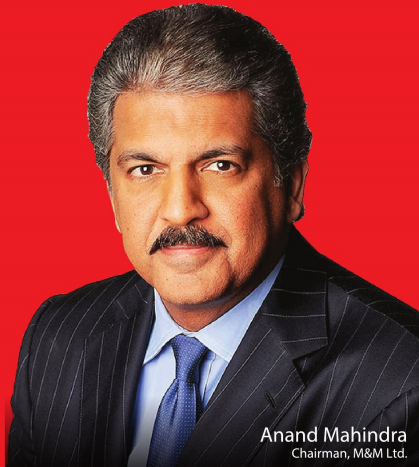


"At Mahindra, CSR means not just the sharing of wealth, but of our time and of ourselves."

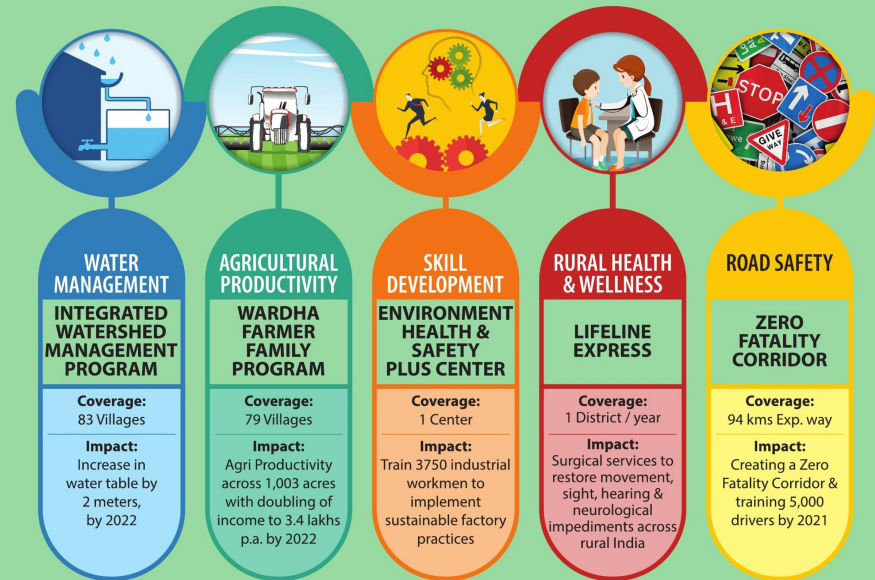


Anand Mahindra
Chairman, M&M Ltd.

GIVING TREE



SECTOR FLAGSHIP PROJECTS



The times are changing. Businesses are remodeling and refocusing during these times and presenting themselves in a much more 'Humane' way to their customers.



Like most contemporary organizations, Mahindra & Mahindra has also integrated Corporate Social Responsibility as part of our business agenda.

We have a constant responsibility towards our customers, to have practices that are modern, transparent and open and take on more hands-on practices that make the society a better place.

Rajeshwar Tripathi
Chief People Officer, M&M Ltd.

PANORAMIC VIEW



PLANT PRIMARY PROJECTS

PRAYAS; According to National AIDS Control Organisation (NACO) data, the estimated number of people living in India with HIV was 2.08 million in 2011.

With this grim overview, automotive sector's Nashik Plant set out to make a difference, project Prayas was born in 2007 in partnership with Yash Foundation to work in four areas: Awareness, Rehabilitation, Testing & Counselling and Livelihood.

INTEGRATED VILLAGE DEVELOPMENT PROGRAM; In April 2014, Farm Equipment Sector's Kandivli Plant focused on a clustered CSR approach. Following a need assessment survey, NGO partners KARM & Loknayak Jayaprakash Narayan Leprosy Eradication Trust (LJNLET) validated findings for Rural Development in villages of Shahapur and Virar. The study brought out the main issues of Water Availability, Open Defecation and low Livelihood opportunities and structure development work has ensued over the past 4 years.

GRAM VIKAS; MOU signed with International Crop Research Institute in Semi-Arid Tropics (ICRISAT). Year 1 work has begun with 25 Farmers.

BANDHAN; In 2008 a holistic Health Program for Mother and

Child was started by MVML's Chakan Plant. The intention was to ensure 100% institutional deliveries for women in Nighoje village in Khed Taluka. Ante Natal Care Camps for expecting mothers are organized resulting in reduction of mortality rate and prevention of neo-natal complication. Every 6 months there is a camp in the 6 villages. Every camp starts with a counselling session on various topics. After consultation and various lab examinations, if complications are detected, the women are taken up for further treatment at the hospital.

NAVDRUSHTI; The project began in september 2017 with the intention to help ageing people regain their sight. A Need Assessment Study and a Participatory Rural Appraisal conducted at Nashik and Sangli highlighted a high incidence of cataract due to the large population of senior citizens residing in the area. As a core focus area at Mahindra is Health, Project Navdrushti was taken up by Mahindra Agri Solutions Limited's (MASL) CSR Team. Not only does the project increase the Health Index of the City but has far reaching impact on Increase in Income leading to increased life span. The beneficiary is now able to see and hence work resulting in livelihood generation.

