

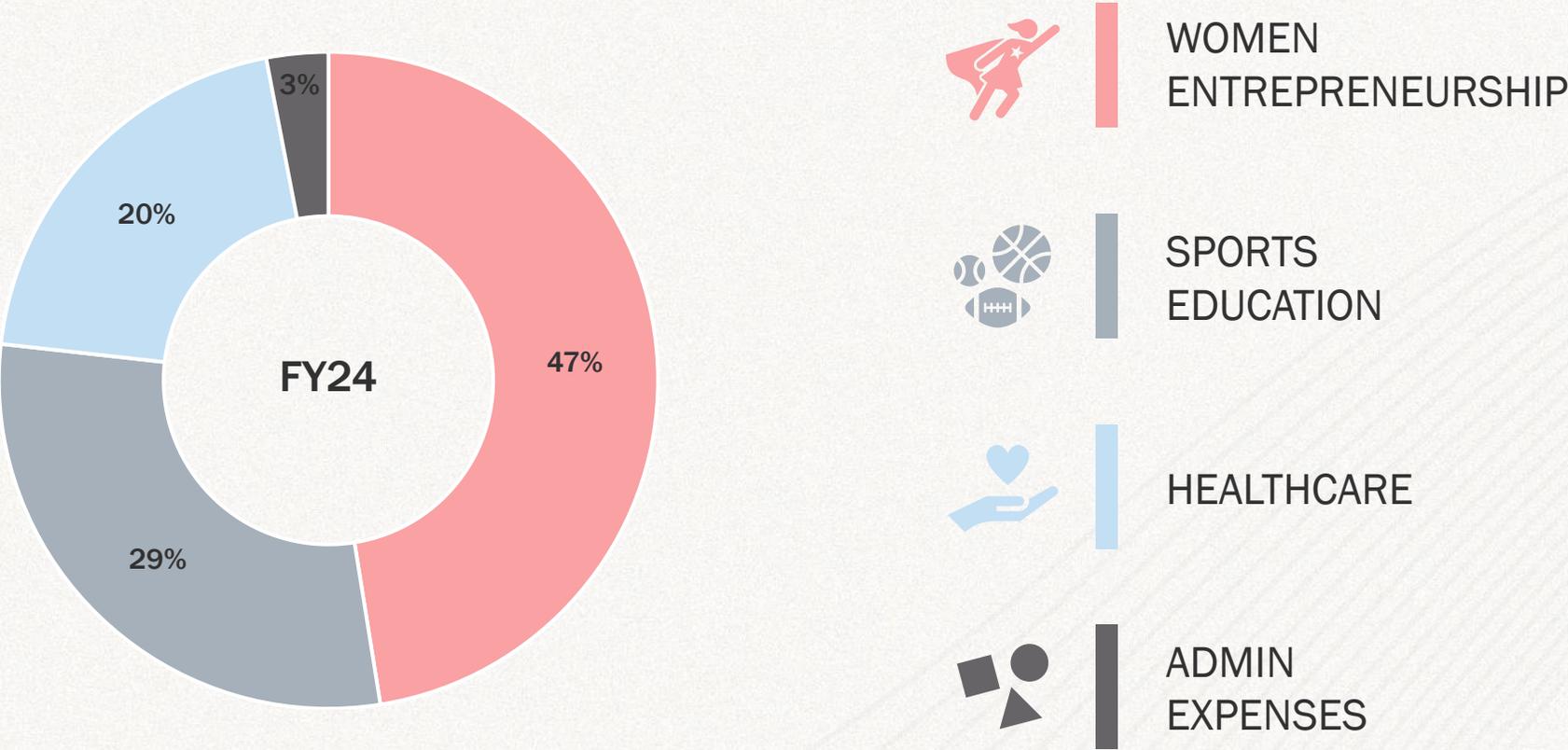
Avendus[^]

Avendus CSR

FY 23 -24



Avendus group level allocation to focus areas



Swayam Shikshan Prayog

Focus area: Women Entrepreneurship



Above: Outlet in Ausa opened in July last year. Below: Focus group discussion with beneficiaries on social security schemes



Objective:

The project will focus on collectivizing 900 marginalized women from 90 villages into one agri based enterprise. And they will also focus on providing support to the old cohort of 500 Women Entrepreneurs created last year.

