

## Overview of CSR FY 2017-18

CSR continues to be an integral part of the Mahindra Finance. In 2005, we pledged 1% of our Profit after Tax for CSR initiatives. Since FY 14-15 as per the Companies Act 2013, the company spends 2% of average net profit of the three last years on CSR initiatives.

Transforming lives of the rural population has been the primary focus of all corporate social responsibility development initiatives undertaken by the company. The endeavor is to empower the rural communities and help them unleash their potential. We have identified Education & Livelihood, Healthcare and Environment as key CSR thrust areas for the welfare of one of the major stakeholder groups - rural communities in India.

As a part of its commitment to Corporate Social Responsibility, during the year we implemented some of the notable projects such as,

- Scholarships to undergraduate & post graduate students
- Vocational training for unemployed rural youth
- Drivers training program for resource poor women
- Set-up a vocational skill building center to train people with Disability
- Ambulance Donation
- Lifeline express project
- Medical Care Equipment Donation,
- Launch of a Maternal & Child Health Care project
- Nanhi Kali's which supports the education of underprivileged girls
- Mahindra Pride School which empowered youths from socially and economically disadvantaged communities etc.
- CSR Calendar activities like Blood Donation Drive, Health check-up camps, Swachh Bharat activities, Visits to Municipal Schools, Visits to Orphanages, Differently-abled Homes and Old-Age Homes

We acknowledge that Environmental sustainability forms an integral part to run business smoothly. Thus through our various Sustainability related initiatives we try to reduce our Green House Gases (GHG) emissions of the community. We have planted more than 1,22,000 saplings during the year which would not only increase the green cover for the community but also help to reduce the GHG emissions in the atmosphere.

Total 15,467 employees volunteered in above programs and contributed 78,135 man-hours. Employee's participation in CSR activities has increased from 59% to 84% in FY 2017-18

## Beneficiaries of CSR Activities:

CSR Activity FY 2017-18	No. of Beneficiaries
Medical Equipment Donation	150547
Mother and Child Healthcare (MCH) Project	5000
Ambulance Donation	13130
Health Checkup Camp	4017
Project Jeevandan: Blood Donation	7259
Gyandeeep: Municipal School Visit	5901
Scholarship Program	3000
Nanhi Kali	9400
Mahindra Pride School	2612
Project Hunnar: Vocational Training for Youth	513
Project Hunnar: Drivers Training for Women	220
Project Hunnar: Skill Development Training for People with Disabilities	250
Project Samantar: Old Age Home Visits/ Orphanage Visits	1732
Lifeline Express	8010

### CSR Projects Undertaken in 2017-18

#### i. Sehat: Medical Care Equipment Donation

The project aims at increasing access to healthcare by offering quality services through a well-equipped facility and identifying diseases in collaboration with NGOs. Mahindra Finance supported Family Planning Association of India & Think Foundation with healthcare equipment. Over 1,50,000 of urban and rural women are receiving free and affordable preventive care, gynecologic and diagnostic services. 517 Thalassemic children have benefited through Day care center established in rural and urban locations.

#### ii. Sehat: Ambulance Donation

Above 13,000 patients were able to access primary healthcare services as commute from tribal village to a nearby hospital with Mahindra Finance sponsored ambulances. Mahindra Finance donated ambulances to 14 NGOs/Hospitals across India in FY 2017-18.

#### iii. Sehat: Mother and Child Healthcare (MCH) Project

Mahindra Finance in collaboration with FPA India improving maternal and

child health through nutrition supplementation in Singhbhum, Palghar/Bhiwandi and Bhubaneswar located in Jharkhand, Maharashtra and Orissa respectively. The overall objective of this two-year initiative is to improve MCH by affecting an improvement in the health and nutrition status of 15000 Adolescent Girls, 15000 Pregnant women, nursing mothers and 1800 children below five years.

**iv. Sehat: Lifeline Express**

Mahindra Finance, in association with Impact India Foundation, brought the Lifeline Express: a hospital on wheels to Ballharshah in Chandrapur, Maharashtra. The Lifeline Express provided on-the-spot diagnostic, surgical and other medical services to 8010 underprivileged people in Balharshah

**v. Shiksha: 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. Mahindra Finance has supported 9400 Nanhi Kalis in 2017-18.

**vi. Shiksha: Scholarships**

Mahindra Finance in collaboration with K.C. Mahindra Education Trust supported 2500 graduate and 500 post graduate meritorious students from financially weaker background. This project was implemented pan India level.

**vii. Hunnar- Vocational Training**

Mahindra Finance, through Hire-Train-Deploy (HTD) Model, has trained 513 unemployed educated youth to make them employable. 104 trained youth were employed in various organizations. The two weeks training program is focused on Financial, Communication, Sales and Interpersonal Skills to make unemployed youth employable.

**viii. Hunnar- Drivers Training Program for Women**

The objective of this project is to empower underprivileged women and provide them opportunities and new roles for themselves in the society. The program also aims to build a social capital for women as they transform their own lives and those around them. Mahindra Finance in coordination with Azad Foundation is training 220 women in Kolkata, Indore, Ahmadabad & Bangalore. The Drivers Training program has transformed lives to earn a dignified life in their family and community.

**ix. Hunnar: 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 2017-18, Mahindra Finance has supported three schools in Pune, Chennai & Patna which have trained 2,262 youth.

- x. Project Hunnar: Skill Development Training for People with Disabilities**  
Mahindra Finance in collaboration with Sarthak Educational Trust established a Divyang Vikas Kendra at Bhopal to train 250 people with disabilities to make them employable.
- xi. Hariyali: Tree Plantation**  
Environment is one of the major thrust areas in our CSR strategy. We have taken on a mission of planting 1 million trees across the country every year. In 2017-18, Mahindra Finance contributed to Project Hariyali by planting over 1,22,000 saplings with the help of our employees, NGOs/ Trusts & schools across India.
- xii. FSS CSR Day**  
We have been celebrating FSS CSR Day on the occasion of Founder's Day by organizing Blood Donation drives across India. On 4th October 2017, we conducted blood donation drive at 866 locations and collected 7259 blood units.