a fundamental operational pre requisite. The Group promotes green initiatives through regular monitoring on electricity consumption and electricity saving. 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 and reflective light model at our units allow sun light to come to shop floor saving electricity consumed for lights during day time and we are also promoting more usage of alternative fuels & renewable energy like solar lighting in our plant/unit areas, water heating in our processes.

We also believe that green energy is not generated but conserved. The more we conserve energy, the more we save for the future.

The Group has recently introduced a Solar Power System with hybrid system for office area of MCL-DCD Noida plant in June 2014 with specification of 6 KVA, 180 AH, 96 V battery. The expected saving from this installation will be 14,000 units per year (40 units per day). The Group is proud to announce that office of said premise is completely solar operated. MCL Pune has also installed Solar Power System. Initially it is installed on trial basis only at office premises.



Mezzanine Floor office lighting using Solar Electricity during day time



By implementing measures in various Spark Minda units, we were able to increase our electricity saving by 6.37% in FY14-15 as compared to FY 2013-14. This was achieved by moving towards renewable sources of energy i.e. solar energy. In FY 14-15, electricity through solar energy was increased by 422%.

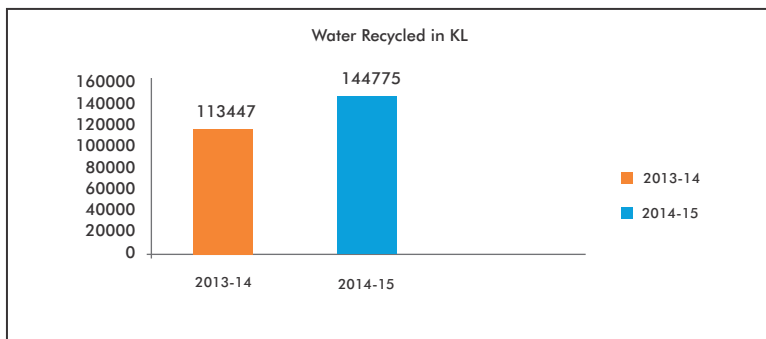
Water Conservation

With only 1.5% of water available for human consumption, doesn't it make sense that we should treat our water supply with more respect? That is why it is so important to seek out, find and start using all the innovative water conservation solutions and methods that are available today.

The Group's goal in water conservation is zero discharge from our units. For this, we are making an effort to maximize our 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.

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 units.

Below is the Rain Water Harvesting Model of MSL- Murbad. The Unit saves 3 Tankers (1 Tanker= 8,000L) of water per day which comes around to be 78 Tankers per month.



As shown in the graph, we have increased our water recycling by 27.61% by adopting various measures across the Group.

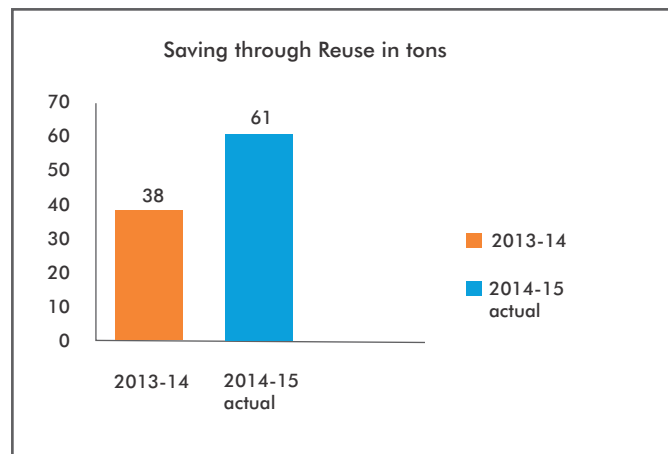
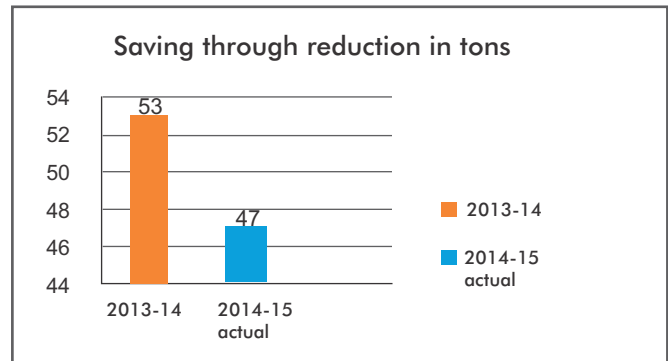
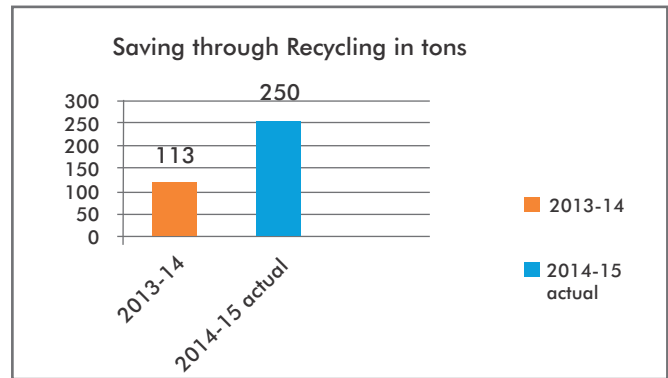
Waste Management