Project highlights:

- Number of beneficiaries for FY24 – 900
- Locations - Villages Deoni, Ausa, Shirur- Anantpal in Latur district, Maharashtra.
- Cohort 1 Ausa (FY22) – 810
- Cohort 2 Shirur Anantpal (FY23) - 500
- Cohort 3 Deoni (FY24) – 900

Other donors:



Project update:

- Need assessment completed (focus on increasing income by 20% this year through right training)
- 90 villages have been identified and a community resource person (CRP) has been appointed at these locations.
- Training schedule includes 7 days of induction and individual business assessment
- New outlet with all FPO produce available and marketed through the outlet.
- More than 300 women were given menstrual hygiene workshops and samples of the product
- 245 women received bank loans through various government schemes
- Income increase from 2500 -4000/ month to 7500-10000 and in some cases 20-25 thousand a month

Kherwadi Social Welfare Association

Focus area: Women Entrepreneurship



Training sessions - Koparkhairane Centre



Received Udyog Aadhar and Gumastha Registration Certificate



Training sessions - Bandra Centre

Objective:

The project will focus on creating a cohort of 210 semi urban underprivileged women in textile and leather sector. This will include end to end mobilization, training and market and credit linkages. The aim is to increase their annual income 15-20% this year.

Project highlights:

- Number of beneficiaries – 210
- Locations- Mumbai (Bandra) and Navi Mumbai (Koperkhairane)

Other donors:



Project update:

- Centre locations with 8 batches in Bandra and Navi Mumbai (Koperkhairane).
- Apparel making, bag making, car and auto seat covers. .
- A total 18 hours a week training module for beneficiaries for three months.
- 20% women registered under Udyog Aadhar and other social security schemes
- Income for 20% have increase by 6000 per month. And 22% by 3-4K per month

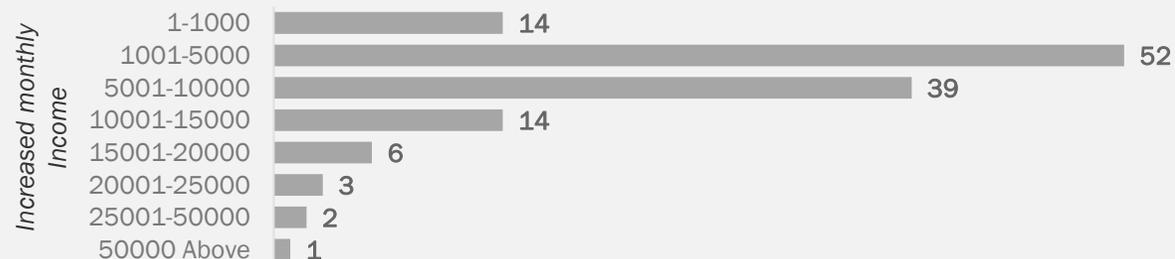
Vrutti Impact Foundation

Focus area: Women Entrepreneurship



Certification ceremony at the Bangalore Centre

Increased average monthly Income by BPs



No. of Beautypreneurs

Average income of the BPs at baseline is Rs.4292

Objective:

The project aims to support the second generation of fisherwomen community who want to set up their own business for an additional income. The program will identify 150 beauty entrepreneurs(BP) in Mumbai, Chennai and Bangalore and train them in beauty courses, along with soft skills and financial literacy modules.

Project highlights:

- Number of beneficiaries – 150
- Locations - Mumbai (Sewri), Chennai, Bangalore

Other donors:



Project update:

- The organisation works with the fisherwomen community, so they have identified young women from these families who want to become micro entrepreneurs.
- Training schedule included skin care, hair care, grooming, and business management, with 48 hours of training for each segment.
- 65% of the BPs have increased their income over 15% from the baseline
- 64% of the BPs availed social protection benefits
- 90% of the BPs increased their client footfall and revenue
- 45% of the BPs opened business bank account
- 96% of the BPs availed insurance facilitated by the Project

Collective Good Foundation

Focus area: Women Entrepreneurship



FDG with Women Entrepreneurs in Shirur Anantpal, Latur



Interaction with Farmer Producer Company leadership during Need Assessment visit



Scheme application submission by CSC at Social Security Camp

Objective:

This project provides returnable grant to known cohort. It's an interest free loan provided for working capital needs, and once the amount is returned, it's circulated to the next entrepreneur within the same cohort/collective. The number of beneficiaries till date is 387 from our NGO partner Swayam Shikshan Prayog in Latur district. Loan amount – INR 10 to 20K
Loan period – 8 months (plus one month of deferment)
Social Security Schemes – 2 schemes per beneficiary.

