



## Introduction

Mytrah Energy, is a pioneer and one of India's largest Independent Power Producers in renewable energy with 15 projects across 8 states and has over 200 wind masts installed across multiple states in India. As India's Smart Utility, Mytrah through a diversified renewable energy portfolio leverages its robust end-to-end capabilities in generating renewable energy for its projects in India.

## Mytrah Foundation

Mytrah Foundation is the Corporate Social Responsibility (CSR) arm of the Mytrah Group, which facilitates the development initiatives of the Group. Led by a professional team, the foundation looks not only into the development initiatives on the ground, but also supports in meeting statutory compliance.

Technology, Innovation, Partnerships and Sustainability (TIPS) drives our Social Development initiatives at Mytrah. We believe that the magnitude of social problems in our country could only be addressed with speed and spread, using cutting edge technology and innovative practices. At Mytrah, we recognize that Corporate Social Responsibility (CSR) is beyond modest community interventions and complying with statutory requirements. In the true spirit of Corporate Responsibility (CR), we assign highest priority to the good corporate governance, both at our workplace and at market place. We are equally concerned about protecting the environment for the future generations through eco-friendly business initiatives.

While we recognize the need to intervene in sectors like education, health, livelihoods etc., we are also consciously making efforts to touch those areas that can positively impact society, particularly the youth. We approach social problems with an open mind, brainstorm to understand deeper implications, examine alternative solutions to meet the social needs, apply business models to achieve impact of our interventions, and develop replicable initiatives to scale up and sustain. We have made some modest, but significant strides in this direction in the last couple of years.

## Kala Mytrah – An initiative to empower adolescent girls

The project aims at providing academic support to the girls who have dropped out of school in the age group of 14 to 19 years to appear for Grade X examinations through open school society. Besides academic support the project also provides coaching in life skills, health education, education on rights of the girl child, promotion of community collectives for girl child protection and employability related soft skills.

The project has several firsts in the social development sector; the project is associated with the artists, who supported the project through the contribution of their paintings, UNICEF provides technical support as a technical partner, government supports it through curriculum and textbooks and Mahita, an NGO extends its support in the implementation. The Education APP, which is being developed to make available the Grade X lessons through e-learning mode free of cost to all aspiring students, is expected to reach out to about 50,000 students every year, while the Community Resource Centers established in Hyderabad are serving about 500 girls through direct coaching.





### Grameen Mytrah – A project to enhance rural entrepreneurship and skill development

The project addresses the issues related to rural livelihoods in a sustainable manner through integrated approach with forward and backward linkages. The project, which covers over 1000 farmers through direct interventions, is being implemented in Savalsang area of Karnataka and Pargi area of Telangana State.

The project interventions include integrated livestock management; making available high yielding varieties of fodder throughout the year through creating access to fodder slips, entrepreneurship promotion and farmer training, artificial insemination and veterinary support; formation of Farmer Producer Organizations (FPO) supported by Agri-business centers; initiating Shade Nets through entrepreneurship mode to make available quality vegetable seeds and Skill Development for youth in employable fields. The project is being implemented by BAIF Development Research Foundation, an experienced NGO in the field of Agriculture and Animal Husbandry.

### Sports Initiative – Coach led – Athlete centric project

With the premise that promotion of sports has larger impact on the society and that medals are just one of the benefits, Mytrah partnered with Gopichand to develop sports ecosystem with a strategic project named as GFMF (Gopichand Foundation and Mytrah Foundation) Sports initiative. The project supports athletes and coaches through coach education, world class training, best sport science experts, scholarships, best nutrition support, advanced equipment, tournament exposure and knowledge creation.

Though the project aims at supporting about 30-35 athletes a year, we foresee larger benefits to the society such as contributing to building quality human resource, which is expected to have a trickle-down effect on life expectancy, better genetics, building capabilities, success in other spheres, and productivity leading to positive impact on GDP.



### Safe Drinking Water – Reduce water borne diseases and child mortality

Mytrah has so far set up nine safe drinking water plants in three states in an effort to provide safe drinking water to rural population. The objective is to reduce water borne diseases and thereby the child mortality. The project also has indirect benefits of decreased wage absenteeism, leading to increased income. We are aware that through the RO system, we are wasting over 50% of water, but we are trying to access research findings in the country to move towards more efficient methods of water purification. Currently, we are reaching over 3000 rural families through this intervention.

### Link Volunteers: An urban health initiative to track disease pattern through digitalization

The project focuses on building health awareness to about 100,000 urban slum population through the provision of training to about 100 community based health volunteers, which eventually impacts the community towards preventive health care. As part of the project, lab tests are conducted and the data is digitalized to examine trends of various diseases. Currently the focus is on digitalizing the data of hypertension and diabetes, but will move to broader areas in due course. Besides, the project also provides primary health care to the slum dwellers.

The Project is being implemented in Hyderabad Underpoverty living areas by Banerjee & Luke Foundation, steered by an experienced NRI from the US.



### Sanitation Project – Individual households and school sanitation

In order to promote sanitation among rural population and school children, two projects have been taken up in Andhra Pradesh; one addresses the provision of individual household lavatories (IHHS) and the other deals with personal hygiene and maintenance of school sanitation. Under the first project, 112 household lavatories were constructed with awareness built around in utilizing the provision. The second project covers 45 government primary, upper primary and high schools. Both the projects work with close cooperation and coordination from the district administration and other government departments.