

M3M Making Meaningful Milestones

E
EDUCATION

C
CONSERVATION
OF ENVIRONMENT

H
HEALTH

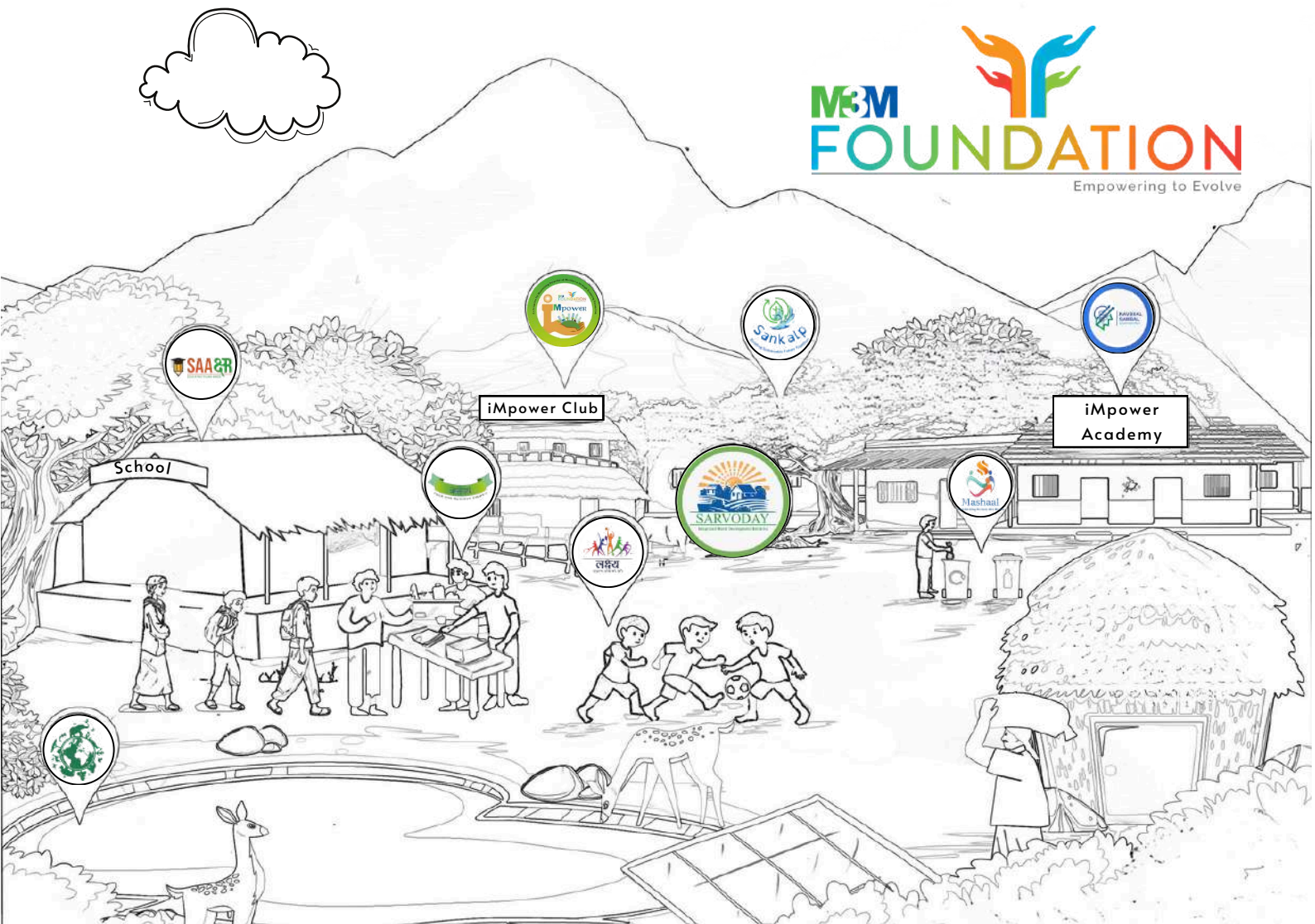
O
OPPORTUNITIES
IN LIVELIHOOD

M3M Foundation's Quarterly Newsletter

ISSUE-2

JULY TO SEPTEMBER 2024

M3M
FOUNDATION
Empowering to Evolve





Dear Visionaries,

I am excited to present to you the second issue of M3M Foundation's quarterly newsletter. As we continue our journey towards positive community impact, this newsletter will serve as a platform to stay connected with all of you, share our continuous progress, and celebrate our unified accomplishments.

In this issue, we have put the spotlight on **Environment**—an area where we have been actively working to create lasting, positive change. Our commitment to environmental sustainability is at the heart of our initiatives, from large-scale tree plantation drives to the introduction of innovative methods like the Miyawaki afforestation technique.

Through our initiative "Sankalp", we have successfully planted over 5 lakh trees, contributing to greener, healthier surroundings for our communities. We are not just planting trees; we are planting hope for a sustainable future. Our focus also extends to waste management, resource conservation, and promoting sustainable livelihoods that benefit both nature and the people who depend on it.

Alongside our environmental efforts, we will continue to share updates from our work in health, education, and livelihood. Each of these pillars play a vital role in creating holistic and resilient communities.

We deeply value your support and engagement in our mission. Together, we can foster a healthier and more sustainable environment for future generations.

Thank you for being part of this journey. We look forward to continually share our stories, milestones, and learnings with you.

