



Mahindra
Rise.



Spark Minda, Ashok Minda Group provides employability and livelihood to the prisoners in Yerwada Jail, Pune.

CSR activity initiated in collaboration with Yerwada Central Prison Authority and Mahindra & Mahindra Ltd.

Editor's Synopsis-

- Public –Private Partnership project between Spark Minda, Ashok Minda Group, Yerwada Central Prison, Pune and Mahindra and Mahindra Ltd, providing skill sets to 30 inmates.
- Sets up a new automotive plant inside the jail premises with dedicated shop floor, trained the inmates and employed them for manufacturing Wire Harness for Mahindra & Mahindra.
- Initiative by Spark Minda, Ashok Minda Group after similar ventures at Tihar Jail, New Delhi for assembling Wire Harness since April 2014 and another one at Dresden Jail, Germany since 2005.

Pune, Tuesday, 27th October 2015: Spark Minda, Ashok Minda Group in their continuous social upliftment programs has now started a new facility at Yerwada Jail, Pune to manufacture Wire Harness within the premises of Jail Authority for its esteemed Customer, Mahindra & Mahindra Ltd. This Public – Private Partnership project is a collaborative project between Minda SAI Ltd, Yerwada Central Prison Authority and Mahindra & Mahindra Ltd.

Minda SAI Ltd is the Business Group Company and 100% subsidiary of Minda Corporation Limited, the flagship company of Spark Minda, Ashok Minda Group. Minda SAI Ltd. is a leading manufacturer of broad range of Wiring Harnesses, Battery Cables, Wiring Sets, connectors & terminals and Interior Plastic Components. The Company supplies to each vertical of the automotive world and Off-Road Vehicles.

The project kick started in February 2015, in which Minda SAI Ltd set up a manufacturing assembly and a production unit for the inmates at YCP. The Company has engaged

around 30 inmates as of now and will be increasing the number in future. The YCP management has whole-heartedly supported Spark Minda, Ashok Minda Group for this socio-business initiative and has provided them an infrastructure on lease in the premises along with other facilities as per norms.

Spark Minda, Ashok Minda Group investment at Yerwada Jail includes machinery, raw material and other quality systems and procedures as per the policy and the facility is being run by Jail convicts under the supervision of Minda SAI officials. In this manufacturing unit, Wire Harness product, a key automotive component, will be manufactured by the Jail convicts and will be supplied to our Key Customer M&M. An MOU was signed between Yerwada Jail and Minda SAI on Feb 07, 2015 and production commenced in last week of Feb'15.

Speaking at the inauguration of the Wiring Harness assembly unit, Dr B K Upadhyay, Additional Director General Police & Inspector General Prison, Maharashtra State said, *"It is an important day for us as Yerwada Central Prison has got the unique distinction of becoming the first jail in Maharashtra to get first of its kind modern wiring harness assembly unit at its premises. Reformation and Rehabilitation of prisoners has always been our core focus area and we undertake various activities to develop skill sets of the inmates. This Wiring Harness Assembly unit set up by Minda SAI Ltd, a business group company of Spark Minda, Ashok Minda Group, and supported by Mahindra and Mahindra will go a long way in providing the perfect platform to enhance the skill sets of the inmates and enable them to earn their livelihood. I am thankful to the entire team of Minda SAI Ltd and Mahindra & Mahindra for taking up this noble cause."*

Speaking on the occasion Mr. N.K Taneja, Group Chief Marketing Officer, Spark Minda, Ashok Minda Group said *"It is imperative that for bringing an effective change in the society, every section that belongs to it is thought and taken care of. We, at Spark Minda, Ashok Minda Group had consciously decided to encourage the change in the inmate's lives and this is our 3rd initiative that we set up at Yerwada Jail after Tihar Jail in 2004, New Delhi and Dresden Jail, Germany in 2005. The YCP authorities have been very cooperative and encouraging in providing the necessary approvals for the venture. We are pleased to get this opportunity and we also sincerely thank M&M for their support for this noble cause. We just hope that our small fervor to help these inmates change their outlook towards life and give them a chance to carry further respectably and will render the outcome that we wish for. Also, we have, through this venture, tried to contribute in our way to the Skill Development mission of the government"*.

As the joint partner in the initiative Mahindra & Mahindra, Vice President –SSBU, Mr Nitin Tikle said, *"Mahindra is very happy with this initiative of Spark Minda, Ashok*

Minda Group. It is in line with Mahindra's Rise philosophy of Driving Positive Change in the lives of our stake holders. We will continue to support this initiative and we wish them all the best in their venture."

The Quality check within the jail authority is also given a very special standpoint; the Company has placed checker board for 100% inspection of the product and Circuit checking and Visual inspection of harness for final inspection before dispatch from YCP unit to M&M. These check points cross check the quality of each and every product in the same way as it is done in the official production unit of the company.

