

Key CSR Projects Undertaken in FY 2022-23

Mahindra Finance Corporate Social Responsibility (CSR) initiatives are aligned to the mission of transforming rural lives, while contributing to the well-being of people and the planet. The company actively implements projects and initiatives in the areas of health, education, employment & livelihood generation, afforestation, rural development and community welfare.

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.

In FY 2023, we reached out to over 1,62,400+ beneficiaries across India through the below mentioned interventions which are currently being implemented under this flagship program in multiple states across India in collaboration with local implementing NGO partners.

Project	Objective	No of beneficiaries
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.	3100+ freshers
Auto-mechanic Training	The objective of this project is to provide auto mechanic (2-wheeler repair and maintenance) training to youth and help them obtain livelihood opportunities.	2300+ youth
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.	7850+ existing drivers
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.	1,42,000+ drivers

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.	7000+ children of drivers
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We also launched innovative Financial Literacy Campaign “Money Gyaan Se Jeevan Aasaan” with the objective to create awareness about EMI Fraud Prevention, Government SME and MSME schemes and Responsible borrowing under the theme “Money Kathayein”. This Public awareness campaign targeted to masses across rural and urban communities educating on basic financial behaviours. Around 85 Mn views were garnered through this campaign.

2. Project Hunnar- Mahindra Pride Classrooms:

Mahindra Pride Classroom program reaches out to marginalized and socially excluded women to create job opportunities in various sectors and enable women to become financially independent and participate actively in the workforce.

Under this program, we conducted 40 hours training for 62,900+ final year female students in classrooms across government/government aided colleges, polytechnics, industrial training institutions, employer premises etc. to enhance their employability prospects in the emerging areas like STEM, digital marketing, coding, digital & financial literacy, new educator and regenerative agriculture, which are in high demand in today's job market.

3. Women Empowerment Projects:

We launched pilot projects on Women Economic Empowerment-Skill Development with an aim to enable women to join the workforce and make them economically empowered. Your Company trained 2500+ women as Sewing Machine Operator, General Duty Assistant, Data Entry Operators , Call centre /PO related skills training. .

4. Project Hunnar- Divyang Vikas Kendra:

Divyang Vikas Kendra is a skill development project wherein 250+ youth with disabilities 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.

B. PROMOTION OF EDUCATION:

Nanhi Kali

With the aim of helping girls complete schooling, Project Nanhi Kali provides girls (from Class 1-10) with comprehensive support including two hours of daily after-school remedial classes at Nanhi Kali Academic Support Centres. The girls also receive an annual school supplies kit comprising a school bag, stationery and feminine hygiene material, enabling them to attend school with dignity. To help improve learning outcomes, the project provides every girl with access to personalised, adaptive learning software.

14,000+ underprivileged girl children from socially and economically marginalized families living in urban, rural, and tribal parts of India were supported in FY 2023.

C. HEALTH:

In the area of healthcare, organized nationwide blood donation drives in which 6,240 Blood Units collected, conducted health check-up camps, Swachh Bharat initiatives and donated 12 ambulances that have enabled access to primary healthcare centers, easy for several tribal and rural patients across the nation.

D. 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. As part of this project, constructed 10 rainwater harvesting structures (bore well recharge) in the schools to provide water throughout the year and created 5 farm ponds to provide water to the farmers throughout the year. Through this intervention, 3.5 lacs Litres of water potential is expected to get created. This project is expected to support 2,450 beneficiaries from the rural areas of Maharashtra.

2. Mahindra Hariyali:

To continue with its commitment to increase the green cover, as a part of the Mahindra Hariyali project, planted more than 2,94,000+ saplings across India.

D. Disaster Management (Relief and Rehabilitation):

Being responsive to its approach towards natural calamities, supported reconstruction and renovation of 6 flood affected Govt. Schools from Maharashtra and Bihar through which 1000+ students will be benefited. Your Company also distributed Dry Ration and Personal Hygiene Kits to 1200 flood affected families in Assam as humanitarian aid.

E. VARIED FOCUS AREAS:

1. CSR Calendar Initiatives

Mahindra Finance always encouraged the employees to participate in various CSR Projects to drive positive changes amongst the community. During the reporting period, around 18,200 employees (79% of total employees) contributed 97,400 volunteering hours in various virtual and CSR Calendar initiatives undertaken by the company like blood donation, tree plantation, Swachh Bharat, Visit to Municipal school, Visit to Orphanages, Old Aged Homes & centres for Differently Abled Homes to reaffirm its pledge to the society

2. Need Based Donations

Need assessed donations to NGOs across India with focus area as preservation and promotion of the fine arts and culture, welfare of the armed forces and supporting underprivileged community as mentioned under Schedule VII.

