

## Key CSR Projects for FY 2023-24

### A. Skills 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	Objectives
<b>Driver Training for Freshers</b>	To provide driving skills training (LMVs) to youth, help them obtain the Permanent Driving License, and enhance livelihood opportunities.
<b>Auto/ E Auto Rickshaw Driving Training for women</b>	To provide skills training to women to drive an auto/ E auto/ Utility vehicles and help them obtain livelihood opportunities.
<b>Road Safety Awareness Training for Drivers</b>	To inculcate safe driving practices among the drivers and thus contribute towards the reduction of road accidents and loss of lives through training on Road Safety
<b>Scholarship for Drivers’ Children</b>	To provide financial aid for the education of drivers’ children studying from grade 1 <sup>st</sup> to post-graduation.

#### 2. Mahindra Pride Classrooms:

Mahindra Pride Classroom 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 enhance their employability prospects.

#### 3. Project Hunnar- Divyang Vikas:

Project Hunnar (Divyaang Vikas) is a skill development project wherein persons with disabilities are provided with a wide range of skills training such as IT-ITES, Retail, Hospitality & BFSI Industry, communication, computers, and basic life skills. The project aims to enable persons with disabilities to get competent and skilled and develop the employability. Sarthak Educational Trust is the implementing partner of this project.

#### 4. Women Empowerment:

Women's economic empowerment (WEE) is the transformative process that helps women and girls 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.

Under this project, eligible women are supported with skills training to enhance their livelihoods. Sewing machine operator, para nursing, IT, BPO processing etc are some of the trades offered under this project.

## **B. PROMOTION OF EDUCATION:**

### **1. 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.

### **2. Financial Literacy & Digital Awareness**

The objective of this project is to make the communities financially literate and make them aware of good financial practices for better money management, savings, investments, digital frauds and promote digital inclusion.

## **C. ENVIRONMENT:**

### **1. ESG Project:**

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

### **2. Mahindra Hariyali:**

With an aim of sustainable environment, we promote plantation of tree which provides green cover as well source of livelihood to rural poor from the Araku region of Andhra Pradesh. 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 is to respond to the needs and issues emerging out of natural disasters. The projects are undertaken to help communities fulfil their immediate needs and combat the impact of disasters in collaboration with local bodies/ State Governments and/ or On-ground NGOs. Various initiatives such as distribution of dry ration / sanitation kits, reconstruction, and restoration of facilities etc are undertaken as per the need.

## **E. Other initiatives:**

### **1. CSR Calendar Initiatives**

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

### **2. Seed Grants Programs: (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, educational support to children, Preventive and curative health, support to needy communities etc.