

# CSR for Spark Minda means People, Planet and Profit

Spark Minda, Ashok Minda Group's approach towards CSR is conceptualized through the triple bottom line model of People, Planet and Profit. Through this intervention model, the verticals that the group touch upon are: Education, Livelihood Promotion, Environment and Resource Protection, Health and Wellbeing, Community Infrastructure, Care for Persons with disabilities. Various initiatives were taken under each of these verticals, which have sustainably impacted the people and planet on a large scale.

## Projects at Spark Minda Foundation:

### • Aakarshan – Skill Development Programme:

Aakarshan is a vocational training programme which was started at Kuleshra village, Greater Noida, U.P. Based on the need assessment conducted at local area, this programme was started in collaboration with the Gram Panchayat in the Panchayat Hall. Under the Aakarshan Vocational Programme, training in Computer, Spoken English and Cutting Tailoring is imparted to children and youth of the local area.

With the tremendous success



### • Women Empowerment Project:

The Foundation started the Women Empowerment Project to uplift the women of society in terms of their health through its Menstrual

respect and dignity.

### • School Infrastructure Project:

This project was launched at Saraswati Shishu Vidya Mandi School, Pantnagar supplementing the "Swachh Vidyalaya Abhiyaan" of the Government of India. The aim of the project was to construct separate toilets for girls in the School to reduce their dropout in the age of puberty and provide access to potable drinking water to the children to protect them from water-borne disease. Approximately 1,000 children are benefited by this project.

### • Care for Persons with Disabilities:

In line with the mission to uplift the persons with disability with livelihood sustainability and dignity, Spark Minda, Ashok Minda Group, has developed a programme called "Saksham". Under the Saksham programme, we:

1. Provide Accessible and Assistive Technologies
2. Impart Skill Training through OJT (On Job Training)
3. Create Inclusive workplace with Ergonomics
4. Train them for Evacuation
5. Employ Persons with different types of Disabilities

Countrywide in different manufacturing locations, 147 persons with disabilities are employed by



in Greater Noida, later the model was replicated in Pantnagar, Pune and Chennai. This initiative is supplementing to "Skill India" mission of the Government of India. Till date, 1,163 learners have successfully graduated.

Hygiene Programme. The prime objective of the project is to make women aware that access to safe and secure sanitation is one of the key human rights, which they have yet to achieve along with right to live with



Group. Spark Minda, in collaboration with Jaipur Foot, has also organized a camp for the fitment of Artificial Limbs for the Amputees at Jakarta, Indonesia. Under this, a total of 515 patients were fitted with 529 artificial limbs.

• **Business Integrated CSR Project :**

**Tihar Jail Project:**

It is an innovative initiative by Spark India that an Automotive Component Manufacturing Unit has been set up at Tihar Jail (T.J.), New Delhi. The T.J. management has wholeheartedly supported Spark Minda for this socio-business initiative in collaboration with Maruti Suzuki India and has provided an infrastructure on lease in the premises along with other facilities, as per the norms for production of wire harness. This initiative will certainly create an opportunity for the way of life for these convicts, who get employment inside the jail and can also support their families from jail itself through income generation. A dedicated team from the Group trains and imparts skills to them. These convicts will be able to earn as per the Minimum Wages Act of the Government. Simultaneously, they will also contribute to the welfare fund for the inmates and a part of their wages will also go to the victim families as well. Hence, once the convict is out of Jail after completing his sentence, he is fully trained for an employment in the automobile/ auto component industry, for which he will be given a work experience certificate.

**Yerwada Jail:**

Spark Minda has inaugurated a new facility at Yerwada Central



Prison, Pune. The unit has been set up to manufacture Wire Harness within the premises of Jail Authority. Currently, 30 inmates are engaged in the manufacturing process with the plan of engaging more in the future. The project is done in collaboration with Mahindra & Mahindra Ltd to impart skills to the inmates for ensuring their better future and better society.



• **Disaster Relief Programme  
Chennai Flood Relief Camp**

Spark Minda has initiated the Disaster Relief Programme after the record-breaking rains and floods in Chennai, Tamil Nadu. The situation was assessed by our CSR Team of MSL Chennai and they started providing food packets, which was identified as immediate requirement as people had lost their homes. Approximately, 200 people on a daily basis were

benefited through this distribution. Further to this, the team thought to extend support in the most affected villages adjacent to our Pillaipakkam and Kakkalur Plants by providing relief and survival kits, consisting minimum amenities to the flood-affected people.

The main objective of this relief programme was to support these people with the basic survival necessities, which could help them to overcome through this difficult phase.

Major relief work started when rain again intensified on 1st December, 2015, creating flood and causing thousands of people to be stranded and trapped. A flood relief kit was prepared which contained a blanket, Lungi, Towel and a Nightwear for ladies to protect victims from extreme weather conditions. This kit was been purchased in bulk from the Tamil Nadu Handicraft Weavers Cooperative Society. In total, 500 kits were distributed around the vicinity of our Pillaipakkam and Kakkalur plant. •

