

# Mahindra



MAHINDRA CARES....RISE FOR GOOD

जनगणमन-अधिनायक जय  
भारत-भाष्यविध  
भारत, मरा  
प्रति, उत्कल,  
दि, म चल, रामुना, गं  
उच्छल जलधि  
गे, तव शुभ आशि  
गाहे तव जयग  
शलदायक जय हे  
भारत-भाष्यविध  
हे, जय हे,  
जय जय जय

वन्दे मातरम्! वन्दे मातरम्!  
कलाम् मलयज शीतलाम्  
मलाम् मातरम्॥धृ॥  
पुलकित-यामिनिम्  
दुमदल-शोभिनीम्  
सुमधुर भाषिणिम्  
धरदाम् मातरम्॥१॥

Nanhi Kal!

Nanhi Kal!

Nanhi Kal!

Nanhi Kal!

Nanhi Kal!

Nanhi Kal!





**NANHI KALI Alumni, Sandhya Priyanka**







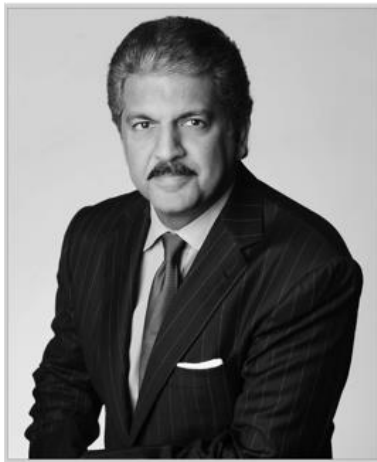
**COFFEE CULTIVATOR**, Gunta Harishchandrudu from Cheruvupakalu

## Founder's Philosophy



*“Corporate Social Responsibility has always been an integral part of the vision of the Mahindra group and the corner stone of our core value of good corporate citizenship.”*

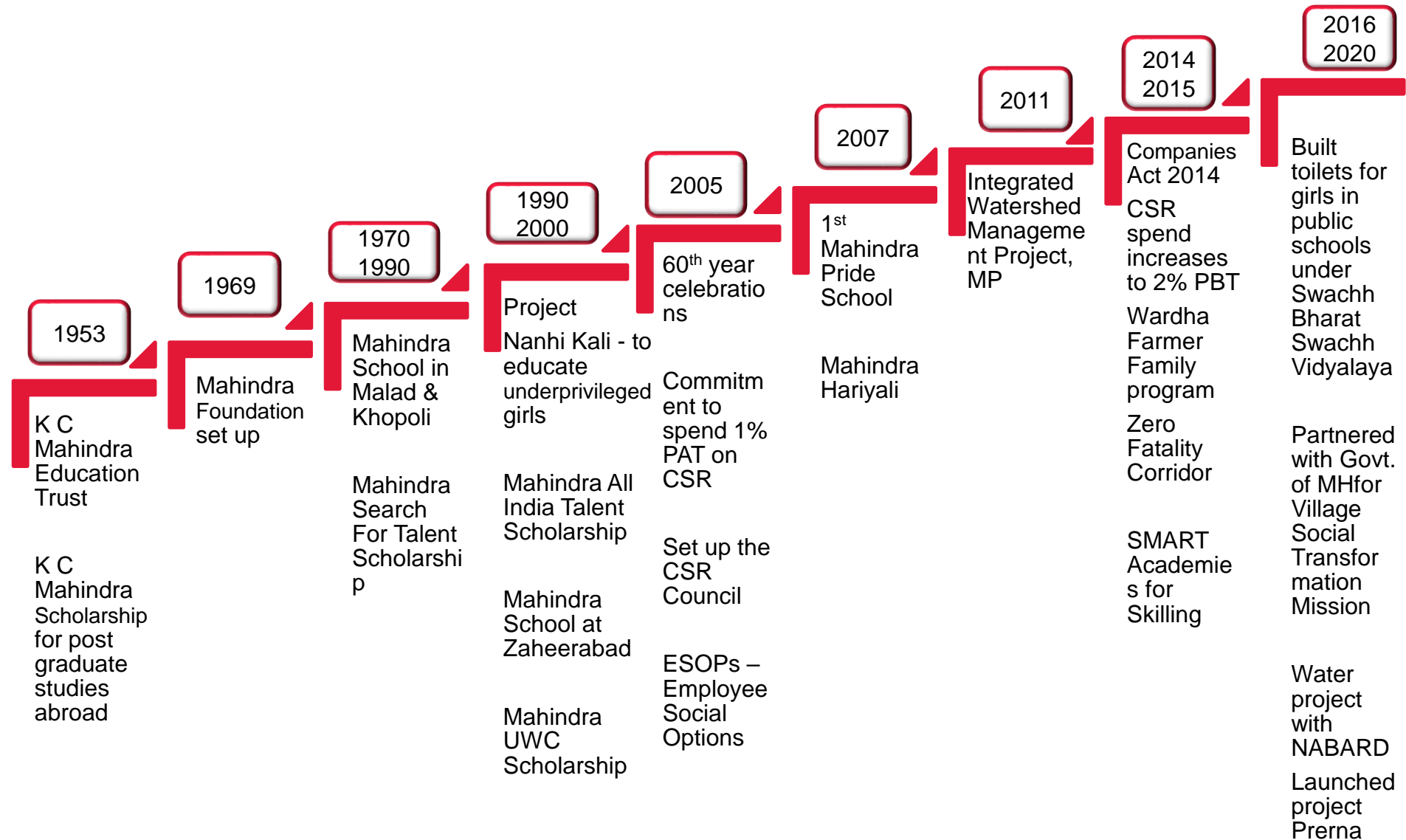
Keshub Mahindra,  
Chairman Emeritus,  
Mahindra & Mahindra Ltd.



