

Transforming Lives : The सभव Way

Though it is better known for the dazzle of its diamonds and jewellery that adorn women across the globe, Gitanjali Gems, the world's largest integrated branded jewellery manufacturer-retailer, is adding a different kind of sparkle to the lives of many people through different projects taken up under the banner of its CSR initiative, Sambhav. This is the umbrella under which fall the different social programs that Gitanjali Group has been associated with over the years in the fields of education, health, providing employment to PwD's, etc., under the banners Saksham, Saakshar, Sujyot, Sneh and Srishti. These varied initiatives are spread across five states in India and are helping transform the lives of 1000's of people in a direct /indirect way.

Established in 1966, Gitanjali Group is the largest integrated diamond and jewellery manufacturer-retailer in the country and a leading name in the global gem and jewellery industry, employing more than 6000 people. The group integrates all operations, from rough diamond sourcing, cutting, polishing and distribution, and jewellery manufacture, to jewellery branding and retail, as well as global lifestyle brands, in India and abroad. The Group pioneered jewellery retail revolution in India by launching Gili way back in 1994. Over the last two decades, it has expanded operations in USA, UK, Belgium, Italy and the Middle East to Thailand, South East Asia China, and Japan.

Some of the key focus areas of the CSR initiative are employment and empowerment of the PWD's, Education for the underprivileged, Health, Training, etc. CSR initiatives are also taken up within the company – such as to build a safe and secure working environment and conducting various programs like first aid training, awareness programs on health and other issues, blood donation camps , etc on a regular basis. The Group also gives donations to various philanthropic projects and supports various organizations and causes for the social and economic development of the community at large.

For Gitanjali Gems, CSR goes beyond legal requirements, as it is a part of the personal vision of the CMD, Mr Mehul Choksi. The activities taken up involve local NGO'S, government bodies, media and most importantly as many employee as possible. The attempt it to invest in meaningful community projects that serve to enhance the quality of life across the communities and address important social issues through initiatives that move toward self-sustainability and economic growth.

Awards



National Award for "Best Employer" for the Empowerment of Persons with Disabilities 2009 scheme conducted by the Ministry of Social Justice and Empowerment, Government of India, Smt Prathiba Patil

Indy's award for Best CSR

India Shining Star CSR Award for its Outstanding CSR in the Gems & Jewellery Sector from the hands of Shri Salman Khurshid, Hon'ble Union Minister for Water Resources and Minority Affairs



Gitanjali honoured with Aaj Tak Care Award for Employing People with disabilities from Shri Pranab Mukherjee

Blue Dart Global CSR Award for 'Best Corporate Social Responsibility from Hon'ble Union Minister of Corporate Affairs, Dr. M. Veerappa Moily

"ECGC-D&B Indian Exporters Excellence Award, Recognized as a leading Socially Responsible Exporter for Saksham and other CSR initiatives

In 2009, Gitanjali Group set up a separate CSR division with the following aims:

- To catalyze and accelerate social progress and make a difference to the society at large
- To work hand-in-hand with those striving for community upliftment
- To make a qualitative difference to the lives of the underprivileged in health, education and other sectors
- To assist in the empowerment of people with disabilities and help them integrate into society

However, the involvement in CSR activities began long before that – the Group has been contributing to varied social initiatives for over two decades now.



सक्षम Empowerment through Training and Employment

The Saksham initiative is focused on empowerment of People with Disabilities (PwDs) through training and employment to enable their rehabilitation and integration into society. The gems and jewellery industry has a huge potential for employment of the underprivileged PwD due to the specific nature of the processes. A special Saksham training centre operates at the Rajiv Gems Park, Hyderabad SEZ where PwD's as well as rural youth from Andhra Pradesh undergo

a six months training program in the basics of diamond and jewellery manufacturing. The training centre is within the factory and is fully equipped with latest state of the art technology. It offers the advantage of acquiring skills within the actual work environment.

In association with various NGOs and government organizations, Gitanjali has been holding job melas in the remotest of villages in AP to identify people for recruitment. The first batch started with 13 people in the year 2008....It grew to 138 in 2009..... and by 2013, about 2,000 rural youth have received training including nearly 500 PwDs. Currently, almost 250 of them are employed by the company....and the number is steadily growing

Special facilities have been put in place to facilitate Saksham including involvement of special trainers, sign language interpreters and counselors who work closely with the HR team.

सुज्योत Lighting up Lives

Initiatives in the health sector include support to special eye camps with free check ups and cataract operations for the needy in remote areas of Bihar. These annual mega eye camps have been held for the last many years with Bhansali Trust

and three other companies from Mumbai. The project covers approximately 3,000 villages, where 70,000 people are examined and over 45,000 operated every year.

Gitanjali Group also supports various projects of the Cancer Patients' Aid Association of India, Save the Children India.



साक्षर Empowerment through Education

Under Saakshar, Gitanjali Group provides aid and assistance to various educational projects mainly centred in Palanpur in an economically and educationally backward part of Gujarat. A few institutions that the Gitanjali

Group has supported are: Smt. Geetaben Modi Vidya Sankul, K.M. Choksi Higher Secondary School, Shri Keshavlal Maneckchand Choksi Prathmik Shala 1 & 2, Mamtamandir

The company is also associated with educational projects run by the Friends of Tribal Society, Image Book Culture Trust and Project Crayons.

स्नेह Spreading Smiles

Sneh aims to build relationships with organizations and individuals who are active in the field and execute projects for the upliftment of society by partnering with them. Currently Sneh is focusing on creating bonds with various NGOs in Mumbai, Ahmedabad and Hyderabad.

Some examples include:

- Support to Sadhana Village, Pune
- Rescue Abandoned Baby Girls with Relief Projects India
- Support to Adapt, Spastic Society, Mumbai



सृष्टी Green Dream

Srishti is aimed at creating awareness regarding the responsible use of limited natural resources and the importance of preserving the ecological and environmental balance. Drives for conserving energy and water resources,

organizing tree plantation etc. have been conducted by the company at various places.

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