

# Rise for **Good**



**K.C.MAHINDRA**  
EDUCATION TRUST

2012-2013



**PHOTOS**  
Yogesh Chiplunkar



# Rise for **Good**

**ANNUAL REPORT 2012-13**

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In Mehbubnagar, the 'most backward district' of Andhra Pradesh, girls who have completed their studies thanks to Project Nanhi Kali are now role models.





# FOREWORD



**KESHUB MAHINDRA**  
Chairman, KCMET

OVER THE LAST 60 YEARS, the K. C. Mahindra Education Trust (KCMET) has reached out to 95,521 students with scholarships, grants and financial support amounting to over Rs. 1,153 million. Our key projects include the Mahindra Pride Schools, which help disadvantaged youth seize livelihood opportunities and Project Nanhi Kali, an innovative academic support program that keeps marginalised girls in school till they pass the 10<sup>th</sup> standard.

KCMET is thus living its vision of transforming the lives of people in India through education, by providing financial assistance and recognition to them, across age groups and income strata. Now, more than ever, the Trust exemplifies the three pillars of the Mahindra group's promise to Rise: accepting no limits, alternative thinking and driving positive change. Our projects go where no others have gone, to confront problems in bold new ways, to impress lasting transformation onto individuals and entire communities across India. We live by our belief that no one should be denied an opportunity due to financial constraints. The proof is in the stories of struggle, perseverance and ultimately, success that you will find in this report.

Evidence of triumph over adversity is best chronicled in the life story of Bonda Gangamma, whose photo appears on the cover. She lived in the remote Eastern Ghats, miles away from any school. When Project Nanhi Kali was set up in her village, she was enrolled into their first batch and went on to complete 10<sup>th</sup> standard. Today she is a physical education teacher in Hukumpet, close to the village where she grew up. In her, hundreds of village girls have found a tireless advocate for their schooling. In countless ways, Project Nanhi Kali's intervention not only helps young women succeed but reverberates through entire communities.

Apart from Bonda Gangamma's story, you will find many more inspiring stories from our scholarship recipients and students who enrolled in Mahindra Pride School, in this report and on our website, [kcmnet.org](http://kcmnet.org).

India's imperative to Rise has powered KCMET from our early days up to the present. In the 60<sup>th</sup> year of the trust, we rededicate ourselves to Rise for Good. Read on and Rise with us.

A handwritten signature in blue ink, appearing to be 'K. Mahindra'.

# MAHINDRA

# PRIDE

# SCHOOLS

**PREPARING DISADVANTAGED YOUTH FOR THE 21<sup>ST</sup> CENTURY WORKFORCE**

## LIFE SKILLS

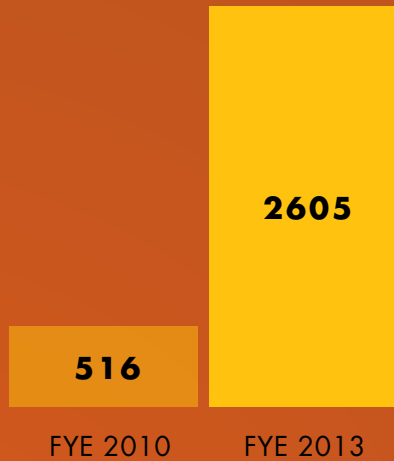
don't just earn an income for those who've learned them; they're the hallmark of a life lived with pride.

Even college graduates often lack the knowledge and confidence to land an entry-level job, the first rung on a promising career path. Where traditional education has failed to bridge the employability gap, Mahindra Pride Schools (MPS) have stepped into the breach.

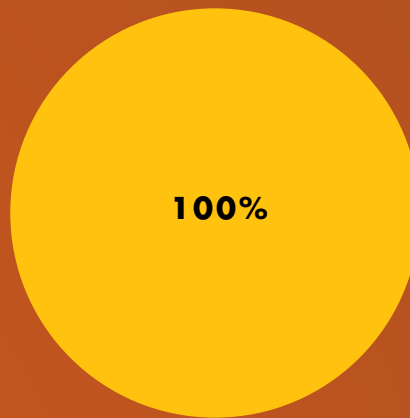
Students from traditionally disadvantaged communities have fared worst in the job hunt, despite reservations carved out specially for them. They lack both the hard skills acquired at expensive training institutes and the soft skills of communication, presentation and interviewing that make them attractive candidates to employers. In three months a Mahindra Pride School equips youth of diverse educational backgrounds, from those with only a 10<sup>th</sup> standard certificate to college graduates, to rise and meet the challenges of India's 21<sup>st</sup> century workplace.

MPS works together with industry to train its students. Guest faculty give students a taste of current trends and prepare them for industry-specific challenges. That the formula works is proven by a growing number of repeat corporate recruiters. In industries from hospitality and retail to knowledge sector professions, MPS alumni have become highly sought after at India's most respected firms. More than that, they have become breadwinners for their families.

**STUDENTS GRADUATED**



**PLACEMENT**



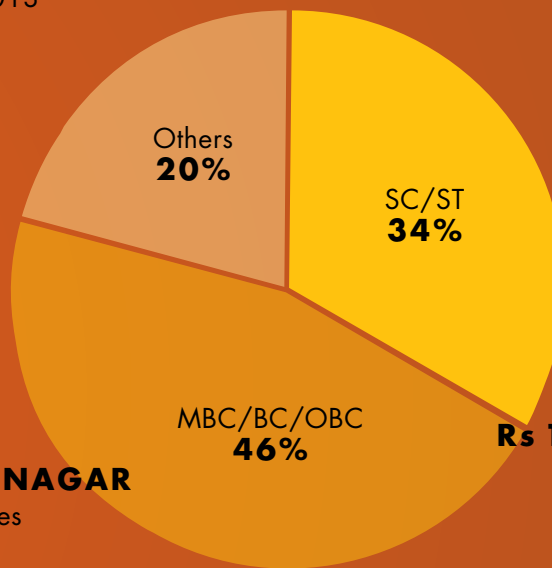
REPEAT EMPLOYER  
*TCS Chennai*  
**Rs 24,648**

REPEAT EMPLOYER  
*Syntel*  
**Rs 17,623**

REPEAT EMPLOYER  
*Neyamo*  
**Rs 15,200**

**CLASS COMPOSITION**

Mahindra Pride School addresses the training needs of historically disadvantaged sectors of Indian society.