*“From a business perspective, we recognized that if we wanted to grow sustainably, we could not rely on a relatively narrow customer base of the prosperous — we had to create value collectively for the entire spectrum of stakeholders, including our colleagues, business associates, shareholders, potential consumers, local and global communities and our planet. We aimed to make them all partners in our success. This thinking crystallized into our business philosophy of ‘RISE’. Our Core Purpose is to enable others to rise by driving positive change in their lives.”*

Anand Mahindra  
Chairman  
Mahindra & Mahindra Ltd

# Key Milestones



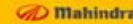


# Our Pledge In 2005, Our 60<sup>th</sup> Year



**Your company needs your company to help those in need of help.**

To volunteer for Employee Social Options (ESOPS) register at [esops@mahindra.com](mailto:esops@mahindra.com).



## **Mahindra's Pledge for a better society**

We will -

- Contribute 1% PAT
- Adopt 6000 Nanhi Kalis
- Support 6 government schools
- Provide 600 scholarships for the economically disadvantaged
- Set up 2 Mahindra Pride schools for weaker sections of society
- Donate 60 cochlear implants for the hearing impaired

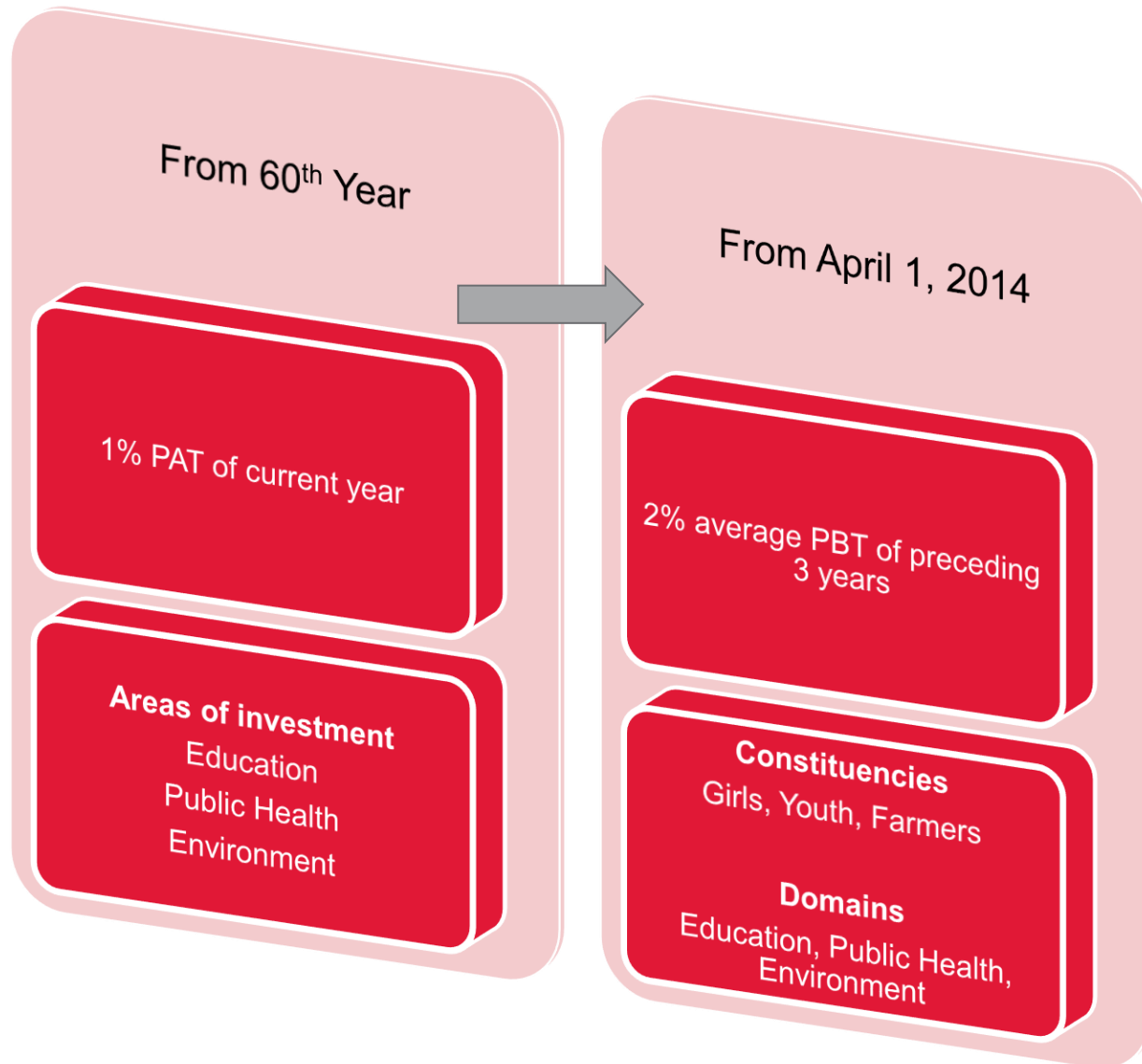
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Join us in giving your neighbourhood government school a facelift. Sign up for the Esops School Shramdaan at [esops@mahindra.com](mailto:esops@mahindra.com)

