

# PREMIER LTD.

ART & CULTURE • ENVIRONMENT • EDUCATION • COMMUNITY



## The Annual Vinod Doshi Memorial Theatre Festival, Pune and Mumbai

To foster and sustain theatre, a lifetime passion of our late Chairman Vinod Doshi, Premier Ltd. commissioned an annual, 5-day theatre festival. Over the last five years of its production, the festival has presented an opportunity to Mumbai and Pune audiences to enjoy Marathi, Hindi and English plays by established, as well as aspiring directors, from different regions of India. The festival has received critical acclaim in noted journals and magazines such as the Prithvi Theatre Newsletter (PT Note). Says Dr. Ajay Joshi, PhD - Critics and Criticism, Marathi theatre, "...well entrenched into the cultural psyche of Puneites and on the calendar of every aspiring theatre group, the festival is gradually growing in popularity and inching its way."



## The Vinod Doshi Fellowship in the Performing Arts

Every year, five upcoming artists in Hindi and Marathi theatre are selected to receive the Vinod Doshi Fellowship in Performing Arts sponsored by the Lalchand Hirachand Premier Trust. This enables the artists to solely focus on their creative pursuits by supporting their monthly living expenses for a year.

## Experimental Theatre

Walchand Terraces, a research project supported by the Lalchand Hirachand Premier Trust, documents the history and evolution of experimental theatre in Mumbai. Scheduled to be launched in October 2013, it also pays tribute to Premier's late chairman, Mr Vinod Doshi, who played a significant and active part in the development of experimental theatre in the city.



"This is an acknowledgement and recognition from people one looks up to, and a sign that one should carry on doing what one loves."

- Ms Suruchi Aulakh, actor, trainer and Vinod Doshi fellow

Formerly known as The Premier Automobiles Ltd., Premier Ltd. was established in 1944 and went on to become the pioneer of automobile manufacturing in India. In addition to automobiles, the Company is also an industry leader in the CNC machines industry and a major supplier of heavy engineering components to the wind energy and infrastructure sectors.

Premier is intrinsically linked with the Lalchand Hirachand Premier Trust, a public charity trust run by the Doshi family (promoters of Premier). In recent years, the focus has been on sustainable projects for the community in and around Pune where its plant is located. Supporting the communities that come into contact with its core verticals has been of utmost importance for the Company.

Over time, the concept of corporate social responsibility (CSR) has changed. Premier looks at the importance of CSR not just as an act of benevolence but as a sustainable extension of its core business vision.

A look at some initiatives by Premier Ltd. in the arenas of art & culture, education, community and environment:

## Premier's 'Green Pune' Project

In collaboration with Tree Public, an environmental NGO, the Company has planned to plant 40,000 trees over the next three years to green the community near its plant in Pune.

## Environment-friendly Packaging for CNC Machines

We have proactively switched over to environmental-friendly packaging of machinery, aligned with international packaging standards.

## Promoting the Use of Car Bins

To promote a cleaner environment, Premier Ltd. partnered with Lighthouse Management Pvt. Ltd. to promote the use of car bins - handy, mobile, strap-on waste paper bins that can be installed or removed from a car seat with ease.

## Funding a Film on Forest Deforestation

The Lalchand Hirachand Premier Trust has collaborated with the Conservation Act Trust (CAT) to make a thought-provoking film that tells the untold story of India's forests.



## EDUCATION

Premier's association with College of Engineering (COEP) in Pune has led to one long-standing programme and two socially responsible projects aimed at creating sustainable value linked to Premier's engineering business.

## The Annual Vinod Doshi - COEP Merit Scholarships

The main objective of this scholarship is to enable students, academically excellent yet acutely financially challenged to do the four-year degree course. It covers 100% of the college fees, course material, hostel and mess fees. The idea is to liberate the students from financial distractions, need to earn money etc., so they can fully focus on their academic pursuits. There are over 20 full time scholars in the system.



Vinod Doshi COEP scholars during the factory visit.

## Upgradation of the Production Engineering Workshop

Premier undertook the renovation of the Vinod Doshi Memorial Production Engineering Workshop, the sole aim being to help students gain confidence through practical knowledge of CNC machinery.

## Donation to the Robotics Laboratory

Premier Ltd. has donated a highly sophisticated industrial robot (The IRB 6400) to COEP's robotic laboratory.

## Educational Aid through 'Vinod Doshi Shikshan Yojna'

Every year, the Lalchand Hirachand Premier Trust gives a generous amount of educational aid to 10 shortlisted Premier employees or their children to upgrade their educational qualification. Vocational studies are also encouraged.

## Alliance with the American Alumni Association

Under the 'Scholars Abroad' programme, the Lalchand Hirachand Premier Trust provided opportunities to over 35 talented young people from economically weaker sections of India for further education abroad.

## Ved Vignan Maha Vidya Peeth, Pune

The Lalchand Hirachand Premier Trust has adopted 83 children, many of whom are first generation learners, in the Chimbali village, Taluk Khed.



Premier's IRB 6400 robot in use at COEP



Blood donation camp under

## Blood Donation by Premier Employees

Premier employees annually donate over 200 units of blood to children affected by Thalasassaemia through the annual blood donation drive.

## Support to the Apne Aap Women's Collective (AAWC), Mumbai

AAWC is an NGO working with marginalised women and their children in the Falkland road/Kamatipura red-light locality since 1998.

## The Blue Shores Prison Art Project

This 3-year art project has been completely funded by the Lalchand Hirachand Premier Trust. Conducted at the Aguada Central Jail, Goa, Blue Shores is the brainchild of Margaret Mascarenhas (novelist and independent curator) and Swatee Nair (abstract artist and theorist).

## CHIP (Children in Progress)

Over the last five years, Premier has sponsored multiple projects and special initiatives for CHIP Mumbai, an NGO working with children from BMC schools. They include:

- Summer camp for over 200 children
- Factory visit to the Company's plant
- After school activities
- Career fair



AAWC children at a storytelling session



Children of CHIP enjoying the summer camp