REPEAT EMPLOYER  
*Deccan Harvest*  
**Rs 12,646**

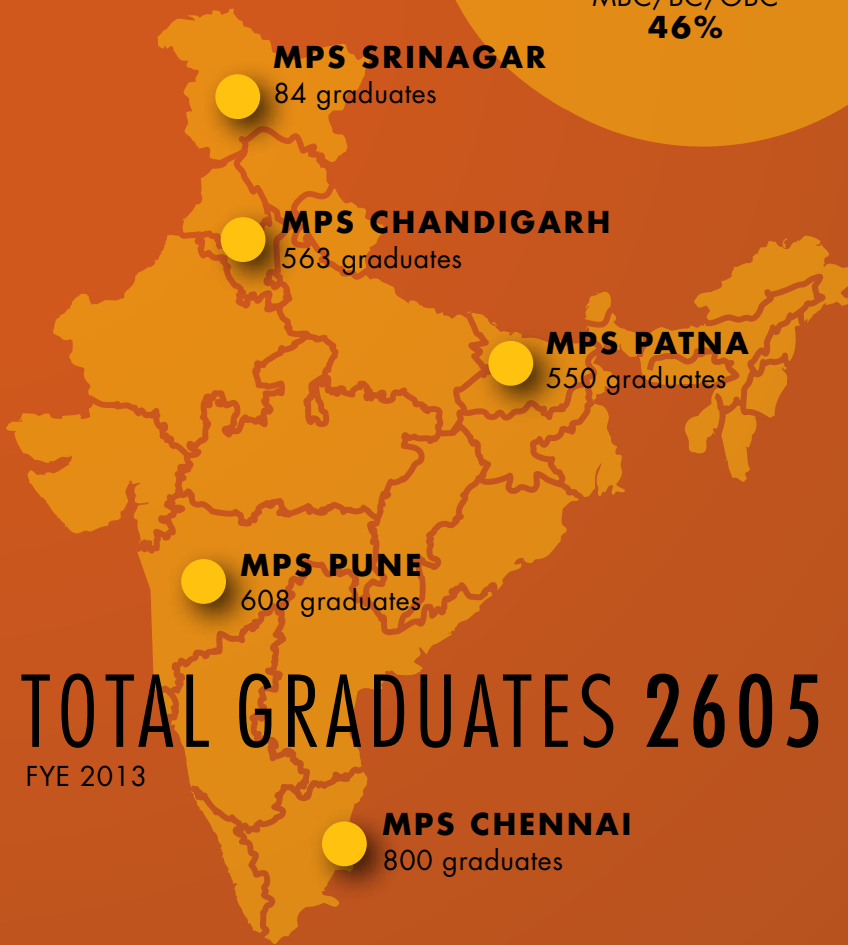
REPEAT EMPLOYER  
*McDonald's*  
**Rs 10,667**

**Rs 10,000**

Avg. starting salary

**Rs 5,000**

Min. starting salary



**TOTAL GRADUATES 2605**

FYE 2013



MPS employs trainers directly from the industries they train for. Special guest faculty give students a taste of what's happening now.



# MALA

**EMPLOYER**

Neeeyamo

**CITY**

Chennai

**STATE**

Tamil Nadu

**SALARY (MONTH)**

Rs 11,250

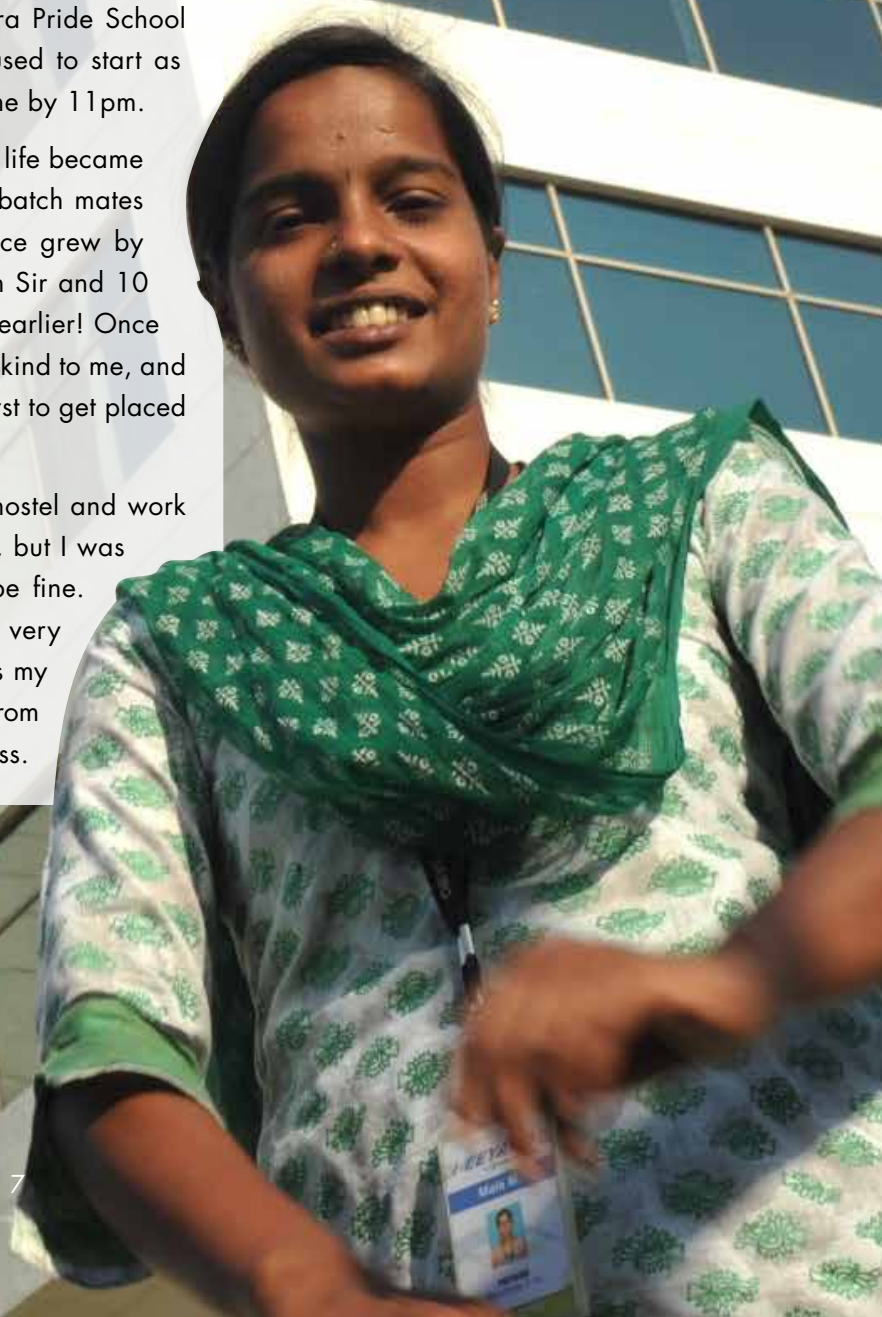
My father was a police constable in Gudiyatham, a small town about 5 hours from Chennai. During a riot there he was beaten and killed. I was only 5 years old at that time; my elder sister was 7 and my younger brother was only 1. From that point on, our lives were in constant turmoil. Since the financial burden of looking after us was too much for my mother, she decided to commit suicide. She took us to a well and threw my brother and me in before jumping in herself. Someone saw us and rescued my brother and me, but it was too late for my mother.

