

Corporate Social Responsibility

DIRECTORY 2014



Promotion
of
education

Promoting
gender
equality and
empowering
women

Ensuring
environmental
sustainability

Reducing
child mortality
and improving
maternal
health

Contribution to the
Prime Minister's National
Relief Fund or any other
fund set by the Central
Government or the State
Governments for socio-economic
development and relief and funds
for the welfare of the Scheduled
Caste, the Scheduled Tribes
other backward classes,
minorities and
women, etc.

Combating human
immunodeficiency
virus, acquired
immune deficiency
syndrome, Malaria
and other
diseases

Employment
enhancing
vocational
skills

Social
business
projects

Eradicating
extreme
hunger and
poverty

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 MDMM 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



Girl child in a Government School encouraged by Senior Management of Minda SAI Greater Noida



Women being trained at SMSK, Bagla, Hisar on Cutting and Tailoring Trade



Plantation by the CEO on World Environment Day

Corporate Social Responsibility is part of the way Spark Minda Ashok Minda Group do business with commitment to the community, for a green environment, safe workplace and good health, for a sustainable future. CSR is of utmost concern at the Group, while our business Group Companies undertake several CSR initiatives at local level, the Group also undertakes CSR initiatives through Moga Devi Minda Charitable Trust (MDMCT) that was established in 1987 by Late Shri SL Minda, erstwhile founder of Minda Group. Over the years, MDMCT has implemented several CSR projects such as all round development of children, women and youth belonging to the underprivileged section that have been acclaimed at the State and the National level. The following are a few glimpse of our CSR projects: -

Moga Devi Minda Memorial School , Bagla, Haryana- Established in 2010, Moga Devi Minda Memorial School, Bagla, Hisar is a School with a difference and offers value based quality education to rural children and helps create opportunities for them to develop and blossom not only into successful professional but also as responsible citizens. The English Medium Co-education, Senior Secondary School is affiliated with CBSE. With the strength of 40 dedicated teachers, this School is providing access to quality education to 883 children presently. 95% of the children come from nearby villages Bagla, Kabrel, Bhursal, Jakhod, Mohabbatpur, etc.

Minda Bal Gram, Alipur, Delhi- Licensed with the Department of Women and Child Development, Government of NCT Delhi, Minda Bal Gram (Children Home) has been providing long term institutional care to the children in need of care and protection since 2001. It provides holistic development opportunities to such children that includes shelter, food, clothing, education, vocational and entertainment to the children recommended by the Government of NCT, Delhi. The attempt is to provide family like environment under institutional care so that physical, mental, spiritual and educational needs are fulfilled for an overall development of children. MBG provides support and financial assistance to its children wishing to pursue academics or other training/skill. Scholarships and sponsorships are awarded for higher education or training by the Moga Devi Minda Charitable Trust, Delhi. Presently lives of 117 children (Girls - 71, Boys- 46) are being shaped up.

Promoting Education around the periphery of Manufacturing units- In the core and periphery of Manufacturing units various promotional drives are organized in the Government Schools and the children are motivated for attending school. Extra-curricular activities are organized by the Employees of the nearby manufacturing unit in the Government Schools to encourage the children coming from the nearby area/villages. This is how the school dropout issue is being addressed

Engaging differently-abled in Manufacturing works- It is better to offer a skill set rather than sympathy to the needy. With this philosophy, the Group facilitates engagement of differently abled persons in various works. At present, 56 differently abled persons are engaged in manufacturing functions and they are not only able to make their lives sustainable but they are also contributing financially to their families. Differently abled people are trained in the manufacturing unit on the possible and suitable trades such as Wire Tapping and Part Fitting and they are engaged in different works in Cutting works, Assembly Line Production and Canteen.

SL Minda Seva Kendra (SLMSK)- Since 2007, the SL Minda Seva Kendra Bagla, Haryana has been providing vocational training to rural youth including women. SLMSK has accreditation with the National Institute of Open Schooling, Ministry of HRD, Government of India. Vocational Training is provided in Computer, Cutting & Tailoring, Beauty Culture and Indian Embroidery. Currently, vocational training is being provided at four centers- Bagla, Siswal, Mohabbatpur and Jakhod villages of Hisar district. Till 2013 the SLMSK has successfully trained thousands of youths for making them employable.

Sustainability initiatives- The Group believes in sustainable development. Accordingly various sustainability initiative are being practiced at the manufacturing units. Tree plantation, Energy conservation, Use of alternative fuels, Pollution and waste management, Protection of natural resources and water conservation practices are the major sustainability initiatives of the Group.

Aakarshan - A Vocational Training Centre- Recently introduced, Vocational Training Program on Computers is educating more than 40 children and 20 youth at Kuleshra village of Greater Noida. The learners belong to the underprivileged sections. In 6 months duration, the learners will be taught basic and advanced Computers. Similar centers are proposed be opened in Pune and Chennai this year.