



AJM GROUP

CSR Initiatives

2019 - 2020

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Introduction

At the AJM Group, we have taken bold strides to make a positive impact on our world.

Our communities are at the center of everything we do as a business; they power our successes, encourage us to continuously innovate, and rely on us to provide the solution to their needs. We are grateful for the opportunity to make this world a better place.

Our Corporate Social Responsibility (CSR) strategy was devised to direct our efforts, and is focused on six key areas:

1. COVID-19
2. Children
3. Education
4. Environment
5. Women
6. Youth

Our company chose these to meet the basic requirements of several vulnerable groups in our populace. Partnering with vetted NGO organizations has allowed us to respond to those demands in a way that makes a direct impact on quality of life for those who are less fortunate.



COVID-19

As the COVID-19 pandemic sweeps across the world, the AJM Group has decided to contribute on two fronts to the Mission #IndiaAgainstCoronaVirus.

Hygiene Kits

First, we have contributed in the ongoing effort to send hygiene kits to contain the virus and help flatten the infection curve. A large part of the country has little or no access to basic amenities required to maintain sanitation standards. We hope our contribution will go a long way in curbing this global menace.

Fund for Daily Wage Laborers

Second, we have donated to a fund to support daily wage laborers – many of whom are currently unemployed - and their families. These individuals are identified through trusted nonprofit partners who are working on the ground to help poor communities fight COVID-19.

Children

There are many worthy organizations serving the needs of children; as a company, we decided to direct our resources to those that provide multiple benefits to recipients. The first organization we chose provides residential education and living expenses for one child for a year, while the second provides supplementary nutrition for five orphans for one month.

Preventing Child Labor

According to a leading NGO, GiveIndia, 1 in 11 children go to work when they should be in school. In addition, close to 53% of girls aged five to nine are illiterate, and more than 50% of girls fail to enroll in school. When it is difficult to afford necessities such as food, shelter, and clothing, schooling becomes a luxury that the poor are forced to go without. Without an education, the cycle of poverty continues. Educating a child helps them to escape child labor and gives them opportunities to better themselves and their communities. Our goal is to lessen the number of children out of school; to meet that objective, we are partnering with several NGOs.



Dudekula Khasim Peera

The AJM is Group is currently sponsoring Dudekula Khasim Peera, aged 9, from November 2019 through October 2020. Our sponsorship pays for his residence as well as education.

Dudekula is the younger of two children; his parents are laborers and crafters. During Dudekula's 5th standard, he was forced to leave schooling as his family could no longer afford his education, a source of pain to his family who wished for him to be able to continue.

Through this contribution, Dudekula has since gained the opportunity to further his education at a learning center, where he is thriving. He is friendly with all the other students in his class, and is an avid learner. His mother promises to continue his education without any interruption, and his entire family is grateful and happy for the help they have received.



Susmitha



We are also sponsoring the education and residential expenses of Susmitha, who is in the 2nd standard. Susmitha is living at the NGO center at Markapur, a place she loves. Susmitha's parents are migratory workers, who must take their children with them as they seek work. Their displacements are frequent, and the children's studies have been disturbed. Both children have received sponsorships to attend school, and Susmitha is studying well. She has a love for reading, and is getting good grades in her classes. Her parents visit her when home from migration, and feel that she is healthy and happy in school. She does not wish to return to a nomadic lifestyle, and desires to continue her learning.

The donations we have provided allow both students from Andhra Pradesh to have an opportunity to live in a safe environment where they are able to focus on their learning and personal growth. We are honored to help these students succeed and are hopeful for their futures.



Nutrition

India is the 2nd highest country to have malnourished children from newborn to six years of age. NGO Catalysts for Social Action, or CSA, provides nutritional support for nutritionally deprived children, particularly for those who cannot get milk from their mothers.