Project highlights:

- Number of beneficiaries – 152 (from AFPL - 248)
- Locations - Ausa block and Shirur Anantpal in Latur District (Maharashtra)

Project update:

- 1000 women entrepreneurs supported with RGs (586 in the first part -2022-23 with 99.6% return and 423 in the second part – 23-24 ongoing)
- 400+ Women received support in accessing government schemes for themselves and their enterprises
- Schemes include Udyam Registration, FSSAI Registration, Ayushman Bharat, etc.

Other donors:



PMDTA-Pune District Métropolitain Tennis Association



Focus area: Sports Education



Bengaluru Camp 2023



PMDTA - kpit doubles dream of india program

Players targeted :

Name	Ranking in April 2023	Best Ranking in 2023-24
• Yuki Bhambri	73	58
• Jeevan Nedunchezhiyan	84	71
• Saketh Myneni	75	75
• Sriram Balaji	88	79
• Vijay Sundar Prashanth	153	80
• Anirudh Chandrasekar	137	87
• Arjun Kadhe	126	98
• Rithvik Bollipalli	286	135
• Niki Pooncha	279	141
• Divij Sharan	142	141
• Parikshit Somani	351	280
• Siddhant Banthia	622	333
• Sai Karteek Reddy Ganta	530	341

Objective:

The project focus is on providing world class training to meritorious tennis players to help them win medals for India at Olympics/ Asian Games and to create Grand Slam doubles champions.

Project highlights:

- Number of beneficiaries – 15 professional tennis players (10 men and 5 women)
- Location – Pune

Other donors:



Project update:

- Rohan Bopanna who is mentoring the program came up with the idea in Jan 2022 to send traveling coaches, physios to all our Men's Doubles Players ranked in the Top 200 in the ATP Doubles Rankings who are all playing on the ATP Challenger Circuit & the ATP Tour.
- 7 Indians in the Top 100 for the first time & record number of 12 Indians in the Top 200.
- Training camp was conducted in Bengaluru, India from 17th December 2023 to 24th December 2023, 4 of our targeted players & Rohan Bopanna Qualified For Australian Open Grand Slam 2024

Foundation for Promotion of Sports and Games

Focus area: Training of Olympic and Paralympic athletes.



Shooter Ramita with OGQ Sports Psychologist Gayatri Madkekar



Boxer Jaismine with OGQ S&C Trainer Akshay



Shooter Rahi Sarnobat with S&C Trainer Akshay Bhapkar and OGQ Physiotherapist Aishwarya

Objective:

The project focuses on training athletes supported by OGQ for Paris Olympics 2024 and Paralympics.

Number of beneficiaries – OGQ has total 398 beneficiaries out of which we are supporting 100-120 Olympic Athletes (in 10 sports)

The grant amount was utilized for 100-120 Athletes and Para-athletes supported by OGQ in 10 sports viz Shooting, Badminton, Archery, Cycling, Boxing, Wrestling, Canoe, Weightlifting, Powerlifting, and Athletics.

Project highlights:

- Number of beneficiaries – 298 athletes and 101 para-athletes
- Areas of support – Sports science, equipment, coaching & tournament, travel, monthly stipend and monitoring etc
- Location – Pan India

Achievements:

- **120 athletes** and para-athletes participated in Asian Games through OGQ in 2023.
- India has won a total of 111 medals at the **Asian Para Games 2022**; out of this, **54 medals** were won by para-athletes supported by OGQ.
- OGQ-supported athletes won **35 Medals for India**. Participation of OGQ-supported athletes increased 2 times from the 2014 Asian Games and the medal achievement increased by 3 times from the 2018.

Rotary Madras Magnum Trust (Chennai)

Focus area: Healthcare



Inauguration of the Toilets

Objective:

The focus of the NGO is on “Siksha and Suraksha” for school children, to bridge the education divide by building sustainable infrastructure for children in the deprived strata of the society and execute innovative and timely projects to bring the positive change.