Warm regards,
Dr. Payal Kanodia
Chairperson & Trustee, M3M Foundation

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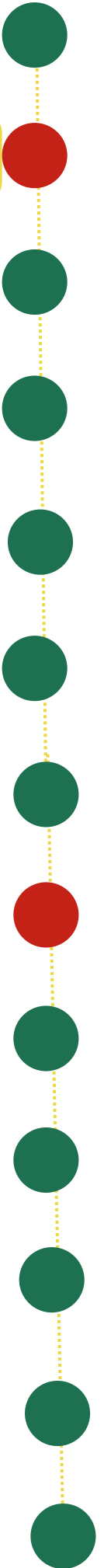
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ABOUT

Established in 2019 by the renowned M3M India group, the M3M Foundation aims to facilitate equitable development, contributing to a brighter future for India. The Foundation envisions a society where marginalized communities are empowered and equipped to reach their full potential. Committed to promoting comprehensive societal development, the Foundation provides resources for sustainable community projects in education, health, livelihoods, and environmental protection. These initiatives support holistic growth, innovative ideas, government programs, and proactive developmental measures

ECONOMIC EMPOWERMENT
OF THE MARGINALIZED
COMMUNITIES FOR
SUSTAINABLE DEVELOPMENT

VISION

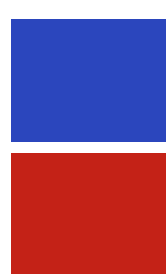
MISSION

To ensure the resources required for marginalized communities where everyone is empowered and equipped to reach their maximum potential to plan, implement, monitor and contribute to sustainable community development





ENVIRONMENT HIGHLIGHT



5 Lakh+
trees planted
till now



Additional
2 lakh
trees planned
for this year



1.5 lakh
trees already
planted in 2024

**PLANTATION
MILESTONES**

**AFFORESTATION
IN TAURU**

8,000 plants of over 30 native species in Tauru, creating dense forests that:

- Promote biodiversity
- Offer quicker growth in smaller spaces
- Combat climate change effectively



Our trees collectively contribute:



10,897
tonnes of CO2
absorption



51,435
tonnes of
oxygen
production
every year!

**ENVIRONMENTAL
BENEFITS**

**COMMUNITY &
LIVELIHOOD
SUPPORT**

- Fruit trees serve as alternate income sources for farmers.
- Orchards and shared community spaces enhance green cover and local resources.



LET'S PLANT FOR TOMORROW!

Together, let's nurture nature, protect our planet, and support local communities

SANKALP



Sankalp aims to conserve, preserve and protect the natural resources in our ecosystem. Our planet is fast approaching at no point of return. Materialism supersedes human values. This ceaseless demand of more is pushing natural resources land, air, water, forests and climate closer to an inevitable collapse. So, Sankalp have focus on utilization of available natural resources in an efficient and sustainable manner. The vitality of any community is directly linked to the health of its environment. At M3M Foundation, we firmly believe that no community can truly flourish if its surroundings are marred by degradation and decline. We are focusing on utilization of available natural resources in an efficient and sustainable manner.





MAJOR ACCOMPLISHMENTS AND MILESTONES

- **Baseline Study**

→ Conducted across 15 villages to guide sustainable agricultural and water conservation interventions

- **Water Conservation**

- Demonstrated 30 sprinklers & 3 mini sprinklers to 33 farmers across 13 villages
- Earthen Check Dam in Patkhori village with 60 ml capacity

- **Vegetable Nursery Success**

→ Bottle gourd (380 kg/farmer) and chili (185 kg/farmer) harvests, boosting farmer incomes

- **Kitchen Gardens**

→ Grah-Vatika kits provided to 5 families to promote household nutrition and income.

- **Natural Farming**

→ 254 farmers adopted organic practices, improving soil health and crop productivity

- **Formation of New KPs**

→ 3 farmer groups were formed

- **Innovative Farming**

→ 41 farmers introduced bed cultivation, enhancing crop yields



NOTEWORTHY EVENTS AND ACTIVITIES



Kisan Pathshala Meetings:

36 Kisan Pathshala (KP) meetings were held across 15 villages, achieving an impressive participation rate of 53% among which 43% were women

Jiwamrit Training Project:

Engaged 151 farmers across 14 villages, teaching them natural fertilizer use to boost soil health and productivity.



CRP Meeting

A CRP meeting on August 11th reviewed previous action items, including the use of a 2% urea solution and Jiwamrit for crop enhancement. Strategies to boost women's involvement in Kisan Pathshala meetings were discussed, promoting gender inclusivity.



Training on Vermicomposting:

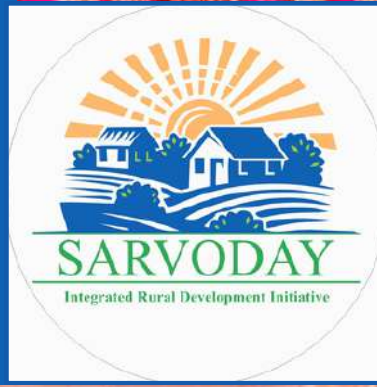
Conducted vermicompost training for 21 women in Sundh and Goyla, promoting eco-friendly farming methods.

Training on Organic Farming:

A full-day session in Chahalka trained 79 participants on organic farming techniques, emphasizing sustainable practices.



SARVODAY



Sarvodaya programme is an integrated village development approach which aims to bring self-sufficiency & advancement of identified villages to support the overall development of health care, livelihood, skill enhancement of youth & women, natural resource management, sustainable agriculture and livestock management through community engagement which would inevitably lead to a strong and independent rural eco system. It seeks to address the core socio-economic issues of underdeveloped and marginalized rural communities and find effective ways and means to facilitate enduring changes in their lives. This programme aims to work across themes of agriculture, water, health, education, livelihood, micro entrepreneurship, physical infrastructure and governance





MAJOR ACCOMPLISHMENTS AND MILESTONES

- **Scholarships Awarded**
- **Interactive Flat Panels (IFPs)**
- **Sarvoday Swasthya Yatra**
- **Renovation Plans for Anganwadi Centers & Schools**
- **Subcenter Renovation**

→ A total of 52 scholarships were awarded under the scholarship program during this quarter.

