

# Rise.



**K.C.MAHINDRA**  
EDUCATION TRUST  
Annual Report 2010-2011



## From our Chairman



Last year we introduced 'Rise' to the world. The word is a reminder of Mahindra's dedication to continual improvement within ourselves and in the people we touch.

'Rise' is the sum of three of our core beliefs: accepting no limits, alternative thinking and driving positive change. All three of these principles are embodied in the initiatives of K. C. Mahindra Education Trust.

In the year following the introduction of 'Rise', KCMET grew by leaps and bounds. With over 70,000 girls supported through Project Nanhi Kali, we have demonstrated that we will accept no limits. Education of girls has been shown to lift indicators of family health and community well-being. As these girls rise, so do the people around them. Villages where illiteracy remained an unchallenged

assumption until this generation are now learning to read. They are rising.

The trust also stands behind the alternative thinking dimension as seen through the various scholarships we provide to youth to pursue their dreams, whether for a postgraduate degree in robotics or aeronautics at overseas colleges or for vocational diplomas at polytechnic institutes in India.

Each of KCMET's initiatives has been conceived to drive positive change. Exemplifying this principle best are our Mahindra Pride Schools. They act as a catalyst to transform the lives of historically disadvantaged scheduled caste and scheduled tribe youth by teaching them employable skills and providing employment opportunities as soon as they succeed in the course.

While the Rise philosophy gradually becomes ingrained into all of Mahindra's operations I am happy to say we already see Rise in action at KCMET. This year's report shares many Rise stories with you.

Keshub Mahindra

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6 से 14 साल का ही बच्चा  
घर का ऊपरी कोठर तक

मजे का सेंटर





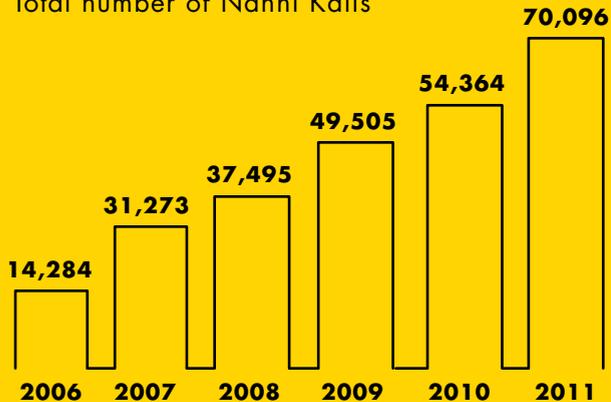
# Project Nanhi Kali

A sponsorship programme for underprivileged girls, Nanhi Kali currently provides over 70,000 girls in rural and tribal areas and urban slums in India with the material and academic support needed to keep them in school. The project endeavours that every girl enrolled completes her 10th Standard.

## Rising Enrolment

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Total number of Nanhi Kalis



"There's nothing special about me.  
It's because of Nanhi Kali."



## Ramkatha's Story

She comes from a village named Karanyakheldi, in the middle of the Sheopur district of Madhya Pradesh, over two hours' drive from the district seat. Improved agricultural techniques have left many farmers here moderately well-off. Tractors and motorcycles dot the landscape. Yet traditional practices are still largely observed. For most children, education comes to a halt when their labour is required in the fields.

Caste lines here are still rigid. Ramkatha comes from a scheduled caste of manual labourers, for whom education has had no meaning.

Project Nanhi Kali helped Ramkatha break with her community's tradition. In 2010 she became the first scheduled caste girl in Karanyakheldi to complete 10th Standard. She now wakes up every morning at 5:00 to travel to college, an hour away by bus, and returns home to study by the light of a kerosene lamp.

Astonishingly, she is exempted from housework. Her parents say they will support her for as long as she chooses to study—and that they owe their conviction to the constant support and guidance from Project Nanhi Kali, established by KCMET and implemented in partnership with Naandi Foun-

ation. They soon had to ask themselves a question never before asked in her village: "What will she do?" Ramkatha's answer: "Police inspector."

"There's nothing special about me," Ramkatha says of her accomplishment. "It's because of Nanhi Kali." She expects more girls to follow in her footsteps. She herself has four younger sisters; another dozen children belong to the joint family in which she lives.

Across Sheopur district there are over 7500 Nanhi Kalis in 189 villages. The project covers 30% of the 895 widely scattered schools in the district. As word of Ramkatha's success gets out, it will have a positive impact on the education of girls all across the region.

