



## CSR SANDESH VOL.I ISSUE I.I, APRIL 2021 TO SEPTEMBER 2021



### **Message from the Trustee**

It gives me great pleasure to bring you our first edition of CSR Sandesh from Roop VK Jain Foundation. Our newsletter is aimed at throwing light onto all the work the foundation has been involved with over the last 6 months.

Be it Covid awareness, vaccination or our pillar areas of community development, education and environment, Roop VK Jain Foundation has been at the forefront in addressing all issues that our society is facing at present. With relentless efforts of all team members of RVKJF and Roop Auto, we only hope that our actions are able to help those who need it the most.

As we move forward during the ongoing pandemic, our aim is to get everyone at RAL and its neighboring communities 100% vaccinated.

We will also be moving ahead with our work in women empowerment and community development.

I hope I'm able to share all that good news in the next edition.

Till then, please stay safe and take care of those around you who need it the most

Regards  
Gaurav Jain  
Trustee  
Roop VK Jain Foundation

## Highlights

**ROOP**



**ROOP AUTOMOTIVES LTD.**

**[100%] Vaccinated**



**All Locations**



www.roopauto.com

**Roop Automotives Ltd**  
**Roop Auto Forge Private Ltd.**

#ROOPAUTOKIJAI  
#ROOPAUTOLIFE

With the start of second wave of COVID-19 pandemic, it was difficult for everyone to cope with the situation.. Sensing the condition, foundation took leap for vaccination of the staff and community living nearby the plant area. Since March, the volunteers of Roop VK Jain Foundation have been actively participating in ensuring maximum reach for vaccination across locations.

## Awards & Recognitions

### **Special Mention Award by AIMA**

Roop VK Jain Foundation received 'Special Commendation' award for its commendable work towards COVID-19 pandemic.

The foundation's work was highly appreciated by the prominent leaders from both government and private sector.





## **Focus Areas**

The foundation majorly focuses on 4 thematic issues that also aligns with the Sustainable Development Goals. The activities are further designed on the basis of these SGDs.



## **Community Development**

As part of the community development, Roop VK Jain Foundation has worked tirelessly on the ground floor to benefit the marginalized community by identifying and supporting them through ration support, facilitation for vaccination, distribution of health and hygiene kits and other necessary infra support both at govt. administration and community level.



### **Key activities**

- Ration support to 100 under privileged families in Roz ka Meo village
- 10 full size oxygen cylinders were provided to Sri Vishwakarma Skill University Covid Care Centre.

- Donation of Rs.5Lac to CII/ACMA or Setup of Covid Care Centre in partnership with M3M Foundation.
- Ambulance with Driver support to COVID Care Centre at SVSU.
- Other Infrastructure support to PHCs and CHCs at Tauru, Nuh and Sohna.



## **Women Empowerment**

With the need to upscale efforts, for improving women empowerment in the region as in more than 2/3 villages, there is huge gender gap in literacy and enrolment, ROOP partnered with Centre for Equity and Inclusion (CEQUIN) to implement project that support women through activities that are sustainable in nature.



**Key activities that affected the lives of Women in Roz Ka Meo**

**Functional Literacy Classes:** To expose women towards learning opportunities leading to democratic participation and active citizenship.

- Total 53 women attended the classes at Takiya and Roz ka Meo sub centers collectively.
- Enhanced ability to learn basic reading and writing skills.
- Equipped with basic digital and financial literacy
- Increased mobility in public spaces-bank, markets, public transport.
- Life skill sessions were also conducted with the women on topics ranging from gender discrimination and gender based violence to early marriage and dowry practices.



**Mahila Panchayat:** A group of local women collectives trained on gender issues, women centric laws, human rights, conflict resolution.

*'It is a space of women, for the women and by the women'*



- A group of 22 women are currently involved who meet on weekly basis.
- Situation based discussions are held on discriminatory practices.
- Participatory Research Appraisal tool are used for identification of key reasons behind such gender-based violence.

**Nari Ki Choupal:** It is a forum designed where women come together at any central point in the village.

- Their numbers under one roof gives them collective strength to feel togetherness share their joys and sorrows, assure help to each other, and even participate in games and laughter together.
- The sessions are sub divided into topics and through gender audit, the findings are shared.
- Issues are discussed through interesting activities where they can speak up and understand the discussions.
- One issue is discussed at a time with different groups to maximize the outreach





### Case of Change:

Bushra, a 31 year old, moved and settled in Rozka Meo, Mewat after marriage though was born and brought up in Hyderabad. She is an 8th Class dropout from an English medium school in Hyderabad and could not continue her education due to difficult family situations. Because of her proactive nature and leadership qualities CEQUIN provided her the supervisory role for Mohalla Pathshala.

As an active member of Mahila Panchayat programme, she broke the barrier of hesitation and enhanced her self confidence. She is trained to virtually connect with trainings and and meetings and now she orients other women for technological exposure. She is learning Hindi and is also motivated to complete her education and join open school to complete her 10th & 12th standard education.

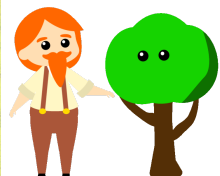
Bushra has been recruited as Community Mobiliser for CEQUIN based on her leadership skill, community presence and the potential to deliver outputs.

## Environmental Sustainability

As part of the environmental sustainability and one of the key thematic areas of CSR, Roop VK Jain Foundation celebrates World Environment Day and organizes events such as cleanliness drives and tree plantation drives at different intervals through the year. This year tree saplings were donated to Aman Foundation, Gurugram by Roop VK Jain Foundation's Trustee Ms. Meena Jain.



***"Look after the land and the land will look after you,  
destroy the land and it will destroy you"***





## Employee Engagement

**Blood Donation Camp:** On September 15, 2021 Blood Donation camp was organized by ROOP VK JAIN FOUNDATION and ROTARY BLOOD BANK, GURUGRAM. In total 123 units of blood were donated by the employees and guests. These donated units of blood would be used for children suffering from Thalassemia.



**Mammography Camp:** On September 17, 2021 Mammography camp was organized for the women of Roz Ka Meo village. The camp was organized with the support of ROOP VK JAIN FOUNDATION and Rotary Club, Gurugram. Awareness sessions on Breast Cancer and early detection were also conducted by the team of Rotary International. The camp was inaugurated by the Sarpanch of Roz ka Meo Gram Panchayat Distt Nuh.

