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# Corporate Social Responsibility Of Maini Group



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FOUNDATION



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**GRAMOTHAN FOUNDATION (GF)** is a CSR initiative by Maini Group started by our Founder Dr. Sudarshan Maini in 2009.

## **VISION**

To eradicate poverty and improve the quality life of Rural India and Tribals through sustainable methods by suitable systems and standard practices which can be replicable and scalable.

## **MISSION**

To teach, equip, train and facilitate in improving the productivity of the people and the land they live in.

GF, with a mission to create replicable and scalable model for poverty eradication, selected a Pilot area-D.B. Kuppe Grama Panchayat, situated at the Rajiv Gandhi National Park in Heggada Devana Kote Taluk, Mysore District. This Panchayat has 14 villages and 12 hadis with a population of 6000 people. 1/3<sup>rd</sup> is Tribal backward and majority below poverty line spread out over 15 kms. These remote villages are highly underdeveloped.



## SCOPE & FOCUS

- Education
- Health
- Women Empowerment
- Community & Rural Development



DB Kuppe has very special problems. We discovered a number of problems which we didn't expect when we went to the villages specially amongst the tribals. They don't marry the girls beyond 15 years of age.. So there are number of unmarried girls in the villages. In addition there are a number of suicides/animal bites resulting in large number of young widows. Thus there are more than 250 women in this category. They consider themselves almost discarded by the Society.

Drinking alcohol is more prevalent than we could have imagined. Imagine Poor people drinking when they cannot afford to eat.

Project undertaken in the villages have been designed to specially take care of the specific DB Kuppe problems also.



# Education Initiatives



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- Gramothan Focus on quality education in Primary & Secondary through support and scholarships to the Rural & Tribal Children.
- Adopted SIX Schools with 300 Children (170 Boys & 130 Girls)
- Strengthen the school education system, provide resources, building maintenance, construction of schools, infrastructure, facilitators / Teachers
- Free Computer education and skill development programs.
- Enhance the health and physical fitness of children, Inculcate water, sanitation, hygiene & energy management, Yoga & Cultural activities.
- Provide necessary Educational support for the children like books, uniforms, bags, & food
- Scholarships to merit students to pursue their higher studies



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Education initiatives Contd.,

## Construction of School



New School constructed with 4 classrooms, kitchen, toilets and a playground in Pavagada Taluk in Tumkur Dist.



Construction of school at bhogapura



Toilets renovated



School maintenance



**School Health check up**



**Sports material distribution**



**Computer training**



**Yoga**



**Distribution of Note books & study materials**



**Scholarships distributed**



**Mid day meals with pulses**

Impact of Education programs in GF



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# Health Initiatives



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## HEALTH



The villagers are prone to alcoholic, animal bites without any proper medical facilities in the villages. They have to travel 40 kms crossing the forest.

GF Provides affordable solutions for quality health by preventive, promotive and curative healthcare services with a team of medical experts in Allopathy, Ayurveda doctors along with two therapists.

Comprehensive health programs are conducted to ensure good health for the villagers in the long run at a very low cost. The following health facilities are provided.

- Two Ayurveda Clinics & Panchakarma.
- Weekly Allopathic medical camps
- Eye screening camp & surgery
- Regular Village and tribal health check up
- School health check up
- Treatment for abnormal patients
- Dental & Eye health check up



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Health initiatives Contd.,



**Village Health Check up**



**Old age Health Checkup**



**School Health Check up**



**Tribal Health Check up**



Health check up for mentally retarded



Anganwadi health check up



Eye Check up at the villages



Health initiatives Contd.,

Impact on Health programs



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# Women Empowerment



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## Women Empowerment



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To help primarily a group of young women, we train them for a number of value additions. Thereby trying to make them more acceptable in the community and simultaneously, giving them skill for additional earning

Support for women counseling for domestic violence through Parihar Foundation - An NGO under Bangalore City Police

Training in Tailoring in DB Kuppe Village and in Bangalore through Parihar.

Making women self-health groups to promote savings for their support through our bank.

Loan through NABAARD for women to start small business for their livelihood.

To support children's education and health for single parent children.



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**Women Empowerment Contd.,**

## Training in Tailoring



- Completed several training batches in Tailoring for ladies and certificates were issued.
- Sponsored High speed USHA brand machine with 50% GF contribution.
- 30% of trained women have started their own tailoring to be self-sufficient.



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**Women Empowerment Contd.,**

## NABARD Loan facilities



- NABARD - a Central Govt. scheme provides loan of Rs. 40,000 for the Villagers livelihood – for Agriculture, poultry, Diary, petty shops.
- GF facilitated the requirements and totally 250 women have been benefited through this scheme.

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### Women Empowerment Contd.,

## Asha Kirana programme



- Under this Scheme, GF supported the poor families to purchase Cows for diary farming as part of their livelihood.
- The cows are insured. On an average, they sell 15 to 20 litres per day at the rate of Rs. 35/ltr.



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Women Empowerment Contd.,

## Support for Women Counseling centre & Skill development



- GF continued its support to 'Parihar' (An NGO initiative by the Bengaluru City Police) for the development of Women, children & family Counseling Centre.
- Parihar helps the distressed women through effective counseling and skill development and make them financially independent.



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Women Empowerment Contd.,



At the request of Parihar for women skill Development, GF supported with Teachers Salary and sponsored sewing machines for destitute women.



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Women Empowerment Contd.,

## Impact of Women Empowerment



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# RURAL DEVELOPMENT



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# Home for Old age orphans



Many school drop out children and unemployed youths travel to Kerala or other parts of Karnataka for livelihood like Agriculture, Bakery, hotel industry, transport leaving their old aged parents. The old age people are suffering from health, food, shelter.