Disposing of waste in an environment-friendly manner is crucial to every organisation. The industrial waste is managed by collecting, disposing, managing and monitoring the waste materials and we are doing this through, Reduce-Reuse-Recycle (triple 'R' Principle).

We have installed waste collection bins at all identified strategic places. All bins are colour coded according to the specific waste like paper, plastic, cloth, oil & metal. Timely awareness and training is also given to the staff so that they are well aware of its implementation. We are also concerned towards minimizing the usage of stationary paper for printing and maximizing reusing of packaging materials.

We also take care of proper disposal of generated waste material in consultation with technical agencies. Other than the industrial waste, we have recently introduced E-waste disposal system at MCL Pune.

Below is the Vermi Compost making model through Waste Management MSL- Murbad. The Vermi Compost is an ecological method for waste management. This project was started in Jan 15 and the compost made is used for gardening and excess is given to local farmers.



By adopting the Principle of 3R at various Spark Minda Units, we were able to decrease waste by 121% through recycling & 60% through Reusing. Subsequently, we increased our waste reduction by 11 % in the FY14-15.



Health and Safety

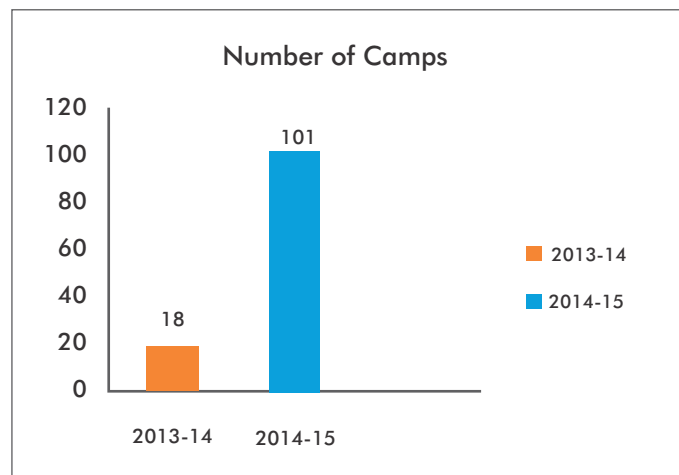
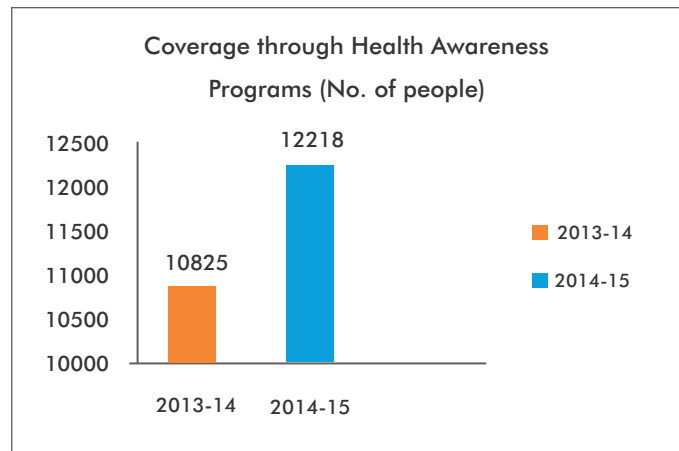
Besides reducing costs & effective safety, Health Management promotes business efficiency. Work-related diseases and ill-health are more difficult to measure due to their long latency period. These ill-health cases are due to failures and deficiencies in the occupational safety and Health Management in Organisations. Driven from the National Voluntary Guideline 2010, we try to ensure occupational, health, safety & management for our employees and associates

Health

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.