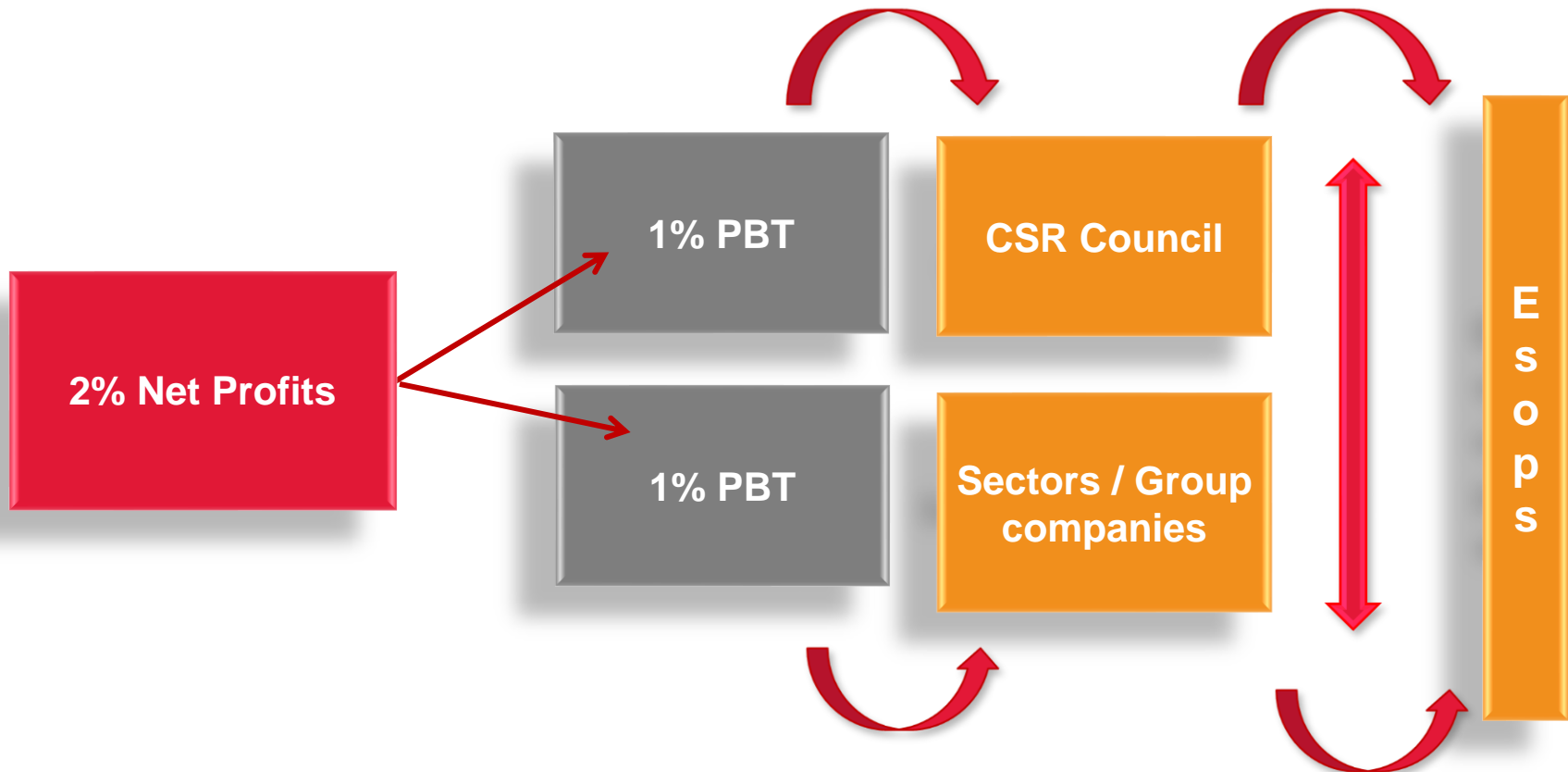


# Mahindra CSR Strategy Post The Companies Act 2013





# Implementation



## CSR Vision

*“To focus our efforts within the constituencies of girls, youth & farmers by innovatively supporting them through programs designed in the domains of education, health and environment while harnessing the power of technology.”*





# Governance Structure

**BOARD LEVEL CSR COMMITTEE**



Chairman & Board Members including Independent Directors

**Responsibility:**

To develop CSR ethos and strategy



**CSR COUNCIL**



Chair - President - Group HR & Communications  
Member of the Group Executive Board