→ 12 IFPs were installed—10 in schools and 2 in Sandarb Kendras.

→ A total of 10 health camps were conducted during this quarter and 7,500+ diagnoses were carried out. Additionally, more than 45 participants attended health awareness sessions on hypertension, diabetes, and hygiene to promote wellness.

→ Renovation plans for Anganwadi Centers and primary schools aim to enhance early childhood education by improving learning environments and providing safe spaces for young children.

→ The renovation of Tauru Block's subcenters, including Dhulawat, Gogjaka, and M.P. Aheer, includes essential upgrades to electrical work, plumbing, and security to improve community health and healthcare infrastructure.



UPDATES ON ONGOING PROJECTS

Visits to Schools for Construction and Digital Library Projects

The team visited GSSS Chharora and GGSSS Tauru to oversee construction and digital library installations. These visits were essential for monitoring progress and ensuring infrastructure improvements. The digital libraries aim to enhance educational resource access for students in rural areas with limited book and technology availability.



Candle-Making Training Collaboration

A meeting with RSETI on August 22, 2024, led to plans for a 10-day candle-making training program for 36 women from Hassanpur. This initiative aims to boost livelihood opportunities, especially ahead of Diwali.

Aastha Masale Follow-Up:

Aastha Masale, supported by M3M Foundation, reported strong sales of their chili products as of August 29, 2024. Additional planning is underway to ensure continued progress in this livelihood initiative.

NOTEWORTHY EVENTS AND ACTIVITIES



• Independence Day Celebrations



Independence Day was celebrated at Anajmandi, Chahalka School, and iMpower Academy. The M3M Foundation received the Best NGO Award at the Tauru event for its community contributions. Celebrations included flag hoisting, cultural performances, and plantation drives, promoting patriotism and unity.

• Boosting Women Entrepreneurship



On July 17, the SHG Group Laxmi in Rathiwas received a baking machine and spiral mixer from M3M Foundation, enhancing their production capabilities. A meeting with HSRLM on July 24 focused on collaborative initiatives, including kitchen gardens for nutritional support and utilizing Panchayati land for vegetable production.

• Operational Plan for e-Rickshaw Project

Discussions were held with Bhavishya NGO to finalize the operational plan for the e-Rickshaw initiative, aimed at providing eco-friendly transportation for students and community members. Expected to be operational by mid-August, this project promotes both school attendance and environmental sustainability.



On August 6, 2024, M3M Foundation celebrated the Teej festival in Padheni and Goyla villages, marking a grand occasion for many first-time participants.

On August 14, 2024, a sanitary pad-making machine was installed in Hassanpur Gram Panchayat by Sulabh International. M3M Foundation was honored for its community development contributions.

On the occasion of Eid, 17th June, we distributed volleyball kits to youth of Rathiwas, Dhidhara, & Utton.

On September 30, the "Voting is Everyone's Right" program at Malti Vatika engaged iMpower Academy students, teachers, and the Sarvoday team. The SDM of Tauru emphasized on importance of voting in democracy and led an oath for participants to engage in electoral & community activities.

The sessions addressed key health topics such as anemia, malnutrition, mpox, hygiene, and dengue prevention at sub-health and Aanganwadi Centers to boost community engagement. In Khorikalan, 16 participants discussed hygiene and malnutrition, while 10 and 14 attended similar sessions in Raniyaki and Bissar. These events improved awareness and understanding of how lifestyle affects long-term health.



• Teej Celebration



• Sanitary Pad-Making Machine Inauguration

• Volleyball Kit Distribution

• Voting is Everyone's Right



• Health awareness sessions



KAUSHAL SAMBAL



Kaushal Sambal is a skill development program that aims to guide and mentor youth from a weaker position in society. "Kaushal Sambal" emphasizes on promoting and building micro, small, and medium enterprises by developing skills, providing quality training and financial support to start-ups, creating gender equality in employment opportunities, and reducing dependence on informal sectors. "Kaushal Sambal" propels the youth towards a brighter future by bridging the gap between the skilled workforce





MAJOR ACCOMPLISHMENTS AND MILESTONES

• Enrollment Success

85 candidates were successfully enrolled across various courses. This includes 33 candidates for the 2nd Batch of the Architecture and Construction course and 52 candidates across three different programs: Data Entry Operator (25 candidates), Quality Checker (12 candidates), and Bedside Patient Care (15 candidates), forming the 8th batch.



• Batch Completions

Successful completion of the 7th batch for Data Entry Operator with 84% placement rate, Quality Checker with 80% placement rate, and Bedside Patient Care with 80% placement rate. These programs equipped 61 candidates with skills that led to placement opportunities.



• Inauguration of iMpower Academy for Skills, Noida

The center was inaugurated on 15th July 2024 by Dr. Payal Kanodia. The first batch of 30 students commenced the Customer Service Associate (CSA) course on 22nd July. By the end of September, a total of 220 students were enrolled across six batches, including three CSA and three Retail Sales Associate (RSA) batches.

