



MAAHI MILK PRODUCER COMPANY LIMITED

CSR PROJECT FY 2025-26

Corporate Social Responsibility

At Maahi, Corporate Social Responsibility is not a peripheral activity; it is an organizational ethos woven into our daily dairy operations. We recognize that our prosperity is deeply interconnected with the well-being of our rural communities and the health of our local ecosystems. Operating ethically and transparently, we actively channel our resources toward bridging critical socioeconomic gaps. During the year under review, Maahi translated this commitment into measurable action through a targeted suite of interventions designed to upskill rural youth, secure water and health infrastructure for young girls, and safeguard our shared environment.

Key CSR Initiatives & Projects

1. Project “Atmasamman”

Objective: Enhancing entrepreneurial and vocational skills among rural youth within the dairy sector.

Core Activities: In collaboration with industry experts and the National Dairy Development Board (NDDB), rural youth undergo specialized training in Dairy Entrepreneurship.

Key Achievements:

- 21 beneficiaries completed the comprehensive Dairy Entrepreneurship Programme on Animal Rearing at NDDB, Anand. Participants gained critical knowledge on scientific animal husbandry, animal welfare, and sustainable livelihood enhancement.
- An additional 389 rural youth were successfully upskilled under the project framework during the year.

2. Project “Swasthya Sathe Vidhya”

Objective: Eradicating hunger, poverty, and malnutrition; promoting preventive healthcare and sanitation; and advancing rural education.

Key Achievements:

- Successfully conducted 32 child awareness programs, directly impacting approximately 4,600 rural school children.
- Distributed complimentary school kits and bags to encourage educational retention and enthusiasm among students.



Special Infrastructure Interventions under Swasthya Sathe Vidhya:

- Primary Kanya Shala (Dhajala Village, Surendranagar District): This government school serves more than 150 rural girl students. Due to a scarcity of local water sources, the school faced acute challenges regarding safe drinking water and sanitation. Maahi intervened to establish water self-reliance by funding a 600+ foot underground borewell and installing a high-efficiency submersible pump, significantly improving health and sanitation standards for the students.
- Infrastructure Strengthening at Anudanit Nivas Primary School (Nilpar, Kutch): Managed by the Gram Swaraj Sangh, this residential institution hosts over 150 poor and needy children. To address its dilapidated structures, Maahi extended financial support for the complete renovation of the school buildings, hostel quarters, and sanitation/toilet facilities.
- Contribution to project “Meal on Wheel” to Navjeevan Trust by providing Wheat

Environmental & National Contributions

Project “Paryavaran”

- Deeply committed to environmental sustainability, Maahi organized a widespread ‘Swachchhata Abhiyan’ (Cleanliness Drive) on the occasion of Gandhi Jayanti. This initiative saw active, company-wide mobilization with employees leading cleanup drives across all operational territories.

National Contribution

- In alignment with our responsibility toward national welfare and disaster relief, the Company contributed Rs. 3,00,000/- to the Prime Minister’s National Relief Fund (PMNRF) during the fiscal year.