

Highlights of CSR Activities:

Project Hariyali

The Mahindra Group has taken on a mission of planting 1 million trees across the country every year. In current year Mahindra Finance contributed to Project Hariyali with 93500 saplings across India.

Mahindra Finance Scholarships

Mahindra Finance in collaboration with K.C. Mahindra Education Trust is supporting students from graduate /post graduate colleges /MBA institutes with 2700 scholarships to under privileged students.

Vocational Training

Mahindra Finance, through Hire-Train-Deploy (HTD) Model, has trained 573 unemployed educated youth to make them employable. The two weeks training program is focused on Financial, Communication, Sales and Interpersonal Skills to make unemployed youth employable. Mahindra Finance started this project in Tamil Nadu, Karnataka, Bihar and Uttar Pradesh in collaboration with NGOs.

Financial Literacy

Mahindra Finance distributed 5000 Financial Literacy Education Kits to 5000 school students in order to inculcate habit of saving from childhood. The kits were in Hindi/ English and also contain a piggy bank, a daily expenses diary and a game aimed at financial literacy amongst other school items.

Supporting Incubation Centres

Mahindra Finance supported four Incubation Centers - Sustain Earth, Sickle Innovation, Flybird Innovation and Kinetic Machines through Department of Science & Technology, Government of India certified incubator partners ie CIIE and Villgro. This innovation will benefit small and marginalized farmers in the rural India. It will help farmers to improve their productivity, yield, profitability and hence raising their self esteem and social status.

CSR- The Way Forward

To encourage employees volunteering and participation in CSR activities, we drive a project *CSR- The Way Forward*. 32 ideas received from employees, Internal Jury panel evaluated the ideas and 5 CSR ideas were shortlisted. These 5 ideas are going to implement at pilot basis for welfare of communities.

Blood Donation

On the occasion of 70th Founders Day, FSS conducted Blood Donation drive across India on 1st October 2015. This was conducted over 466 locations, 3596 no of employees participated and 2941no of blood units collected. In this drive apart from employees, we also encouraged and involved dealers, college students, customers, local people etc to be part of blood donation program. The total number of blood units collected from these community volunteers is 822 units, which is in addition to the no of blood units collected from employees as mentioned above.

Swachh Bharat Swachh Vidyalaya

Mahindra Finance is supporting the Prime Minister's Clean India campaign through the Swachh Bharat Swachh Vidyalaya project, whereby the group constructed over 4340 toilets in 1171 locations primarily for girls in government schools across 11 states of India.

Ambulance Donation

Mahindra Finance donated ambulances to 7 NGOs across India with the objective to provide medical facilities at the doorstep for those in need across the states of Uttar Pradesh, Maharashtra, Gujarat, Tamil Nadu, Kerala, Haryana and West Bengal.

Lifeline Express

As a part of our CSR initiative, Mahindra Finance inaugurated Life Line Express on 8th February 2015, at Motihari, East Champaran, Bihar. The train is a hospital on wheels consisting of five railway coaches equipped with the latest

medical and surgical facilities. The hospital on wheels offers healthcare services for eyes(cataract), ears, cleft lip, dental and epilepsy. This year, the initiative served 4936 beneficiaries.

Nanhi Kali

Nanhi Kali was initiated in 1996 out of the conviction that empowering girls through education would have a tremendous positive impact on the nation in the long run. It allows individuals and corporate to participate and support the education of underprivileged girls in India. This project is implemented across 9 states in India. Mahindra Finance has supported 5305 Nanhi Kalis in 2014-15.

Mahindra Pride Schools

Since 2007, Mahindra Pride Schools help transform the lives of youth from socially and economically disadvantaged communities by providing livelihood training. The school is meant exclusively for youth (18-25 years) and offers equal opportunity for men and women, with a focus on rural youth. In 2014-15, Mahindra Finance has supported three schools in Pune, Chennai & Patna which have trained 2,000 youth.

Mahindra Namaste Scholarship

Namaste Scholarship is given to economically disadvantaged youth to study at Mahindra Namaste Pvt. Ltd. In 2014-15, Mahindra Finance has supported 650 youth with this scholarship.

Supporting Mumbai Public Schools

Mahindra Finance, in partnership with the Naandi Foundation, is supporting five Mumbai Municipal Schools to provide quality education in English.

Vijay Vidharbha

Project Vijay Vidharbha aims at improving agri-based livelihoods of small farmers in Wardha district, Maharashtra. In collaboration with the Naandi Foundation, the project supports 600 farmers with pomegranate (Anar) cultivation across 1000 acres. The project shall also have farmer trainers who will monitor the farming in his/her own village.