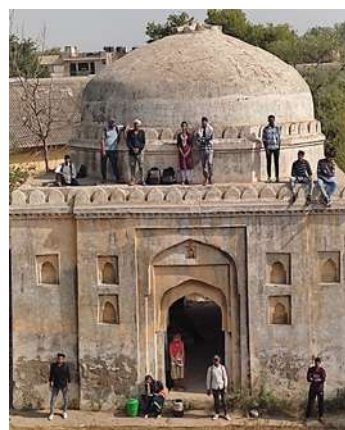


UPDATES ON ONGOING PROJECTS



Architecture & Construction Course

The 2nd batch saw 33 enrollments with the course kicking off on 29th July. Over the last three months, students participated in 3 site visits, 2 guest lectures, and 14 innovative activities led by the knowledge partner, Vastukul School of Innovation.



Skill Development Programs

Ongoing batches in Data Entry Operator, Quality Checker, and Bedside Patient Care continue to progress well, with fresh enrollments & active learning

NOTEWORTHY EVENTS AND ACTIVITIES



International Plastic Bag Free Day

Held at the iMpower Academy for Skills, Tauru, this event involved 60 candidates promoting sustainable alternatives by encouraging the use of paper bags among local shops and vendors.



International Youth Day Celebration

On August 12, M3M Foundation organised an event in Tauru Anaj Mandi focusing on drug addiction and environmental conservation. SDM Sanjeev led discussions on youth drug awareness, followed by a plantation drive for sustainability.



CEO Visit to iMpower Academy

On 20th September 2024, the International CEO and India CEO of Aide et Action visited the iMpower Academy for Skills at the Tauru Centre. The purpose of the visit was to assess the progress of ongoing programs, engage with students and staff, and review the impact of skill development initiatives.

iMpower Academy Convocation Ceremony:

The convocation ceremony on July 11, 2024, was a significant event celebrating the accomplishments of the 4th, 5th, and 6th Batch students. It also involved the active participation of the current batch, community members, and potential employers. Mrs. Abha Bansal graced the event as chief guest.



RECENT COLLABORATIONS

Capgemini and Max Mall Guest Lectures

Industry professionals, including Mr. Soham Sarkar (Capgemini) and Mr. Shashank Pathak (Max Mall), have provided invaluable insights to our students in the Customer Service and Retail Sales programs.



SAAKSHAR



Saakshar is a signature program of M3M Foundation that addresses the key issue of inaccessible and unaffordable education, especially in light of SDG4, which emphasizes the importance of affordable and quality education. It offers scholarships to underprivileged and meritorious students, enabling them to pursue technical and professional education. The program also enhances infrastructure in government and NGO schools, including building classrooms, setting up computer labs, and providing essential amenities. Additionally, Saakshar focuses on empowering teachers from vernacular medium schools through training and mentoring, thereby improving students' learning capabilities and educational outcomes



MAJOR ACCOMPLISHMENTS AND MILESTONES



• Program Expansion

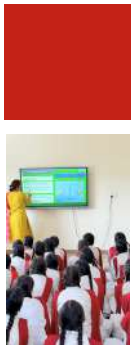
→ Over the years, SAAKSHAR has expanded its outreach significantly. In the 2024-25 year, we have reached a new milestone of supporting 436 scholars, up from 209 the previous year

• Gender Inclusion

→ The program has also made remarkable strides in gender inclusivity, with 226 female scholars and 210 male scholars currently supported

• Magic English SLL Program

→ In partnership with Karadi Path Education Company, M3M Foundation launched the Magic English SLL program in 9 iMpower clubs in Gurugram. This three-year initiative aims to enhance English proficiency for Grades 1-5, benefiting 679 students and 18 teachers through natural language acquisition techniques. Teachers from all nine centers received training on Karadi Path's unique modules, including "Focus," "Action," "Reading," "Story," and "Music," to ensure they can deliver the program effectively.



Over 3,000 students have benefited directly from the Mobile Science Lab program, with 1,637 boys and 1,373 girls. The program reached 10 schools in Gurugram, providing hands-on science education to underserved communities.

Across the three months, the program reached 8,639 exposures through 260 school sessions and 43 community visits.

- School Sessions: 7,707 exposures (5,859 boys and 3,848 girls)
- Operation Vasantha: 932 exposures (630 boys and 302 girls)

Daily sessions are started by saying Prayer, doing Meditation. Volunteers help the children in completing their homework. Along with other curricular activities like Art & Craft, Low-cost model making, learning English words and Reading books etc



Navoday Training is a 15-day induction program that immerses new joiners in Agastya's mission, vision, and principles. It familiarizes participants with Agastya's programs and policies while clarifying expectations and responsibilities. The training develops skills for delivering engaging sessions that promote curiosity and scientific thinking, covering hands-on pedagogy, teaching resources, session management, and QA processes to empower confident teaching within Agastya's standards.



• Mobile Science Lab program

• Exposure Visits under Mobile Science Lab program

• Operation Vasantha

• Navoday Training (Induction Training)

IMPOWER



The M3M Foundation and Aide et Action introduced the iMpower initiative to enhance children's education by improving competence, ensuring school attendance, and engaging parents. The iMpower initiative supports migrant construction workers' families with learning resources for children's holistic development





MAJOR ACCOMPLISHMENTS AND MILESTONES

SPID

To support families in Rewala Khanpur, we established programs for the community's vulnerable women and children. This initiative marks an important step toward breaking the cycle of exploitation that often affects families living there.



