



MAAHI MILK PRODUCER COMPANY LIMITED

CSR PROJECT FY 2023-24

Corporate Social Responsibility

The Company believes in inclusive growth encompassing health, welfare and development of the people working with it and communities around the workplace. During the year under review, following projects were undertaken:

- **Project “Atmasamman”**

Under the Project, milk producers and youth are educated by experts in the dairy industry on how to make animal husbandry an important means of livelihood as well as animal welfare in a scientific manner.

Under the CSR Project “Atmasamman”, 3019 beneficiaries had visited cattle feed plant, Rajkot where these beneficiaries were given valuable information about importance of animal husbandry to enhance their livelihood and animal welfare through scientific manner. Further, under the project 686 rural youths were also benefited.

- **Project “Swasthya Sath Vidhya”**

The Project aims to eradicating hunger, poverty and malnutrition, promoting health care including preventive health care, sanitation and also to promote Education

Under the project, 33 child awareness programs have been conducted which have benefited 2600 rural school children.

To commemorate 76th Independence Day and to promote the “Har Ghar Tiranga” campaign, National Flags were distributed to all our MPPs, BMCs, Distributors, Retailers and Employees.

- **Project “Paryavaran”**

On the occasion of Gandhi Jayanti ‘Swachchhata Abhiyan’ was organized across all our operational areas by the employees of the Company.

- **Contribution to Prime Ministers National Relief Fund**

Company has contributed Rs. 9,85,000/- towards Prime Ministers National Relief Fund.

- **Disaster Management**

There was extremely severe cyclonic storm Biporjoy approaching towards Gujarat during the period from 8th June, 2023 to 20th June, 2023 and Government of Gujarat has evacuated approx. 50000 people from coastal areas of Saurashtra and Kutch regions and have shifted them to temporary shelters. Company has contributed 500 packets of SMP Milk Powder (500 gms) towards the Government relief operations for Biporjoy Cyclone to Women and Child Development Dept. Gujarat.