Senior Executives from M&M and Group Companies

CSR Executives

External CSR Advisor

**Responsibility:**

To implement strategy, Employee engagement opportunities and monitor programs



**Flagship CSR Projects**







Set up by Anand Mahindra  
in 1996

Objective : Providing quality  
education to the girl child

Jointly managed by KCMET  
& Naandi Foundation

**Project Nanhi Kali – Educating Girls Since 1996**





Supported 470,000 underprivileged girls across 10 states

Over 5,035 Learning Facilitators

Across 6,200 Academic Support Centers



**LINKAGE TO UN  
SDG's**

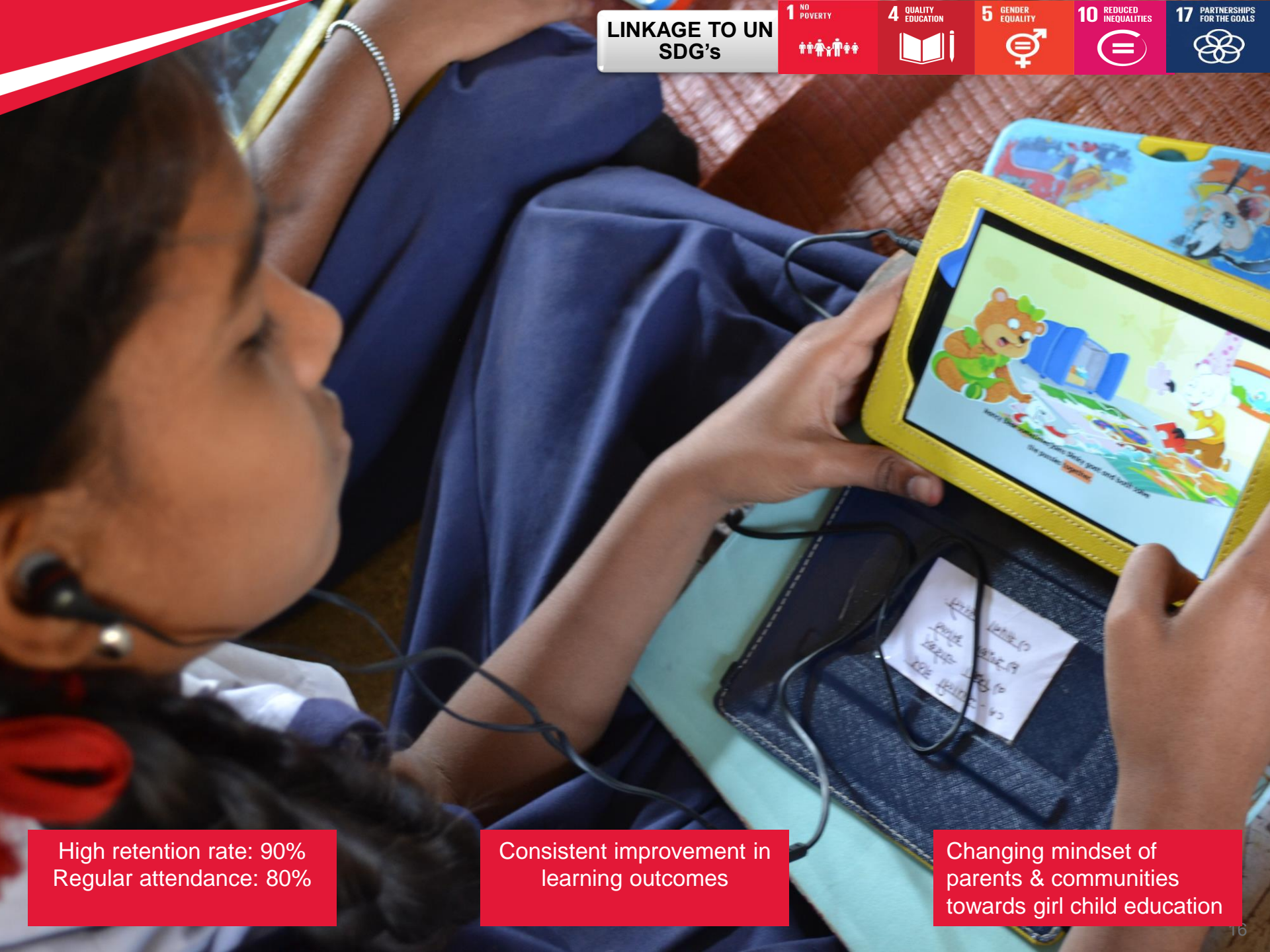
**1** NO POVERTY  


**4** QUALITY EDUCATION  


**5** GENDER EQUALITY  


**10** REDUCED INEQUALITIES  


**17** PARTNERSHIPS FOR THE GOALS  

High retention rate: 90%  
Regular attendance: 80%

Consistent improvement in learning outcomes

Changing mindset of parents & communities towards girl child education



# Skilling Of Youth : Mahindra Pride Schools & Classrooms

LINKAGE TO  
UN SDG's



MPS – Set up in 2007, to provide skilling to youth from socially & economically backward youth

Domain specific training in 4 verticals - ITES, Hospitality, Retail & Auto + Soft Skills & Life skills

45,363 youth trained till date.  
100% placement.  
Avg starting salary 11247 pm



LINKAGE TO  
UN SDG's



MPC – Set up in 2016, to train economically disadvantaged youth from ITIs, Polytechnics and Degree colleges

Soft Skills - English, Life Skills, Aptitude, Interview Preparedness, Group Discussion

3,94,205 youth trained through 8603 classrooms in 2500+ institutes. 50% placement. Avg starting salary 12,133 pm



# Scholarships & Grants

LINKAGE TO  
UN SDG's



1474 students awarded the K C Mahindra Scholarship for Postgraduate Studies Abroad

10,611 students awarded the All India Talent Scholarship to pursue a vocational diploma course

104 students awarded the K C Mahindra UWC Scholarship to study at the Mahindra United World College, India

17,284 students benefitted through other Scholarships - MMFSL, MRHFL, MTB Scholarship

# Building A Clean And Healthy India : Swachh Bharat Swachh Vidyalaya Program

TO UN SDG' LINKAGES



5768 toilets constructed for girls in government schools across 11 states, & 1171 locations and the community.