Shree Ganesh Shikshan Prasarak Shishu Greh is one such adoption agency where these orphans are admitted. Their primary need is milk. A pediatrician has suggested that they should have baby milk powder (formula milk) for proper digestion and good health; CSA therefore supports them by providing milk. The agency is currently looking for homes for each child, so as to give them a good life. They are also being provided with other forms of nutrition, including fruits and jaggery as an evening snack. The AJM Group has sponsored the following 25 children from Madhya Pradesh during the month of December 2019:

	Name	Age
1	Abhishek Khateek	13
2	Shiva Fakeer	9
3	Salman Khan	5
4	Rajkumar Kushwaha	14
5	Alan Shah	12
6	Deepak Shrivastava	16
7	Hari Om Kol	14
8	Om Prakash Kol	10
9	Ram Kumar	7
10	Khushwaha Anil	10
11	Khushwaha Hasan Khan	13
12	Kunal Vishakarma	13
13	Raja Satnami	10
14	Krishna Bharman	13
15	Pooran Barman	11
16	Denish Khatik	20
17	Ashek Sha	11
18	Gokul Dumar	10
19	Kishna Dumar	12
20	Arjun Yadav	9
21	Kundan Kumar	11
22	Karan Vishwakrama	12
23	Chotu	8
24	Rajesh	10
25	Rajsingh Thakur	15



Education

Since 2016, the AJM Group has been donating to the United Way of Mumbai. All donations go to the NGO called Teach to Lead (Teach for India). Teach for India is a non-profit organization that recruits college graduates and working professionals to serve as full-time teachers in low-income schools.

Environment

Protecting the environment is crucial to the work we are doing to help others. So, we have partnered with the Tropical Research & Development Centre, or TRDC, in our objective to protect the environment.

The TRDC works on issues relating to environmental degradation, children's education, and water conservation to improve the livelihoods of rural communities in the Uttara Kannada, Mysore, and Haveri districts of Karnataka. Our donations have been put towards water conservation, restoration, and regeneration of water bodies through the installation of 50 rainwater pits in the villages of the Uttara Kannada District in February 2020. Several hundred hectares of land have been covered in these water pits as part of the efforts by TRDC. The installations will make an important contribution to resolving water shortages in the villages, as well as gradually rejuvenating streams by making them perennial. Open and bore wells will see water levels rise; water available to homes, livestock, and agriculture will be increased, and floods will be reduced by collection, therefore reducing the force of flood water.

TRDC provides ongoing support to maintain these installations and their use, ensuring their full benefits are used.



Pits dug by TRDC



Women

In addition to children, we also chose to focus on educating underprivileged women in our communities, specifically in non-traditional areas of study. The AJM Group is sponsoring three months of computer studies for two women from Tamil Nadu.



B. Preetha

B. Preetha is 21 years and doing her BSc in Mathematics at Maher University, as well as studying basic IT. Her aspirations are to obtain a job in a well-reputed company in a good sector. Sponsoring her education will allow her to create a better life for herself, and for her mother and siblings.

X. T. Pooja

X.T. Pooja Sri is 20 years old and in her final year of her B.A of English Literature at Shri Krishnaswamy College for Women. She is also learning basic IT. She hopes to become an intellectual and to teach others. She finished her schooling at Bhakthavatsalam Matriculation Higher Education School before beginning her studies at Shri Krishnaswamy.



Completing their educational degrees will allow both women to launch successful careers and to care for their families, and having IT skills will make them competitive candidates in the marketplace. It will also give them the ability to inspire other young women to go into technical skills, and to teach others how to utilize technology. We are proud to assist these bright young women in their pursuits.



Youth

Just as proper nutrition and education is important to children, so is the health provided through physical activity. Sagroli Sunrise is a professionally designed sports project started by Sanskriti Samvardhan Mandal in 2004. A few handpicked young athletes are given rigorous training by professional trainers on a daily basis; these athletes aim to participate sports at the national and international level. An enduring interest in athletics as a career option is encouraged even after the completion of the program. Each athlete is provided with standard sports material for training, as well as a nutritious diet. Soya milk, porridge, eggs, and soaked pulses are provided twice daily for energy and health.



Laxman Kuttabajje



Durga Kumbharvad

The AJM Group is sponsoring the education of two young Maharashtrian athletes: Durga Kumbharvad, age 15, and Laxman Kuttabajje, age 16, from January through March 2020. Their sponsorship includes all necessary sports equipment including their nutrition. This activity encourages the development of their talents, fosters a sense of personal pride and accomplishment, and provides professional opportunities for youth.