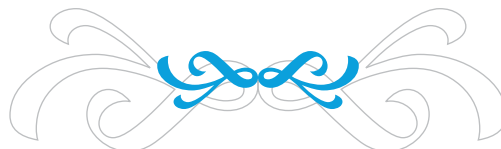
We conduct various Trainings/Workshops like Meditation Camp, Yoga Camp, Stress Management, Acupressure Therapy, Health Check-up, Eye check-up, Dental Hygiene Camps etc. Apart of them, we also conduct Preventive Awareness Training Programs on HIV/AIDS and other infectious communal diseases.

Subsequently, we are also conducting medical check-up camps at Business level. The Group has organised 101 such camps in the FY 14-15 across the Group.



Safety

We are also aiming for 100% safe environment for our employees and associates. 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 contributes 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 doing road safety awareness sessions to our employees, drivers, travel agencies aligned to us and we extend these session to community people and school going children.



5. Moga Devi Minda Charitable Trust : Community Development Project

Minda Balgram - A Child Home



- Child care home for Homeless Children since 2001
- Imparting Formal education, Character building, Skill development, Healthcare, Support for ITI & Sports Training.
- Benefitted – 297 children till July 2015 out of which 205 are restored.
- Presently there are 92 children in Minda Balgram, 58 Girls and 34 boys.

Places	No. of children
School	82
ITI	8
College	1
Hotel Management	1
Released but not restored	4
Total	96



S. L. Minda Seva Kendra – Skill Training Center



- Providing Computer, Tailoring, Beauty Culture and Spoken English for underprivileged since 2007.
- The courses offered are approved by Ministry of HRD. Currently we are running 6 centers in Bagla, Hissar.
- 2243 youths benefitted till date, out of which 572 are self employed and 301 are employed by reputed companies.



Moga Devi Minda Memorial School, Hisar, Haryana



- World class School in remote village of Haryana for the poor section of society since 2010.
- Presently 1192 students are registered out of which 801 are boys and 391 are girls.



SL Minda Sports Academy, Hisar, Haryana



- Promotion of sports in rural areas of Hisar since 2011
- Athletics, Volleyball, Basketball, TT, Taekwondo, Boxing and Wushu.
- Representations at District, State and National Level



Hera Lal s/o Mr. Vijay Singh bagged Gold medal in World Kick Boxing Championship held at Prague in Czech Republic

Achievements at a glance

Name of the Competition	Level of Participation	Prize
Haryana Board District Taekwondo Tournament	District Level	Gold-1
Haryana Board District Kickboxing Tournament	District Level	Gold-2
Haryana Board District Wushu Tournament	District Level	Gold-1
Sub-Junior Haryana State Kickboxing Championship	State Level	Sliver-1 Bronze-2



6. Making Our Mark

- Representation at ASSOCHAM, Delhi as a Panelist in seminar on “Accessible and Assistive Technology for Persons with Disability.”
- Representation at 2nd National Conference on CSR at India International, Delhi as a Panelist- Skilling India.
- Participation in CII CSR Northern Regional Committee Meeting – Affirmative Action
- Collaboration with Usha for supply of Cutting Tailoring Machine for AAKARSHAN Training Programme.
- Participation in CSR Collaboration Hub organized by Global Hunt Foundation in collaboration with DLF.
- Representation at World CSR Congress for being selected amongst 50 most influential CSR Leaders.
- Coverage in Print and Electronic Media for Tihar Jail Project.
- Coverage in various media houses of Indonesia for Artificial Limb Installation Project



In the News

SPARK MINDA

Gelar Pemasangan Kaki Palsu

SPARK Minda, Ashok Minda Group, India, berkolaborasi dengan Bhagwan Mahavir Viklang Sahayata Samiti (BMVSS) India menggelar kegiatan pemasangan kaki palsu bagi para penyandang cacat di Karawang, Senin (11/5). Kegiatan ini dihadiri kurang lebih 500 penderita penyandang cacat Indonesia, di bawah naungan aktivitas CSR dari Group Minda.

