



CORPORATE SOCIAL RESPONSIBILITY

BUILDING A SUSTAINABLE FUTURE

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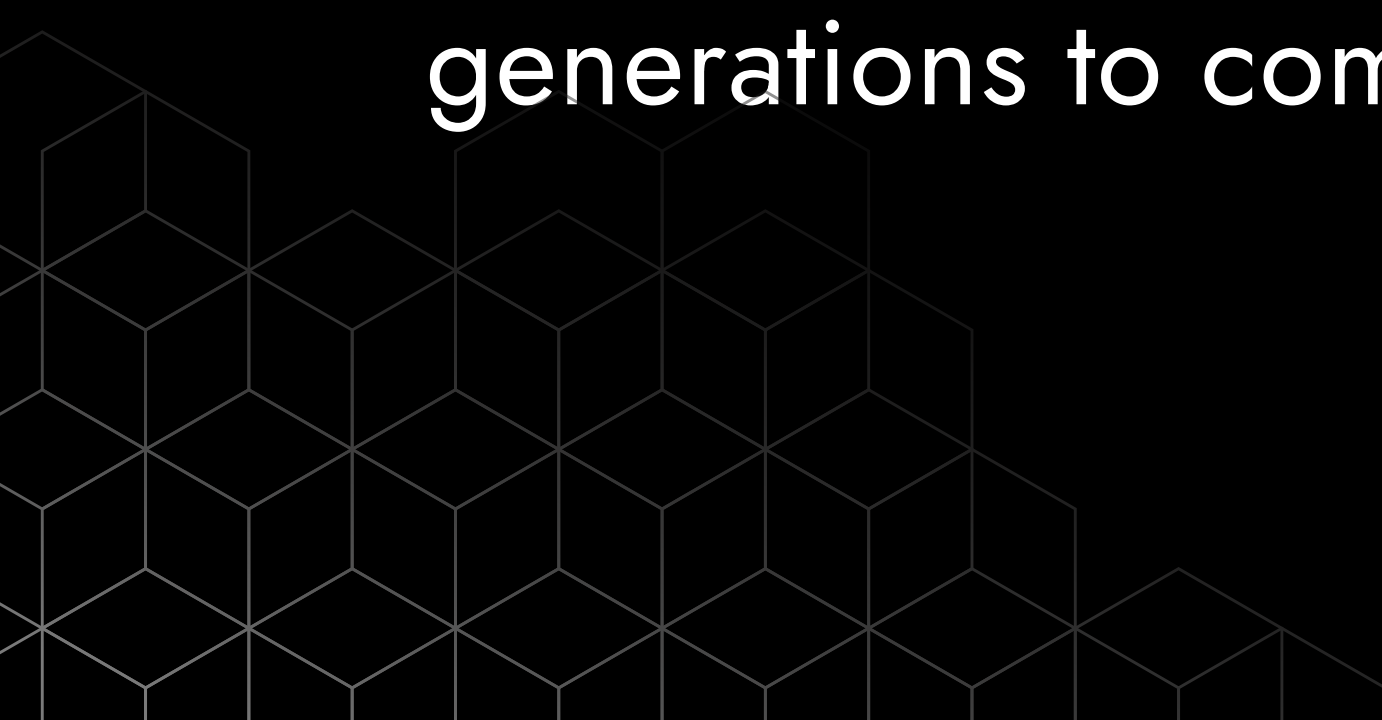


By the grace of GOD Shalimar has been continuously exceeding and aligning the business practices in India and overseas.

The company and its management has been socially responsible toward the society and the under privileged people.

