

Panasonic

Founder's Message

"Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world."



- Konosuke Matsushita
Founder of Panasonic Corporation, *Basic Management Objective*, 1929

About Us

Headquartered in Osaka, Japan, Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.74 trillion yen for the year ended March 31, 2014. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers.

Panasonic in India: Panasonic commenced its operations in India in the year 1972 and showed a 200 percent growth between 2008 and 2011. Panasonic has been conducting business activities under the idea of "Smart Solutions" through accumulating customer value creation and by working towards becoming the "Most Trusted Brand" in India by having accountability to the society.

- Workforce of 12,500 people across India currently
- Market outreach: 180 exclusive (including 30 eCon AC shops) Brand Shops pan-India and total 1,115 unique service centres to provide one-stop solutions. Panasonic currently has 31 branch offices and 99 P4 (Panasonic Premium Partner Program) outlets spread across the country

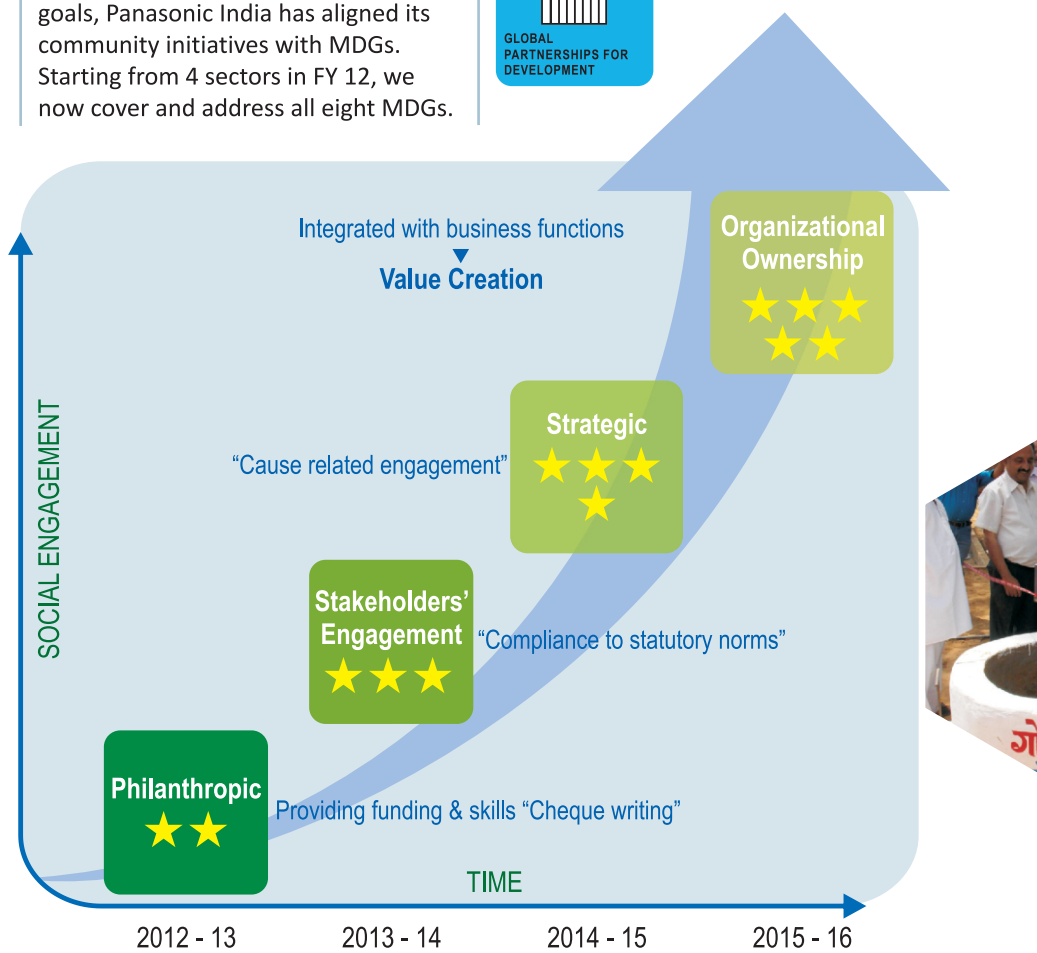
CSR Vision

From Philanthropy to Organizational Ownership

CSR at Panasonic is perceived as the commitment of businesses to contribute to sustainable development by working with employees, their families, the local community and society at large to provide "A Better Life, A Better World."

