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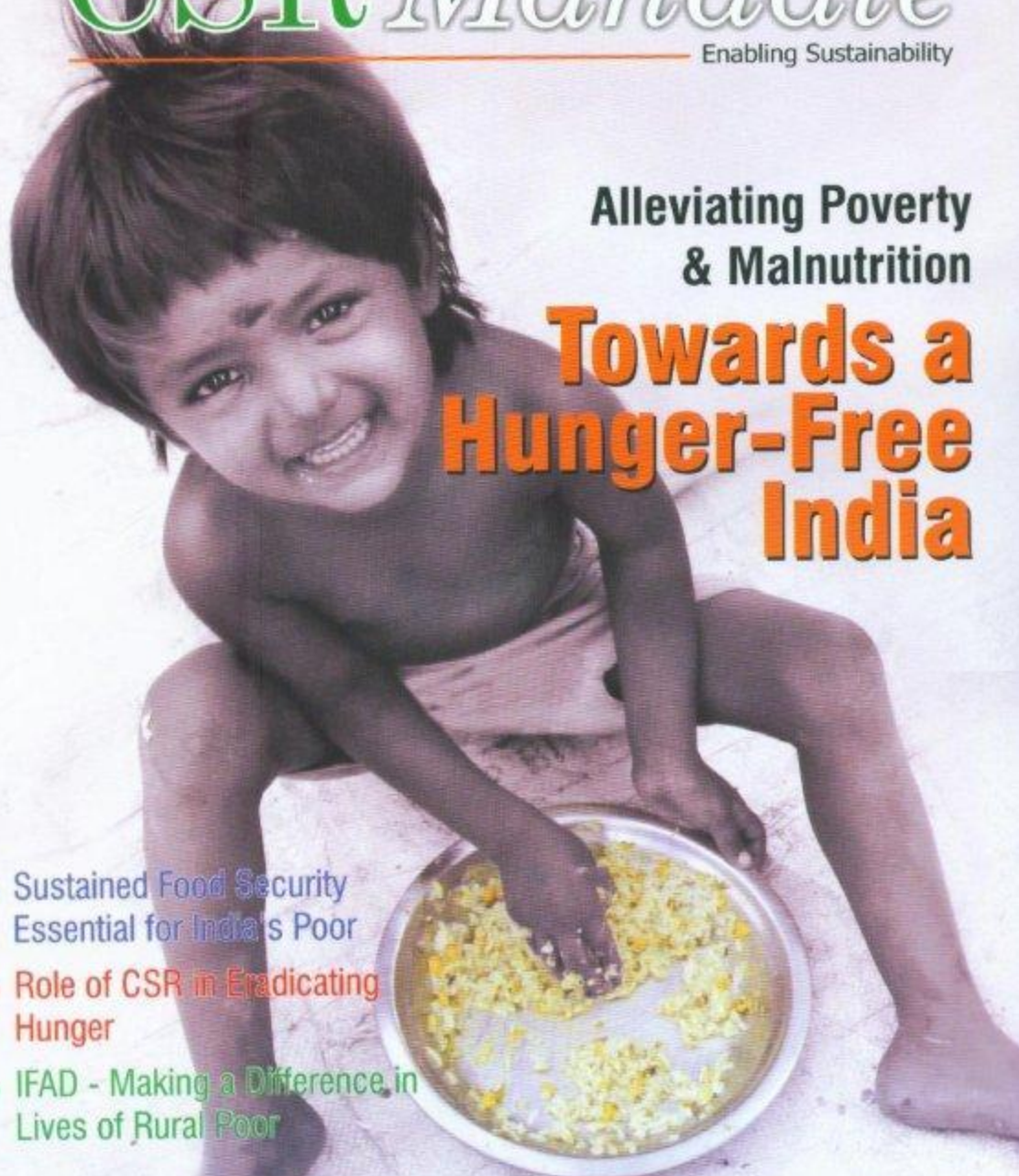
CSR *Mandate*

Enabling Sustainability

**Alleviating Poverty
& Malnutrition**

**Towards a
Hunger-Free
India**

- Sustained Food Security
Essential for India's Poor
- Role of CSR in Eradicating
Hunger
- IFAD - Making a Difference in
Lives of Rural Poor



'GATI MUSKAN'

Sees Education as Key to Help Eradicate Poverty

GATI a pioneer in express distribution services in India, 1989, has transformed the logistic industry in India with many path breaking revolutionary initiatives that paved the way for the industry as it stands today- world-class, organized, trustworthy and dependable.

With seamless connectivity across air, road, ocean and rail, GATI is a market leader among the top logistics company in India, operating a fleet of over 4000 vehicles on road, a few independent marine vessels and over 7000 plus business partners across India.

GATI has a strong market presence in the Asia Pacific region and SAARC countries, having offices in China, Singapore, Hong Kong, Thailand and Nepal. **Mr. Sanjeev Jain, Director-Finance, GATI** talks to Archana Sinha on CSR initiatives of the company and his thoughts on poverty eradication.



Poverty alleviation has been identified as one of the most important activities among the CSR activities identified by the government towards making India an inclusive nation. What are your views on it?

