



CORPORATE SOCIAL RESPONSIBILITY

India is destined to be an ideal nation soon. We are simply trying to extend a helping hand to make this dream come true.

Satish Parakh
Managing Director, Ashoka Buildcon Ltd

Ashoka has been actively involved in organizing and in supporting activities that can extend a helping hand in enhancing the lives of people. We have a multi-pronged approach in making a difference to the society, for India as a Super power, should be strengthened in all aspects including social and cultural values.

The environment has always been a prime focus in our programmes. We are the first Indian Infrastructure company to be certified by ISC Pty Ltd, Australia for Integrated Management Systems for all our operations including the power division. This certificate acknowledges our standards for Quality, Environment, Occupational Health and Safety. We are determined to continue our efforts to create a positive impact in the society even as we diversify in the power transmission sector. Mr Rajendra Burad, Director, Ashoka Buildcon Limited, who heads the power division is already in the process of organising social activities in the rural parts of Maharashtra where our projects will be executed. In fact we request other upcoming organisations also that they should not ignore the social aspect of their corporate presence and join hands in our Nation's overall development. Their contribution need not be large in magnitude but even small efforts combined can make a huge difference.

Ashoka's contribution to the Environment

Global warming has already become a serious threat to world and soon our country shall certainly suffer from its ill effects. Ever since the Ashoka Buildcon Limited came into existence, it has considered trees as the best weapon to combat most of the environmental issues that the world faces today. Ashoka has organised several tree plantation drives in the areas where it has executed projects.



Mr Satish Parakh
MD, Ashoka Buildcon Ltd

The important part of Ashoka's tree plantations programmes is to involve locals including eminent personalities, school children etc. The planted trees are given due care through watering and manuring of each tree until they are old enough to sustain themselves. It is for this reason that the company has been able to maintain a well recorded high survival rate of trees planted.

The company believes that Tree plantation is not a One time Activity but actually a full time responsibility. No matter how many trees we plant today, there is a requirement for many more.

Ashoka Group has received recognition from the United Nation's Environment Program(UNEP) for the contribution it has made to the global Billion Tree Campaign.

Ashoka has been certified by the Maharashtra Enviro Power Limited for the Waste Management systems deployed by Ashoka in accordance to the Environment Guidelines.

Tree plantation- A full time responsibility

People from various walks of life are invited by Ashoka to plant a tree which can form a symbol of their contribution to the environment.



Various Tree donation programmes have been executed by Ashoka, where saplings are distributed to households so that they can be encouraged to plant trees in their vicinities.

Social awareness programmes

A developed nation is one, whose citizens are alert and aware of the issues that concern the society at large. At Ashoka we take the initiative to bring in the experts who conduct informative awareness programs on various issues of social importance. These programs are organised free of charge and are interactive in nature.



In wake of the 26/11 terrorist attack on Mumbai, Ashoka organised a training program in association with Nashik Police Department, for school teachers with respect to basic first aid that can be provided to the injured, before the doctors arrive at the site.



Every year Ashoka joins hands with the Traffic Police to organise the Traffic Safety Week. The Safety team executes various field trips for local citizens, describing them the importance of road safety and how Ashoka implements them in the projects.

Health and welfare programmes

Just like the developed countries, India too is falling victim to increased competitions and hectic lifestyles. All this is leading to reduced attention

towards health of self and others. Then there are many who have been deprived of the privilege of having good life for themselves. We are well aware of the fact that solving the problem completely is beyond our capacity, yet we are determined to make a small difference by organising programmes that can help people care for their own health and those of others.

Ashoka organised the Anti Smoking campaign where over six hundred students participated in a rally across the streets of Nashik and requested the adults to quit smoking. The students were also made aware of the hazards caused by smoking.



Roads and Highways have always been susceptible to accidents. A study shows that one of the most common reasons for road accidents is the fact that the truck drivers are unaware of the fact that they have vision related problems. Ashoka frequently organises Free Eye Checkup camps at toll plazas. The drivers are encouraged to get their eyes checked by the eye specialist who advises remedial action for those who need it.

Ashoka Toll on the Ahmednagar - Aurangabad Highway celebrated its Republic day by inviting a widow of an Army 'Jawaan' who laid down his life in Kargil for our Country. The National flag was unfurled by her.

Every year Ashoka celebrates Children's day by donating blankets and warm clothes to orphans from



many orphanages in India.

Ashoka's contribution to excellence in education

Ashoka salutes the spirit of excellence in students and encourages those who have a drive to perform extraordinarily in the field of education.



Every Independence Day, Ashoka felicitates children of employees who have scored more than 85 percent in their examinations. This activity has become so popular that the employees look forward to this event every year.

Ashoka Young Engineers scholarship

Ashoka offers an annual scholarship to two deserving students from the College of Engineering, Pune. These students are selected by a panel based on their merit and need.