

Key CSR Projects for FY 2022-23

A. 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 in collaboration with local implementing NGO partners.

Project	Objective
Driver Training for Freshers	The objective of this project is to provide driving skills training (LMV and E-Auto Rickshaw) to men and women freshers, help them obtain the Skill India certification, earn the Permanent Driving License, and enhance livelihood opportunities.
Auto-mechanic Training for Women	The objective of this project is to provide auto mechanic (2-wheeler repair and maintenance) 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 and pursuing graduation & post-graduation.
Insurance for Drivers	The objective of this project is to provide safety net free health and accidental insurance to drivers as their occupation makes them prone to weakened health and accidents.

2. Project Hunnar- Mahindra Pride School/Classrooms:

Mahindra Pride School has been implemented with an objective to empower youth (18-25 years) from socially and economically disadvantaged sections of society) 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. Supporting Divyang Vikas Kendra in Mumbai and Vishakhapatnam.

Sarthak Educational Trust is the implementing partner of this project.

4. Women Empowerment:

To objective of this project is to enable women farmers to use regenerative agriculture to transform the soil on their land and earn profits throughout the year, in addition to ensuring food and nutrition security for their families.

Naandi Foundation is the implementing partner of this project

B. 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.

C. ENVIRONMENT:**1. ESG Project:**

The aim is to implement environmental sustainability project to improve the living standards of rural and poor families through a sustainable watershed approach that leads to sustainable agriculture development.

2. Mahindra Hariyali:

To implement the Hariyali Project in the Araku region of Andhra Pradesh in which around 2 Lakhs trees will be planted jointly with local communities/farmers.

Naandi Foundation is the implementing partner of this project

D. DISASTER RESPONSE & RELIEF:

Disaster relief project to be undertaken to helps communities fulfil their immediate needs and combat the impact in collaboration with State Governments and On-ground NGOs. Various initiatives such as distribution of dry ration / sanitation kits, reconstruction, and restoration of facilities etc would be implemented across India as per need.

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

Mahindra Finance encourages employees to participate in various interventions with focus area as Education and Livelihood, Healthcare, Environment directly or in collaboration with implementing partners 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. This includes donation of Ambulance, medical equipment.