

Key CSR Projects for FY 2020-21

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, and encourage digital savviness .
Scholarship for Drivers’ Children	The objective of this project is to provide financial aid to drivers’ children to enable them to continue their education From Grade 1 till post-graduation.
Insurance for Drivers	The objective of this project is to strengthen the safety net for drivers by providing 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 trainings to students. The training course spans for three months.

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 for 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 for this project.

DISASTER RELIEF:

Covid-19 Relief and Rehabilitation Projects

Relief and Rehabilitation projects were undertaken to help the communities combat the impact of the Covid-19 Pandemic such as distribution of Ratio kits and PPE kits 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 eligible NGOs across India with focus areas such as Education, Livelihood, Healthcare, Environment or any other category as mentioned under Schedule VII.