Total Beneficiaries Reached

- 862 families benefited through club activities.
- 777 women received support through various programs.
- 1,237 adolescent girls actively participated in health and hygiene sessions.
- 1,577 children received educational and nutritional support.
- 251 individuals were engaged through community activities



Early Childhood Care and Education (ECCE)

Promoted Early Childhood Care and Education (ECCE), emphasizing holistic growth for children aged 0-6 years through targeted activities at iMpower clubs, ensuring their physical, mental, social, and linguistic development

AIDE ET ACTION

BRIGHT ORANGE FOUNDATION

Enrollment Growth

Sector 61 welcomed 76 new children, raising its total to 365 as of September 2024. Sector 113 added 54 new children, bringing its cumulative enrollment to 136.

Mainstreaming Success

A total of 68 children were successfully integrated into regular schools across both sectors

High Retention and Attendance

Sector 61 reported 365 regularly attending students, while Sector 113 saw consistent attendance with 136 students engaged in daily activities.



LAKSHYAM

After-School Support

Successfully provided after-school support to 354 children for ages 6-14, ensuring continuous learning and growth.

Nutritional Support

Distributed nutritional support to 375 children, ensuring their dietary needs are met & supporting overall health

Health Support

A general health camp benefiting 160 individuals was organized, providing essential health services and improving the community's well-being.

Pragati Kendra

Secured dedicated space from Odisha's School and Mass Education Department for street children's empowerment.

ASHAYEN



NOTEWORTHY EVENTS OR ACTIVITIES

AIDE ET ACTION

Teachers' Day & iMpower Anniversary Celebration

On September 5, iMpower celebrated Teachers' Day and its fifth anniversary, with 357 children & parents participating in cultural performances like dance, songs & plays, highlighting the significance of education and respect for teachers.

International Literacy Day

On September 8, an event with 245 children underscored literacy as a fundamental human right aimed at encouraging societal contributions. It emphasized literacy's vital role in reducing poverty and enhancing quality of life.

World First Aid Day

On September 14, an event trained 152 participants in emergency response skills like CPR and wound care. Children created first aid kits, learning vital life-saving skills from ANM and ASHA workers.



BRIGHT
ORANGE
FOUNDATION

Art and Cultural Programs

At Sector 61, a captivating art exhibit showcased selected student paintings, fostering pride and creativity. The exhibit drew considerable community support and admiration.

Festive Celebrations

Events like Independence Day, Raksha Bandhan, and Janmashtami were celebrated with enthusiasm, emphasizing cultural values and community bonding.



Celebrations

Independence Day, Raksha Bandhan, Janmashtami, and Khimji Jewellers' Founder's Day celebrated with students.

Har Ghar Tiranga

Organized a patriotic event where students created handmade flags, promoting national pride.

ASHHAVEN

LAKSHYAM

Water Facility Expansion

Expanded water facilities to benefit 3,000 families, enhancing the community's access to clean drinking water

Sanitary Napkin Distribution

Distributed sanitary napkins to 213 women and adolescent girls, contributing to menstrual health and hygiene awareness.

Parent-Teacher Meetings:

Held successful Parent-Teacher Meetings across various clubs, promoting better communication between parents and educators, contributing to a supportive learning environment



LAKSHYA



Lakshya plans to prepare people to participate in various sports and arts tournaments at various levels. It provides all the necessary resources and equipment to help their dreams and aspirations see the light of day. This initiative is done with the hope that they will become role models in their society. The M3M foundation supports the education and training of 50+ people in the field of arts and sports through the Lakshya scholarship. Through Lakshya, Foundation would support 500 individuals to prepare and train in the areas of arts and sports by 2025



MAJOR ACCOMPLISHMENTS AND MILESTONES



Badminton

All India Senior, HYD (Sania Mirza Academy) Doubles Runners up



Akash Grewal



Akshay Sharma



Golf

Participated in Malaysian Golf



Squash

- Won Silver in Hong Kong Open
- Won Gold Eastern Slam at Kokata



Aradhana Singh



Deepshikha Singh



Badminton

Won Bronze in Delhi State under 19 both Single



Walk Race

Won Silver in All India Walk race organized by Indian Railway



Juned Khan



Lakshyya Gupta



Para Table Tennis

Runner-up in Mens double Para Table tennis in Thailand and achieved 53 Wolrd Ranking



Wrestling

Qualified Asian games in Thiland under Seventeen weight category



Narender



Rampal



High Jump (Para)

Qualified to Participate in Olympic games



Pranav Soorma

Discus Throw (Para)

- Qualified to Participate in Olympic games
- Won Silver in Olympic Games



Para

Qualified to Participate in Olympic games



Sakshi Kasana



Trilok Singh



Archery

Qualified in Archery for Haryana State



Satrunjay Chakravarty

Table Tennis



- Won Silver in Jharkhand State Table Tennis
- Achieved Rank One in Jharkhand State Table Tennis

Surya Kant

Badminton (Para)



- Won Silver in Single in Uganda Para Badminton
- Won Silver in mixed double in Uganda Para badminton
- Won Bronze in men's double
- Achieved 30th position in World Ranking



NOTEWORTHY EVENTS AND ACTIVITIES

Sports Infrastructure Developments with DC Nuh

On August 23, 2024, a meeting with the Deputy Commissioner of Nuh district focused on improving sports infrastructure. Key plans include a badminton court supported by the M3M Foundation, a specialized wrestling facility, and a sports academy in Tauru. These initiatives aim to enhance training for Lakshya Scholars and promote sports development in the district. Additional proposals include running tracks at Arohi Model Schools and sports facilities in Jhamuwas and Kota Kahndelawal.



Grand Sports Event

On September 11, 2024, the M3M Foundation and YFLO Delhi hosted a sports event in Delhi for Lakshya Scholars from Tauru. Distinguished athletes Vijender Singh and Bhaichung Bhutia shared their journeys, highlighting sports' role in resilience and teamwork. Their stories motivated the audience to pursue sports with dedication, celebrating sportsmanship and inspiring participants to embrace sports as a path to excellence.

