

Overview of CSR FY 2016-17

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 profit of the three last years on CSR initiatives.

Our focus area of community development activities is Health, Education, Livelihood and Environment. We have a CSR Calendar which offers a range of CSR activities to be conducted every year by various states pan India. Zonal and Regional CSR Secretariat sends a schedule and their choice of activity for the year as mentioned below after conducting need assessments. The efficiency of CSR Calendar was maintained at 100% throughout the year. During the year we conducted nationwide Blood Donation Drive, Health check-up camps, Swacch Bharat activities, Visits to Municipal Schools, Visits to Orphanages, Differently-abled Homes and Old-Age Homes to re-affirm its pledge to the society.

As a part of its commitment to Corporate Social Responsibility, during the year we implemented some of the notable ongoing projects such as provided scholarships to undergraduate & post graduate students, vocational training for unemployed rural youth and women, ambulance donation, medical care equipment donation, Nanhi Kalis which supports the education of underprivileged girls, Mahindra Pride School which empowered youths from socially and economically disadvantaged communities and supported small & marginal farmers by training them in effective farming practices thereby increasing crop productivity, through the Wardha Family Farming Project etc. Total 10,115 employees volunteered in above programs and contributed 39,727 man-hours. Employee's participation in CSR activities has increased from 45% to 59% in FY 2016-17.

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 1,05,000 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. The total CSR impact is mentioned below,

Beneficiaries of CSR Activities:

CSR Activity FY 2016-17	No. of Beneficiaries
Medical Equipment	1,50,130
Ambulance Donation	22,132
Health Checkup Camp	7,031
Project Jeevandan: Blood Donation	5,914
Gyandeep: Municipal School Visits	9,360
Scholarship Program	3,391
Nanhi kali	7,466
Mahindra Pride School	2,262

Mumbai Public School	16,161
Project Hunnar: Vocational Training for Youth	541
Project Hunnar: Drivers Training for Women	150
Financial Literacy	5,000
Project Samantar: Old Age Home Visits/ Orphanage Visits/	3,220

Overview of Projects Undertaken in 2016-17

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.

Sehat: Ambulance Donation

Mahindra Finance donated ambulances to 14 NGOs/Hospitals across India with the objective to provide medical facilities at the doorstep for those in need across the states of Maharashtra, Chhattisgarh, Madhya Pradesh, Odisha, West Bengal, Bihar, Jharkhand, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka and Rajasthan.

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 7466 Nanhi Kalis in 2016-17.

Gyandeep: Supporting Mumbai Public Schools

Mahindra Finance, in partnership with the Naandi Foundation, is supporting 28 Mumbai Municipal Schools to provide quality education in English.

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.

Huunar- Vocational Training

Mahindra Finance, through Hire-Train-Deploy (HTD) Model, has trained 519 unemployed educated youth to make them employable. 172 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.

Huunar- 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 130 women in Indore, Ahmadabad & Bangalore and in coordination with ANEW training 20 women in Chennai. The Drivers Training program has transformed lives to earn a dignified life in their family and community

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 2016-17, Mahindra Finance has supported three schools in Pune, Chennai & Patna which have trained 2,262 youth.

Financial Literacy

Mahindra Finance distributed 5000 Financial Literacy Education Kits to school students in 4 states with aim to inculcate habit of saving from childhood. The kits were in regional languages and also contain a piggy bank, a daily expenses diary and a game aimed at financial literacy amongst other school items. GO CASHLESS campaign was implemented with the aim to sensitize individuals on various cashless methods of transaction in seven states of India.

Hariyali: Tree Plantation

The Mahindra Group has taken on a mission of planting 1 million trees across the country every year. In 2016-17, Mahindra Finance contributed to Project Hariyali with 1,00,500 saplings across India.

Swachh Bharat:

We are supporting the Prime Minister's clean India campaign by conducting various activities related to Sanitation and hygiene in urban and rural areas.