



## Corporate Social Responsibility - Arvind Limited's Initiatives

Arvind prides its participation in works that contribute to the betterment of society. Arvind's CSR philosophy is based on the notion that society and the corporation are inextricably linked, and that a company can improve its own functioning by influencing the environment in which it operates. It is this philosophy that transcends through all of Arvind's CSR initiatives.



### About SHARDA Trust

The Strategic Help Alliance for Relief to Distressed Areas (SHARDA) Trust was created in 1995 by Arvind Limited to address major societal issues in Urban India. Since its inception, the Trust has carried out many programmes to help the urban poor. The Foundation of **Trust's Strategy for helping the urban poor** lands on articulation of five important needs of the urban poor. Arranged according to their importance in the hierarchy of an individual's needs, these are:

- ✓ High quality infrastructure that provides the basic amenities to a family,
- ✓ Primary health care,
- ✓ Access to quality secondary and tertiary health care
- ✓ "3 R's" (skills in reading, writing, and arithmetic), and
- ✓ Scope for upgrading an individual's skills to build the individual's capacities

SHARDA Trust has worked on all except the primary healthcare. The focus now is on an ambitious education programme "Gyanda – Fountain of knowledge" that aims to improve the quality of Education in Municipal Schools.



### Educational Initiative - GYANDA: fountain of knowledge

GYANDA, a complete Education support initiative, was designed by incorporating Arvind CSR team's strong understanding of the urban poor and the need of provision and completion of Quality Education for children studying in Municipal and Government aided schools.

Gyanda, now tested for over eight years, is a unique model and could be the answer for educating the poorest of the poor children - the critical problem the country faces.

After a beginning with about 400 students, it now has over 1300 students and will reach to 2000 students shortly.



### GYANDA Strategy

Establish Education to Employment Link through completion of schooling till standard XII, tracking performance of a child for 8-12 years and maintain strong connect with the parents.

### GYANDA Model

Gyanda is a unique support education model. It successfully ensures

- ✓ Partnership with the local Government – the Municipal School Board,
- ✓ Upgrading infrastructure,
- ✓ Developing Innovative Teaching-Learning Method & Materials,
- ✓ Teaching through its own Teachers and
- ✓ Monitoring, Evaluation & Tracking performance of every child.

There would be very few education support models, successfully tested over eight years that takes care of all mentioned components – the necessary elements in completion of a child's education.

### Children – Our Motivation, Our Hope

Education shapes opportunities for people and is certain of changing lives for the better. We focus our energies on educating children and youth since we feel it is the stepping stone to success, ending poverty and deprivation in the long term.

Success stories of past and current students, positive feedback from parents and teachers motivate us to expand and our rich experience of over eight years is helping us to create benchmarks for learning and replication.

SHARDA students, who have completed eight years with us, now want to move ahead in life. They want to become Psychologists, Engineers, Air Hostess, Teachers and alike and are acquiring skills to pursue their dreams. Academic and non academic support, hand holding and constant connect with parents for such a long time is the key to success of the programme.