Group CEO of Spark Minda, Ashok Minda Group Mr Ashok Minda mengatakan, aktivitas yang memberikan dampak positif kepada para penyandang cacat, merupakan cermin empati rasa kemanusiaan. "Sesuai arahan pendahulu, kegiatan CSR kedepan harus disesuaikan dengan tema-tema seputar pendidikan, kesehatan serta peningkatan infrastruktur kehidupan dan lingkungan," ungkapnya.

Presiden Direktur PT Minda Automotive Indonesia Mr Sandeep Agarwal mengucapkan terima kasih kepada semua pihak yang sudah menyukseskan CSR tersebut. "Tiga aspek penting yaitu Bottom Line People, planet serta profit menjadi landasan utama dalam segala aktivitas perusahaan," terangnya.

Ditambahkannya Spark Minda, Ashok Minda Group harus berperan aktif dalam berbagai kegiatan CSR. Dalam kerangka proyek untuk kemanusiaan tersebut, perusahaan yang bergerak di bidang pembuatan kunci dan speedometer motor, juga berharap dapat melakukan kegiatan serupa di tempat lain. Dalam hal proses produksi, Group Spark Minda juga melibatkan karyawan dengan kebutuhan khusus (difable) di berbagai operasi, tentunya dengan dilakukan proses training sebelumnya dan evaluasi menyeluruh setelahnya.

Spark Minda Ashok Minda Group juga menyediakan teknologi yang memungkinkan difabel/karyawan dengan kebutuhan khusus, bekerja dengan nyaman tanpa halangan. Spark Minda Group bertekad untuk memberikan dampak positif semaksimal mungkin, melalui kegiatan-kegiatan Community Development. (bl)

India dan Indonesia Kian Pererat Hubungan Ekonomi



Delhi

Kejayaan ekonomi India dan pereratannya hubungan ekonomi terjalin dengan semakin erat India dan Indonesia. Hal ini terlihat dari semakin meningkatnya investasi India ke Indonesia. Menurut laporan tahunan 2013, investasi India ke Indonesia mencapai USD 1,1 miliar, atau 10,1% dari total investasi India ke seluruh dunia. Investasi ini mencakup sektor-sektor seperti otomotif, energi, dan infrastruktur.

Menyatakan komitmen untuk memperkuat hubungan ekonomi antara India dan Indonesia, Ashok Minda Group telah meluncurkan program CSR yang bertujuan untuk meningkatkan kualitas hidup masyarakat di Karawang, Jawa Barat. Program ini meliputi pemasangan kaki palsu bagi para penyandang cacat, serta kegiatan sosial lainnya.

Salah satu kegiatan CSR yang dilakukan oleh Ashok Minda Group adalah pemasangan kaki palsu bagi para penyandang cacat. Kegiatan ini dilaksanakan di Karawang, Jawa Barat, dan dihadiri oleh ratusan peserta. Ashok Minda Group berkolaborasi dengan Bhagwan Mahavir Viklang Sahayata Samiti (BMVSS) India untuk melaksanakan kegiatan ini.

Program CSR lainnya yang dilakukan oleh Ashok Minda Group adalah pelatihan komputer bagi anak-anak di Aakarshan Centre for the underprivileged children di Kuleshra village, Greater Noida. Program ini bertujuan untuk meningkatkan keterampilan digital anak-anak yang kurang mampu.



SPARK MINDA, ASHOK MINDA GROUP

Inclusive and Sustainable Growth initiatives at Spark Minda, Ashok Minda Group



Mrs Sarika Minda, Member Group CSR Committee encouraging winner child at MDM School, Hisar



Children studying at the Library of Minda Bal Gram, Alipur, Delhi



Computer Training at Aakarshan Centre for the underprivileged children of Kuleshra village, Greater Noida

Igniting lives

In a unique venture, Spark Minda sets up a factory inside Tihar Jail

It's India's most popular food item. The 400 km from the Mount Sanyal India made with about 200,000 units annually. But does anyone know that certain key components of the vehicle – such as the automotive wiring harness (or assembly of electrical wires, conductors and other parts) as also the electrical testing systems used to ensure automation and energy in automotive – are made inside Tihar Jail?