### From Nanhi Kali Parents

"Now we don't forget anything, because our kids can write it down for us."

"There's no more shyness; they make eye contact. They do everything by themselves."



शिक्षण आणि सेवा

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## Bal Panchayat: Student Government on the Rise Across India

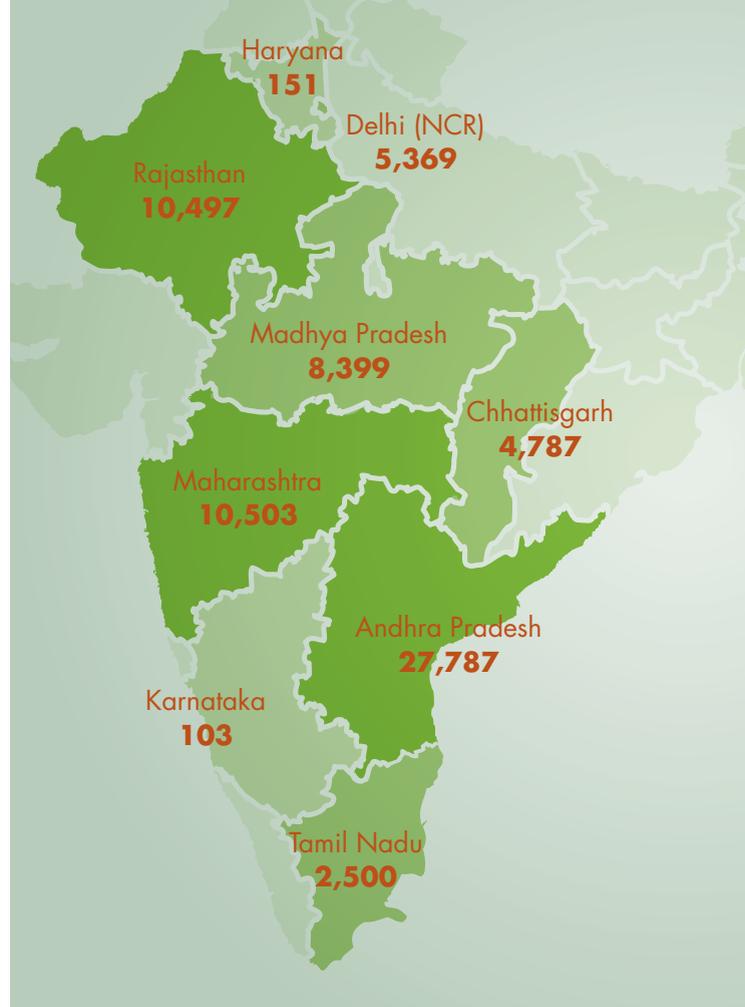
The Bal Panchayat and Bal Sabha, initiatives of Project Nanhi Kali, have had a pronounced effect in Gandhinagar, about three hours from Ramkatha's village in Sheopur district. These dramatic demonstrations of student *swaraj* can be clearly seen as a force shaping the continued success of both girls and boys in places where Project Nanhi Kali functions.

Student leaders are elected and organised into committees to supervise areas such as cleanliness and attendance. A student dressed inappropriately or missing a day of class is called to offer an explanation. After some deliberation, students receive their 'punishment': one student may have to lead the class in a song; another will have to recite a poem. Thus chastised, a student must promise not to commit the offence again. Awards are also given for schoolwork, and the best story and picture are posted in the classroom. It has also improved confidence, says Gunjan Sharma, a teacher at the Gandhinagar municipal school.

Attendance in Gandhinagar is consistently near 99%, proof that positive reinforcement works. And if it works in a place where only a generation ago most children did not attend school past 7th Standard, it can work anywhere.

### Rising to the Challenge

Geographical coverage of Nanhi Kalis





## Village Education Committees

Janail Singh has trouble distinguishing between numbers stored in his mobile phone. Travelling by train, he frequently got lost and confused.

Singh cannot read. But his children can. Literacy has improved their lives in ways he can easily point to. “Now we don’t forget anything,” he says. “We just tell our children and they write it down.” Similarly, performing transactions with receipts ensures that he gets the right amount of goods for his money.

In gratitude, Singh—though illiterate—has become Gandhinagar’s biggest booster of literacy: the head of its Village Education Committee. Along with fellow committee members Dayaram and Harjinder Singh, he visits families to convince them to keep their girls and boys in school.