The Millennium Development Goals (MDGs) constituted by the United Nations address the most pressing problems that the world is facing. Recognizing that it takes concerted and combined effort by the government and private sector to achieve these goals, Panasonic India has aligned its community initiatives with MDGs. Starting from 4 sectors in FY 12, we now cover and address all eight MDGs.

Panasonic India has a long-term perspective on social engagement. While the organization has already established initiatives aligned to the MDGs, our commitment is set to grow every year. Starting from philanthropy, the ultimate goal is to have organizational ownership of community development issues.



A Better Life, A Better World

5Cs of our CSR Policy

At Panasonic we strongly believe that unless and until the fruits of development are shared equally with all our stakeholders, the vision of inclusive and sustainable growth is hard to achieve. We strive in working towards inclusive growth as part of our commitment towards society. Combining this with our organizational imperatives, we have devised a 5C policy to bring alive our corporate social responsibility (CSR) vision.

Panasonic India under its Corporate Social Responsibility is

- Committed to**
- Contribute to Indian Society by**
- Continuously engaging with the**
- Community in order to foster**
- Coexistence and inclusive growth**

Our CSR Verticals

Aligning our CSR activations to the MDGs, Panasonic India has carved out its CSR intervention areas in a planned, focused and time bound manner. Our CSR projects are designed on the basis of need assessment study of the geographical area where we plan to implement our social initiatives. Panasonic India has steadily moved to a

well-structured and all-encompassing CSR model. Further embarking this year's journey the company continues to reach to communities through its various social initiatives programs.

ECOSKOOL: Education & Environment

Objective

- To support in achieving objectives of universal primary education.
- To encourage and engage young minds to ensure environment sustainability.

Till FY 12-13, Panasonic India had been operating its Ecoskool Program as a nationwide environment sensitization program reaching out to 215 schools in 24 cities across India in an effort to enlighten the participants (students of grade 6th to 12th and audience) to take collective steps towards saving the environment and imparting knowledge on issues of global warming and climate change.

Further in consideration of the recent CSR Act, the project was modified in 2013-14 giving it a more focused and result based approach. In Nov'13 Panasonic India collaborated with SARD and initiated school support program in 15 Govt Primary and Upper primary schools around Technopark Jhajjar. The project aims to provide quality education and strengthen Govt. Rural Primary Education System in the Project schools through a three pronged approach:-

- Infrastructure support
- Capacity Building & BCC
- Soft Skills



AAROGYA: Health

Objective:

- To ensure health seeking behaviour of the communities.
- To provide inputs and opportunities for accessible and affordable health services.
- To provide referral services for primary and secondary level treatment.

As India moves ahead with full force in this information age, a large section of our population in rural and underserved areas still does not have access to affordable and decent primary healthcare facilities. Considering the same and Building further on its philosophy of contributing to the community it operates in, Panasonic India, in



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collaboration with **Jubilant Bhartia Foundation**, recently kicked-started its community health initiative "Aarogya", aimed at providing accessible and affordable health services to 30,000 individuals annually in and around the area of the Panasonic Technopark in Jhajjar.

The Mobile Health van operates 6 days in a week covering 12 villages around Technopark area with frequency of two camps in a day. Besides providing curative health care we also regularly monitor the disease and seasonality trend in our project areas. Accordingly, we organize necessary counseling cum health awareness camps for the community, school health camps and training sessions for ASHA workers etc.

SWABHIMAAN: Livelihood and Skill Enhancement

Objective

- To provide livelihood opportunities through skill enhancement and vocational training.
- To add value by way of soft skills and preparedness for the job markets.

In line with the Millennium Development Goals of Eradicating Extreme Hunger & Poverty, Panasonic India has set up three Vocational Training Institutes at Jhajjar and Delhi/NCR region in association with **Labournet & NIIT Foundation**. For the convenience of training, all our trades have been classified into two segments basis the local industry requirement and demand in the areas where the centre operates:-

Career Courses

Career courses have been primarily designed to provide immediate employability solutions to the youth by way of skill development and vocational training on trades which have high

demand and local requirement like fast food retail, showroom retail, BPO, Data entry, REEA (Repairing of Electrical & Electronic items.) etc.

Non Career Courses

This segment includes trades which are not immediately linked to employment generation but instead enhance chances of employability of the youth in the coming future through soft skill training like Computer literacy, Spoken English, social networking, personality development and WPS. We mostly enroll students between 16 to 23 years of age, who are in college and are preparing themselves for a corporate job.

During 6 months of FY 13-14, we trained a total of 526 youths in both the segments and a total of 73% students enrolled in career courses were provided with job offers. By March 2016, we aim to train another 2300 students in career and non-career courses and target to place at least 70% of the students enrolled in career courses.

