



7th Edition

March 2015

ENDEAVOUR

Affirmative Action Initiatives in Northern Region



Education
Entrepreneurship
Employability
Employment

Empowering the underprivileged

Population Covered under CSR initiatives of Mayur Uniquoters Limited

Head	Activity	GENERAL	OBC	ST	SC	Total
Education	Senior Secondary School Civil work	28	209	15	111	363
	Support in rural sports					
	Self defense camp					
	Material for science lab					
	Fees and Uniform distribution					
	Teaching in schools UPS Girls and UPS Badawali	57	353	35	271	716
	Toilets at UPS Boys					
	Toilets at UPS Girls					
	Toilets at UPS Badawali					
	Furniture set for students all government schools of Dhodsar Village	1641	0	0	0	1641
Distribution of books						
Health, Sanitation & Environment	Support in Immunization & Family planning at Phagi Block	136522		8174	38627	183323
	Immunization Govindgarh (Selected area only)	724	3297	59	1945	6025
	Healthy baby show					
	Sanitation					
	Happy Family Scheme					
Plantation						
Literacy	Literacy					
Skill Development	Training on Making Artificial Leather	138972	3859	8283	40954	192068
	Motor driving course for youth					
Total Covered Population		138972	3859	8283	40954	192068

Spark Minda, Ashok Minda Group



ASHOK MINDA GROUP

Powering the Progress

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

The Group operates from 33 plants located in India,

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

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

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

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

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

The Affirmative Action initiative of CII is one of the roadmap for us to integrate our CSR programs in the area of Education, Employability, Employment and Entrepreneurship. So far, we are able to reach more than 1500 children and youth in current financial year through these Programs. These programs have been impacting the lives of those less privileged sections in affirmation.

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

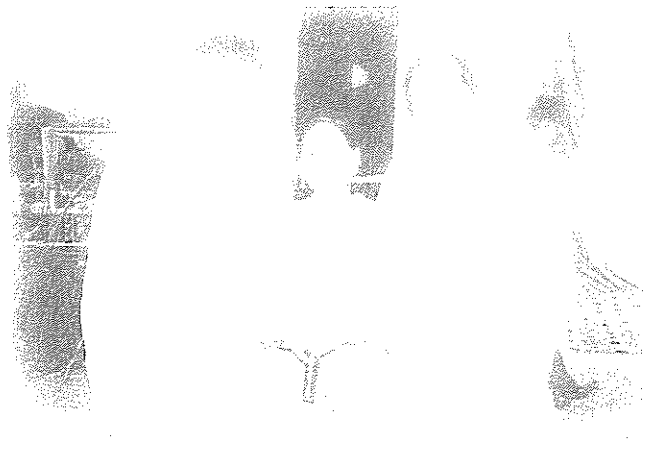
N.K Taneja
Group Chief Marketing Officer, Spark Minda, Ashok Minda Group

www.ashokminda.com

ase Studies - Access to Unassisted education as
orstep for less affluigent

careen positions. Training level have been set
an Ashok Minda Ashok Group. A number of
sed body. We are also aware of the need for
name Brand Ashok Minda Ashok Group. We are
ble. The program was started in 2014. We have
Allied colleges and youth. Most of them are
onging to the migrant community of UP and Bihar. At
mers from Kuleshara village of Greater Noida have
duated in the middle of basic computer to the benefit of
premier DIT and another 20 will be providing in the
nth of March 2015. In result of Computer Education
se boys and girls were finding the way to get their
malpractice. Accordingly, Spark Minda Ashok Minda
up started this training program in a community hall
Kuleshara village to get them the access of this facility
near doorstep. This online training program has not
v given them the technical training. We have set
computer but the learners were not having the
behavior aspects. Now these children through
community are very confident and are able to compete
it with the mainstream. Spark Minda, Ashok Minda

Group access to make Kuleshara a Computer Literate
Village. With similar objective, Ashok Minda Program has
also been running in the adjacent villages of Ghazipur,
Noida and Palwal.



ase Studies - Support for DIT and ITI

The last decade has seen Spark Minda Ashok Minda
Group has started working on different social issues,
tapping the requirements of different sections,
resourcing self training and providing accessible and

www.ashokminda.com