Shalimar delves into diverse aspect of life and livoliwood

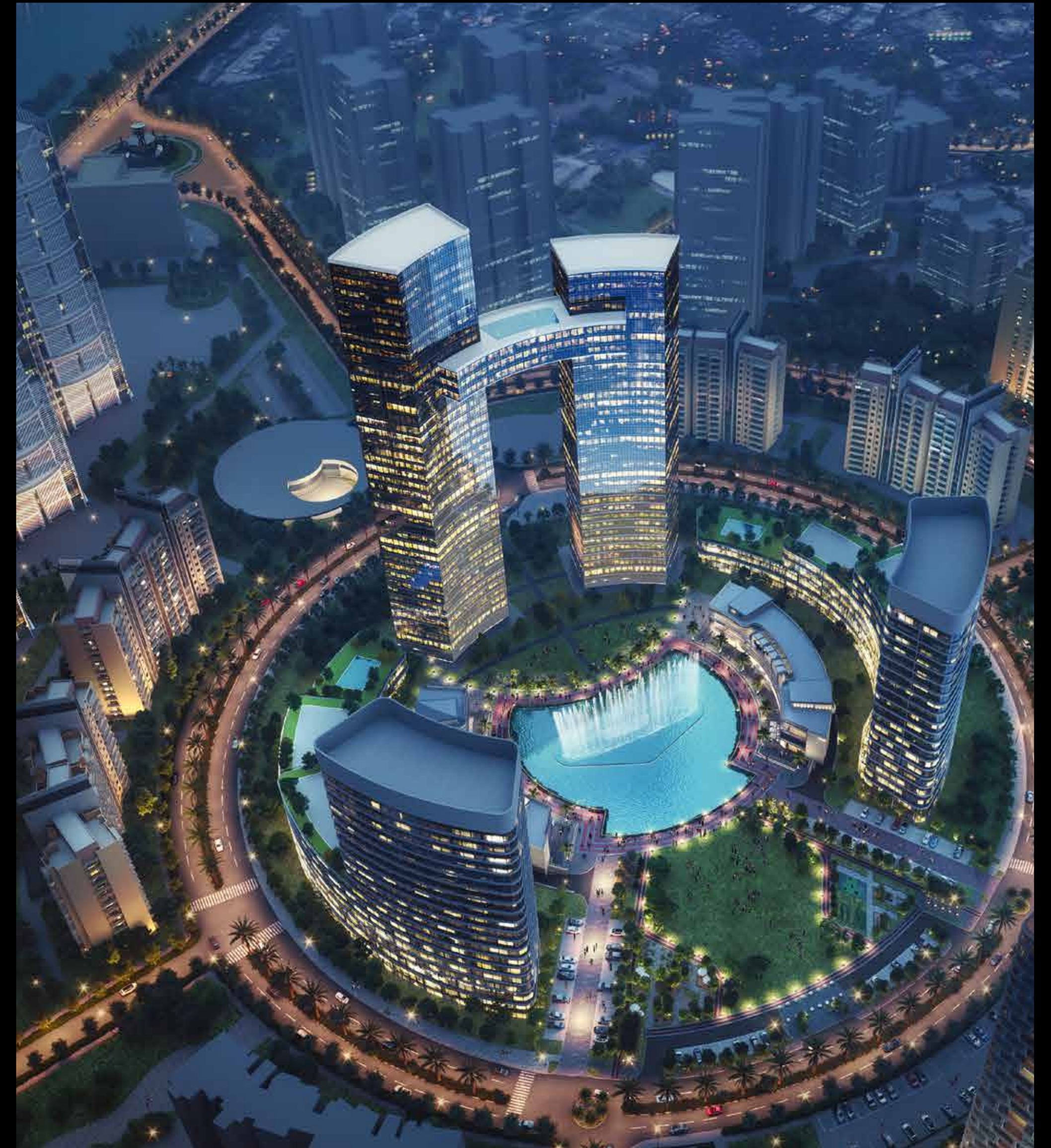
Through our CSR initiatives, we strive to create lasting positive impacts on communities, economies, and the environment, ensuring a better tomorrow for generations to come.



ABOUT US



Established in 1988, the Shalimar Group, popularly known as luxury property builders in Lucknow is a diversified Business House headquartered in Lucknow, India. The Group's footprints span sectors such as Real Estate, Property Management, various Allied Services, Civil Construction, Imports & Exports and Glass Processing. An ever growing and expanding business portfolio is the group's hallmark which is steadily establishing itself as a leading Business Conglomerate.



CSR VISION



Shalimar Corp. Limited through its CSR initiatives will strive to enhance value creation in the society and the community in which it operates so as to promote its integrated and sustainable development.

CSR POLICY OVERVIEW

- Adopt highest standards of organizational behavior and corporate values
 - Aim to contribute to Social, Economic, and Environmental Development
 - Focus on creating value for the community and the nation

EMPOWERING CHILDREN

- We the empower at our construction site children aged 3 to 21 from disadvantaged groups.
- Initiative focuses on teaching essential skills and values for their development.
- Program began in 2013 with 6 children, now directly reaching 6000 and indirectly impacting 24,000.
- Shared vision of creating a kinder world where all children experience happiness and empowerment.



YELLOW ROOMS: TRANSFORMING LIVES TOGETHER

- Yellow Rooms symbolize 'Happy Empowered Children', emanating joy and hope. Inspired by a powerful narrative, Shalimar Corp uplift underprivileged youth. These centers serve as beacons of opportunity, offering free education and empowerment programs that address multifaceted challenges.
- Beyond academic learning, Yellow Rooms provide guidance on health and emotional well-being. Open six days a week, they foster holistic growth and promote community integration. Through sustained engagement and support, Shalimar Corp aims to catalyze enduring societal change.