GF after a detailed survey of their background,

- Adopted 17 old aged people.
- Regular health check up through our clinic, provide food, pension from Govt.
- Provide water, electricity, and toilet facilities and shelter
- Goats / poultry were provided for old aged people for their livelihood to keep them occupied.



Rural Development Contd.,

## Drinking water & street Light

- Provided drinking water lines for 100 houses at Kadagadde village and installed 8 water tanks in different Tribal villages as the tribals had to walk miles together to fetch drinking water. This program continues in different tribal villages.



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Rural Development Contd.,

## Solar Street Lights for Students & Tribal Villages



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GF has installed solar lights at home to support tribal school children who are in 10<sup>th</sup> Std., and in the tribal villages to avoid frequent animal attacks and for the people movement in the night.



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Rural Development Contd.,

## **SAHAYA KENDRA**



The adopted villages are in tribal areas and are about 250 kms away from Bangalore. The villagers have no access / aware of govt. schemes.

GF Started Sahaya kendra to facilitate the villagers to get the benefits from the Govt. like widow pension, Adhaar card, Old age pension, Ration card, Voter Id card, Anna bhagya, Manasvini pension, death benefits, health card, subsidised Gas cylinders ets...

GF has undertaken Govt. projects like construction of houses and toilets.



**Subsidised gas cylinders**



**Distribution of Health Cards**



**Pension beneficiary**

**Rural Development Contd.,**

## Physically challenged

- Completed UID cards for 100 physically challenged in the village and the same has been certified by the Govt. Medical body. GF will ensure to get all the benefits from the Govt. for them.



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Rural Development Contd.,

## **Sports & Cultural Activities**

GF conducts Annual Sports & Cultural activities for the villagers & schools to improve the values such as teamwork, sacrifice, discipline, dedication and sportsmanship through the following events:

Inter-village sports for men: cricket, football, kabaddi / Women: Kho-kho, musical chair, tug of war etc...

Inter-school competitions, School day celebrations, debates, drawing, sports, drama, singing & Dance, yoga and Swach bharath.



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**Rural Development Contd.,**

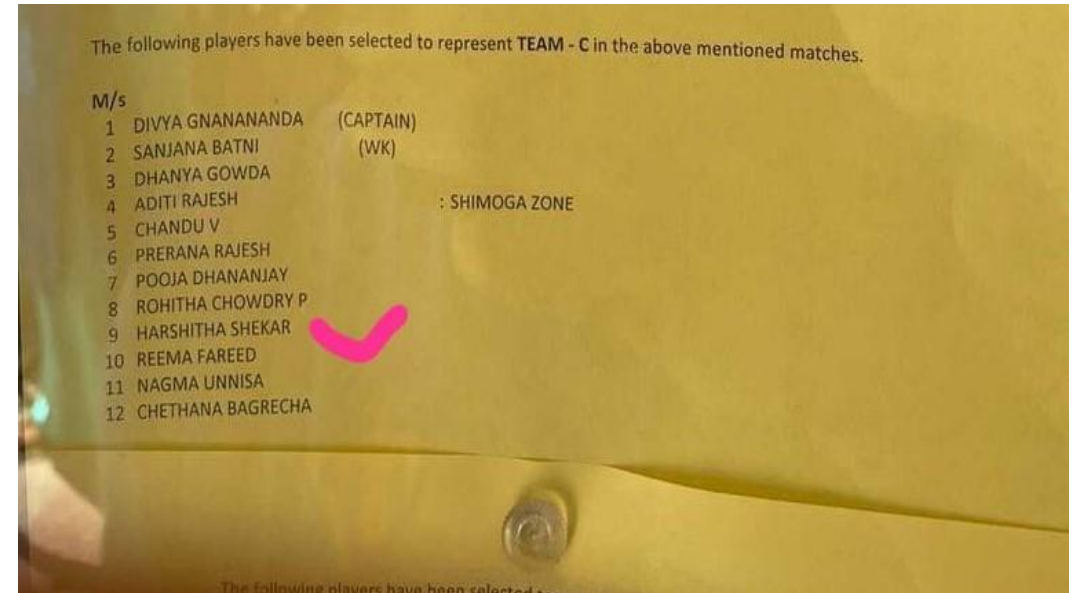
## Sports & Cultural Activities



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Women Empowerment Contd.,

## Support for Youth Sports



GF supported three children (One Female & Two male) of an Auto driver who were Playing for clubs and they were financially not strong to continue cricket. The girl is now playing for karnataka under -19.



# Support for unemployed youth

## Training for unemployed youth for Four wheel driving

- Completed driving training.
- Some of the youths are employed as drivers in Bangalore and Mysore & Some have purchased goods vehicles and are operating in the villages.



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## Impact of Rural Development



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## Proposed projects for Gramothan



Discussions with Govt. under govt. skilled development program, train the unemployed youths in plumbing, electrical, carpentry and mobile repairs

Along with tailoring, train the women in embroidery and designing of clothes for brides Goat, poultry and diary farming training

Creating women's self-help group to save the money through our cooperative bank Proposed to construct a school in Bangalore in and around our existing companies.

To construct shelter and toilets to the needy particularly old aged  
Creating libraries in all the schools and by rotating books once in three months.

Conducting summer camps in schools during summer holidays to train teachers in yoga and train students in drawing, craft and other curricular activities.



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We make a living by what we get, but we make a  
life by what we give....,,

**Thank you !**



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