"These parts are like the nerves and blood vessels in a human body" says S.K. Taneja, group chief marketing officer, Spark Minda, an Ashok Minda group company. "They are significant parts that support the key functions of automobiles and machinery. Besides, the wiring harness is made up of individual wires that supply power, send sensor signals and transmit information during operations and is a vital component in automobiles. And, in making them, the biggest challenge we face is to ensure that the product is high in quality, low in cost and light in weight."

So, it may come as a surprise to many that the factory that makes these parts is set up inside New Delhi's Tihar Jail – a five-decade-old concept developed by Spark Minda, a division of the ₹1,500 crore Ashok Minda group, which has been working on such a model for one of its group companies Minda Electronics, Germany, WDS, in association with Dresden Ltd, Germany. It has been doing similar experiments since 2005, when 25 inmates in a unit are making small plastic parts like sub-assembly, as also a few completely finished parts. Within had expanded all the necessary equipment, fixtures, inspectors and other accessories inside the jail premises.

Building on its past experience, Spark Minda explored a few more dimensions in India and decided to implement a similar project for Tihar. This was no easy task, as Spark Minda had



R.K. Singh, president Minda Electronics, showing the wire harness to Ashok Datta (left) (Photo)

to overcome its joint venture partner, DaimlerChrysler, to set up the facility inside the jail. Getting approval from its main customer Minda India and Suzuki Japan was another hurdle for the simple reason that quality was a prime concern. Getting approval from the Tihar jail authorities for setting up the facility as well as establishing a supply chain and network for manufacturing proved was problematic also.

Skilling them

While the jail authorities and Maruti Suzuki management supported Minda Electronics India and Spark Minda for this corporate social responsibility initiative by providing infrastructure on lease in the premises, it still took one year for the experiment to take off.

"We only engage long-term convict who have to undergo imprisonment for more than five years," says Taneja. "And our program aims at a skill set so that they can work anywhere in the industry – automotive and non-automotive. Tihar jail also provide an experience certificate to them."

Currently, the factory is spread over 300 sq m, which will gradually

be ramped up to 2,000 sq m in the second phase. The entire process of making the wire harness assembly for four-wheelers is managed by on-gate managers, three production supervisors, four quality-in-charge, four trainers, six line leaders and 25 inmates. To maintain standards, a special quality check is done at Minda Electronics's Bengal Plant,aryana, before the product is dispatched to sale. To facilitate this entire process, a few Spark Minda employees are deployed at the jail.

The same preventive measures which are present at Rawal are observed at Tihar jail factory, which undergoes a system audit once in six months and process audit once in a month by SRI, as well as product audit and non-down analysis once a year for all types of wire harness. The management team also visits this unit frequently to ensure the system.

Currently, some 75 inmates, all male, are working at the factory premises in a single eight-hour shift, where the factory churns out a daily quota of 200-250 wire harnesses. For the convicts, it's a win-win situation. They are paid ₹99 a day for eight hours of skilled work, and ₹75 a day for unskilled work. A quarter of these wages is deducted and directed towards a victim's relief fund, Minda Electronics pays 15 per cent more than prison wages, or ₹11.65 a day, for skilled workers and contributes 10 per cent, or ₹11.50 per worker, per day, to the prison welfare fund – a total sum of ₹12.15 per worker, per day, for skilled work, and encouraged by the interest generated, sets plans to enhance and increase the project size and employ 200 more inmates.

"We have no reservations about the employ ment of the convicts even after their term is over, but the eligibility criteria of our company have to be fulfilled," says Taneja. "It would mean providing a secure job for them, food and also enable them to start a new life after their period of imprisonment is over. While in the jail, the inmates' income is used to support their families and also support the families of the victims."

BY ANITA KUMAR
anita.kumar@esr.com



Spark Minda Berikan 500 Kaki Palsu

SPARK Minda Indonesia yang merupakan salah satu perusahaan Ashok Minda Group bekerja sama dengan Bhagwan Mahawir Widang Sahayata Samiti (BMVSS), mendapatkan Program Corporate Social Responsibility (CSR) pemasangan kaki palsu di PT Minda Automotive Indonesia (PT MAI) yang merupakan anak perusahaan Spark Minda, Ashok Minda Group kawasan Industri Karawang.

Perusahaan yang berpusat di Japur India, memberikan bantuan kaki palsu kepada sekitar 500 penyandang cacat Indonesia, kata Group CEO of Spark Minda, Ashok Minda Group, Mr Ashok Minda.

