



RD



Aurum नीव Seva Fortnight (ANSF)

2024





“

Arise, awake, and
stop not until the
goal is reached.

- **Swami Vivekananda**

”



A SOULFUL BEGINNING

THE INCEPTION OF AURUM नीव

The story dates to around the year of 2015 when Mino & Ashish Deora often discussed their desire to give back to the community in whatever way they could once they attained the age of 50. However, their inner calling to make a difference in other people's lives made them embark on this "Journey of Giving" much sooner than planned.

The couple formalized their intent by registering "Aurum Foundation", a charitable trust and thus began a soulful journey which Mino and Ashish have been nurturing with tremendous love, patience and tenacity "Aurum Foundation" was renamed as "Aurum नीव" in this year.



OUR IKIGAI 6 CORE PILLARS



Beti Bachao Beti Padhao
Giving wings to their dreams



Nutritious Meals
Reducing malnourishment



Medical Interventions
Prioritizing good health



Tree Plantation
Planting hope for the future



Safe Man-Hours
Think safe. Work safe. Be safe



Animal Haven
Nourishing and cherishing lives



Beti Bachao Beti Padhao

Giving wings to their dreams

Inspired by the government's 'Beti Bachao Beti Padhao' program, we set out to educate and empower girl students. Our strong commitment is to build the right educational infrastructure for underprivileged girls and improve the quality of their education.

To achieve this, we launched several impactful initiatives, including sponsoring over 380 years of girls' education, distributing 1,000+ educational kits, establishing a digital classroom, and rolling out the 'Blow the Whistle, Break the Silence' campaign. We also extended support for the shelter, food, and education of rescued girls from red streets.

Our contributions have positively impacted the following beneficiaries:

- Jeevan Sach Social Development Foundation, Kharghar
- Prathimik Ashram School, Uran
- Rajashri Shahu Maharaj School, Kasara, Palghar

Starting with a humble contribution of 480+ years of girls' education, we are dedicated to expanding this number and aim to contribute 8,000 years of education for girls by 2027.





Nutritious Meals

Reducing malnourishment

Reducing hunger and malnutrition is essential for cultivating sustainable community development. We take great pride in our unwavering dedication to providing nutritious meals to those in need. With deep honour, we have successfully delivered over **97,100 nutritious meals** and contributed **25 insulated food containers** to support our cause.

We were privileged to serve diverse communities through partnerships with organizations like Roti Bank, Girija Welfare Association (Kharghar), Jeevan Sach Social Development Foundation (Kharghar), and Saint Shri Sainath School (Airoli) in collaboration with the Annamrita Foundation. These collaborations enabled us to create a significant, positive impact on the lives of those we touched.

Till date, we have contributed over 4,00,000 meals. With a deep focus on our humanitarian goal of reducing malnourishment, we are committed to serving 15,00,000 meals by 2027.

Medical Interventions

Prioritizing good health

We prioritize the well-being of our members and the community above all else. Our Medical Interventions initiatives embody our solemn commitment to strengthening health infrastructure, particularly for marginalized communities, by expanding our outreach and support.

We have made impactful contributions to various initiatives, such as providing **50 boxes of medicines, benefiting 8,750 people across 3 villages** through the Gram Aarogya Rakshak Prakalp.

In addition, we contributed **20 medical beds and equipment** to the Rupvan Foundation (NGO) in New Panvel.

We remain steadfast in our commitment to maternal and child health, delivering prescribed medical supplements to **13,000 mothers, expectant mothers, and children** as part of the Basti Parivartan Yojana through the Mata Bala Arogya Ahaar Prakalp of RSS Jan Kalyan Samiti.

Furthermore, we facilitated dialysis procedures to support **420 patients** at RSS Janakalyan Samiti's Dr. Prabhakar Patvardhan Hospital, Panvel.

Till date, we have successfully facilitated 34,000+ medical interventions. Our goal is to achieve 100,000 interventions by 2027.





Tree Plantation

Planting hope for the future

Environmental conservation and the preservation of ecological balance are imperative priorities in today's world. We have undertaken a strategic initiative on the Aurum campus to plant carefully selected tree species recognized for their superior oxygen-producing properties. This effort aims to raise awareness among our young staff members while contributing to environmental protection and sustainability.

We urge everyone of our guests, staff members, and stakeholders to adopt a tree, and we care for them throughout their lifespans. Each tree has a tag with a QR code, and the status of each tree is communicated to its adopter at regular intervals.