YELLOW ROOMS BY SHALIMAR



Since 2017, Shalimar has aiding hundreds of children through Sarthak Yellow Rooms.

FOUR SPONSORED YELLOW ROOMS INCLUDE:

SHALIMAR
ONE WORLD
YELLOW
ROOMS

SHALIMAR
GARDEN BAY
YELLOW
ROOMS

SHALIMAR
MANNAT
YELLOW
ROOMS

SHALIMAR
YELLOW ROOMS
IN UJARIYAON
SLUM

These provide safe havens for children of laborers, offering education, emotional support, and nutrition. Shalimar's collaboration ensures quality education and well-being, benefitting 304 children in happy, secure environments.

SHAPING FUTURES, ONE SCHOOL AT A TIME



Our CSR initiative leverages its exceptional infrastructure capabilities to advance educational opportunities and uplift living standards within underserved communities.

We are proud to showcase the Primary School Peer Nagar project, meticulously crafted to catalyze positive transformations and nurture a future marked by equity and inclusivity.



PROJECT DETAILS



Project Period – September 2022 to August 2023

ENROLMENT OF STUDENTS

- While seeking aid from Shalimar Corp, Primary School Peer Nagar has enrolled a strength of 678 students in session 2022- 2023.
- The program includes the deployment of two full-time teachers, with an aim to provide equal learning opportunities to less privileged students.

SHALIMAR CORP & ALIG PROPOSED ACADEMIC INTERVENTIONS:

- | | | |
|-----------------------------|---------------------------|----------------|
| ■ English Reading & Writing | ■ Digital Literacy | ■ STEM Class |
| ■ Art & Craft | ■ Adult Literacy | ■ Library Club |
| ■ Sports | ■ Environmental Awareness | |

- According to the recent Assessor Observatory report, 76% of students participated in the annual English learning assessment held in February 2023.
- The English Assessment was conducted in the school to evaluate the extent of English learning among students according to the proposed Key Performance Indicators (KPIs).

PROPOSED KPI's:

100%

of students
recognize alphabets
and words.

80%

of students
pronounce words
correctly.

80%

of students read,
write, and respond
to sentences.

70%

of students
communicate
appropriately in the
English language.

60%

of students
understand and solve
comprehension-based
grammar exercises.

LEARNING THROUGH CLUBS



Education, imparted through immersive and experimental techniques, encourages innovative thinking and sparks creativity and curiosity through collaborative learning.

For that, Shalimar Corp have introduced the following clubs for better learning:

ECO CLUBS

Helps students grow
in extracurricular
activities

DIVA CLUB

Educate girls on
social factors &
hormonal changes

LIBRARY CLUB

Enhances
student's reading
ability

DIGITAL LITERACY



DIGITAL LITERACY WITH SHALIMAR

Shalimar has launched on a transformative journey with its Digital Intervention

PROGRAM THAT ENHANCES SKILLS AS IT:

- Utilizes smart learning tools like tablets and laptops
- Engages 200 students in English, Mathematics, Science lessons
- Provides technical training for digital classroom activities
- Facilitates peer learning via WhatsApp and email



STEM CLASS



STEM Classes aim to foster innovation in Science, Technology, Engineering, and Mathematics. Initiated in January 2023, these classes enhance students' memory retention and problem-solving abilities. Through the "creative self hour," students collaborate in groups, using tablets for online research to prepare projects, promoting virtual learning and exploration.

OTHER CSR INITIATIVES:



SHALIMAR CORP SUPPORTING INCLUSION WITH SPARC INDIA

Shalimar Corp is proud to support SPARC India, a leading organization dedicated to empowering Persons with Disabilities (PwDs) and marginalized communities.

Through this collaboration, Shalimar Corp supports its mission to integrate PwDs and marginalized sections into the mainstream through impactful community-level programs empowering PwDs with the skills and resources they need to thrive.



OTHER CSR INITIATIVES:



Shalimar Corp's commitment to:

- Promoting an inclusive society: We believe that everyone deserves the chance to reach their full potential.
- Empowering individuals: We help PwDs gain the skills and confidence they need to lead independent lives.
- Building a stronger community: When we invest in the well-being of marginalized groups, we create a more vibrant and equitable society for all.

Shalimar Corp is working to build a brighter future for PwDs and create a more inclusive world by supporting and funding organizations which align with vision and overall community development.