My maternal grandparents, who were themselves very poor, took us in. We were sent to a government school because it was free, and then to my uncle's house in Hosur to pursue college. I disliked my living conditions but I had no choice.

I was always a good student and emerged as the university's 1<sup>st</sup> rank holder, yet I returned to my grandparents' place without any idea about what I would do. Then I heard about Mahindra Pride School from my brother's friend and I joined the course. I used to start as early as 3.30am to reach MPS at 9am and return home by 11pm.

Once the staff helped me get into a hostel in Chennai, life became easier. At first I was withdrawn, quiet and timid; my batch mates teased me as "the mouse". But at MPS my confidence grew by leaps and bounds. I went on road shows with Ananth Sir and 10 boys – something I could never have imagined doing earlier! Once my classmates knew about my situation they were very kind to me, and stood up for me whenever I had problems. I was the first to get placed from my batch.

Today I work for Neeeyamo, a KPO firm. I stay at a hostel and work night shifts. I was apprehensive about working nights, but I was assured by the staff at MPS that everything would be fine. Night shifts are interesting and my team at the office is very good. Today MPS is my second home. The staff there is my family now. I still visit MPS every other morning directly from my office. It gives me a sense of belonging and happiness.







# ASHOK

EMPLOYER	CITY	STATE	SALARY (MONTH)
Mom & Me	Chennai	Tamil Nadu	Rs 10,000

My father lays bricks for daily wages. He has been the only earning member of our family, and his income just barely met our basic needs. Even with his meagre earnings he managed to give me an education.

When I started searching for a job, I was full of energy and had a good academic record, but I was confused and clueless. A friend of mine told me about MPS and its training program. Mahindra Pride School developed not only my skills but also my personality. Yes, I learned about retail operations, but I also improved my time management and my attitude. The MPS faculty encouraged me to realize my leadership qualities. They really transformed me.

I was delighted to get a job with Mom & Me. It's a bright, assured career path. Now, I have the ability and the self-confidence to take care of my family. After the training I got selected as a Customer Relationship Executive with the monthly package of nearly Rs 10,000.

I would like to thank MPS for giving me the guidance and support through those three months that enabled me to get a job. My younger brother is completing his graduation now, and I'll recommend that he join MPS, too.



No one in Ashok's family has been afraid of earning an honest living. But without the life skills to back up an education, it's hard to break the cycle of poverty.





# PROJECT

# NANHI

# KALI

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**GOING BEYOND ACCESS TO QUALITY EDUCATION TO DRAMATICALLY CURB THE DROP-OUT RATE OF INDIA'S GIRL STUDENTS**

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## HERE'S WHAT

happens when we educate girls. Family incomes rise. So do most indicators of infant health. Hygiene and sanitation improve in communities. Fertility rates drop dramatically. Overall economic production climbs. Not only the girls who stayed in school but everybody around them lead happier and healthier lives. The girls themselves become, in turn, empowered in the roles of daughter, sister, mother – and earner.

That's the vision of Project Nanhi Kali, jointly managed by KCMET and Naandi Foundation with 21 other NGO partners. Access to quality education is not enough to ensure that underprivileged girls stay in school; they need further support to help them complete their studies. Nanhi Kalis receive (a) academic support to ensure they attain grade specific competency levels, (b) material support like uniforms, bags, books and hygiene material, to allow them to attend school with dignity, and (c) community support to promote the value of educating girls amongst families and neighbourhoods. By keeping girls at risk of dropping out in schools, Project Nanhi Kali promises to transform India one student, one family, one community at a time.

## NGO PARTNERS

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PROJECT NANHI KALI HAS BEEN ABLE TO TRANSFORM ITS VISION INTO ACTION WITH THE ACTIVE SUPPORT OF THE FOLLOWING NGO PARTNERS