More than **20,000 trees** have been planted in partnership with Global Vikas Trust, including **200 trees** along the Aurum service road.

In our drive to improve our green cover, we have successfully planted 92,500+ trees so far and are planning several tree plantation campaigns to reach 5,00,000 trees by 2027.

Safe Man-Hours

Think safe. Work safe. Be safe

At Aurum, safeguarding the occupational health and safety of our employees and on-site workers is our utmost priority. We are dedicated to achieving the goal of zero accidents and injuries across all our project locations.

To this end, we have implemented several essential measures, including comprehensive health and safety risk management training, installation of safety screens, strict enforcement of personal protective equipment usage, and regular reviews of our health and safety management processes. These initiatives collectively contribute to maintaining a safe working environment and minimizing any potential incidents during work hours.

Our steadfast commitment to safety is reflected in the accumulation of over **21 million safe man-hours** to date, ensuring the well-being of our workers, residents, clients, and visitors. We have upskilled **600+** workers and conducted numerous welfare activities for them.

Our target is to achieve 30 million safe man-hours by 2027.





Animal Haven

Nourishing and cherishing lives

We are thrilled to introduce our **'Animal Haven'** initiative, which began with the adoption of a Gaushala in Khalapur. Our commitment ensures that cows, bulls, and buffaloes receive the nourishment and care they deserve.

We proudly adopted the Aurum नीव Gaushala, home to **78 Cattle** at the Kalote Animal Trust in Khalapur. This facility serves as a sanctuary, allowing these animals to live healthy and fulfilling lives.

Witnessing the beauty and harmony of the animals has reminded us of the profound impact we can make through kindness and support.

Our goal is to nourish and care for over 1000 cattle by 2027.