In Sheopur district, 80% of families are involved in agriculture. Literacy has not been particularly prized; what was the use? But if the benefits of reading and writing are amply clear to Singh, they will be equally clear to families across India.

Work done by KCMET and Naandi Foundation in communities where Project Nanhi Kali is active has begun to effect an unprecedented transformation in the next generation of learners.



**ABOVE** Ms. Sonal Desai of HPCL Ltd. takes part in the distribution of material support kits to new Nanhi Kalis. HPCL is a key supporter of Project Nanhi Kali.

**OPPOSITE PAGE** HPCL managers Mr. Surya Rao, DGM – CSR, and Mr. Kosana, Chief Manager, visited Nanhi Kalis in the Arakku Valley on 21st October 2011. Donors are encouraged to interact with classes and follow the students’ progress.



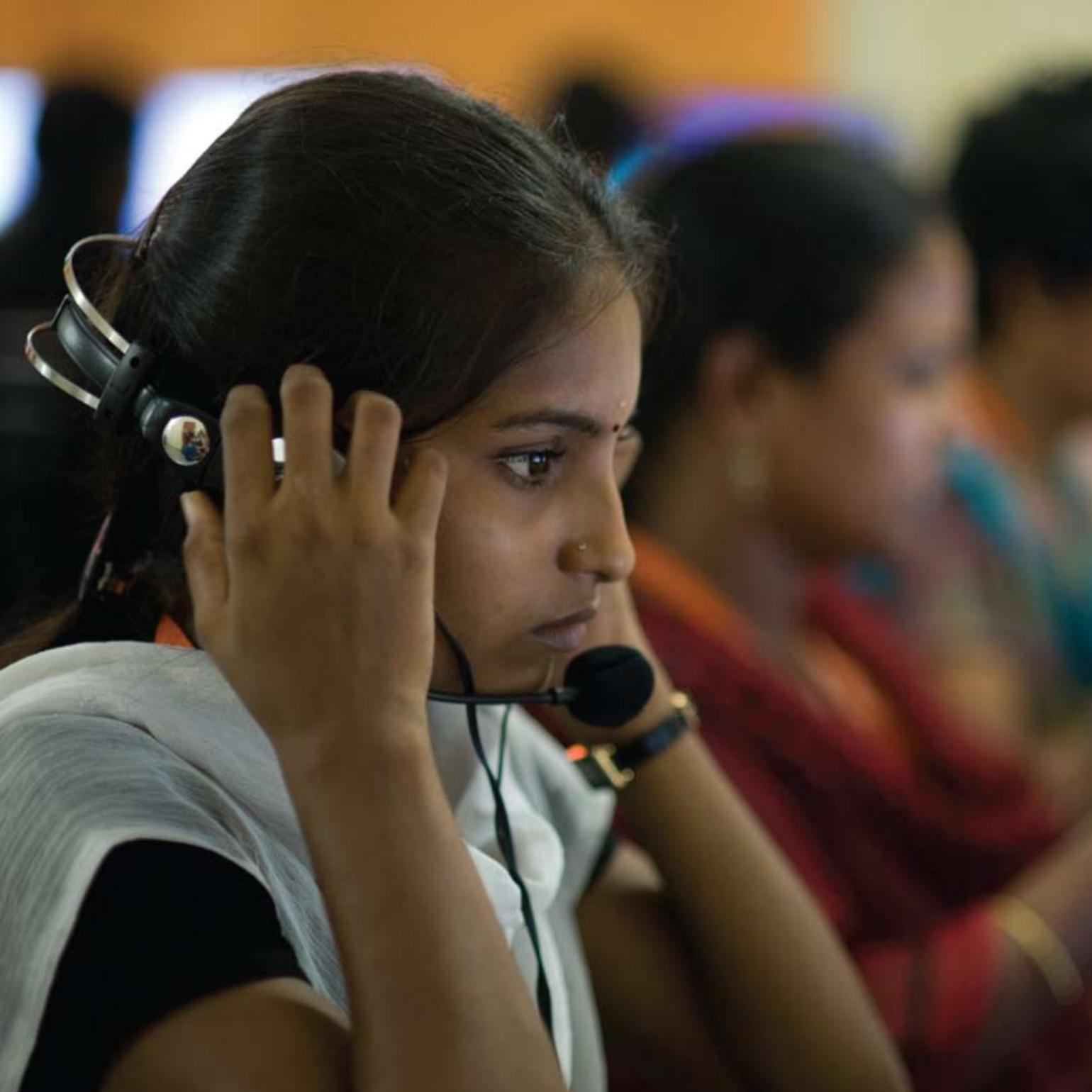
# Mahindra Pride Schools

A one-of-a-kind livelihood training program, MPS engineers a complete transformation in students from historically socially disadvantaged communities and places them in high-growth service sector careers.