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NAANDI FOUNDATION

AKANKSHA FOUNDATION

ASEEMA CHARITABLE TRUST

ASHRAYA

AMARJYOTI CHARITABLE TRUST, DELHI

AMARJYOTI CHARITABLE TRUST, GWALIOR

BAL-JEEVAN TRUST

BHAGAVATULA CHARITABLE TRUST

COMMUNITY AID & SPONSORSHIP PROGRAMME (CASP), DELHI

COMMUNITY AID & SPONSORSHIP PROGRAMME (CASP), MUMBAI

DEEPALAYA

DOORSTEP SCHOOL

EACH ONE TEACH ONE

INDIA SPONSORSHIP COMMITTEE

MAHARSHI SAMBAMURTHY INSTITUTE OF SOCIAL & DEVELOPMENT STUDIES

NATIONAL SPONSORSHIP COUNCIL

SAMPARC

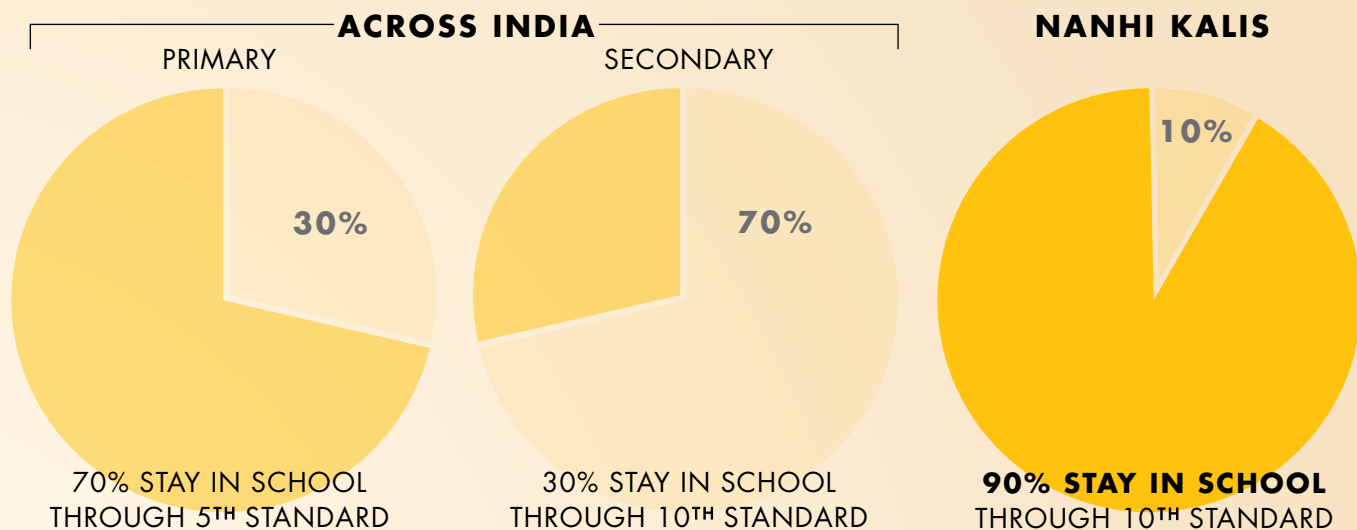
SALAAM BAALAK TRUST

SAVE THE CHILDREN

SUNBEAM

VIDYA INTEGRATED DEVELOPMENT FOR YOUTH & ADULTS

# DROPOUT RATES



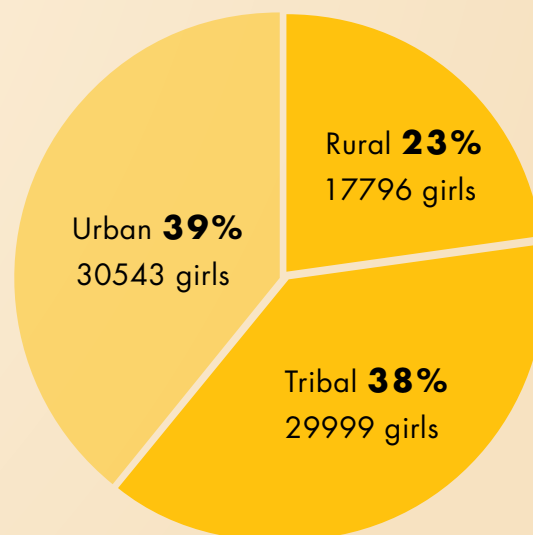
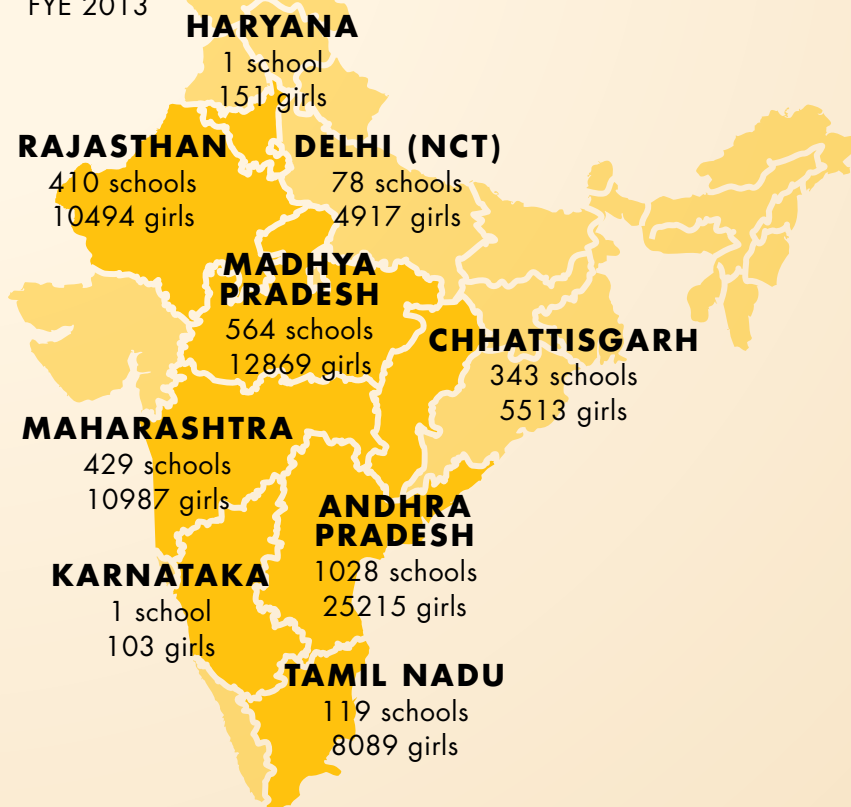
## DONATIONS

2011-12 RS 1957 LAKHS

2012-13 RS 2265 LAKHS

## TOTAL NANHI KALIS 78338

FYE 2013



# EVENTS & AWARDS



STANDARD CHARTERED MUMBAI MARATHON 2012 saw overwhelming participation for Project Nanhi Kali, with runners from corporate partners Johnson & Johnson, Castrol, Otis Elevators, Turner International, Gujarat Rubber and Reclaim Ltd.

400 Mahindra employees were led by Anand Mahindra, Chairman and Managing Director of Mahindra & Mahindra Ltd. to raise funds and awareness.