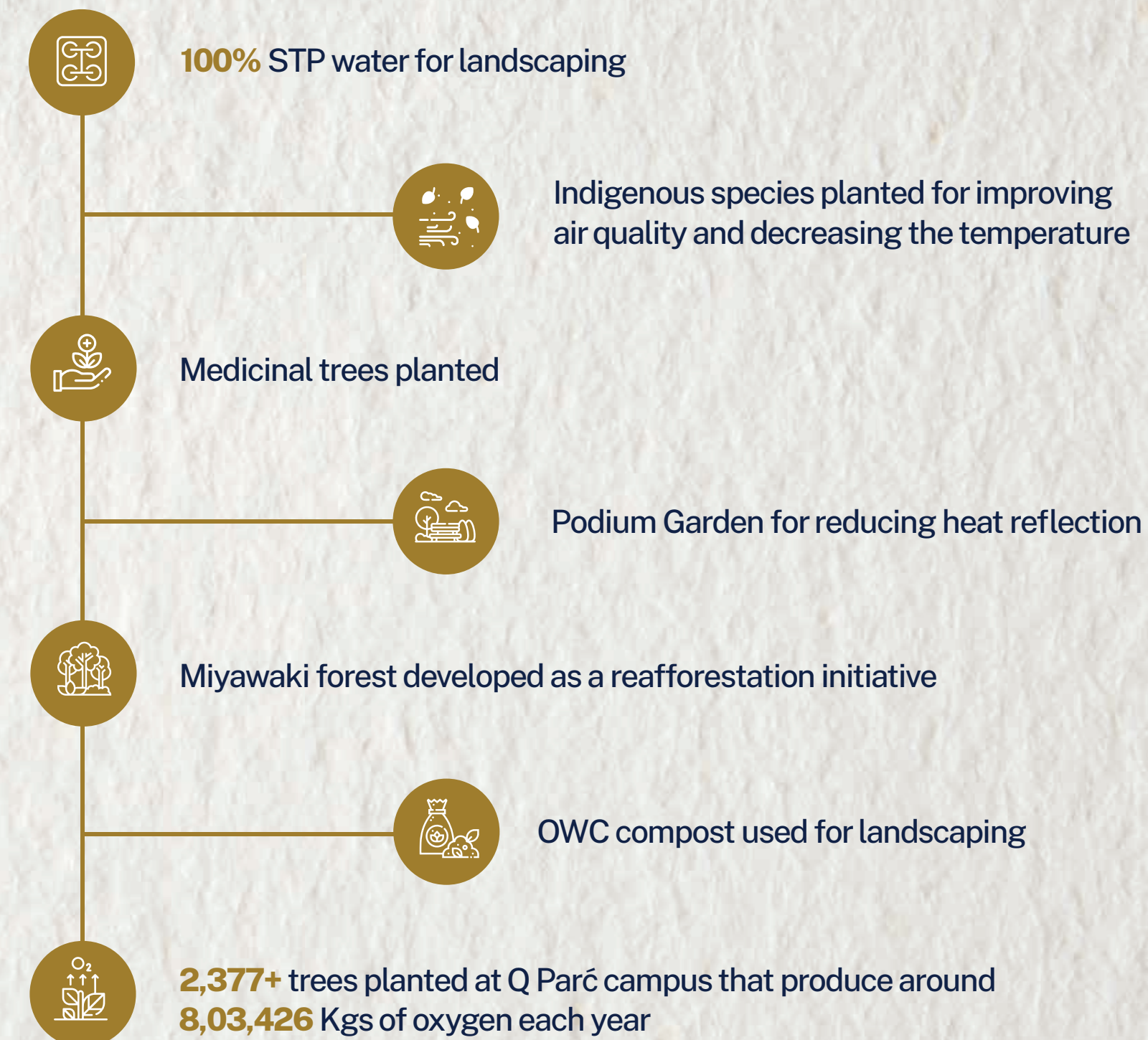
Aurum नीव Management Framework

At Aurum, we recognise that integrating social, environmental and ethical responsibilities into governance of our businesses ensures the long-term success, competitiveness and sustainability.

The social responsibilities and activities under Aurum नीव operate within a structured framework that involves a series of steps.



Sustainability at Aurum



Aurum नीव Seva Fortnight (ANSF)

17th Sept - 02nd Oct 2024

At Aurum, we are committed to redefining our approach through passion and diligence, which are the cornerstones of our identity. Over the years, we have consistently provided financial support to causes that resonate deeply with us. The remarkable success of the first two Aurum नीव Seva Fortnights is a testament to our team's steadfast dedication and enthusiasm. These events were not only fulfilling but also enriched our collective spirit. As we embark on the 3rd Aurum नीव Seva Fortnight, we are excited to elevate our efforts further, enhancing our impact and setting ambitious goals for the future. With this new initiative, we aim to transform our commitment into meaningful action within the community.

The "Aurum नीव Seva Fortnight" has become an annual tradition, empowering our dedicated team members to give back to the community in innovative and impactful ways.



Beti Bachao Beti Padhao

380+ Girls education years provided
(Jeevan Sach Social Development Foundation, Kharghar school, Prathimik Aashram School, Uran, Rajashri Shahu Maharaj School, Palghar)

1 Digital classroom funded
(Prathimik Aashram School, Uran)



Nutritious Meals

97,100+ meals served
(Roti Bank, Girija Welfare Association, Kharghar, Jeevan Sach Social Development Foundation, Kharghar School)

25 insulated food containers contributed
(Saint Shri Sainath School, Airoli, with Annamrita Foundation)

Provided daily breakfast of **24** litres of milk and **40** dozen bananas for students
(Prathimik Aashram School, Uran)

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Fortnight

875+

Members

2600+

Man-Hours as a team



Medical Interventions

13,000+ interventions provided
(Mata Baal Arogya Ahaar Prakalp)

Facilitated **420** dialysis procedures
(Dr. Prabhakar Patvardhan Hospital, Panvel)

Donated **20** medical beds and equipment
(Rupvan Foundation, New Panvel)

Provided **50** boxes of medicines, benefiting **8,750** individuals
(Gram Aarogya Rakshak Prakalp)



Tree Plantation

Planted **20,000** Trees
(Global Vikas Trust, Palghar)

Planted **200** Trees
(Aurum service road)



Safe Man-Hours

600+ workers upskilled
(Aurum Q Parc campus)