## Schools Rising Across India

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## Pride Rising Across India

There's a new neighbour on the block, tucked away in a leafy lane around the corner from Rajinikanth and down the street from the Chief Minister. The visitors are all under the age of 24 and are all from disadvantaged backgrounds. It is the Mahindra Pride School.

MPS opened its second branch last year, in a central district of Chennai. It offers the same uniquely successful mix of hard industry skills training and soft skills such as English speaking and grooming as it has since 2007 at its Pune location.

Both the Pune and Chennai facilities boast computer labs for state-of-the-art English training, and a full restaurant setup for food & beverage service training. But it's the quality of instruction that distinguishes it from other livelihood training options. Faculty have deep experience in their respective industries and maintain close ties to industry contacts—to ensure both that training complies with the latest standards, as well as that they can continue to place students at top openings in their cities.

Having successfully replicated its training model, MPS is set to open several additional schools in the near future. For food & beverage, hospitality and BPO/KPO employers, a Mahindra Pride School in

the area means new opportunities for expansion, as MPS provides employees with the precise training they need. MPS fills the gap, ensuring that those most in need of this training can rise along with the tumultuous growth of India's consumer economy.

### Top Recruiters

Aegis	McDonalds
Bajaj Allianz	MphasiS
Café Coffee Day	Nikhil Construction
Check Mate Service	Pizza Hut
Dominos Pizza	Shri Bio Chem
DSK	Sodexo
Estique	SRPF
EXL Services	Syntel
Fish-n-Chip	Tata Business Support
Global	Tech Mahindra
IBM	TELA
Idea	V-Customer
Intelenet	Value Engineering
Inventive	Virtual Technology
JW Marriott	WINS
Le Meridien	Wipro
Mahatma Phule MS	Zensar



## Malathi's Story

With three children and a husband temporarily unemployed, Malathi had been working both as a playschool teacher and an assistant at a medical shop. Hard work was insufficient. Her two jobs combined were good for Rs 4000 a month but were not enough to make ends meet. Malathi turned to MPS because she was out of options.

News of the newly opened MPS Chennai was going around the neighbourhood. An aunt got hold of a flyer and pointed her to the school. Malathi quickly distinguished herself through her dedication and sunny demeanor. Within three months of walking through the doors of MPS, Malathi secured a placement at McDonald's. She is now a highly valued staff member. Her manager says he enthusiastically hires as many MPS graduates as he can, citing their work ethic and their low rates of turnover.

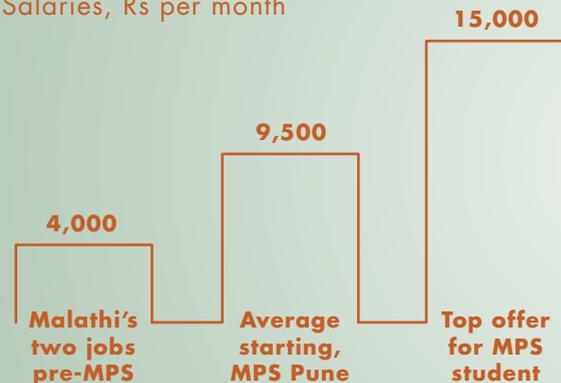
Not only does Malathi's current position earn her Rs 9516 per month, but it also enables her to spend more time with her three growing children.

Becoming her family's breadwinner has done more than just boost Malathi's confidence. It has allowed her to put her children into better schools. She can now look forward to their bright futures.

