

Founded in Bahrain, in 1973, the Landmark Group is one of the largest and the most successful retail organizations in India and the Middle East. An International, diversified, retail and hospitality conglomerate that consistently delivers exceptional value, the group operates over 1789 stores in 20 countries and employs over 50,000 people.

The Landmark Group has made its presence felt in India through its leading brands: Lifestyle – India's leading department store chain; Home Centre – contemporary furniture and home ware stores; Max – a chain of value fashion stores; Auchan – Super and Hyper Markets; Splash – high street fashion stores and Krispy Kreme – a chain of stores providing premium quality sweet treats.

The Group's Chairman, Mr. Micky Jagtiani and Vice Chairperson, Mrs. Renuka Jagtiani, believe that it is the duty of every organisation to give back to the community in which it operates. This belief has been the guiding principle for all the CSR initiatives of the Group as it continues to support and drive several programmes that help in creating stronger communities. Whether for securing better future for underprivileged children or providing impetus to the battle against diabetes, the Landmark Group takes pride in its involvement in such endeavours.



LIFE TRUST

Life Trust a CSR initiative of Lifestyle, is a dynamic organization striving to better the futures of underprivileged children in the country. Driven by a vision to make 'School Chalo' the mantra of every child in India, this initiative partners and supports the public school system in improving the quality of education through creative and effective programmes.



PROGRAMMES:



CHILD CARE CENTRE PROGRAMME

Life Trust works with Anganwadis in slum communities, helping children between 1-6 years to get pre-school education. This programme also helps in creating awareness towards various health schemes. Awareness camps for adolescent girls and expectant mothers are a priority.



LIFE PATHSHALAS

Life Trust educates school drop-outs at construction sites, giving them freedom from burden of child care and child labour. Children are also educated about health through various camps.



SCHOOL DEVELOPMENT PROGRAMME - MIDDLE AND HIGHER SECONDARY SCHOOLS

Introducing innovative learning methods, Life Trust assists in reducing school drop-outs by enhancing their learning process.



'OUR HOME' ORPHANAGE

Life Trust provides shelter to 24 children between 12-17 years of age, taking care of their education, health and holistic needs.



Beat diabetes Join the walk

10,000+ people participated in the walkathon to support the cause

Diabetes affects over 366 million people worldwide and is growing at an alarming rate. India is the frontrunner globally with the most number of diabetics. To fight this problem, the Landmark Group adopted the 'Beat Diabetes' initiative; an initiative dedicated to spreading awareness on the causes and effects of diabetes. Launched in 2009, the initiative encompasses seven countries – India, UAE, Kuwait, Oman, Qatar, Bahrain and Saudi Arabia. Free blood glucose tests get conducted across 40+ Landmark group stores in the cities of Bangalore, Mumbai and Delhi/NCR.



LANDMARK INSTITUTION FOR SKILLS TRAINING (LIST)



Building on a solid start, LIST has now trained more than 4000 under-privileged students. Training courses include tailoring, basic electrical skills, computer basics, life skills and spoken English, and retail and hospitality. Knowledge is imparted through LIST's very own virtual training centres and collaborative training centres. Under the Sahayog and Vikasana schemes, LIST has carried out Life Skills and Industry-based training in 17 government colleges falling under 5 regions of the Karnataka Department of Collegiate Education (DCE).



COMMUNITY ACTIVITIES ORGANISED:



The Anganwadi awards



Employees ran to create awareness about Life Trust
TCS World 10K
Bangalore Marathon and
Standard Chartered
Mumbai Marathon

Max 'Wear it Proud' campaign for Women's Day in association with Life Trust

The Max Women's Festival was a fortnight long extravaganza to mark the celebration of Women's day and was held in Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, Pune, Delhi and NCR. The fest's agenda outlined the importance of empowering women through education and building careers for them through various vocational initiatives organized by Life Trust. Life Trust created 'The Anganwadi awards', an extension to the women's festival organized by Max. The event kicked off with an elegant Mangala Gauri dance performance and a short play on women's empowerment and was followed up with a fashion show.