Project Nanhi Kali would also like to thank individual supporters, Pankaj and Anita Chopra who ran the half marathon. Devansh Jalota, our youngest individual supporter, ran the marathon and raised Rs 1,70,000.



DNA 'I CAN' HALF MARATHON selected Project Nanhi Kali as its preferred charity.

TCS WORLD 10K RUN, BANGALORE had a team from Capgemini AIRTEL DELHI HALF MARATHON 2012 saw a team from Tech Mahindra running to raise funds and awareness for Project Nanhi Kali.



**PROJECT NANHI KALI WAS AWARDED** the Education Innovation Fund for India grant of Rs. 15,00,000. EIFI is a collaborative project between the HP Office of Global Social Innovation and the India Council for Integral Education (ICIE), an initiative of the Sri Aurobindo Society. Of 800 not-for-profit applicants from around the country, Project Nanhi Kali was one of only 15, recognized as a project implemented at the grassroots with strong educational outcomes.



**MAHINDRA & MAHINDRA WAS AWARDED** the Aaj Tak Care Awards 2013 for Excellence in CSR in the Education Category for Project Nanhi Kali. This award felicitates our efforts in striving for inclusive and sustainable development with a society-centered purpose, a goal attainable only through education of girls.



Project Nanhi Kali's redesigned website went live on 24th January 2013 with smoother site navigation, enhanced donor experience and a full embrace of social technologies. Visit **nanhikali.org** to see more.

**SOCIAL** Campaigns on Facebook, Twitter and other social spaces were rewarded with over 50,000 fans joining us on Facebook over 3 months.

**TOTAL SPONSORS 7664**





# AYESHA

CLASS

10th Std.

CITY

Hyderabad

STATE

Andhra Pradesh

WILL BECOME

Engineer

So far my journey in education has been a good one. I've always come first in class and been a topper. My aim is to become an engineer and then get my doctorate in science.

I am appearing for polytechnic entrance exams and plan to attend coaching classes. I got a lot of help while preparing for the 10th std exams at the academic support centre run by Project Nanhi Kali. At the urging of the tutors there, I started to teach my own tuition classes at home while I prepared for the entrance exam. The tutors and staff also helped me get a seat for the entrance exam.

A few months ago my uncles came to my father to demand that I leave school and get married. I don't like to talk much about the incident, but I never avoided my studies because of it. I continued studying because I wanted everybody—especially the other girls—to know that as long as I had the courage to study and top my class everybody would know that I can become an engineer.

I believe that education is a weapon that can help us confront any difficulties in life. With education I can get a good job, which will help with many of our difficulties and improve our standard of living.





**LEARN MORE**

PHOTOS, VIDEOS, STORIES AT  
[nanhikali.com/ayesha](https://nanhikali.com/ayesha)



## LEARN MORE

PHOTOS, VIDEOS, STORIES AT  
[nanhikali.com/gangamma](http://nanhikali.com/gangamma)

# BONDA GANGAMMA

ZILLA

Hukumpet

DISTRICT

Araku

STATE

Andhra Pradesh

HAS BECOME

Teacher

Hukumpet is a small place, but it's very pretty. Every day from 3<sup>rd</sup> standard onward I walked two kilometers to the government high school because my village school was usually closed. There was nobody in it. Then we lost my father while I was in 8<sup>th</sup> standard. We were very poor, and I considered leaving school to work as field labourer or on other seasonal employment like the other villagers.

Instead, that year Project Nanhi Kali arrived in Araku District, and I was one of the first batch of Nanhi Kalis selected for support. I finished school as a Nanhi Kali. Then I continued onward to the regional tribal welfare college, and from there to the government teacher training college in Hyderabad.

Today I am a physical education teacher here in Hukumpet, near the village where I grew up. When parents don't send their girls to school, I scold them. It's important.

# THANK YOU

## TO OUR DONORS AND FRIENDS

Aditya Auto Products & Engineering (I) Pvt. Ltd.  
 Ambit Capital Pvt. Ltd.  
 B A Continuum Solutions Pvt. Ltd.  
 Blue Cross Laboratories Ltd.  
 Bristlecone India Ltd.  
 British Biologicals  
 Capgemini Worldwide  
 Castrol India Ltd.  
 Chep India Pvt. Ltd.  
 Cox & Kings Ltd.  
 Credit Suisse Securities (India) Pvt. Ltd.  
 Dialog (India) Services Pvt. Ltd.  
 Eclerx Services Ltd.  
 Five Senses Coffee  
 Future Capital Holdings Ltd.  
 Globus Stores Pvt. Ltd.  
 Gujarat Reclaim & Rubber Products Ltd.  
 Handlers Equipment  
 Hindustan Petroleum Corporation Ltd.  
 Housing Development Finance Corporation Ltd.  
 Indiawin Sports Pvt. Ltd.  
 ]INIT[ AG für Digitale Kommunikation  
 J.M. Financial Foundation  
 Johnson & Johnson Ltd.  
 Jones Lang Lasalle Property Consultants India Pvt. Ltd.  
 KLT Automotive & Tubular Products  
 Mahindra & Mahindra Dealers  
 Mahindra & Mahindra Ltd.  
 Mahindra Foundation USA  
 Microsoft India (R&D) Pvt. Ltd.  
 Millennium Business Solutions  
 Mom & Me  
 Mphasis Corporation  
 Oil and Natural Gas Corporation Ltd.  
 Otis Elevator  
 Pallonji & Co. Pvt. Ltd.  
 Sahachari Foundation  
 Saint-Gobain India Foundation  
 Sasken Communication  
 SBI Life Insurance  
 Shopper's Stop Limited  
 Shree Automobiles Pvt. Ltd.  
 Srithai Superware India Ltd.  
 Sterlite Copper  
 StrawberryFrog  
 Tech Mahindra Foundation  
 Titan Industries Ltd.  
 Turner General Entertainment Networks India Pvt. Ltd.  
 Turner International (India) Pvt. Ltd.  
 Yes Bank Ltd.



**KCMET**

# SCHOLAR- SHIPS

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**ENABLING GIFTED STUDENTS TO RISE TO THE  
LEVEL OF THEIR AMBITIONS**

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**EXCELLENCE** presents itself at all ages and levels of education. KCMET seeks to encourage it wherever it is found.