KARTAVYA



M3M Foundation has successfully met its objectives of eradicating hunger, attaining food security, and enhancing nutrition to support people's overall development. In pursuit of these goals, the foundation initiated the POSHAN hunger relief project. With a dedication to break the cycle of hunger, the project provides nutritious meals for over 14,000 construction site workers and 600 children at the iMpower Club.





MAJOR ACCOMPLISHMENTS AND MILESTONES

• Health Camps

In this quarter, we successfully organized 16 health camps across 18 sites in Gurgaon, providing over 2,000 laborers with essential health check-ups and consultations. These camps focused on addressing lifestyle diseases, offering preventive care, and educating workers on adopting healthier lifestyles.

• Food Distribution

- Distributed 37,702 food packets to 518 children.
- Supplied over 2.6 million food packets to 14,705 laborers.
- Distributed over 20,000 T-shirts and shoes to support workers' daily needs.

• Special Bhandara Events

Hosted community meals across various sites, including Golf Hills (1,800 meals), Antalya Hills (3,000 meals), and NOIDA (1,800 meals). These events created a sense of community and provided nutritious meals to workers.

• Entrepreneurs -hip Support

Under the "Lala Ji Ki Rasoi" initiative, four women were empowered to run food kiosks, earning an average of INR 400 daily. The initiative plans to expand to 10 kiosks by November 2024.



NOTEWORTHY EVENTS AND ACTIVITIES

Health Care

Our health camps, organized in collaboration with Shivam Care Center, included comprehensive screenings for blood pressure, sugar levels, cholesterol, and other health parameters. We also held informative sessions where specialists discussed disease prevention, nutrition, and hygiene, helping workers make informed choices for their health.

Celebration of Women Staff Birthdays

The monthly birthday celebrations for kitchen staff cultivated a sense of belonging and camaraderie, contributing to a supportive workplace culture.

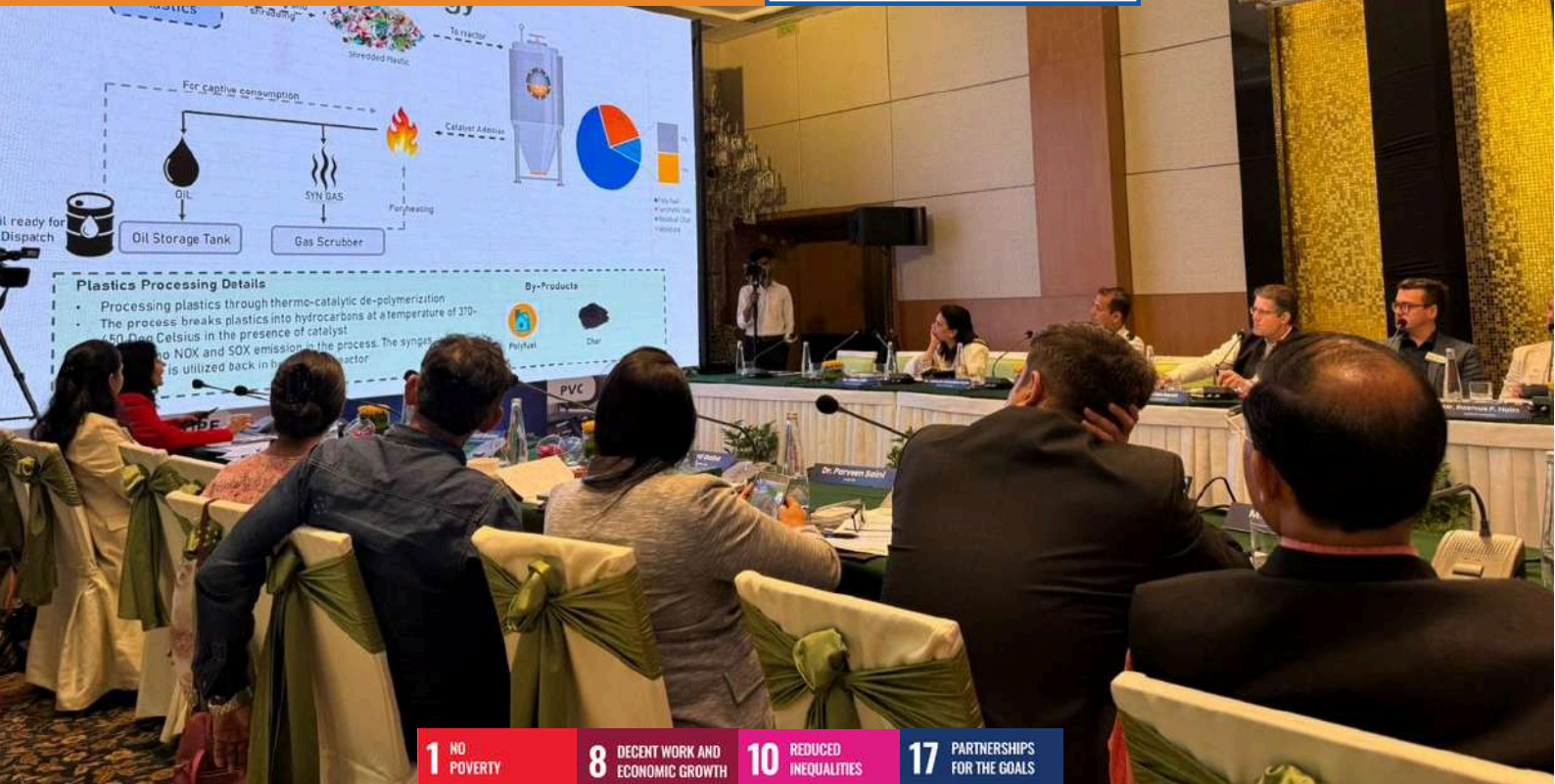


Women

Entrepreneurship Model

The Foundation launched food kiosks for women entrepreneurs near kitchens, equipping them with skills in hygiene, customer service, and selling techniques. This initiative not only provides a source of income but also enhances community involvement.