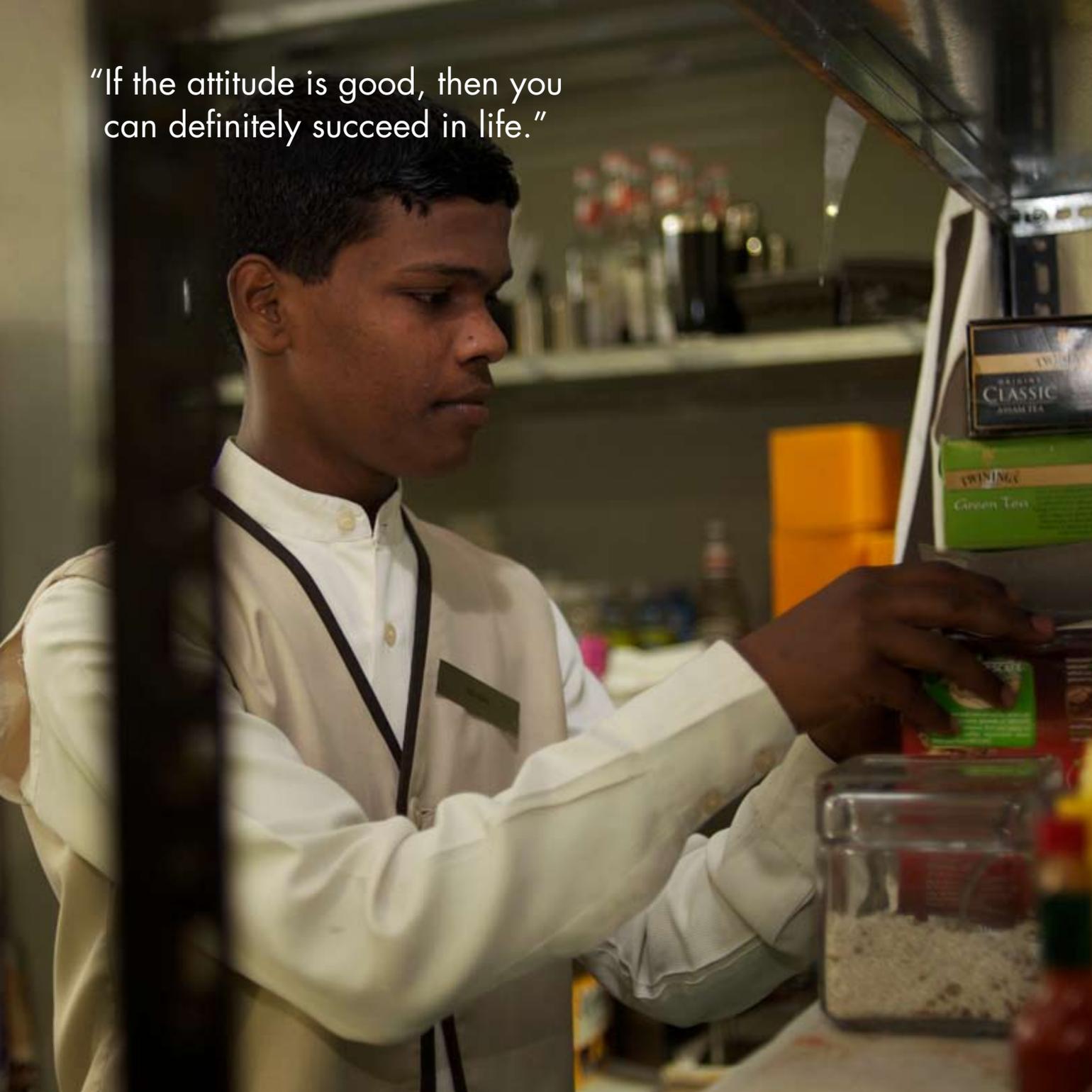


### Rising Incomes at MPS

Salaries, Rs per month



"If the attitude is good, then you can definitely succeed in life."



## Akash's Story

Six months ago, Akash Jagtap was on the outside looking in. Ramnagar, where he lives, is a roadside slum spilling down a hillside. Down the road is a Hyatt, its mirrored facets sparkling in the sunlight. "I used to ask myself, 'What is going on in there?' But I [couldn't] see," he says.

Having just completed his HSC this year, Akash hadn't yet given any thought to a career. The hospitality industry was an attractive option, but hotel management courses were an expense his family could not afford. A degree could cost anywhere up to Rs 8,00,000, with no guarantee of a job afterwards. Then his aunt picked up a flyer from an MPS graduate at one of their neighbourhood 'roadshows'.

MPS courses were a perfect fit for someone like Akash. Soft-spoken and with a bright smile, he lacked confidence in expressing himself. Now he regularly interacts with hotel guests in English.