SHAKTI: Women Empowerment

Objective

- To promote gender equality.
- To empower women to share and shoulder equal opportunities with men

Working towards this important social as well as economic growth pillar, Panasonic India took the responsibility of empowering women force by supporting them to become self-reliant by way of education and vocational training. The three Panasonic vocational training centers offer women specific courses like tailoring, beautician & hair care, embroidery etc. We have tried to ensure that almost 50% of the youths trained at our centers are females. We aim to train and empower close to 1400 women by March'16.

SAHYOG: Contribution to Indian Society

Objective

- To contribute to Indian society thereby developing mutual trust and cordial relationship.
- To promote sports and games to encourage and recognise talent.
- To promote best sustainable practices in agriculture.



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100 thousand Solar Lamp Project

With so many people in its rural areas off the grid, India has the highest number of people without access to electricity. In order to improve the quality of life of the resident living in non-electrified regions of India, the company allocated 5000 solar lanterns in FY 12-13 and another 4,000 during FY 13-14 and collaborated with six leading NGO's (non-profit organizations) in Bihar, Andhra Pradesh, Orissa, West Bengal and Haryana.

Haryana Football academy

To empower the youth of Haryana and spread the love for the sport in the country, Panasonic India has set up a state-of-the-art Football Academy in Haryana, in association with Haryana Football Association. The academy is conceived as a residential training facility for three years, to begin with, from 3rd December 2012 to 30th November 2015. The academy has 30 students in the age group of 17 to 21 years. The students are housed at Nehru Stadium and are being trained to become professional players.

Agri Support

Panasonic India on the occasion of World Environment Day inaugurated its agricultural support project at Jhajjar with the objective of benefiting farmers to produce more by helping them adopt a sustainably intensified agricultural production process.

Panasonic is aiming at setting up 15 demonstration sites by FY 15-16, each comprising of three focus areas i.e. Bio gas for cooking and lighting, Vermi Compost for soil improvement and Naand to provide continuous drinking water facilities to the cattle without human interface.

RATTCHHATR: Scholarship Program

Objective

- Identify and recognize a pool of unexplored talent, particularly from the bottom of the pyramid, and provide them with financial assistance to foster the development of highly educated experts who contribute to the progress of the nation.



This scholarship program was established in 1998 to commemorate the company's 80th anniversary, as a way for the company to express its appreciation to the society. This program was launched in India in 2009 with an aim towards education and skill development while promoting friendship and cooperation between India and Japan. Since its launch in India, 14 scholars have been selected and enrolled for this master's program in Japan.

Way Forward

Panasonic India has taken a planned and phased approach for social engagement programmes starting FY 13 -14 till FY 15 - 16. Increasing the scale of its interventions every year, it is the company's aim to contribute towards pertinent and pressing developmental issues. Our commitment towards creating A Better Life, A Better World will be the guiding light in this endeavor.

Project	Ecokool	Swabhimaan	Shakti	Aarogya	Ratti Chhatr	Sahyog
What	Education & Environment	Vocational Training Skill Enhancement	Women Empowerment	Health	Scholarship	Contribution to Society
Who	Children 6 - 18 years	Adolescent & Youth 16 - 30 years	Girls & Women 16 - 30 years	Children 0 - 6 years Pregnant Women Lactating Mothers Community at large	Engg. Aspirants	Community at large
When	Start Date: Nov'13 End Date: March'16	Start Date: Nov'13 End Date: March'16	Start Date: Nov'13 End Date: March'16	Start Date: Nov'13 End Date: March'16	2009 2018	Regular Regular
Where	Jhajjar, Haryana	Jhajjar/Delhi/NCR	Jhajjar/Delhi/NCR	Jhajjar, Haryana	Pan India	Pan India
How Monitoring Indicators	↑ Attendance % ↓ Drop Outs % ↑ Girl Child Enrollment % School Grading Environment Initiatives taken	Training Nos. Placement Nos. Entrepreneurs ↑ Income Level	Training Nos. Placement Nos. Entrepreneurs ↑ Income Level	Families Registered Patients Treated Disease Trend ↓ MMR/IMR Awareness/BCC sessions	Students Enrolled Scholarship provided	Individuals benefited Projects undertaken
Reach Out Rate (Individuals)	24,000	1,400	1,400	150,000	64	60,000
2013-14	6,000	250	250	30,000	4	15,000
2014-15	8,000	563	562	60,000	30	20,000
2015-16	10,000	587	588	60,000	30	25,000

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