MASHAAL



To create a pool of young innovators for bringing the social development in the society. M3M Foundation's brainchild "MASHAAL" aims at supporting social innovators to bring sustainable change in the community. Under the program MASHAAL, opportunities would be given to building sustainable social projects by solving social problems and issues. MASHAAL also has the potential to create more social entrepreneurs and social innovation which would be aligned with the Sustainable Development Goals 2030



PARTNERSHIP WITH DRIIV



On July 31, 2024, M3M Foundation signed an MoU with DRIIV Foundation, the flagship program of the Office of the Principal Scientific Adviser to the Government of India for Green Fellowships under Mashaal program.

The Green Fellowships aim to empower innovators committed to addressing environmental challenges through groundbreaking solutions. By providing financial and strategic support, the fellowship encourages innovation in clean energy and sustainability, promoting the development of technologies that contribute to a greener, more sustainable future.

The Green Fellowship will focus on key areas such as:

- Reducing greenhouse gas emissions
- Developing energy storage solutions
- Promoting sustainable mobility and cleaner fuels
- Supporting waste-to-energy technologies
- Addressing air pollution and water security issues

The collaboration represents a major step towards creating a circular and sustainable economy, benefiting both India and the global community



VANJEEVAN



VANJEEVAN
ALL LIVES MATTER



The scarcity of summer rainfall & increasing temperatures worsen drought conditions in wildlife sanctuaries & tiger reserves, posing challenges for animals accessing vital water resources necessary for survival. Adequate water is crucial during hot months for hydration & bathing needs.

Vanjeevan, an initiative led by the M3M Foundation in partnership with the FICCI YFLO Delhi Chapter, is dedicated to wildlife conservation and the mitigation of human-animal conflicts by ensuring a consistent water supply throughout the year. As part of this initiative, solar water pumps are being installed, and artificial water reservoirs are being constructed in forest and sanctuary areas to address this critical need.



PARTNERSHIP WITH PILIBHIT TIGER RESERVE



On 25th September 2024, the Pilibhit Tiger Reserve, which faces significant human-wildlife conflict and poaching, took a significant step toward conservation and coexistence. Pilibhit has been grappling with the challenge of "sugarcane tigers" tigers venturing into agricultural fields, resulting in conflict with local communities and posing a risk to human lives. In response, a groundbreaking partnership under the VanJeevan program was launched, with FICCI YFLO Delhi Chapter and M3M Foundation signing a Memorandum of Understanding (MoU) with the Forest Department of Pilibhit.

The initiative aims to mitigate human-wildlife conflict in the region and promote the conservation of wildlife while ensuring peaceful coexistence with humans. As part of the first phase of this collaboration, 78 eco-friendly solar-powered lights will be installed along Kutis and other vulnerable areas of the forest. These lights will help deter wildlife from entering human-dominated areas, thereby reducing the risk of conflict.



COLLABORATIONS

M3M FOUNDATION **SOCIAL IMPACT GRANT** DOCC



SPJIMR and M3M Foundation are funding 13 organizations in six Indian states with Rs. 2.5 crores in grants to drive positive change in areas like climate action, gender equality, agriculture, and education. This initiative, inspired by the M3M Foundation's founder, aims to promote sustainable development and support marginalized communities.

The Development of Corporate Citizenship (DoCC) program at SPJIMR, with over 30 years of experience, involves students in projects focusing on social justice and ecological sustainability in rural India.

Project Focus: Enhancing Tribal Quality of Life and Environment



In partnership with CTRD, M3M Foundation is working to protect the Nilgiris biosphere and improve living conditions for tribal families through renewable energy solutions. This initiative addresses health, education, and livelihood issues while reducing reliance on firewood, which previously led to significant CO₂ emissions and respiratory issues.

CTRD Trust

Project Focus: Gender-Inclusive Governance in Rural India

Focused on gender-inclusive governance, this program supports women's leadership in rural self-governance. Through 239 women's groups and 30 panchayat camps, the initiative has engaged over 11,000 participants, fostering gender sensitivity and strengthening community organizations.



CORD India

Project Focus: Community-Led Plastic Waste Management



In Jawai, this initiative is establishing a sustainable model for plastic waste management, converting waste into products like chairs and tiles. With community education on environmental stewardship, the project aims to protect local ecology and promote sustainable livelihoods.

DJED Foundation

Project Focus: Organic Farming and Farmer Income Boost

Promoting organic farming and market access for 200 farmers, this initiative partners with corporate buyers to ensure fair market prices. The project is expected to boost farmers' incomes by 20-40%, reduce pesticide use, and enhance soil health.



Alsisar

Project Focus: Dairy and Livestock Support for Tribal Families



Enhancing the dairy value chain in Warora, this partnership supports tribal families by increasing milk production and reducing livestock health costs. New milk collection centers and training initiatives are helping families achieve sustainable economic growth.