After MPS, Akash found himself placed at a gleaming new hotel not so different from the one he used to admire. At the Courtyard by Marriott in Hinjewadi, Pune, he is an Industrial Trainee, a three-month trial position in which he learns the ropes of setting up for and conducting banquets.

Already, his performance is being singled out for praise. Rini Verma, HR Associate at the Hinjewadi, calls Akash "very hard-working, with a willingness to learn." He has taken on additional responsibilities: stocking shelves, maintaining records.

MPS specialises in instilling the attitude in its students. "Really it's about attitude," says Verma. "If the attitude is good, then you can definitely succeed in life." She calls the three MPS alumni now on staff "a great asset to us."

Akash now spends two-week shifts at the hotel, and is excited every day to begin work. "I can't believe it," he says simply, and smiles.

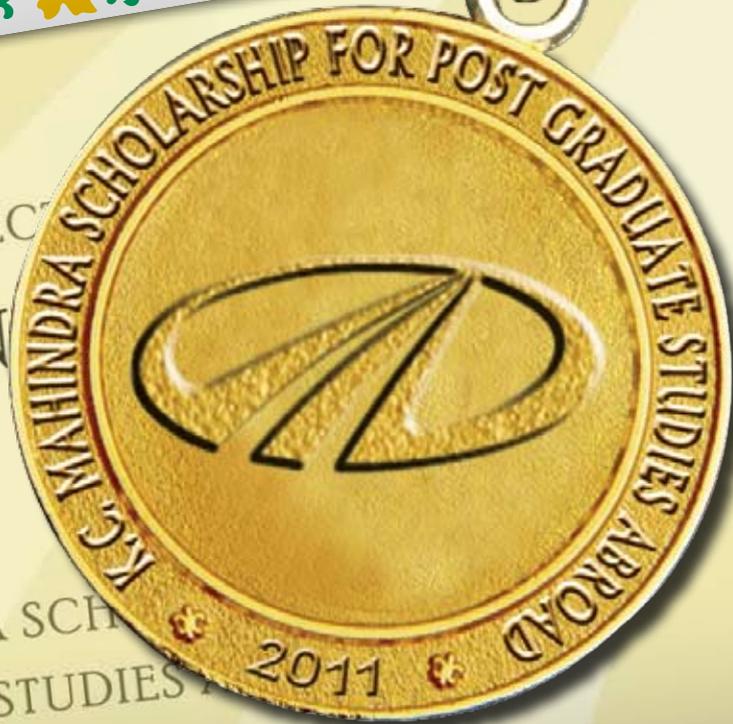
### Number of Placements





HAS BEEN SELECTED  
K.C. MAHINDRA

K. C. MAHINDRA SCHOLARSHIP  
FOR POST GRADUATE STUDIES



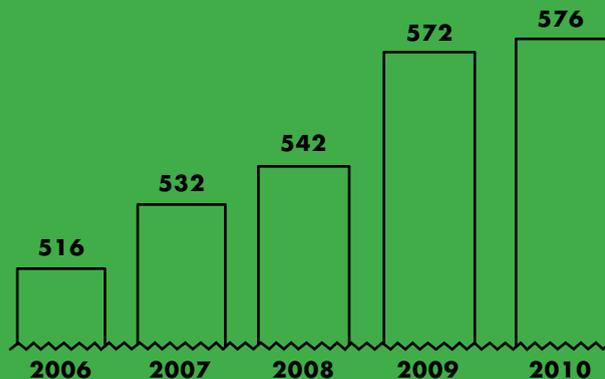
# Scholarships

The late K. C. Mahindra established KCMET in 1956. He left behind a legacy to encourage education by providing a variety of scholarships. The trust has awarded over Rs 62.6 crore in scholarships to deserving students.

## Rising Beneficiaries

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Number of scholarships awarded\*



\*Mahindra All-India Talent Scholarship and K. C. Mahindra Scholarship for Post Graduate Studies Abroad

DATION

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## Scholarship Facts

### K. C. MAHINDRA SCHOLARSHIP FOR POSTGRADUATE STUDIES ABROAD

Interest-free loan scholarships for postgraduate studies overseas. 46 students received the scholarship in the financial year 2010–2011, of 914 students who have received it to date.

### MAHINDRA SEARCH FOR TALENT SCHOLARSHIP

Awarded to students in 35 educational institutions across the country for the highest aggregate marks, based on the year end examination. 3,467 students have been awarded this scholarship to date.

