

Key CSR Projects for FY 2021-22

SKILL DEVELOPMENT AND LIVELIHOOD GENERATION:

1. Mahindra Finance Flagship Program: SWABHIMAAN

The Mahindra Finance flagship program “SWABHIMAAN - a holistic driver development program” has been undertaken to address the challenges faced by drivers and their families in their daily lives at professional and financial levels. The below mentioned interventions are currently being implemented under this flagship program in multiple states across India.

Mahindra Finance CSR Foundation is the implementing partner of this program.

Project	Objective
Driver Training for Freshers	The objective of this project is to provide driver training (LMV and E-Auto Rickshaw) to male and female freshers, help them obtain the Skill India certification, earn the Permanent Driving License, and obtain livelihood opportunities.
Auto-mechanic Training for Women	The objective of this project is to provide auto mechanic (2-wheeler) training to women and help them obtain livelihood opportunities.
Road Safety Awareness Training for Drivers	The objective of this project is to inculcate safe driving practices among the drivers and thus contribute towards the reduction of road accidents and loss of lives.
Financial Planning Training for Drivers	The objective of this project is to make drivers financially literate and make them aware of good financial practices for better money management, savings, investments and promote the use of financial literacy mobile-app to encourage digital inclusion.
Scholarship for Drivers' Children	The objective of this project is to provide financial aid for the education of drivers' children studying in grade 1 to 12, pursuing graduation & post-graduation.
Insurance for Drivers	The objective of this project is to provide health and accidental insurance to drivers as their occupation makes them prone to weakened health and accidents.

2. Project Hunnar- Mahindra Pride School

Mahindra Pride School has been implemented with an objective to empower youth (18-25 years) from socially and economically disadvantaged sections of society (SC/ST/OBC) by providing them with livelihood training, to enable them to gain employment based on their skills. The project is non-residential and offers various alternative livelihood options to the students free of cost during three months of training.

In addition to the Mahindra Pride Schools, the Mahindra Pride School Classrooms has been initiated in a number of Polytechnics and Arts & Science Colleges across India. It provides 40–120 hours of training to final year students covering English Speaking, Life Skills, Aptitude, Interview, Group Discussion and Digital Literacy. K.C Mahindra Education Trust is the implementing partner of this project.

3. Project Hunnar- Divyang Vikas Kendra

Divyang Vikas Kendra is a skill development project wherein youths with disabilities are provided with a wide range of skills such as leadership, social, communication, computers, and basic life skills. The project aims to create demand for skilled workforce of persons with disabilities in IT-ITES, Retail, Hospitality & BFSI Industry and making the candidates competent and skilled enough to perform at the job.

Sarthak Educational Trust is the implementing partner of this project.

PROMOTION OF EDUCATION:**Nanhi Kali**

Project Nanhi Kali supports the education of underprivileged girls enrolled in government schools across India. The project is designed to support economically and socially disadvantaged girls to complete their schooling and transform their lives.

K.C Mahindra Education Trust is the implementing partner of this project.

DISASTER RELIEF:**Covid-19 Relief and Rehabilitation Projects**

Relief and Rehabilitation projects are being undertaken to help the communities combat the impact of the Covid-19 Pandemic. In collaboration with State Governments and On-ground NGOs, various initiatives such as setting up Covid care centres, donating ambulances and medical equipment and distributing PPE kits, are being implemented across India.

VARIED FOCUS AREAS:**1. CSR Calendar Initiatives**

Mahindra Finance encourages employees to participate in various CSR Calendar initiatives such as Tree Plantation, Swachh Bharat, visit Orphanage/Old Age Home and provide virtual volunteering support to various NGOs & their beneficiaries to drive positive change amongst the communities.

2. Need Based Donations

Need assessed donations to NGOs across India with focus area as Education and Livelihood, Healthcare, Environment or any other category as mentioned under Schedule VII.