OTHER CSR INITIATIVES:



LET'S GROW TOGETHER: SHALIMAR CORP'S PLANTATION DRIVE INITIATIVE

Shalimar Corp is committed to environmental sustainability and understands the vital role trees play in our ecosystem. To contribute to a greener future, we organize regular plantation drives, fostering a culture of environmental responsibility.

These drives involve our employees, partners, and the local community. By planting trees together, We:

COMBAT CLIMATE CHANGE | IMPROVE AIR QUALITY
PROTECT BIODIVERSITY | BEAUTIFY OUR SURROUNDINGS:

Shalimar Corp's plantation drives are not just about planting trees; they are about creating a lasting impact. We promote proper sapling care and raise awareness about the importance of environmental conservation.



Join us to be a part of the solution for a greener tomorrow!

OTHER CSR INITIATIVES:



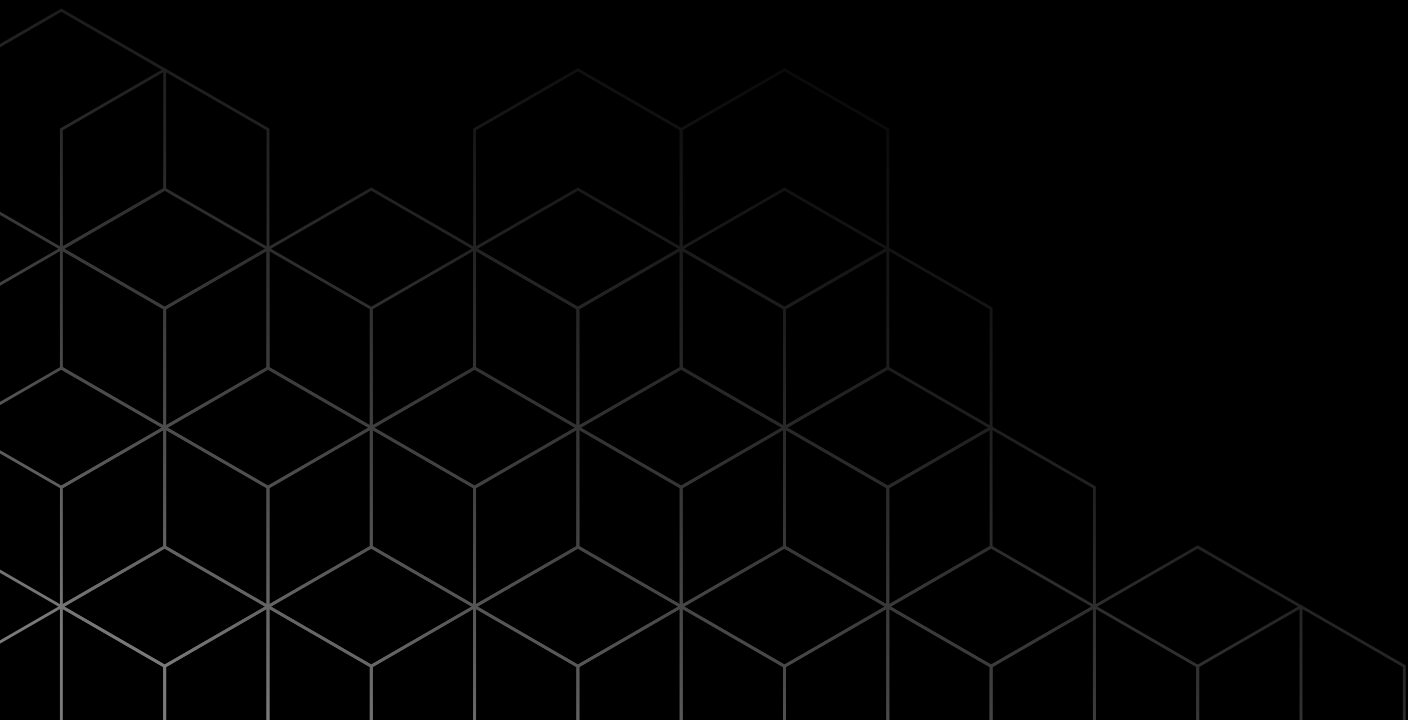
WRAP SOMEONE IN WARMTH: SHALIMAR CORP BLANKET DISTRIBUTION DRIVE

This winter, Shalimar Corp hosted multiple blanket distribution drives to ensure everyone had a warm winter. Many in our community struggle to stay warm during the cold winter months. A new blanket can make a world of difference, offering comfort and a sense of security.





May the uncountable and immense contribution from Shalimar Group
prevails forever.





THANK
YOU