"Kami bertujuan membantu kelangsungan hidup para penyandang cacat untuk melakukan mobilitas dan rutinitasnya berjalan normal" jelasnya.

PT MAI merupakan perusahaan yang bergerak di bidang komponen automotif dan merupakan pabrik dan supplier loksets (kunci kendaraan bermotor) serta speedometer untuk Kawasaki, Suzuki, dan Yamaha.

Dengan adanya kegiatan ini, Tambah Ashok Minda dapat memberikan dampak positif serta cerminan empati rasa kemanusiaan khususnya masyarakat Indonesia

Sementara itu Presiden Direktur PT Minda Automotive Indonesia Sandeep Anggarwal mengatakan kegiatan CSR pemasangan kaki palsu merupakan salahsatu kegiatan CSR PT MAI di Indonesia, kegiatan ini merupakan permintaan masyarakat.

"Kami bangga bisa berkontribusi dan membantu masyarakat Indonesia, kami berharap puluhan bahkan ratusan penyandang tuna daksa dapat menjalankan beraktivitas secara normal" Ungkapnya.

Proses Pemasangan kaki palsu tersebut dilakukan di PT MAI Karawang sejak 4 Mei 2015 hingga 27 Mei 2015. Tim yang teranggotakan 11 orang India akan membantu pemasangan kaki palsu kepada 500 pasien dari beberapa wilayah di Indonesia. Kaki palsu tersebut dibuat dari karet alami dengan teknologi tertentu yang disesuaikan dengan ukuran pasien masing-masing, sehingga pemakai merasa nyaman karena sesuai ukuran kakinya.

Bahkan menurut salah satu pasien kaki palsu, Lameni mantan anggota TNI angkatan darat mengatakan, bersyukur dan berberimakasih atas adanya kaki palsu ini, sebab sejak pertama kali menggunakan kaki palsu tahun 1977 baru pertama ini di ganti.

"kaki palsu dari PT PT Minda Automotive Indonesia lebih ringan dan nyaman," ungkapny

PT MAI bekerjasama dengan Yayasan Peduli Tunadaksa Indonesia hal tersebut untuk, registrasi atau memfasilitasi para pasien pasca pemasangan dan tindakan perbaikan setelah kegiatan berlangsung. YMI





Confederation of Indian Industry
Northern Region

let's adopt CSR

CSR Initiatives in Northern Region
A Compendium
2015



Spark Minda



Ms. Sarika Minda
Chairperson - Group CSR Committee
Spark Minda

From the Leader's Desk:

Spark Minda, Ashok Minda Group has been involved in Community Development initiatives since decades. 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. Continuity is always a desideratum for both directly implemented and collaborative projects. Guided from the Millennium Development Goal and CSR under Companies Act 2013, Education, Vocational Training and Livelihood promotion, Health and Sanitation; support to differently abled; Environment Sustainability and Women Empowerment are current broader head of intervention across the Group. Our major community development projects are operational at Greater Noida, Rajgurunagar of Pune, Palapalkatti district of Chennai and Sub-urban areas of Parbhakar. These projects are benefiting children, youth and women at large through its quality delivery and sustenance. We are in a process of horizontal replication of our existing projects and also exploring vertical CSR avenues to scale up our CSR to benefit more and more people.

Brief Company Introduction:

Spark Minda, Ashok Minda Group is a leading manufacturer of Automotive Security & Restraint Systems, Driver Information and Telematics Systems, Interior Systems and an Aftermarket King. We cater to the needs of all kinds of Car, Motorcycle, Commercial Vehicles, Tractor and Off-road vehicle manufacturers in India and overseas. The Group operates from 32 plants located in India, Germany, Poland, Indonesia, Vietnam, Uzbekistan with office in Japan & Russia. The Group also has several JVs with leading companies from USA, Japan, France, 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.

**Shared values and commitment
Corporate Social Responsibility -
Projects/ Initiatives undertaken**

**Community Development Projects
Education, Skill and Employment**

Autoforestar - is a vocational Training Program in which children and youth from lesser privileged society are trained on Basic Computer, Cutting, Tailoring and Spoken English. This training has been imparted to more than 500 boys and girls in 2014-15 at Greater Noida, Pune, Chennai and Parbhakar. Computer Education is provided to those children who do not have its access in their schools and through this training program youth are able to get support for their employability. These projects are executed in collaboration with the village Panchayat.



