

## CSR Initiatives

# Building Value for the Larger Society

Over the past 25 years, we have worked to create a retail brand and a company that 'cares'. Our Corporate Social Responsibility programme aims to have a positive impact in the communities where we operate. With regards to housing development, education, and community healthcare in semi-urban and rural areas, we are multiplying our efforts to deepen our customer connect and localisation.



### Support to Schools and Education Institutions

We strongly believe that schools should be equipped with the basic infrastructure and facilities that can mould their students into the future's top talents. As part of this, we have been supporting the development of basic infrastructure requirements of many schools and Education Trusts in Kerala, including Devamatha Public School Trust, Vivekananda Educational and Cultural Charitable Trust, Bharatheeya Vidya Nikethan, Government Rajas Higher Secondary School, Bharatheeya Vidya Nikethan, Govt L.P School, Mukkattukara and many more.

### Education Support and Skill Development Programmes

As a socially committed and responsible team of professionals, we have been contributing towards the upliftment of underprivileged children around us. Our education support programmes aim to empower these children by equipping them with vocational skills that would help them find suitable and rewarding jobs in their life ahead.

### Education Sponsorships to Children

We took various initiatives to execute an Education Sponsorship Programme for children across cities in Kerala. These projects provide financial assistance to the economically backward children of society. We collaborated with Blooms School, Sevasadanam and various other special schools to support financial aid for the differently abled children. We also undertook the education expenses of many children in various places.



# ₹30 mn

towards Bhoomigeetham flagship CSR project of Kalyan for Housing

### Habitat for Humanity India Trust

Habitat for Humanity is a global non-profit organisation providing low-cost housing solutions to the economically weaker sections of society. Habitat in India completed 27 years in operation, and has helped build 40,000 homes across the country, sheltering 2,00,000 people by leveraging support from individuals, corporates, and governments.

### Healthcare and Medical Programmes

Keeping in mind the health requirements of the underprivileged sections of society, we created awareness on diseases, access to primary healthcare with the assurance of timely diagnosis and making the availability of life-saving medication easy for them. We undertook many projects and programmes in healthcare. Major beneficiaries include Shivasramam Shirdhisai Mission Trust, Snehitam Swayam sahaya Amithi, Alpha Palliatives, Cochin Cancer Society, Alpha Charitable Trust, AMALA Cancer Hospital Society, Amala Institute of Medical Science, Calicut Medical College, among others. Apart from this, we also directly undertook the medical expenses of economically backward groups based on the references and requests received from the public.

### Home for Homeless

We started the Home for Homeless campaign, which proposes the construction of 10 flats in Thrissur for the economically backward populace in the adjoining areas.

# ₹10 mn

towards the Home for Homeless initiative

### Flood Relief Support through CMDRF

We are among the largest contributors to CMDRF in Kerala, investing ₹15 million to CMDRF during the floods in Kerala, besides distributing other relief materials. We contributed to the Mathrubhumi Charitable trust for the 'Snehabhoomi Project' to construct houses for flood victims in Wayanad - Kerala.



# ~₹15 mn

towards Flood Relief support through CMDRF in Kerala

### Contributions towards Development of the State

As a responsible business, we have constantly strived to contribute to the financial development of the state. Major projects undertaken are listed below:

**Bhoomigeetham Project:** This has been one of our flagship CSR projects in association with the Kerala State Government to construct 24 flats for the economically backward society. We received many positive acknowledgements for the successful completion of the said project.

# ₹3.5 mn

towards 'Snehabhoomi Project' for the construction of houses for flood victims in Wayanad - Kerala.