



## Corporate Social Responsibility

As part of its continued commitment to reach out to the larger society, the Company for over a decade has engaged in community work through the Ishanya Foundation at Taloja and Pune in Maharashtra and Deepak Foundation in Vadodara district in Gujarat.

### ISHANYA FOUNDATION

Guided by the vision of building a better tomorrow around every neighbourhood the Company operates in, the Foundation conducted training programmes and job placements. The Foundation's efforts enabled self-reliant and self-sufficient youth, predominantly women, farmers and their families.

#### Livelihood Programs

The Foundation has coordinated the following courses for the lower income group :

- Beautician
- Front Desk Receptionist for Health Care
- Patient Care
- Spoken English and Basic Computers



*Pooja Chopra, Femina Miss India and Mrs. Parul Mehta, Trustee - Ishanya Foundation with the participants of Beautician course*

Additionally as part of providing job oriented training, the Foundation sponsored 100 aspirants from Pune to a program conducted by Dr. Reddy's Foundation.

#### Women Empowerment

To support NGOs by providing them with a base to market their products, a 'Yellow Ribbon NGO Fair' was organised for the second consecutive year in Pune. The fair organised in October '09 had an overwhelming response -70 NGOs participated to showcase their products resulting in over 10,000 footfalls. The fair created income generation opportunities by providing a platform to sell products made as a part of the



women's rehabilitation process. In order to encourage an improvement in the quality of NGO products, the Foundation gave awards for the top three categories.

#### YELLOW RIBBON FAIR 2009



*Smt. Shobhanatai Ranade, Trustee Secretary of Gandhi National Memorial Society with the 1st prize winner Smt. Rajnitai Paranjpe, Trustee of the Door Step School*



*Smt. Sumantai Kirloskar and Mr. P. Satish of NABARD, Pune visiting the stalls*

#### Income Generation Program

For financially challenged women, at both Chindran near Talaja and at Pune, the Foundation helped in setting up a tailoring unit, where women could generate income by making attractive gift envelopes, gift boxes and mats made of cloth. With design and marketing inputs from the Foundation, some of the bags have reached the boutiques of Manhattan!

The Foundation launched a unique 'Dupatta Campaign' on World Women's Day to support the Pune Municipal Corporation's

decision to ban usage of plastic bags. The Foundation's drive to collect used Dupattas from schools and other centres received an overwhelming response. The Dupattas were distributed to women's groups in the economically weaker sections to stitch bags which helped them fetch an additional income.

#### Health

Ishanya Foundation is focusing on Eye Care OPD at Chindran near Talaja. Cataract detection and eye care camps have been carried out every quarter. Spectacles have been provided to people with refraction error and cataract surgeries have been sponsored. Awareness of eye care is also created through trained "Jyoti Parees".

#### Education Initiative

The Foundation jointly with Sakaal Social Foundation also sponsored a workshop on 'Learning Disabilities' for 100 PMC and 900 Zilla Parishad school teachers.

#### DEEPAK FOUNDATION

Deepak Foundation has been instrumental in providing healthcare and livelihood opportunities to over two million people, covering 1,548 villages of the Vadodara district in Gujarat. In a phased implementation of its core project, 'Safe Motherhood and Child Survival (SMCS)', the Foundation has achieved its set goals of increasing institutional deliveries and lowering maternal deaths during the year.

The Foundation's activities have been recognised by various national and international agencies.

- Awarded \$ 40,000 by World Bank to promote neonatal and infant nutrition in tribal area of Vadodara
- Awarded Rs. 1,00,000 by EdelGive Foundation, an Edelweiss initiative for promoting Women's Empowerment in tribal-rural areas
- Awarded Small Grant (\$1,000) by White Ribbon Alliance for Safe Motherhood for providing stories of lives of mothers saved.

As part of its social obligation, the Company will remain committed to society, especially the communities in which it operates.