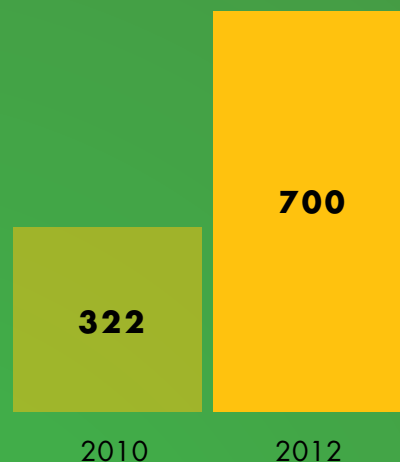
When an individual suffers from limited opportunities, so does a family. So does a nation. KCMET scholarships seek to ensure that no student lacks the opportunity to pursue higher studies due to lack of funds.

The Trust has set up a range of scholarships designed to create leaders for a rising generation. For those rising leaders with greater ambitions, KCMET provides an opportunity to study at the world's finest institutions in the form of the K. C. Mahindra Scholarship for Post Graduate Studies Abroad. The vision and extraordinary aptitude of these scholars studying overseas will enable India's next generation to rise to a new set of challenges and take the country to the next level.

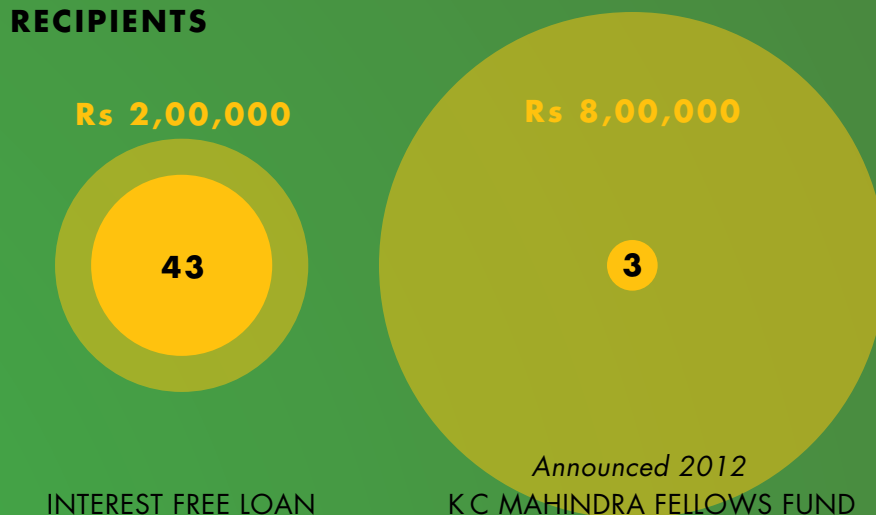
The Mahindra All India Talent Scholarship (MAITS) scours India for the most deserving young minds entering government polytechnics. To ensure that MAITS recipients can afford the fees and additional expenses of their education, the scholarship was doubled in FYE 2013 to Rs 10,000 per year of schooling.

## K C MAHINDRA SCHOLARSHIP FOR POST GRADUATE STUDIES ABROAD

### APPLICANTS

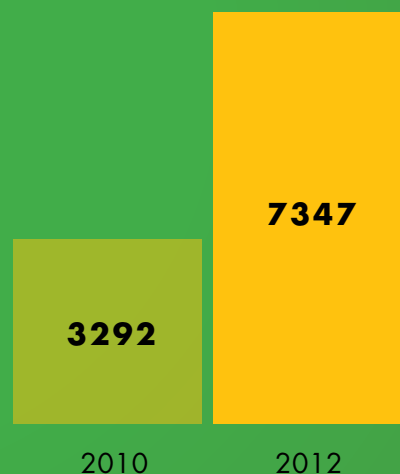


### RECIPIENTS

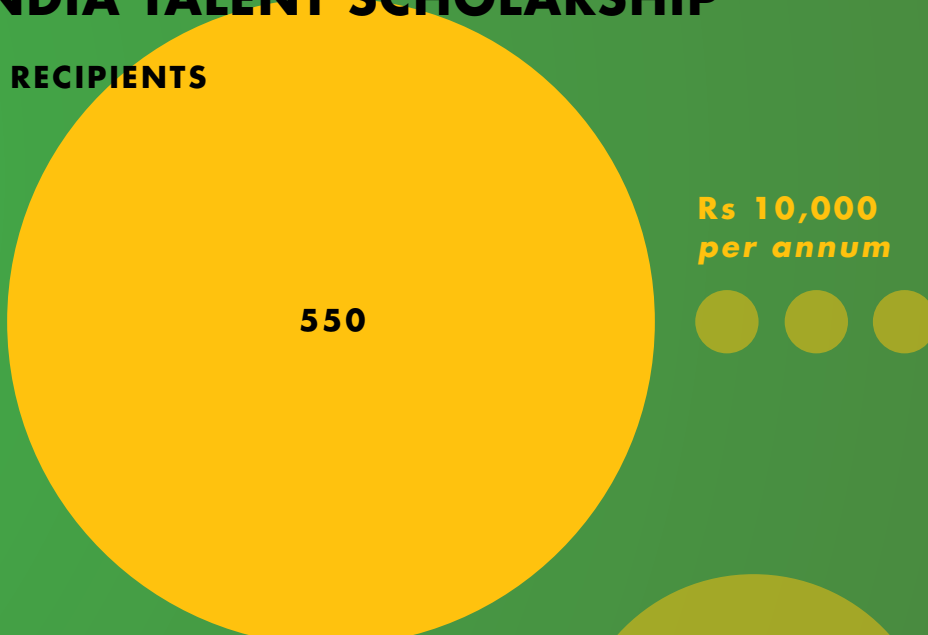


## MAHINDRA ALL INDIA TALENT SCHOLARSHIP

### APPLICANTS

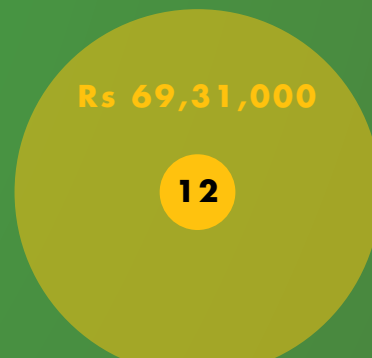


### RECIPIENTS



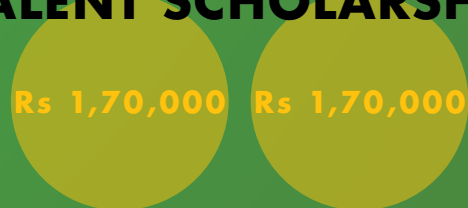
## K C MAHINDRA U W C SCHOLARSHIPS

To date 86 students have benefited from the K C Mahindra UWC Scholarship, enabling them to study at the United World Colleges, and in particular, the Mahindra United World College near Pune.