### K. C. MAHINDRA UWC SCHOLARSHIP

Awarded to students in the age group of 16 to 18 years to study at the United World Colleges, including Mahindra United World College in Pune. 12 students were awarded this scholarship in 2010–2011.

### MAHINDRA ALL INDIA TALENT SCHOLARSHIP (MAITS)

Awarded to students belonging to economically disadvantaged families, MAITS helps those who wish to pursue a job-oriented diploma course at a recognised Government Polytechnic in India. 522 scholarships were awarded in the financial year 2010–2011, and 5,299 students have benefited from this scholarship to date.

### K. C. Mahindra Fellows Fund

Now in its second year, the Fellows program identifies the top three candidates from the selection process of the Postgraduate Studies Scholarships. These outstanding candidates are appointed as Fellows and provided a larger scholarship amount. The recipients in 2010–2011 were:

#### Shenaya Pochkhanawalla

London School of Economics

#### Sneha Shenoi

Harvard Law School

#### Prakash Shanthenu

Imperial College, London

**Rs 21,00,000**

K. C. Mahindra Scholarships for Postgraduate Studies Abroad **Rs 6,854,500**

Honour Scholarships **95,000**

Mahindra All India Talent Scholarships **6,051,250**

UWC Scholarships **5,330,000**



## Murali's Story: From MAITS Awardee to Top-Secret Project

"I wish to settle in life quickly, because my family is in very poor condition," wrote K. Muralidharan on his application for the Mahindra All India Talent Scholarship. "My father is a painter. Many times he will [be] at home with no work. Sometimes he [must] stay in other towns for work." Murali, though bright and dedicated, had no way of advancing in his studies. "My mother borrows some money from our neighbour to pay semester fees," he wrote.

Cut to two years later. The scene: a highly modern campus with advanced, secret technology, a location straight out of Rajinikanth's *Robot*. In a dark corner of the lab, early in the morning, we see a technician at work, his face partly hidden in shadow. He turns. It's an improbable twist, but we knew it all along: it's Murali.

"Frankly speaking, I didn't know that he was a scholarship guy," says Raghu M.Y., a supervisor at Mahindra Research Village, a giant new technology center outside of Chennai. "I knew that he was very good at his job, hard-working, and liked a challenge."

KCMET is proud to recognize K. Muralidharan as one of its "scholarship guys". Upon being awarded a MAITS scholarship, which seeks out disadvantaged youths for careers in engineering, Murali wrote, "I wish to study B.E. in Mechanical department in part time classes. I wish to work for a large amount of salary after finishing this course and higher courses."

He did just that. Murali quickly wound up as a Diploma Engineering Trainee with Mahindra at its state-of-the-art research facility. Taken on as a fresher, Murali is set to become an Operational Executive after two years of on-the-job training.

"This is one of the [few] world-class facilities in India," says Raghu. It's top-secret, so we can't show you the 52 test beds or the high-end, complex systems. But we can tell you that Murali has taken on what Raghu describes as "a huge responsibility": starting up in the morning, and shutting down at night, all of the engine testing facility's utilities. Murali is now quite literally driving positive change. It's his first stop on a road of endless possibilities to what we expect to be illustrious accomplishments.

# Financials

## Statement of Affairs

as on 31st March 2011 (Rs in million)

	As on 31.03.2011	As on 31.03.2010
<b>LIABILITIES</b>		
Corpus Fund	157.78	113.18
Excess of income over expenditure	152.95	100.56
<b>Total</b>	<b>310.73</b>	<b>213.74</b>

### ASSETS

Fixed Assets		
Investments	107.52	113.27
<b>Current Assets, Loans and Advances</b>		
Cash & Bank Balance	187.78	88.10
Loans & Advances	15.43	12.41
Less: Current Liabilities		0.04
<b>Total</b>	<b>310.73</b>	<b>213.74</b>

