

AJM GROUP

CSR Initiatives

2021 - 2022

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Introduction

In the past year, the AJM Group has continued to channel effort into Corporate Social Responsibility (CSR) initiatives even as the Omicron Coronavirus variant wreaked havoc on the economy.

We decided to focus our CSR strategy on several new areas to support our communities as listed below:

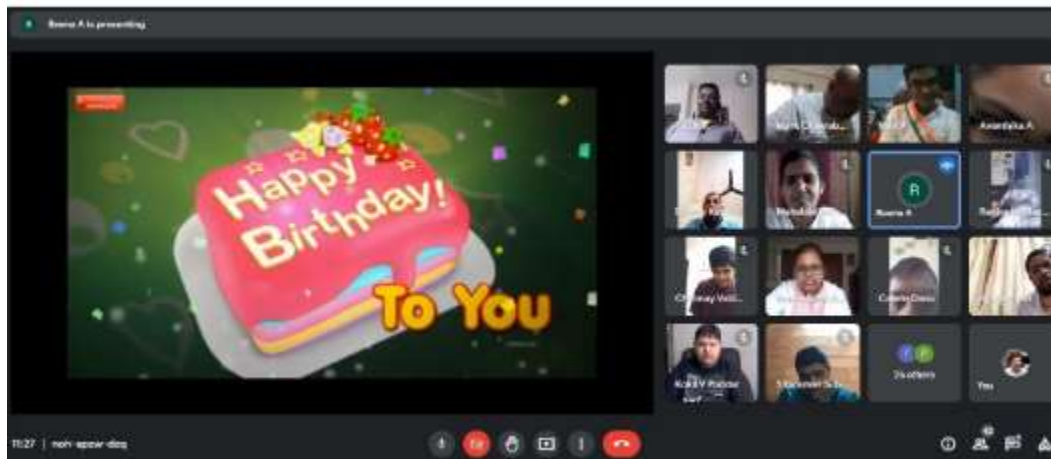
1. We sponsored the birthday celebrations of underprivileged intellectually challenged youth
2. We provided financial support to enable rural women to receive sanitary napkins
3. We contributed towards the support of a child in their journey from childhood to adulthood
4. We donated 1,500 liters of oxygen to hospitals during the second wave of the COVID-19 pandemic

We realized our CSR goals by associating with vetted NGO organizations to ensure that our donations were utilized properly. We received periodic reports on the progress of each of these programs. Also, we received certificates of appreciation for most of these initiatives and can be furnished upon request.



Birthday Celebrations of Marginalized Youth

The AJM Group has enabled the celebrations of intellectually challenged underprivileged youth in these dire times. We believe it to be important to spread some cheer when the general climate is so foreboding.



Due to the ongoing pandemic, our partner organization planned the birthday celebrations of the beneficiaries virtually. However, the actual birthday cake is delivered to the beneficiary in person.



This simple act causes great joy to the person celebrating their birthday. In some cases, the birthday cake is prepared by marginalized women exploring opportunities for self-employment.





The AJM Group has touched the life of youth like Dinesh. Through the support of our CSR partner, he has improved his daily living skills and can now perform basic household chores independently. In order to further improve his skills, he has also been given a laptop by our CSR partner. He hopes to work in job that involves the use of a computer.



Sanitary Napkins for Rural Women

The AJM Group has sponsored sanitary napkins for rural women by partnering with an NGO that attempts to break the stigma and taboo surrounding both periods and sanitary napkins. The motto of the NGO is

Be a free soul when on periods



During the first lockdown, there was a dire shortage of sanitary pads worldwide as it was initially not considered an essential commodity. However, our partner NGO ensured that this was not the case during the second lockdown distributing some 2,000 sanitary napkins to tribal women in Bharuch, Gujarat, India.

The NGO specifically shared the story of an adolescent girl named Anjali who didn't have proper access to sanitary napkins and was not aware of period hygiene. With education from the NGO and pads produced by the Asani Pad Production Unit the narrative changed for the better.



Support from Childhood to Adulthood

Since this is a rather long-term project we still have not yet received feedback from our partner NGO in regards to the current progress of our donations. Normally, this is provided to us through periodic reports so we are abreast. However, if and when we do receive a more detailed report we will update this section with the latest developments.



Oxygen Donation

We donated 1,500 liters of oxygen to hospitals during the second wave of the COVID-19 pandemic. A B-type oxygen cylinder helps a person in need for 5-7 days. Again, perhaps due to the pandemic, we have not received details on exactly how our donation was used.