## MAHINDRA SEARCH FOR TALENT SCHOLARSHIP

In FYE-13 the Trustees established a corpus at two schools:  
*Jagdish Chandra Mahindra Memorial School, Khopoli*  
*Mahindra World School, Chennai*





A portrait of a young woman with dark hair pulled back, wearing a white collared shirt and a thin necklace. She is smiling slightly and looking towards the camera. The background is a blurred green outdoor setting with trees.

# PREMLATA

**SCHOLARSHIP**

PG Studies Abroad

**CITY**

Jaipur

**STATE**

Rajasthan

**WILL BECOME**

Social Entrepreneur

My father struggled and worked long hours every day so that I could be here. He's a teacher at a government school and has always dreamt of transforming rural India through education. I grew up with the same dream.

I pursued my education in a small village called Likhmewada in Rajasthan. But my father felt I should study at a recognized college in a larger city, so he requested a transfer to a school near Jaipur. I was thus able to continue my undergraduate studies at Maharani College. Having studied in Hindi all my life, I then faced the challenge of studying for an entrance exam in English. To learn English I had to take a break from all my other studies, and meanwhile tutored young children to add to the family income.

The work paid off. I got a seat at IMT Ghaziabad. After graduation I was placed with the Trident Group. Now I can study further, at the University of Michigan's prestigious Ross School of Business, where I've secured admission for an MBA in Social Entrepreneurship. My extended family in Likhmewada have never travelled even to the next town, let alone to a big city. They can hardly pronounce the name of my overseas university! But they know I'm going there to help people like us.



# ARJUN

**SCHOLARSHIP**  
MAITS

**CITY**  
Kochi

**STATE**  
Kerala

**WILL BECOME**  
Automotive Engineer

Dodge, Lamborghini, Ferrari—I know a lot about cars. I guess you could say I surprised the scholarship interview panel. I even told them all the specs of the Mahindra XUV 500 I'm standing next to in this photo.

My father was a driver, and a good one. Like me, he loved cars and bikes, but we lost him to cancer a few years back. My mother has a problem with her vision and can't work. We stay with one of her friends and live on whatever help we can get from family members and friends. I scored 95.5% in my SSC exams and wanted to study further. But how? That's when I saw the advertisement for the Mahindra All India Talent Scholarships.

It's a perfect fit: Mahindra helping me, with my passion for cars, to pursue a diploma in Automobile Engineering. I plan to continue my studies after the diploma course and get my B.Tech degree in software engineering. Someday I'll build my dream project: the most intelligent car in the world. Look out for it.



# FINANCIALS

The K. C. Mahindra Education Trust's Corpus at the financial year-end 2012-13 was Rs. 2,599.84 lakhs.

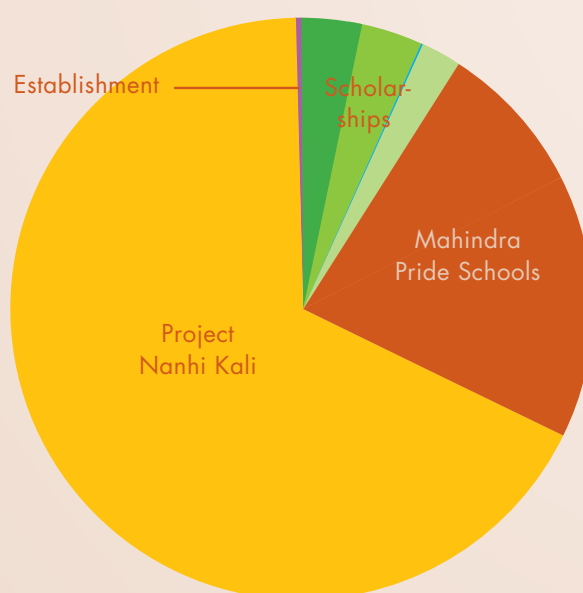
## INCOME & EXPENDITURE

Total income earned amounted to Rs. 3,394.27 lakhs in 2012-13 (which includes M & M Group CSR donations of Rs. 1496.06 lakhs (Rs. 783.06 lakhs for Nanhi Kali and Rs. 713.00 lakhs for other objects) and repayment of loan scholarship of Rs. 51 lakhs, compared with Rs. 2,859.05 lakhs in 2011-12 (which includes M & M Group CSR donations of Rs. 1486.34 lakhs (Rs. 841.34 lakhs for Nanhi Kali and Rs. 645.00 lakhs for other objects) and repayment of loan scholarship of Rs. 36.59 lakhs. Dividends and interest income totalled Rs. 293.11 lakhs in 2012-13.

Expenditure on total program activities amounted to Rs. 2,913.46 lakhs which includes general establishment expenditure of Rs. 4.12 lakhs.