For K. C. Mahindra Education Trust

Mr. Keshub Mahindra, Chairman

Mr. Anand Mahindra, Trustee

Mr. Bharat Doshi, Trustee

Ms. Sheetal Mehta, Executive Director

For Deloitte Haskins & Sells., Chartered Accountant

Mr. A. S. Varma, Partner

Mumbai, 1st August, 2011

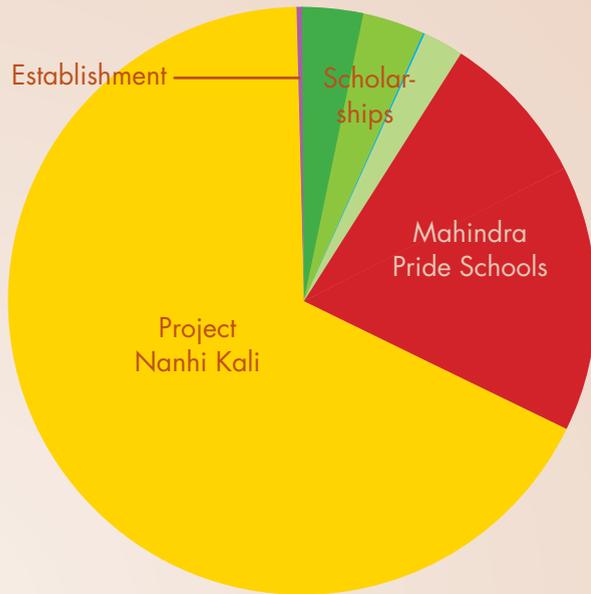
## Income & Expenditure Account

for the year ended 31st March 2011 (Rs in million)

	Year Ended 31.03.2011	Year Ended 31.03.2010
<b>INCOME</b>		
Donations	214.88	124.25
Interest and Dividend	13.30	13.11
Other Income	0.02	0.16
<b>Total</b>	<b>228.20</b>	<b>137.52</b>

### EXPENDITURE

Expenditure on the Objects of the Trust	171.17	114.75
Personnel Cost	2.33	2.13
Administration & general expenses	2.27	2.39
Bank Charges	0.02	0.04
Depreciation	-	-
<b>Total</b>	<b>175.81</b>	<b>119.31</b>
Surplus for the year	52.39	18.21
Surplus brought forward	100.56	82.35
Surplus for the year	152.95	100.56



## Project-wise Expenditure

PROJECT	Rs. Lakhs	%
K. C. Mahindra Scholarships for Post-Graduate Studies Abroad	64.65	3.55
Mahindra All India Talent Scholarship	65.21	3.58
Honor Scholarship (Mahindra Search for Talent Scholarship)	0.95	0.05
K. C. Mahindra UWC Scholarship	53.30	2.92
Mahindra Pride School	408.77	22.43
Project Nanhi Kali	1,225.60	67.24
General Establishment Expenditure	4.17	0.23
<b>Total</b>	<b>1822.65</b>	<b>100</b>

## Income & Expenditure

Total income earned amounted to Rs 2,307.38 lakhs in 2010-11 (which includes M & M Group CSR donations of Rs 709.77 lakhs and repayment of loan scholarship of Rs 25.42 lakhs), compared with Rs 1,402.37 lakhs in 2009-10 (which includes M & M Group CSR donations of Rs 464.63 lakhs and repayment of loan scholarship of Rs 27.15 lakhs). Dividends and interest income totalled Rs 133.12 lakhs in 2010-11.

Expenditure on total program activities amounted to Rs 1,822.65 lakhs which includes general establishment expenditure of Rs 4.17 lakhs.

## Trustees

### **KESHUB MAHINDRA**

Chairman, Mahindra & Mahindra Ltd.

### **ANAND GOPAL MAHINDRA**

Vice Chairman & Managing Director,  
Mahindra & Mahindra Ltd.

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### **ULHAS N. YARGOP**

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Member, Group Executive Board,  
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### **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.

## In gratitude to our partner



**NAANDI FOUNDATION** jointly manages Project Nanhi Kali with KCMET, and is also the implementing partner for Mahindra Pride Schools. Without their support, KCMET's accomplishments over the past year would not have been possible.

### **PHOTOS**

Yogesh Chiplunkar, *all except*

3 (courtesy M&M)

12–13 (courtesy HPCL)

22 (courtesy Interface)

24 (Jyotirmoy Chatterjee)

26 (Roland Yang)

# In gratitude to our Nanhi Kali donors, well-wishers and friends

Akshat Events

B A Continuum Solutions

BMW Ventures

The Broadwall Foundation

Capgemini Australia

Capgemini Deutschland

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Motherson Sumi Systems

Novartis Healthcare

Oil and Natural Gas Corporation

Oracle Financial Services Software

Qatar Foundation

Star India

Strawberry Frog

Turner General Entertainment Networks India

Volkart Foundation

Wipro GE Healthcare

YES Bank



**Mahindra Pride Schools**

**Scholarships**

**Project Nanhi Kali**

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