

## CSR Projects for FY 2024-25

### Introduction:

At Mahindra & Mahindra Financial Services Limited ('MMFSL' or 'The Company') we sincerely believe that the actions of the organization and its community are highly interdependent. Both on its own and as part of the Mahindra Group, through constant and collaborative interactions with our external stakeholders, MMFSL strives to become an asset in the communities where it operates.

The company's CSR mission aims to actively contribute to the socio-economic development of communities, enabling individuals to partake in and derive benefits from the ongoing socio-economic progress. The company is dedicated to integrating economically, physically, and socially challenged groups into mainstream society through its CSR initiatives.

Company has identified CSR thrust Areas for undertaking CSR Projects/ programs in India which are aligned with national priorities. The Company aims to actively promote diversity and inclusion in all its CSR initiatives. Through these commitments, the Company strives to contribute to social equality and build a more inclusive and vibrant society. The Company will strive to undertake the CSR projects in accordance with national priorities and/or regulatory guidelines.

### A. PROMOTION OF EDUCATION:

#### 1. Financial Literacy & Digital Awareness:

The program is envisioned to create awareness about financial and digital literacy/ knowledge for the underprivileged communities and address various challenges faced by them at a personal and professional level w.r.t to financial planning, safeguard them from digital frauds, borrow responsibly and create awareness and increase the uptake of various Govt. schemes.

Our aim is to reach out Nano and Micro-enterprises like people working at kirana stores, job work, retail shops, restaurants etc. and Gig workers such as individuals working as farmers, drivers, self-employed persons from low-income community. We are expecting to reach around 1.80 lakhs participants through this project.

All contents used for this project are aligned with RBI's Financial Inclusion and Development program.

## **2. Nanhi Kali:**

In pursuit of supporting Quality Education, we support Project Nanhi Kali that 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.

Project Nanhi Kali affirms that every girl is given the opportunity to learn and achieve her full potential. With daily academic support and care, the project strives to educate girls, enabling them to grow into empowered women. We are expecting to reach around 14,600 girls through this project.

## **3. Saksham Scholarship Project:**

Saksham Scholarship for underprivileged children is an initiative to provide financial assistance to underprivileged children to support them in continuing their education.

The project believes in empowering the academic and career goals of children by removing the financial barrier. The scholarship is open for students from multiple states across India. Students studying in Classes 1 to 12, graduation, and postgraduation levels are eligible. Around 3,300 selected scholars will be provided with one-time (fixed) financial assistance.

## **B. SKILLS DEVELOPMENT AND LIVELIHOOD GENERATION**

### **4. Mahindra Pride:**

Mahindra Pride Classroom (MPC) has been implemented with an objective to provide employability training, to women to enable them to gain employment based on their skills. The project is non-residential and offers various alternative trainings for female students in classrooms across government/government aided colleges, polytechnics, industrial training institutions, employer premises etc. to enable them to enter the workforce and get gainful employment.

As a subset of the Mahindra Pride Program, Mahindra Pride Skill Centers (MPSC) trains young women in domain and employability skills. Information Technology enabled services (“ITES”), retail, hospitality, Banking, financial services and insurance sectors are some of the trades covered as part of the training. We are expecting to reach around 36,500 young students through this project.

## **5. Women Empowerment**

Women empowerment is the transformative process that helps women move from limited power, voice, and choice at home and in the economy to having the skills, resources, and opportunities needed to compete equitably in markets as well as the agency to control and

benefit from economic gains. In the current FY, we are implementing below two interventions as part of women empowerment project,

**E/Auto Rickshaw driving training for women:** Under this initiative, eligible women are supported with skill training to drive an auto/ E auto/ Utility vehicle and help them obtain livelihood opportunities. Along with the vehicle driving skills, women are supported to obtain driving licenses. Self-defence skills, interpersonal skills and financial and digital skills are also imparted as part of this project. Further women are encouraged to take to the jobs as chauffeurs and self-employment. We are expecting to reach around 500 women through this project.

**Employability skills training project:** It create a cadre of workforce with essential employability skills including domain knowledge and soft skills. Providing skill training to youth for BCBF (Business Correspondent & Business Facilitator) and iTES-BPO (Information Technology Enabled Services) and make them job ready and resilient for the future and improve their livelihood. We are expecting to reach around 200 youths through this project.

## **C. ENVIRONMENT:**

### **6. Water Conservation Project:**

Under this project, we undertake measures for environmental sustainability to improve the living standards of rural poor through a sustainable watershed technique which support water conservation that enhances agriculture productivity.

This year we would be creating 10 rainwater harvesting (RWH) structures for bore well recharge in the local schools, construction and repairs of 3 check dams, desilting a lake for water conservation in the remote tribal areas in Maharashtra. Through these efforts, would conserve over 2.91 Cr. litres of rainwater annually and approx. 2,750 villagers to be benefited.

### **7. Tree Plantation:**

With an aim of sustainable environment, we promote plantation of tree which provides green cover as well source of livelihood to farmers/local communities.

This year we are planting 77,000 samplings including a mix of native and fast-growing species like Teak, Mahagony, Bamboo, Drumstick, Aonala, Mango, Neem etc which are suitable for local biodiversity.

Also, we would look after maintenance (nurturing and caring) of saplings planted in the Financial Year 2023-24 and 2022-23 under Project Hariyali in the Araku region, Andhra Pradesh.

## **D. OTHER INITIATIVES:**

### **8. Seed Grants Programs: (Need Based Donations)**

Need assessed donations are made 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, educational support to children, Preventive and curative health, support to needy communities etc.

**9. Employees Volunteering Initiatives:**

Mahindra Finance encourages employees to participate in various interventions with focus area such as Education & Livelihood, Healthcare & Sanitation, Blood donations camps etc. The initiatives are implemented either directly or in collaboration with implementing partners to drive positive change amongst the communities.

