

The joy of giving

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Jyoti has always been a good student and aspires to become a doctor to treat underprivileged people like her mother who suffers from pneumonia. Hailing from an extremely poor family, she goes to school run by an NGO called Bal Jyoti for other such destitute kids. At the start of the new school year, these kids did not even have books till the employees from Madura Fashion & Lifestyle intervened. Touched by Jyoti's story, the employees ran a very successful Jyoti Campaign in the Madura office and raised enough funds to buy books for Jyoti and her classmates.



Jyoti: Fulfillment of dreams

This is just one instance of the culture of giving that is prevalent at Madura. Charity may begin at home, but for the employees at Madura, it begins in the office. Madura F&L, one of the country's largest garment manufacturers and retailers, believes in providing employees opportunities to contribute and connect with the community it operates in.

Giving for a cause

Madura F&L believes that making a difference involves both management policies and active participation of employees. With this mind, the company aims at engaging employees by moving them from a satisfied mode to a motivated, excited and energised mode. Says Mr. Sarthak Raychaudhuri, Head - HR, "Fostering such a culture in the workplace goes a long way in maintaining the work / life balance of an employee and creates a healthy and happy work environment".

Madura's CSR initiatives are focussed on three areas:

:: Employment opportunities for the disabled

:: Save the environment

:: Give back to society

Madura F&L's garment manufacturing units based at Bangalore help the physically challenged gain independence and integrate into society. The company has partnered with the Leprosy Rehabilitation Centre in Sumanahalli, Karnataka. The Sumanahalli Society, run by an NGO, has a sewing unit where half the employees are cured leprosy patients, and the rest are HIV/AIDS patients and/or physically challenged. The inhabitants of the Centre earn their subsistence through sewing for Madura. "Leftover

fabric and accessories are given to the unit for conversion into garments and they are paid the cost of conversion. The finished goods are sold to employees and their families. The scheme is more mutually beneficial, than charity", says Mr Lal Sudhakaran, Head of Manufacturing, Madura Clothing.

Earth friendly employees

Madura F&L believes that being environment friendly is of primary importance. Various employee-led initiatives like No to plastic @ office, Eco drive - Planting trees on Environment Day, Gift a sapling, photography contests around the environment theme called Between Frames etc attempts to educate and raise awareness about topical environment issues of the day.

At Madura, employees are encouraged to do their bit for the community and participate in as many CSR activities as possible. For instance, when Leh was devastated by the flash floods in August 2010 that left more than 100 people dead and over 500 injured, Madura's employees who had visited Leh for catalogue and marketing shoots were distraught to see a place of such beauty and simplicity destroyed. Determined to do their bit, the employees at Madura partnered with Oxfam India who was actively involved in gathering support for the cause and donated cash and blankets.

A helping hand

Helping the underprivileged is a recurrent theme in most of Madura's CSR endeavours and the company partners prominent NGOs and partners in several projects. Most recently, Madura partnered with Param Foundation, a Bangalore-based NGO to sponsor school kits for underprivileged students and set up a school kit stall in the office premises. Employees came forth and donated school kits,

which comprised a school bag, copies, geometric box, pencil box and a lunch box. Some employees also volunteered to distribute the school kits with Param volunteers.



Perhaps one of the most satisfying partnerships is the one with Kasturba Gandhi Balika Vidyalaya near the Bangalore-Mysore highway, a school with 112 girl students from poor and destitute families. Madura supports this school and has provided RO water purifiers, shoe racks, plate racks, and a battery for the UPS system. The fact that the Class 10 students have all secured 1st Class this academic year 2010-11, is immensely satisfying.

Initiatives like these give the globetrotting employees of Madura a platform to make a difference in the lives of the less fortunate. It gives them an opportunity to give back to the society and engenders a feeling of contentment and pride. It is the joy of giving – the Madura way.