



Confederation of Indian Industry  
Northern Region

let's adopt CSR

**CSR Initiatives in Northern Region**  
A Compendium  
2015



**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. Community is always a stakeholder 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 Gautam Buddha Nagar of Greater Noida, Rajgurunagar of Pune, Pillaipakkam district of Chennai and Sub-urban areas of Pantnagar. These projects are benefitting 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:**

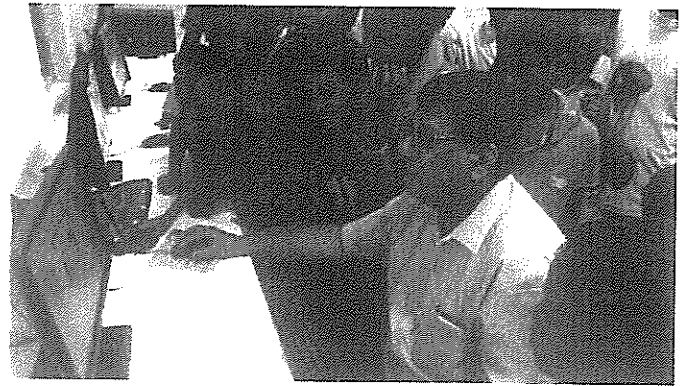
Spark Minda, Ashok Minda Group is a leading manufacturer of Automotive Security & Restraint Systems, Driver Information and Telematics Systems, Interior Systems and an Aftermarket wing. We cater to the needs of all Major Car, Motorcycle, Commercial Vehicles, Tractor and Off-road vehicle manufacturers 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**

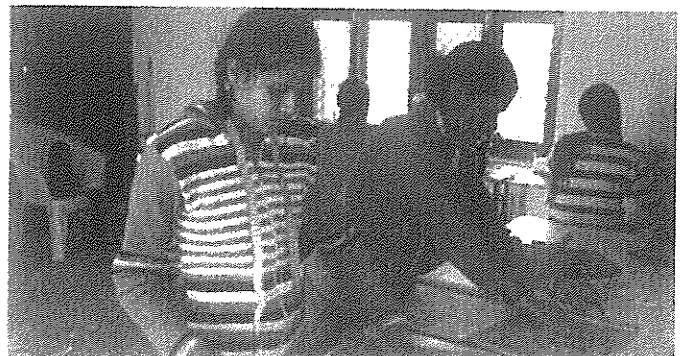
Aakarkarshan – is a vocational Training Program in which children and youth from lesser privileged society are trained on Basic Computer, Cutting- Tailoring and Spoken English. This training has been imparted to more than 500 boys and girls in 2014-15 at Greater Noida, Pune, Chennai and Pantnagar. Computer 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 Pillaipakkam, Chennai



Mr. Ashok Minda, Mrs. Sarika Minda and Mr Raja Mauli, DM Noida during graduation ceremony at Greater Noida



Cutting & Tailoring Training for girls at Greater Noida



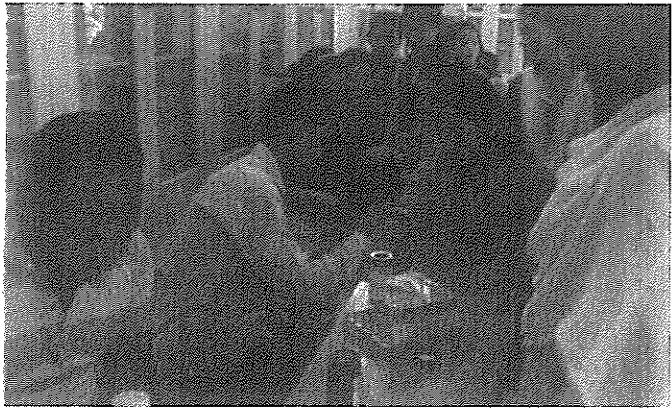
Meeting with Panchayat representatives at Donda village, Pune and felicitation of learners



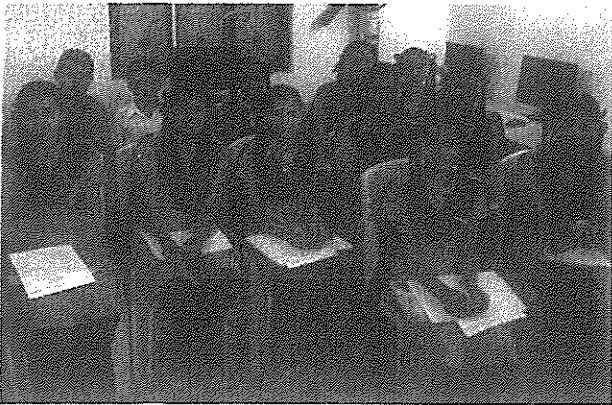
Dedicated Sanitation Complex at Saraswati Shishu Vidya Mandir, Pantnagar, Uttarakhand



Behavioral and life Skill Training for Learners



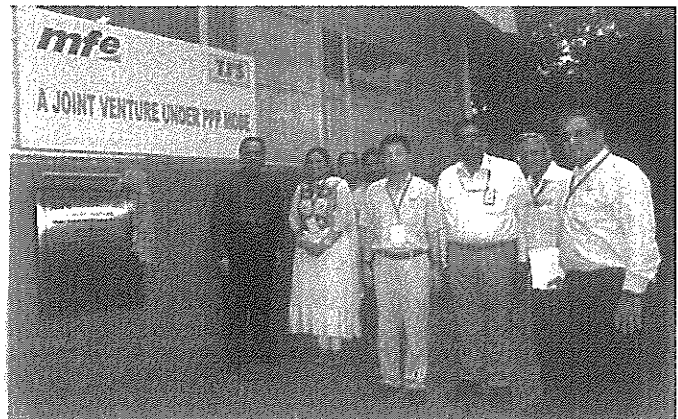
Dedicated Sanitation Complex at Saraswati Shishu Vidya Mandir, Pantnagar, Uttarakhand



Spoken English Training at Rajgurunagar, Pune

## 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 while income for their families. A part of their wages is also given to the victims' families. Tihar Jail, Minda Furukawa and Maruti Suzuki are the stakeholders of this Public Private Partnership Project.



Tihar Jail Management with Mrs Sarika Minda, Mr NK Taneja and Mr Maenish the Inauguration of Manufacturing unit

## Health and Sanitation Projects

Based upon our need assessment in Schools, it was observed that a huge dropout of children takes place in the absence of Sanitation facility. Accordingly, Toilet construction project was started in Schools in April 2013. This facility provides access of proper sanitation to more than 1000 school going children at Pantnagar. This project is implementation to Swachh Bharat; Swachh Vidyalaya Yojana of Government of India. Additionally, a healthcare project was also started for the girls of north Orphan, semi-orphan and girls from war affected families of North east are provided overall healthcare facilities at Vanvasi Chhatravas, Pantnagar.