



Key Is The Limit
Mendonsa Foundation

A Vision To Empower The World

There is a deep sense of joy in seeing lives being transformed due to thoughtful initiatives. Such acts of kindness broaden our thinking and become the catalyst of hope for our society and the world at large.

At Lawrence & Mayo, true success is all about remembering to make our society, country and the world a brighter place to live in. We are committed to being that catalyst of hope and inspiring all our relationships to make the difference.

We are glad to introduce you to many such lives that have been empowered in the recent past.

Unleashing Potential

On 14th November, 2007, Lawrence & Mayo began its first initiative called 'Art Sight' in an effort to encourage talented blind children. Lawrence & Mayo received the **Corporate Excellence Award** for this initiative in 2015 by **Business Goa magazine**.

We are happy to announce that Lawrence & Mayo won the Cannes Film in 2008, the ninth finalist in the World, for a film on the visually challenged children of **Poona School of Visually Challenged Children** - Koregaon Park & Kothrud. The same exercise was done in Mumbai with Victoria School of the Blind and Kamla Mehta for the Blind, this Project was the brain child of Sriram Mandale (a Highly talented Visualizer, who has won several International Awards).



— ART SIGHT AT WORK —

Pledging To Give A New Life

Over the years, Lawrence & Mayo has spread awareness and helped people understand that pledging their eyes can help restore sight. As recently as 2012, Lawrence & Mayo partnered with corneal donation activist **Virag Wankhede** to spread this message.



Creating Awareness About Donation

'Roshni Zindagi Mein' came to light in 2012 in an effort to increase awareness for eye donation in rural India. Areas in the interiors of Maharashtra were targeted to spread awareness about the cause. More than 100 additional corneal pairs were donated due to the efforts of Mr. Wankhede, his team and the staff of Lawrence & Mayo. Lawrence & Mayo has invested time, efforts and funds to promote Institutes of Optometry across the



Creating Awareness About Donation

country, like **Bharathi Vidyapeth School of Optometry - Katraj, Dhankawadi, Lotus College Of Optometry - Mumbai and Goa Optometry College** present in Goa Medical College (GMC).

The company continues to find different avenues and areas where it can effectively reach out and change lives of the underprivileged for a better tomorrow.

Eye Wear For All



Lawrence & Mayo (L&M) wanted its corporate social responsibility to focus on eye care as it is in line with its brand image. With this aim, it has joined hands with **several NGOs** in India, which supports local partners to become self-sufficient in providing eye care services, and has brought eye care to some of the least-served areas of the country.

L&M collects old eyewear from its showrooms across the country through an exchange offer from

its customers. The eyewear is then donated to **several partner organisations** to be distributed free-of-cost to the needy patients through its network of partners. Due to this, L&M customers - who have donated their eyewear - feel a sense of performing a service to society, this helps build a stronger bond with our customers for long term business.

Since inception of this project (2002), L&M has donated more than 15,000 sunglasses & spectacles.

Education Defeats Poverty



Strongly believing in the above statement, Lawrence and Mayo - under its CSR activities - identified 5 girls from the economically backward class, from **LIGHT OF LIFE - Karjat**, the brain child of Dr. Villy Doctor, Sudhir Gajbhiye who have big dreams to overcome their current financial situation and lead a respectful life.

L&M introduced them to a **Degree Course in Optometry**, paid their fees through the **Mendonsa Foundation** and helped to change their dreams into reality.

Lawrence and Mayo not only sponsored their degree course but coached them regularly to make them industry-ready. Motivational and personality development lectures, in spoken English, were also provided. They were groomed and taught how to behave in public.

Besides educating the girls, Lawrence and Mayo also employed them into its organisation. To work in Lawrence and Mayo is a dream for every Optometrist as it is India's strongest, biggest and reputed organised retail chain.

The girls are now leading a respectful life and helping their siblings to fulfill their dreams. They are flying high with new wings and finding new horizons.

Lawrence & Mayo wishes them all the very best.



— THE POWER OF EDUCATION! —