



Partnerships with NGOs

Through support to several Non Governmental Organizations', some of them for decades, Apeejay Surrendra Group has quietly discharged its social responsibilities in the areas of disability, children, crafts, arts, heritage conservation, education and comprehensive rural development for self-sustained growth. Various companies in the group work with NGOs active in their communities but the most prominent work is done in two of our core businesses – Tea and Hospitality. Apeejay Tea Group coordinates reproductive and child health programme (RCH) through local NGOs in Assam, selects change agents from the mothers and invests in training and capacity building of crèche mothers. Also it focuses on training health workers like auxiliary nurses. Apeejay Surrendra Park Hotels has a strong community program which also includes conceptualizing novel fund raising avenues using music & arts as the draw to raise resources for developments to be spearheaded by NGOs and rolled out depending on the nature of the need and the location. In 2005, Social Sector Initiatives, a focused NGO partnership program has been institutionalized.



Social Sector Initiatives

Budget : Rs 1 crore per annum

Objective : The Program is underway for the third year now wherein we work as partners and catalysts with non government organizations (NGOs) devoted to the social sectors in our focus areas - disabled, children, women. Each year, the process starts with identifying those working in the sectors. The tenure of partnership is decided upon at the outset. On having served the purpose of empowering the NGO and in turn fulfilling a cause that we had set out to achieve, the Group makes an exit from that partnership.

Apeejay & The Ashoka Foundation

Budget : Rs. 22.29 lakhs.

Objective: We are at present working with the Ashoka Foundation to support three fellows for a period of three years at an average cost of Rs 7.04 lakhs a year. The Fellows are Rajiv Khandelwal, Aajeevika Bureau who is working in Udaipur, Rajasthan to raise awareness among migrant workers. Rajiv operates an employment registration exchange so that track can be kept of the worker after he migrates ; Bhargavi Davar, Bapu Trust, who works for the medical rights of the mentally challenged in Pune, Maharashtra and Shanti Raghavan, Enable India who works for Training of Disabled in Bangalore, Karnataka. Shanti's efforts are aimed at encouraging their inclusion in challenging work places at par with normally abled persons. (Funding between 2005-2008)