A break up of the project-wise payments is shown in the table below:

PROJECT	Rs. (lakhs)	%
K. C. Mahindra Scholarships for Post-Graduate Studies Abroad	112.00	3.84
Mahindra All India Talent Scholarship	89.99	3.09
Honor Scholarship (Mahindra Search for Talent Scholarship)	0.85	0.03
K. C. Mahindra UWC Scholarship	69.31	2.38
Mahindra Pride School	622.39	21.36
Project Nanhi Kali (Nanhi Kali, Advertisement & Other Establishment Expenses)	2,014.80	69.16
General Establishment Expenditure	4.12	0.14
<b>Total</b>	<b>2913.46</b>	<b>100</b>



**ALL FIGURES IN RS. (LAKHS)****STATEMENT OF AFFAIRS AS ON 31.03.13**

<b>Particulars</b>	<b>As on 31.03.13</b>	<b>31.03.12</b>
<b>Liabilities</b>		
Corpus Fund	2,599.83	1,618.13
Excess of income over expenditure	2,575.84	2,034.03
<b>Total</b>	<b>5,175.67</b>	<b>3,652.16</b>
<b>Assets</b>		
Fixed Assets	0.07	0.10
Investments	1,618.98	1,585.69
<b>Current Assets, Loans and Advances</b>		
Cash and Bank Balance	3,247.33	1,797.28
Loans & Advance	309.29	269.09
Less: Current Liabilities		
<b>Total</b>	<b>5,175.67</b>	<b>3,652.16</b>

**INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.13**

<b>Particulars</b>	<b>Year ended 31.03.13</b>	<b>31.03.12</b>
<b>Income</b>		
Donations	3,050.16	2,611.58
Interest and Dividend	290.84	210.88
Other Income	2.27	-
<b>Total</b>	<b>3,343.27</b>	<b>2,822.46</b>
<b>Expenditure</b>		
Expenditure on the Objects of the Trust	2,763.86	2,283.14
Personnel Cost	33.48	30.00
Administration and General Expenses	4.09	4.40
Bank Charges	-	0.39
Depreciation	0.03	0.03
<b>Total</b>	<b>2,801.46</b>	<b>2,317.96</b>
<b>Surplus for the year</b>	<b>541.81</b>	<b>504.50</b>
<b>Surplus brought forward</b>	<b>2,034.03</b>	<b>1,529.53</b>
<b>Surplus carried forward</b>	<b>2,575.84</b>	<b>2,034.03</b>

**For K. C. Mahindra Education Trust**

Mr. Keshub Mahindra, Trustee  
 Mr. Anand Mahindra, Trustee  
 Mr. Bharat Doshi, Trustee  
 Mr. Ulhas Yargop, Trustee  
 Ms. Uma Ranjit Malhotra, Trustee  
 Ms. Leena Labroo, Trustee  
 Ms. Sheetal Mehta, Trustee and Executive Director

**For Deloitte, Haskins & Sells**

CA A. C. Khanna, Partner



# FUTUREWORD



**ANAND MAHINDRA**

Trustee, KCMET

Founder, Project Nanhi Kali

THERE IS NO DOUBT that India faces a bewildering array of social issues. So vast and varied are the challenges that it is difficult for people of good will to decide where and how to start tackling them. But as they say, a journey of a thousand miles starts with a single step. And we in KCMET have taken several small steps, which we hope will culminate in an exciting thousand mile journey.

The first step is to decide where our efforts should be focused and the decision was not difficult. It was obvious to us that we needed to focus on the citizens of tomorrow. We needed to focus on encouraging, nurturing and empowering the young people who will turbo charge India's future.

The next step is to decide the areas of focus within the larger canvas. And there too, our values pointed us clearly in the direction of the underprivileged and the discriminated. Discrimination against the girl child is unacceptable in any civilized society, particularly in a society like ours, where the horrific consequences of a skewed gender ratio are already making themselves manifest. Project Nanhi Kali was initiated with the idea of discriminating in favour of the girl child, and empowering her with the armour of education to face a hostile world. In our small way, we hope not only to nurture a host of aware, educated and independent women, but also to capture the benefits of the ripple effect that is created when educated women who have overcome social constraints bring up families of their own.

The second obvious area of impact is harvesting India's demographic dividend. India will be one of the very few countries in the world to be blessed with a young and burgeoning population over the next few decades. But, unless we harness this by providing our youth with necessary and employable education and skills, the demographic dividend could turn into a demographic nightmare. Mahindra Pride Schools are conceived to address the challenge of a huge shortage of skilled labour by providing socially and economically disadvantaged youth with skills to make them more

employable. The accumulated anecdotes in this report tell the story of a generation for whom education is not merely a way to gain employment but also a means to gain control over their destiny and to shape their world. These students do not merely rise themselves. They uplift their families as well. They are rising for good.

The third step is to measure the impact of our efforts, consistently and regularly. Since 1996, the Trust has supported over 80,000 Nanhi Kalis academically, materially and socially by giving them access to primary and secondary education. Micro-assessments of our Nanhi Kalis show their learning levels up by 10% over the past year. Many of our Nanhi Kalis of earlier years now have families of their own. I have no doubt that they will "pay it forward" by bringing up healthier, better educated and more socially aware children. I have no doubt that their daughters will not face the discrimination and constraints they grew up with. I have no doubt that the ripple effect will move in ever widening circles.

Similarly with our Pride School alumni. We have a hundred percent placement record for the youngsters our Pride Schools have groomed. We have watched with pride as their average starting salaries have soared from 2005 to today. The testimonials we receive show us that we have positively impacted the lives of these young people and given them the means to change their destinies.

All these are small but gratifying steps towards generating positive change where it is urgently needed. With each passing year, the KCMET hopes, in its small way, to bring us closer to the India of our dreams.

A handwritten signature in blue ink, appearing to read 'Anand Mahindra', with a long horizontal line extending to the right.



## TRUSTEES

### **KESHUB MAHINDRA**

Chairman Emeritus, Mahindra & Mahindra Ltd.

### **ANAND G. MAHINDRA**

Chairman & Managing Director,  
Mahindra & Mahindra Ltd.

### **BHARAT N. DOSHI**

Executive Director & Group CFO,  
Mahindra & Mahindra Ltd.

### **ULHAS N. YARGOP**

President, IT Sector & Group CTO  
Member, Group Executive Board,  
Mahindra & Mahindra Ltd.

### **UMA RANJIT MALHOTRA**

Founder, First Steps

### **LEENA LABROO**

Advisor, Shanti Devi Charitable Trust  
Advisor, Youthreach

### **SHEETAL MEHTA**

Executive Director, KCMET  
Chief – CSR, Mahindra & Mahindra Ltd.



## **OUR PARTNER – NAANDI FOUNDATION**

Project Nanhi Kali is jointly managed by KCMET and Naandi Foundation. The Foundation is also the implementing partner for Mahindra Pride School. Their support has been instrumental in making KCMET's accomplishments over the past one year possible.





**K.C.MAHINDRA**  
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Rise for **Good**