Computer Training at Palapalkatti, Chennai



Mr. Ashok Minda, Mrs. Sarika Minda and Mr. Raju Mehta, GM India during production ceremony at Greater Noida



Cutting & Tailoring Training for girls of Greater Noida



Meeting with Panchayat representatives at Dehra village, Pune and Kollaboli of Indore



Dedicated Sanitation Complex at Sanseel, Shikari Vihar, Meerut, Parbhakar, Uttar Pradesh



Advanced and the EMU Training for Learners



Dedicated Sanitation Complex at Sanseel, Shikari Vihar, Meerut, Parbhakar, Uttar Pradesh

Business Integrated CSR

A business integrated CSR Model has been installed at Tihar Jail, New Delhi in September 2013. This manufacturing unit of Wire Harness gives an opportunity to the Tihar Jail inmates for learning manufacturing skills and derive income for their families. A part of their wages is also given to the victims' families. Tihar Jail, Minda Parkside and Maruti Suzuki are the stakeholders of this Public Private Partnership Project.



Tihar Jail Management with Ms. Sarika Minda, Mr. Raj Mehta and Mr. Manish at the inauguration of Manufacturing unit



Mr. KD Singh of Minda Parkside operating the project in the stakeholder

Support to Differently abled

One of the key areas under the CSR of Spark Minda Group is inclusion of person with disability in the workforce and providing them greater employment opportunities. 104 differently abled

persons were trained and employed across the group in 2013-14 financial year. Different types of disabilities are falling under this. Special facility is created inside the factory for each type of disability. They are trained well before deployment.



Rajni Taneja works at car for assembly operator operator at MCI, Pune Plant



Special CUT designed for 2000 people to get them a good time feeling



Summer training differently abled in cutting working in Engine line at MCI, Indore



Assembly having differently abled in the line of HPC Based



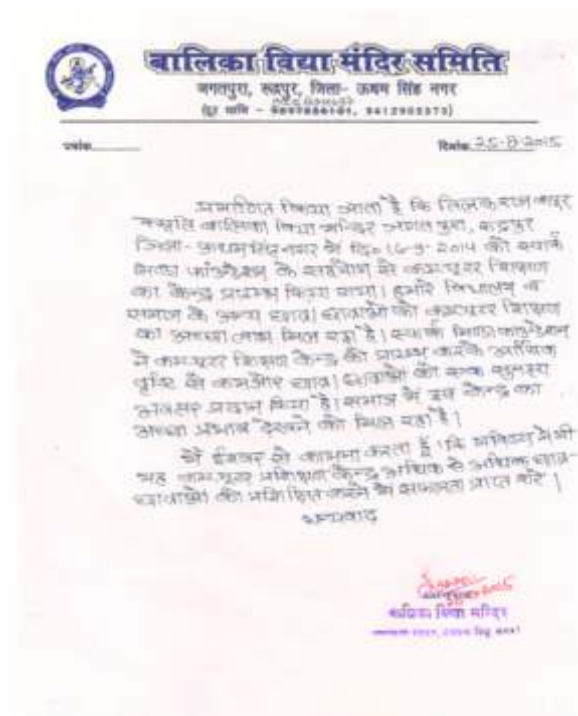
Meeta the girl is working in Production cluster area of MCI, Parbhakar

Contact Details of CSR Head:
Name: Poojendra Bhatt
Designation: Head Group CSR
E-mail: poojendra.bhatt@minda.co.in
Mobile no: +91-9810127033

Health and Sanitation Projects

Based upon our need assessment in Schools, it was observed that a huge proposal of children takes place in health and sanitation facility. Accordingly, Toilet construction project was started in Schools in April 2013. This facility provides access of proper sanitation to more than 1500 School going children at Parbhakar. This project is implementation to Swachh Bharat Mission of Government of India. Additionally, a healthcare project was also started for the girls of north east, Orphan, semi-orphan and girls from war affected families of North east are provided overall healthcare facilities at Waveland Christowas, Parbhakar.