Maintenance of toilets for 1 year

Training programs to inculcate behavior changes



# Mahindra Hariyali : Building green cover and supporting livelihood of tribal farmers



Commitment to plant 1 million trees annually  
19.08 million trees planted pan India till date

Over 11.68 million trees planted in Araku Valley enhance livelihood of tribal farmers.

Average survival rate was 93.5% for Araku plantations and 83.68% for other locations across the country (2019).



**LINKAGE TO  
UN SDG's**



Benefitted 25000 tribal farmer families in Araku

Increased avg incomes by 35% in 4 yrs through coffee plantations

Sustainably grown Araku gourmet coffee has been consistently getting high scores in International Coffee Cupping Events.



# Integrated Watershed Management Program : In 83 Villages In 2 Districts Of Damoh & Bhopal In M.P.

**LINKAGE TO UN  
SDG's**



Impacted 48 villages in Bhopal and Hatta benefitting 38, 447 people

Average increase in ground water table is 1.8 m in Bhopal

19500 lakh liters of water conserved for both Bhopal and Hatta



# Project Prerna - Empowering Women Farmers Through Mechanisation And Gender Friendly Farm Equipment

LINKAGE TO UN SDG's

1 NO POVERTY



2 ZERO HUNGER



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



Impacted 689 women farmers directly and 5800+ farmers indirectly in 3 states of MP, Karnataka and Maharashtra

Avg. increase of 10-15% productivity in cereal crop & 3/4 quintal per hectare increase in vegetable yield

Impact – Reduction in drudgery and increase in income

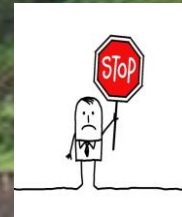


# Zero Fatality Corridor : To Bring Down Fatalities On Mumbai Pune Expressway To Near Zero By 2021

LINKAGE TO UN SDG's



**Engineering: Implement 'Safe Systems Approach'**



**Enforcement: Adapting 'Technology and Best Practices'**

**4 Pillars of Road Safety**



**Emergency Care: Establish 'Post Crash Response System'**



**Education: Awareness 'Drive Safe Reach Safe'**

52% reduction in fatalities in 5 years

5780 long haul drivers trained

838 Jeevan Rakshak trained till date



# Dedicating The 75<sup>th</sup> Year To The Spirit Of Service

## THE SPIRIT OF SERVICE

**Pledging 7,50,000 person hours through Esops and MySeva in the 75<sup>th</sup> Year.**  
( 2 Oct 2020 to 30 Sept 2021)



### Esops

Through organized employee volunteering activities carried out across locations.



### MySeva

Individual acts of social responsibility by Mahindra employees which include teaching, skilling, helping elderly or any small act of kindness/goodness.



# Esops Snapshots



91,943 Mahindra Group Employees contributed  
3.6 million person hours till date





# Way Forward – Mahindra Social Impact Strategy



## Girls' Education

**Scaling up Girls' Education through Project Nanhi Kali.** Improving learning outcomes through the AI powered Edtech platform.

**Impact:**

- **470,000** girls educated

**Goal (over 5 years):**

Educate 1 mn girls annually



## Women's Empowerment

**Focusing on Women's Empowerment** by enhancing current skilling programs such as Mahindra Pride and Prerna and establishing new initiatives.

**Impact:**

- **120,000** girls trained through Mahindra Pride
- **6,000** women farmers trained through Prerna

**Goal (over 5 years):**

Empower 1 mn women annually



## Environment

**Support the Environment** by scaling up Hariyali and Integrated Watershed Management Projects (IWMP).

**Impact:**

- **19 mn+** trees planted + Livelihood support to **25,000** farmer families through Hariyali
- Increased water table resulting in **30%** increase in crop productivity across 50+ villages through IWMP

**Goal (over 5 years):**

Planting 5 mn trees annually



*Rise* for Good