



Corporate Social Responsibility as a discipline has gained in stature in the recent years with the Government encouraging corporates to partner its own efforts at bridging the gap between the haves and have - nots. At HMIL, it is our belief that philanthropy must come from the heart.

When HMIL set foot in India in 1996, it was an unfamiliar territory. The team at that time did not have indepth knowledge of the marginalized, but they had a clear vision that they wanted to help the marginalized in whatever manner they could. Thus began the journey of helping the community, albeit in an unstructured manner and purely to those who sought help, almost concurrently with the start of commercial production at it's plant at Sriperumbudur, near Chennai.

In 2006, Hyundai Motor India Limited formed HMIF 'Hyundai Motor India Foundation' a public charitable trust, to help the community in a structured and sustained manner. HMIF identified four broad functional areas of development and classified them as Cleaner, Safer, Greener and Better themes. Now, all projects are carried out under these themes. In a short span of six years, HMIF was able to transform many lives and make a tangible difference. Projects undertaken by HMIF so far may seem humble, but the sheer number of happy faces encountered underscores the belief that the beneficiaries have been served well. The journey has been fraught with challenges, yet it has been gratifying and worth every moment.

HMIF is funded through Hyundai Motor India Limited (HMIL) which sets aside Rs 100 for every car sold in the domestic market, co-relating sales volume and the corpus available for the trust. In the recent past, the scope has been expanded from stand alone projects to comprehensive community projects which reach out to a wider spectrum.

MAJOR PROJECTS - at a glance

Toilets Construction

Total No's in Schools in Kancheepuram district - 12
In Irungattukkottai village (Model village) - 235
3 sample toilets in each of the 8 villages in Kancheepuram district

Environmental Protection Under Green Initiative - Partnering With Marginalized Farmers



Total 1,00,000 saplings have been donated to marginalized farmers. In Kancheepuram district. They are being paid a stipend to maintain the tree for 10 years, after which they can enjoy the harvest as they wish. Another 50,000 trees will be planted by the close of 2012.

Education

Cars Donation
Cars donated to educational institutions for research and education purposes - 180 nos.

ITI at Ulundurpet

HMIF has been supporting ITI at Ulundurpet, Tamil Nadu with complete lab kits, play kits and other amenities to ensure the wellbeing of the students. HMIF also built a student hostel and a

kitchen to accommodate students from far flung areas.

Donation of Benches and Desks
Donation of Benches and Desks to deserving schools - From 2007 HMIF started a novel project where waste and virgin wood are melded to fashion desks and benches for school children. Students of Government Schools in



Kancheepuram now enjoy a comfortable atmosphere to study in. All furniture is made in a special carpentry workshop set up within HMIL premises. It gives over 30 daily wage carpenters a regular source of income as well as the satisfaction of knowing they are working for a worthy cause. Total Nos donated till date - 26,800 sets.

Lab Kit Donation



Scientific lab kits donated to High Schools in Kancheepuram - 150.

Model Village Program



The village of Irungattukkottai is one of the 8 villages which HMIF plans to convert to a model village. Sanitation, employment generation schemes and upgradation of facilities are the corner stones of this project.

The Project Includes:

- Awareness programmes on health and hygiene
- Cleaning and strengthening of drainage facilities throughout the village.
- 800 garbage bins set up to collect

waste in different areas.

- A Tractor to keep the village clean
- 400 fruit bearing trees planted in the courtyard of individual houses
- Home makers given vegetable seeds and taught the art of kitchen gardening
- A Children's Park with all play facilities
- An upgraded library - very popular among the villagers, young and old
- Street lights - To keep the village safe after dark
- Bus Shelter at the entrance to the

village to keep commuters comfortable while they wait for their buses.

- Primary School with daycare facilities for children above 18 months. It also has classes for children up to Class 2. Education, food and uniforms are free of cost. It includes a kitchen, toilets and clean drinking water facilities .
- Tailoring Unit to impart professional training to 40 women under the employment generation scheme.

Life Changing Experiences Youth Development Programmes @ Hyundai

A look at who has benefitted from HMIF's projects:

- 400 School dropouts through the driving school and workshop training programme
 - 150 rural girls from poorest of poor families through the nurses training programme
 - 1000 students from weak economic backgrounds through the traffic volunteers scheme
 - Villagers through the model village programme
 - 100 marginalised farmers through the "Go Green" initiative
 - More than 75000 school children through benches, desks, fresh drinking water, sanitation etc
- And the list goes on...



Awards & Accolades HMIF

- HMIF received Pegasus CSR Silver award in 2008-09 for its continuous service to mankind
- HMIF also received the Best company in CSR activities from Govt of Tamil Nadu for the ye. 2009-2010 and a cash award of Rs.5 lakhs.
- HMIF has participated in Seminars on CSR in various colleges