

Mahindra & Mahindra endeavours to assist flood affected in Rajasthan

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Jaipur: The US \$3 billion Mahindra Group has recently undertaken numerous corporate social responsibility activities in the wake of the flood situation affecting various states. These include assisting the flood affected, organizing a medical camp, book distribution, tree plantation and similar endeavours.

Affirms Mr. Arun Nanda, Executive Director & Company Secretary & President - Infrastructure Development Sector, Mahindra & Mahindra, *'The Mahindra Group believes it is imperative for corporates to play a proactive role in providing able assistance to the society in which it operates. Its current socially responsible activities in Rajasthan coupled with earlier initiatives such as its tie-up with the Government of Rajasthan to sponsor the education of 10,000 Nani Kalis, providing support to the state govt. initiative of providing mid day meals to the disadvantaged section of society, reinforce this commitment to serve society through altruistic means.'*

The Mahindra Group's Farm Equipment Sector's (FES) Bikaner office has initiated Operation Vighnaharta to support the flood affected by distributing life saving drugs, food packets, drinking water, blankets and other provisions. Under the aegis of this operation, FES's Area Office has formed teams to coordinate its flood relief efforts in various parts of the state.

Recently, one of the teams visited the villages of Bhadka and Bilo ki Dhani consisting of 6 Dhanis of tehsil Fatehgarh (approx 80 kms from Jaisalmer town) and was successful in providing assistance to approximately 600 persons. Both FES employees and dealers have donated funds for Operation Vighnaharta.

FES Jaipur recently organized a medical camp under the aegis of Project Chikitsa at its plant premises for local residents of nearby villages, viz. Bagru Ravan, Kairia Ka Bas, Mehlan, Paldari, Chhitroli, etc. in which free medical advice and medicines were dispensed to patients by a team of doctors and nurses. AIDS awareness pamphlets were distributed and patients were referred to the Red Cross Society hospital. A total of 203 patients benefited from this 5-hour program.

In separate Corporate Social Responsibility initiatives, the Mahindra Group distributed school bags and notebooks to select students of the Govt. Secondary School in Mehlan village, Jaipur. On the occasion, mass plantation of saplings was undertaken to enhance environmental awareness among students and local residents. 200 saplings were planted and students were given the responsibility for their upkeep and nurturing.

Earlier, the KC Mahindra Education Trust has entered into a tie-up with the Government of Rajasthan to sponsor the education of 10,000 Nanhi Kalis in Udaipur. The project will be implemented by K. C. Mahindra Education Trust in collaboration with its partner, Naandi Foundation at the grass root level. Nanhi Kali is a special project jointly managed by K. C. Mahindra Education Trust and Naandi Foundation, a leading NGO, aimed at providing education to the underprivileged girl child in India.

Mahindra & Mahindra had also gifted the power of sound to Master Ayaan Kureshi at a function in Jaipur, where the Honorable Chief Minister of Rajasthan, Vasundhara Raje had handed over a cochlear implant. Ayaan

Kureshi is the first of 60 children to receive this implant and the surgery will be performed at Jain's ENT Clinic at Jaipur. This is part of the Mahindra Group's 60th Anniversary Corporate Social Responsibility initiative, under which it has pledged to sponsor the treatment and recovery-cum-rehabilitation of 60 profoundly hearing impaired, underprivileged children through the cochlear implant programme.

The Mahindra Group's CSR initiatives

The Mahindra Group has always been conscious of its Corporate Social Responsibility. The Group-wide belief is that CSR encompasses making socially responsible products, engaging in socially responsible employee relations and making a commitment to the community around. It is basically about managing our business processes to produce an overall positive impact on society. Recognising the potential that education holds for transforming lives for the better, the Mahindra Group has chosen education as its prime CSR focus area through initiatives like the Nanhi Kali project which supports education of the girl child. The Group has also been involved in various CSR activities beyond education. In this 60th anniversary year, the Group plans a thrust on CSR by which it can reach out and transform many more lives. It has made a commitment to dedicate 1% of its PAT towards CSR and has launched a unique kind of ESOPs called Employee Social Options, which will enable Mahindra employees to volunteer and involve themselves in socially responsible activities.

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