Krushvi Vikas

COLLABORATIONS

MPVSS

Project Focus: Disability Awareness and Support for Youth

MPVSS (Madhya Pradesh Viklang Sahayta Samiti) program empowers children and youth with disabilities by connecting them with essential government services and raising awareness. Through their support, the initiative is creating pathways for independence and improved quality of life.



PAHAD Trust

Project Focus: Sustainable Agriculture in Himachal Pradesh

Supporting small and marginal farmers in Himachal Pradesh, this initiative introduces sustainable agriculture techniques, micro-irrigation, and organic farming practices. By training 1,000 farmers, the project aims to boost productivity, enhance food security, and improve soil health.



Slum Soccer

Project Focus: Nutrition-Sensitive Farming for Malnutrition-Free Panchayat



The RTDC project in Sakri Panchayat establishes kitchen gardens to combat malnutrition, enhancing household food security for 537 families through biodiverse farming, addressing local health challenges and improving nutritional access.

RTDC

Project Focus: Empowering Deaf Youth through Education and Sports

Slum Soccer's program provides higher education, vocational training, and sports opportunities for deaf youth, fostering skills, self-reliance, and social integration. Participants like Ravidas Dasariya are pursuing college and becoming role models within the community.



Synergy Sansthan

Project Focus: Economic Growth for Bamboo Artisans

Synergy Sansthan's Banskari initiative empowers bamboo artisans through training and market access, supporting eco-friendly business models. Artisans like Nitu Gour have successfully launched bamboo-based enterprises, revitalizing traditional crafts with a modern market focus.



Kutumb

Project Focus: Women's Empowerment in Varanasi

Kutumb's project empowers women in rural and slum areas with skill development, education, and employment. Through training and employment linkages, this initiative fosters financial stability, reduces gender discrimination, and positions women as community leaders.



Sahaja Samrudha

Project Focus: Millet-Based Farming and Soil Health

This project supports small farmers in adopting millet-based farming, enhancing soil quality and biodiversity while promoting climate resilience. Farmers have demonstrated successful outcomes with sustainable multi-cropping systems and soil conservation practices.



COLLABORATIONS

M3M FOUNDATION

Menstrual Drive

Aditya Birla Group



The M3M Foundation, YFLO Delhi Chapter, Ujaas (an initiative by the Aditya Birla Group), and Sirona Hygiene Foundation have joined forces to address menstrual health challenges faced by adolescent girls and women in India. Through this initiative, which ran from September 20-26, these organizations provided essential resources, education, and innovative menstrual products to marginalized communities across multiple locations.

The drive aimed to empower over 500 girls and women, surpassing initial targets and positively impacting menstrual hygiene awareness. Ujaas played a key role in educating participants, while Sirona contributed products that emphasized hygienic practices. The M3M Foundation's iMpower program, focused on migrant workers' families, hosted these events at community centers to break taboos and foster open discussions on menstruation. The success of this collaborative drive highlights the importance of collective action in promoting menstrual health, well-being, and dignity for young girls and women in underserved communities.



14
iMpower Clubs across
Gurugram, Delhi & Ghaziabad



489
Women were reached



291
Adolescent Girls
were reached



COLLABORATIONS

M3M FOUNDATION

Manch ki Raah

OAKS Global Arts and Cultural Trust



Manch Ki Raah* is an initiative by the M3M Foundation and OAKS Global Arts and Cultural Trust, aimed at nurturing musical talent in underserved communities. It provides a 6-month training program for young musicians from government schools, focusing on vocal and instrumental skills. With mentorship from industry experts and live performance opportunities, the initiative helps students pursue arts careers while promoting diversity and inclusion in the cultural landscape.



Talent Identification

The project targets 50 students passionate about music, identified through auditions and workshops in partnership with iMpower kids and performing arts academies.



Comprehensive Training

A 6-month Certificate Program includes instrumental and vocal training, with guidance from Dr. Aman Bathla, a record-holding pianist and educator.



Mentorship & Performance

Students gain insights from industry professionals and perform in live concerts and online platforms, culminating in a grand performance at Varanasi.



Infrastructure Development

M3M Foundation supports OAKS in refurbishing a high-tech studio with chroma setup for training and content creation.



COLLABORATIONS

M3M FOUNDATION

TARANG

YFLO Delhi



Tarang is one of its kind Painting Exhibition, organized by the M3M Foundation from September 13–19, 2024, at the All India Fine Arts & Crafts Society in New Delhi, Tarang offered a platform for these talented children to express themselves through art, connecting their personal experiences and dreams to the broader community. With the support of M3M Foundation's iMpower Clubs, these young artists overcame socio-economic challenges to create stunning works that captivated a diverse audience. The exhibition highlighted the power of art as a tool for empowerment, personal growth, and social inclusion, drawing attention to the importance of nurturing creativity in underrepresented communities.



The event attracted 439 visitors, including parents, teachers, students, and art enthusiasts, underscoring strong community support for youth creativity.



Under the guidance of art mentor Prithwish Kumar Roy, the young artists received training that nurtured their creative talents



Over 50 professional artists attended, offering valuable feedback, mentorship, and support to young artists



Funds from the art sales went directly to the young artists who created the paintings. These funds will be used to sponsor their education for a full year, ensuring that their creative talents not only bring joy to others but also support their academic growth and future opportunities.



Dear Readers,
We extend our heartfelt gratitude to each of you for your continued support and engagement with the M3M Foundation's quarterly newsletter. Your interest and participation are what drive our mission forward, and we are deeply thankful for your dedication to our cause. Together, we can make a significant impact and foster positive change in our communities. Your contributions, feedback, and enthusiasm are invaluable to us, we look forward to continuing this journey with you.

Warm regards,
M3M Foundation Team

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