21+ million safe man-hours contributed

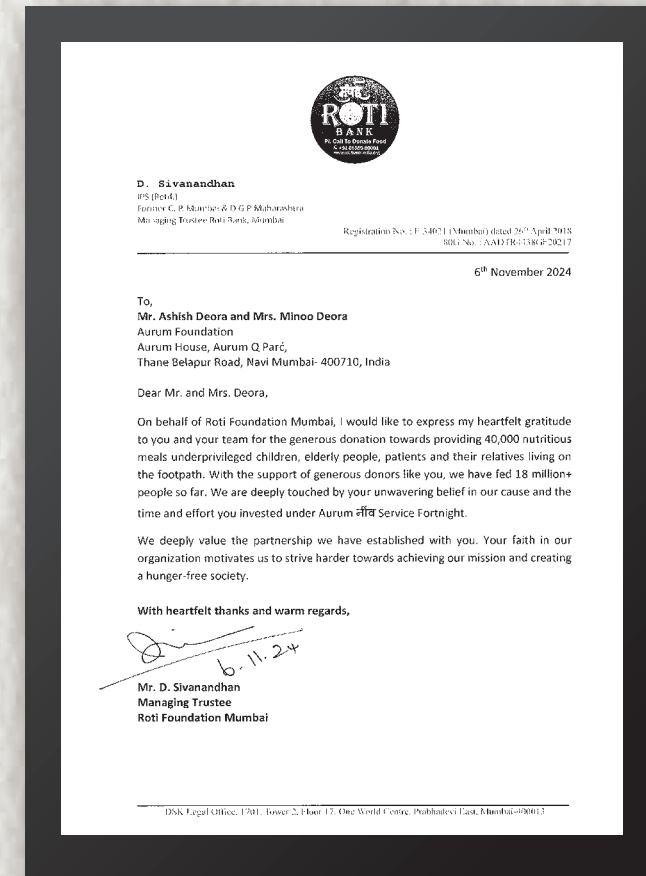


Animal Haven

78 cattle adopted
(Kalote Animal Trust, Khalapur)



Certifications



The drive to reduce malnourishment and hunger Aurum & Mumbai Roti Bank Initiative

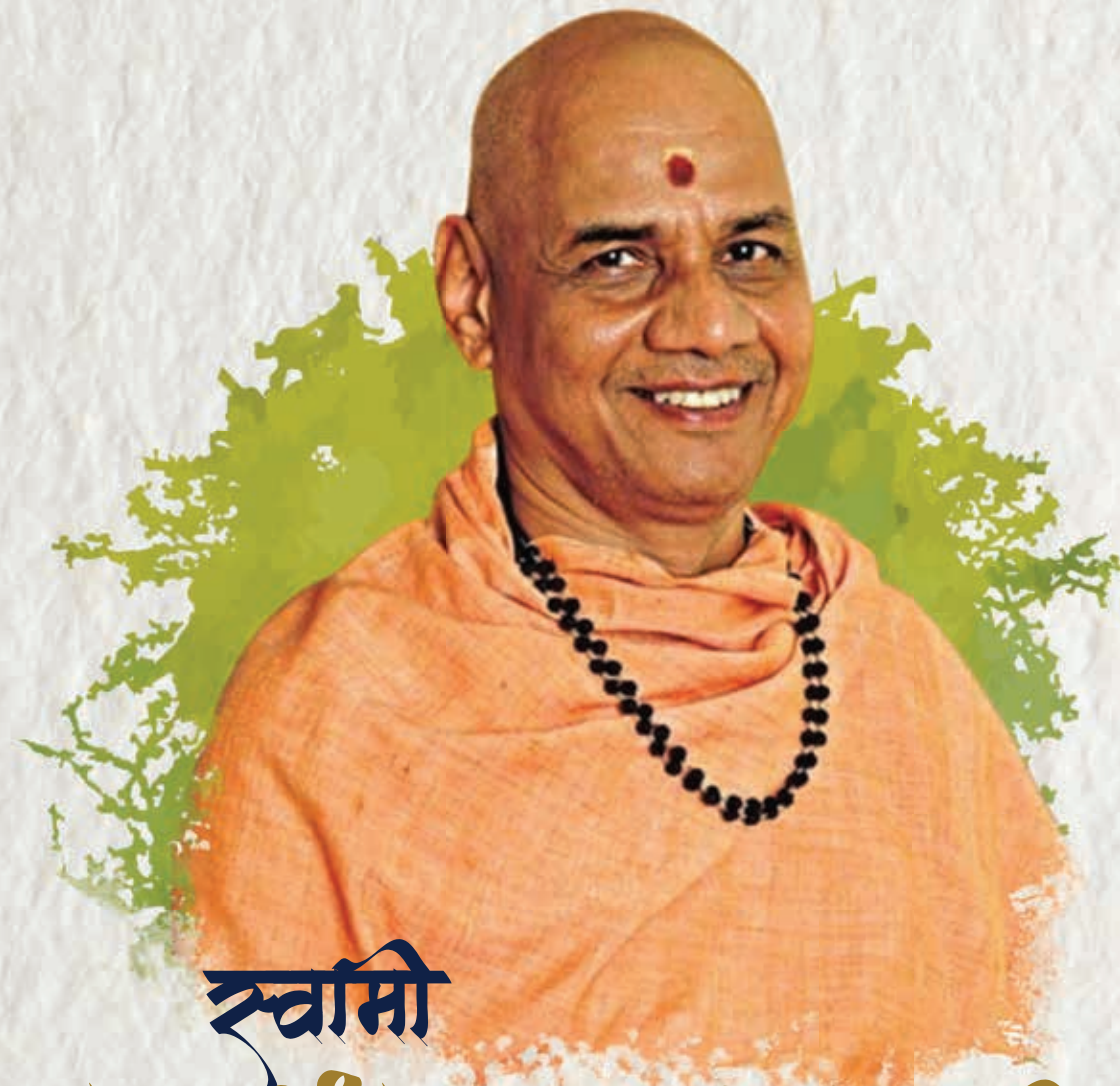
Mumbai Roti Bank is a non-profit, hunger relief organization with the mission to eliminate hunger and malnutrition across India. Started in December 2017, under the able mentorship of former Director General of Police, Maharashtra, Dr. D. Sivanandhan, they are currently running their own kitchen to serve freshly cooked nutritious meals for the needy community. Aurum Foundations' association with Mumbai Roti Bank in 2019 has been very organic as its aligned to one of our 6 core pillars of "Nutritious Meals". We are lending a helping hand in fighting against malnourishment amongst children, especially those who are marginalized.