Emphasis on high economic growth will play a vital role in poverty alleviation and pave the way towards being a developed nation. Studies across the

globe indicate that along with growth, equality and opportunity in the growth process are the key factors to alleviate poverty. The poverty rate in India has declined from 42 percent in 2005 to 33 percent in 2010. The new Government is also working towards eradicating financial poverty by launching schemes like the 'Jan DhanYojna'. However, there is a lot more to achieve in this regard.

At GATI, our CSR activity programs are

segregated based on the different aspects like education, health, environment and community development. These CSR verticals target to empower the poverty-affected population across our nation.

How will corporate houses and the government get together to push India out of the clutches of poverty?

Under the new Companies Act formed



In April 2014, organisations that have attained a certain scale of profit or turnover (net profit of Rs. 5 crore or a turnover of Rs. 1000 crore or Rs. 500 crore) need to contribute at least two percent of its three-year annual average net profit towards CSR activities. This new Act, formed by the Corporate Affairs Ministry, will facilitate in creating a better environment for the marginalized people to sustain.

The Government and corporate houses need to collaborate while planning and executing activities like building schools, empowering women, providing financial aid and generating employment opportunities. GATI has collaborated with the Government of Uttarkhand and Andhra Pradesh to provide facilities for the destitute in these regions. A significant aspect of this partnership also includes the development and maintenance schools in these states.

Please throw light on GATI's poverty alleviation projects?

GATI's distinguished CSR initiative – GATI Muskaan – not only fulfills its social responsibility but also touches lives in the true sense.

Our efforts focus on undertaking all-encompassing CSR activities which address issues like poverty, education and women empowerment along with health, environment and community development. The various CSR projects initiated by GATI across India are based on the necessities of the region identified by extensive research conducted on the region.

At GATI, we believe that providing education is the stepping stone to complete eradication of poverty. Education is a key tool in any effort towards empowerment. An educated and self-reliant individual will be better equipped to take the professional route or be self-employed.

Under the 'Muskaan' initiative, children from 17 different locations were given scholarships. GATI also sponsors the 'Human Development Foundation of Sikkim (HDFS)' – an orphanage and community development trust that provides education to underprivileged children.

GATI and the Government of Andhra Pradesh have together built a school which currently provides education to approximately 1000

students and was declared the 'Model Government School' of 2011. Our organization financially supports the school in conducting yearly events and undertakes all expenses related to housekeeping, security and maintenance. The first computer lab of the school was also setup by GATI under Project Muskaan.

In another initiative, GATI collaborated with GOONJ and conducted a 'Clothes & Book Donation Drive'. The materials collected were recycled by the marginalized people employed by GOONJ and converted into daily usage objects.

Which are the locations where GATI is working on the projects and what are the future plans?

Currently, GATI is actively implementing need oriented projects in a number of states like Uttarakhand, Maharashtra, Telangana and Andhra Pradesh. We intend to extend our activities to other regions of the country as well. Our constant research allows us to map the areas that require our utmost attention.

Saree weavers displaced as floods caused major devastation

Rajoli village, known for its famous Gadwal sarees was

among one of the worst affected villages in Mahabubnagar district, Andhra Pradesh that was hit by the floods in the first week of October 2009. The floods shattered the lives of the weavers who lost their looms as well as their houses.

GATI took up the responsibility to revive the handloom weavers' community of Rajoli village and acquired 2 acres of land to construct work sheds. Proper arrangement in terms of water, lighting, ventilation and washrooms for the weavers was also taken up. The first work shed was inaugurated in Sept 2010 and could accommodate 40 weavers. The success of the first one and the need to accommodate more weavers prompted GATI to construct a second one, which was inaugurated in December 2011.

Both sheds can accommodate 78 weavers. Apart from the sheds, a yarn spinning machine was also provided to the weavers. With the aim of helping them further, an NGO has also been appointed to train them with improved techniques of weaving which would lead to increased output both in terms of quantity and quality. GATI is also helping the weavers to develop links with the market for selling their products, getting support from banks and keeping them up-to-date with market trends.

Weavers' Testimonials

K. Ramakrishna – It was very unfortunate and unexpected. The havoc created by the floods disrupted our lives. The water suddenly entered the village and inundated our houses. We stayed on the rooftops without food and water for days when help finally arrived from the government. But regarding our livelihood, it was only P.D. Agarwal Foundation who came to our rescue and provided this facility and I really thank them for being so thoughtful.

B. Nagaraju – The floods caused immense devastation to our village. I am indebted to P.D. Agarwal Foundation for helping and giving us a source of livelihood.

G. Ashok – I wanted to start weaving sarees in my house but due to lack of space for handloom installation, I began looking for another place and I came across the GATI sheds. I want to thank the Foundation for providing me a place to work and for taking care of my family.



K. Umakanth – Being the sole earning member of my family, I was worried when the floods destroyed my house. My family went without food and water for days, but our prayers were finally answered when P.D. Agarwal Foundation provided sheds for the weavers. This has truly transformed our lives and I want to thank them from the bottom of my heart.