Project Details:

- Number of beneficiaries: 670 students
- Location – Medavakkam, Chennai

Project highlights:

- This project will build proper toilets in Medavakkam School, Chennai.
- The toilets were built under supervision from some of our employees in the Chennai office.

Other donors: Crowd sourced through fundraisers.



Medical camp by Hinduja Hospital at Navi Mumbai



Objective:

To provide free and concessional treatment to patients coming from vulnerable communities and who can't afford the treatment.

To organize medical camps for health check-ups in rural and urban slum communities.

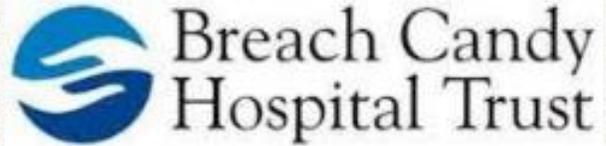
Location - Mumbai and rural Maharashtra.

Project update:

- Medical camp is organized at the NGO Samartham Trust for the Disabled for 60 specially-abled youth.
- Medical camp included checking vital signs, dental assessment, eye check-ups, physiotherapy advice for the youth with physical disabilities, and nutrition assessment.
- 35 patients supported in their treatment during FY24

Breach Candy Hospital Trust

Focus area: Healthcare



Objective:

To provide free and concessional treatment to patients coming from vulnerable communities and who can't afford the treatment.

Project highlights:

- Project focuses on procuring medical equipment like dialysis machines for their dialysis centre
- Location - Mumbai

Project update:

- Purchase of 5 dialysis machines for the new tower in Breach Candy Hospital

Fortis CSR Foundation (Delhi)

Focus area: Healthcare



Objective:

Medical treatment for underprivileged patients specially children suffering from Cancer at the Fortis Hospital and Research Centre at Gurgaon.

Project highlights:

- Number of beneficiaries: 5-10
- Location - Delhi
- 13 patients were treated with the funds.



Designated area - 2 hectares for plantation. The green area is for Avendus trees.



Participation by Avendus in the plantation drive held on 16th December 2023

Objective:

To support the urban afforestation efforts by planting trees at Sanjay Gandhi National Park, Borivali East.

Project highlights:

- Avendus conducted a Tree plantation drive under its project Vasundhara. 120 out of 600 trees were planted at Sanjay Gandhi National Park (designated area provided by Forest Ministry) by 25 volunteers from Avendus and 20 beneficiaries from Vrutti and Kherwadi Welfare Social Association.
- NGO Gaia shared some interesting facts about the forest area and how they take care of the trees. They also mentioned that local communities are involved in this process, and they get livelihood from such initiatives.
- The cost was INR 950 per tree (including post-plantation care and nurturing) for 600 trees.

Employee Engagement Initiatives



Avendus Volunteers with Kherwadi Welfare Association beneficiaries at their Bandra centre



Children from OSCAR Foundation in our office



Kherwadi Social Welfare Association beneficiaries in our office



Samarathanam Trust beneficiary with Avendus Volunteer at their centre in Navi Mumbai



Kherwadi beneficiaries at our office premise participating in Ganpati idol making workshop



Avendus Volunteers mentoring Latur beneficiaries over 4 weekends on various financial and social topics

Employee Engagement Initiatives



Avendus volunteered to conduct sessions on digital and financial literacy for 15 Beauticians of Vrutti



Avendus volunteers planted 600 trees at Sanjay Gandhi National Park, Borivali, Mumbai



Wishing Wall at the Joy of Giving Week



NGO Stall - Shop for a cause



Gratitude Dinner for the house-keeping staff



Workshop on Organ Donation during the Joy of Giving Week

2023-24 in a nutshell

Impacted over **1800+** Women Entrepreneurs

Supported over **150+** Athletes and Para Athletes

Funded treatments for **100+** underprivileged patients

220 employees engaged through **9** volunteering Initiatives, completing **400** hours

More than **450** women enrolled under Social Security Scheme

INR 1.5 lakhs raised through employee contribution during Avendus Joy of Giving Week

7 sessions with our NGO partners



One Avendus[^]

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