Just to keep the quality level of the product excellent, the company also conducts preliminary test and inspection by Doctors for color blindness test, which is must for operators to work in wiring harness manufacturing. This product is then supplied to M&M for further assembling in their Utility vehicles.

Minda SAI has two weeks of Induction training program for the new operator; same is implemented for the inmates. All inmates have to go through On Job Training and continual supervision by the Minda SAI representative for 2 months. These training sessions help inmates in recognizing their caliber and then the training certificate is also given by the company, which will help them to acquire job outside the YCP.

To ensure the discipline of Jail, the raw material entry and the dispatch of finished product has been kept under the control of Minda SAI for smooth execution of work. To facilitate this entire process, few employees are fully deployed at the Jail; thus smoothing up the complete coordination and assuring Quality process. The Management team also visits this unit on a frequent basis to ensure the system & policy deployment in accordance to the Company's requirement.

Spark Minda, Ashok Minda Group has been involved in Community Development initiatives since decades. The YCP project is the third initiative of the group. They launched a similar project for Tihar Jail inmates for assembling wire harness in April 2014. A very similar project was initiated in 2005 in Dresden Jail by MKTSN Pirna, Germany. The CSR ventures of the Group were started by Late Shri SL Minda under the umbrella of Moga Devi Minda Charitable Trust 1987. Minda Balgram- A child Home for Homeless; SL Minda Seva Kendra- Skill Training Center; Moga Devi Minda Memorial School- A School in village set up and SL Minda Sports Academy are some of the major initiatives under the trust.

In continuation to the legacy of a responsible corporate citizenship, the CSR activities being taken at the group are derived from the triple bottom line model of People, Planet and Profit. Ensuring environment sustainability with community care are the thematic divisions, surrounding which the CSR activities are planned and executed across the

Group. Education; Vocational Training and Livelihood promotion; Health and Sanitation; Care for differently abled; Environment Sustainability and Women Empowerment are current broader head of intervention across the Group. To implement the CSR projects Minda Corporation Limited has recently established Spark Minda Foundation, which is as section 8 Company and is a CSR wing of the Spark Minda, Ashok Minda Group.

About Spark Minda, Ashok Minda Group

Spark Minda, Ashok Minda Group is one of the leading manufacturers of automotive components for the OEMs. The US \$500 Million Group, with a workforce of 14,000 is catering to the leading two wheeler, four wheeler and commercial vehicle manufacturers in India & overseas markets including Europe, CIS & ASEAN countries. The Group has significant presence with 26 plants in India and 6 plants in overseas locations including Germany, Poland, Czech Republic, Indonesia, Vietnam, Uzbekistan & office in Japan.

Product Categories –

- **Safety, Security & Restraint System**

Electronic & Mechanical Security Systems, E- Bike Controllers, Immobilizers, Latches, Striker, Door Handles, Electronic Body Controllers, Start Systems, Power Closure Systems, Fuel Lid Actuator, RC DL, ESCL, PEPS, Hood, Tail Gate, Seat Latch, Hinges, LED Soft Touch, Camera Modules, Keys & Key Duplicating Machines & Die Casting

- **Driver Information & Telematics System**

Instrument Cluster, Dashboard Assemblies, Digital Clocks, Tank Units & Gauges, Chime Bells & Relays, Speed Sensors, Temperature Sensors, Position Sensors, Pressure Sensors, WIF Sensors, Wiring Harness, Coupler & Terminals, Relay & Junction Box, Steering Roll Connector.

- **Interior System**

Injection Moulding, 2K Moulding Process: Kinematic Component & Premium Surfaces, Garnish & Trims, Dashboard, Consoles, Parcel Shelf, Air Vent, Air Duct, Ash Tray, Arm Rests, Cup Holder, Glove Box, 5th Door Application, Truck Oil Housing, Cylinder Head Covers, Rear Sheet Structure, Coupling, Transmission, Coolant Tanks, Interior Steering, Tool Production

- **Aftermarket**

All Group Products under Safety, Security & Restraint Systems, Driver Information & Telematics Systems, Interior Systems

Four Wheelers: Gear Shift Locks, Wiper Blades, Auto Rollup Relays, Flashers, Filters (Tractors)

Two Wheelers: Wheel Locks, Helmet Locks, Control Cables, CDI, Regulators, Rectifiers, Ignition Coil, Igniters, Relays, Flashers, Filters

The Group has a fully integrated state of the art in house Product Designing Cell, Tool Manufacturing, Manufacturing Engineering and Test labs facilities. Many patents have been registered for various product categories.

The Group is also actively involved and focused towards Corporate Social Responsibility. Under this initiative various programs at Societal and Business level are undertaken.

Please visit www.minda.co.in for more information.

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