In the words of Dr. D. Sivanandhan

“ It is disheartening and hurtful when the Global Hunger Index shows India ranking 107th out of 121 countries in the GHI 2022 rankings with a score of 29.1 displaying a serious level of hunger. The country has abundant grains and food for the citizens but what is lacking is nutrition which leads to child wasting, stunting, undernourishment and child mortality in India. Our mission is to build a new India which is well-nourished, well fed and well-employed. In our endeavour, many Samaritans have come forward to shower us with their support for our cause. Mr. Ashish Deora, Mrs. Minoo Deora, Ms. Amrita Deora and Team Aurum have been playing a very instrumental role in our drive to reduce malnourishment by supporting us through financial as well as human capital contribution. They are spearheading the movement of spreading the good word about Roti Bank. Their noble gesture has helped us in reaching a milestone goal of distributing 100 lakh+ meals. We are extremely grateful to Mr. Ashish Deora and Team Aurum. ”

Dr. D. Sivanandhan





स्वामी
गोविंददेव गिरि जी
महाशय



We draw our मार्ग दर्शन from Swami Govind Dev Giri Ji Maharaj.

He has been relentlessly working for the welfare and social causes of mankind, enlistment of the Vedic Sanskriti and re-establishment of the Vedas. Swami Govind Dev Giri Ji Maharaj is an iconic scholar of the holy books of ancient India.

We are inspired by his commitment to nation-building. He has been tremendously instrumental in mobilizing a door-to-door contact to seek mass participation of people in the construction of Ram Mandir at Ayodhya.

We are filled with gratitude towards his lifelong devotion to the well-being and upliftment of the nation.

विजयी भव!
स्वामी गोविंददेव गिरि

The sole meaning of life
is to **serve humanity.**

It gives me immense joy to present the **3rd Aurum Benevolence Tidings, 2024.**

The foundation for Aurum was laid to give impetus to the philanthropic initiatives of Aurum. What began as a soulful journey for me and my wife a decade back, has today been adopted by **875+ Aurum members.**

Through Aurum, we are humbly striving towards an incremental social change. At Aurum, we truly believe that the secret to growth is helping others grow. We are committed to contribute financially as well as through human capital at the grassroots level for the marginalised communities through our IKIGAI anchored by our 6 core pillars.

This year we initiated Aurum नीव Seva Fortnight from 17th Sept to 02nd Oct 2024 and it was heart-warming and humbling to see Aurum members spearheaded by volunteers come together for a cause close to their heart and contribute physically.



ASHISH DEORA

Founder & CEO