Voice of Stakeholders



गणमन्द संस्थान
 औद्योगिक प्रशिक्षण संस्था, पिंपरी विधवा, पुणे १८
 सेक्टर नं. २०, थेट एम. ६१, बंगला रोड, अहमदाबाद
 दूरधनी / फोन नं. २७६९२२०
 email - G.mand@indiaonline.com/indiaonline@gmail.com
 सा.क. अभिलेखित / पत्र / 2013-14 / ६२, दिनांक - 15/11/13

प्रति,
 मा. व्यवस्थापक,
 मिटा कन्सल्टिंग सि. (टाइम कन्सल्टिंग इंडिया)
 एट नं. ३०६, टिक्का नं. ३, ३, मंगलवाडी
 वाणवा, पुणे - ४११० ३०१

विषय - आपल्या आस्थापनेकडून वा संपन्न प्रशिक्षणापेक्षात अंमल न
 नोंदवून टिकवण्याबाबत

मानव्य,
 मंगलवाडी मंगलवाडी आस्थापनेकडून कळविलेले वी. आपल्या आस्थापनेकडून वा
 मंगलवाडी प्रशिक्षणापेक्षात ३० ऑगस्ट व ३० नोव्हेंबर दिनांकात आले. त्याबाबत ही मंगल
 वाणवा अंमल नोंदवली आहे. असेच आपले सहाय्यक मंगलवाडी दिवाळे मंगलवाडी

आपला दिवाळी,
 (Signature)
 प्राधिका,
 औद्योगिक प्रशिक्षण संस्था,
 पिंपरी विधवा, पुणे-१८

इत - श्री. बालिका वी. आन. मंगलवाडी मंगलवाडी, यांना अंतर्गत कळवता येते वी. मिटा
 कन्सल्टिंग सि. (टाइम कन्सल्टिंग इंडिया) मंगलवाडी आस्थापनेकडून आपले अंमल नोंदवले व
 मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी
 मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी मंगलवाडी

Shaping lives of the people

"First, I thank Spark Minda Foundation to provide such an opportunity. Our Vengadu is a backward village and we don't have enough opportunity to develop our interest and skills. But AAKARSHAN vocational training centre helped us to learn beyond our imagination. Really AAKARSHAN is a god's gift for us."

Krithika, Student, Spoken English, Aakarshan, Chennai.

"I am working in a School as a Teacher and able to teach Computer. Earlier to the training, I didn't have Computer knowledge. Computer training has improved me socially & financially both"

Madhu Kumari, Student, Computer Training, AAKARSHAN, Greater Noida.

"I have improved my English at AAKARSHAN centre and it has given me confidence and as a result of that I am teaching English in a Private School"

Suman Kushwaha, Student, Spoken English, Aakarshan, Greater Noida.

"My English was very poor and I used to feel shy. Now after the training no more fear and shy & I am able to introduce myself in English"

Rajni Kumari, Student, Spoken English, AAKARSHAN, Greater Noida.

"This is a Computer world but yet we didn't get an opportunity to even touch and operate Computer. Importantly, if we want to learn Computer courses, we have to go to another town by bus. We don't have frequent bus facility also. But AAKARSHAN Centre brought the courses in our next door. Today, we know better work with Computers. Thanks to Spark Minda Foundation".

A. Emmial, Student, Computer Course, Aakarshan, Chennai.

ABBREVIATION

CSR	- Corporate Social Responsibility
MCL	- Minda Corporation Limited
MSL	- Minda SAI Limited
MSIL	- Minda Stoneridge Instruments Limited
MFE	- Minda Furukawa Electric
DCD	- Die Casting Division
FGD	- Focused Group Discussion
CII	- Confederation of Indian Industries
DM	- District Magistrate
CEO	- Chief Executive Officer
ASSOCHAM	- Associated Chambers of Commerce & Industry of India
HIV	- Human Immunodeficiency Virus
AIDS	- Acquired Immune Deficiency Syndrome
3R	- Reduce Recycle & Reduce
KL	- Kilo Litre
No.	- Number
KWH	- Kilo Watt Hour
FY	- Financial Year
L	- Litre
KVA	- Kilo Volt Ampere
AC	- Alternative Current
AH	-Ampere hour
NGO	- Non- Government Organisation
TJ	- Tihar Jail
MoU	- Memorandum of Understanding
H.E.	- His Excellency
BMVSS	- Bhagwan Mahaveer Viklang Sahayata Samiti
PWD	- Person with Disability
WHO	- World Health Organisation
BMI	- Body Mass Index
MD	- Managing Director
GCEO	- Group Chief Executive Officer
U.P.	- Uttar Pradesh
L to R	- Left to Right
Ltd.	- Limited

