

Deki CSR Report for 2017-18

As per Deki's CSR vision "**Empowerment through Education and Equal Opportunities**", the company engaged with few local NGOs during 2017-18 towards educational enhancement, employable skill development programs and Menstrual Management and Reproductive Health Education. Apart from the community-based CSR initiatives, the company has encouraged its employees for volunteering programs as well as corporate environment sustainability through series of employee engagement programs.

A brief report on our CSR activities during the year 2017-18 is as follows.

Community involvement and development

- This year, Deki began a partnership with Nai Disha Free Education Society – a Noida-based NGO that operates a free school for children from disadvantaged backgrounds. Since Nai Disha provides primary education only through Grade V, we have decided to fully sponsor the tuition and fees for 5 female students for grades 6 through Sr. Secondary. For this 7-year commitment, Deki shall contribute Rs. 25,000 annually per student for a total sum of Rs. 1.25 lakhs. These students are vetted and selected based on merit and shall attend Marigold Public School, Noida. This agreement includes the students receiving academic and remedial support from the Siddharth Memorial Charitable Trust. To ensure documented progress tracking, we require regular monitoring of the students' performance via routine assessment of academic records and quarterly meetings with their parents. Furthermore, Deki shall conduct a year-end assessment of the program to ensure adequate performance of the enrolled students. It is our hope that these girls are motivated to study beyond Class XII.
- We have also set up a Reading Room/Library in Nai Disha. This initiative is aimed at sparking interest and curiosity among these children to develop a love for reading. Our objective is to enhance the children's primary education by something more than rote learning by inspiring them to cultivate a taste for reading and exploration. Part of this effort is to also train teachers to act as guides and coaches. Deki funded the refurbishment of the Reading Room along with new furniture and a library of age-appropriate books from various genres. The program is staffed by a team of volunteers and a teacher who are trained to conduct read-aloud sessions which has been found to be the most effective way to encourage reading and thinking. Our goal for the program is to enhance reading fluency in English and Hindi as well as ability to think creatively. This effort rests on the belief that the read-aloud sessions not only enhance the students' familiarity English vocabulary and grammar, it also contributes to improving their listening comprehension, pronunciation, and bi-lingual capability.
- Deki organized a nutrition and hygiene awareness program at Krishna's Karmel Public School, Khoda Colony, NOIDA on 10 March 2018. The Deki CSR team, had Oxygen NGO as their partner in this endeavor. Over 75 girls and their mothers attended the event

with lectures on nutrition and the importance of hygiene in our lives. A special session by the NGO on female hygiene ended with the distribution of sanitary napkins. The participants, including the mothers, appreciated the exchange of information and the knowledge that they gained. Mr. Mukesh Behl, from the school management, said that out of all the programs organized at the school by various corporates this not only covered an oft-neglected subject but was also, in his experience, the best program ever. The event ended with light refreshments courtesy Deki.

- Deki contributed sewing machines to establish two sewing centers focused on providing skill training to local women from impoverished backgrounds. With the women we also conducted a nutrition and health awareness session.
- Deki helped Gyan Shakti Vidyalaya (GSV) in search of good Computer Instructor for the existing GSV Computer / IT Centre which was established in association with Deki during 2015-16.
- Related to Deki's ongoing commitment toward girls' and women's empowerment, we have begun exploring a potential relationship with a U.S.-based non-profit organization oriented toward Menstrual Management and Reproductive Health Education.
- We will continue to do awareness sessions on different topics as requested by the women. We are working to understand the needs of this community and assist to make the best impact. Assisting us in this initiative is a group of dedicated volunteers.

Employee Engagement

Goonj Initiative

- Team Deki participated in the "Odha Do Zindagi" campaign of Goonj and organized collection camp at our plant twice during year 2017-18. Team Deki collected total 476 kg of not just usable clothes but shoes, toys, school bags and stationary items like books, notebooks, geometry boxes, etc. The material was then sorted, packed and delivered to the Goonj Office in Sarita Vihar, New Delhi alongwith cheque to cover distribution & transportation cost.

Swachh Bharat Swachh Deki - Clean India Clean Deki

- Inspired by the Prime Minister's Swachh Bharat mission, Team Deki went on a Clean India Clean Deki drive from 27th to 28th September, 2017. During the drive, Team Deki cleaned the public park facing the manufacturing unit and Ashoka trees were planted along the front periphery of the Deki premises. The entire team also took an oath to keep their surroundings clean.