



# BRIGHTER FUTURE WITH THE POWER OF EDUCATION

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## INTRODUCING THE MENDA FOUNDATION

The vast Indian landscape presents a contradicting visage with incredible technological progress and rapid development of businesses on one end of the spectrum and poor infrastructure, poverty and ignorance on the other. The steps that have been taken towards progress have shown no consideration and compassion for the plight of the often neglected economically weaker section of society.

The time has arrived to ignite a change that will result in an equitable environment of growth that benefits all. The most effective way to set this series of events into motion is through social initiatives. Established in 1990, the Menda Foundation represents this groundbreaking change, aimed at empowering the underprivileged through a variety of programs. The Foundation was set up as a charitable trust by the Group Chairman of RMZ Corp, Arjun Menda, who is a philanthropist, closely associated with the Rotary Club in all their Scholarship and Educational activities since 1972.





#### LIGHT FOR EDUCATION

This innovative model makes use of three components, including a centralized solar charging system, a pocket-sized portable battery and an LED study lamp. The solar charging system is located at the school, where the students can charge the batteries, which in turn power the LED study lamps at the students' homes. A completely charged battery can provide 4 hours of bright light per day for 2 days, thus enabling students to take charge of their education.

Solar Lamp distribution for students under the banner of Light for Education is one of the pioneering programs of Menda Foundation. Equipping marginalized children with a clean and green energy solution for learning is the objective of this initiative. The program also motivates children to attend school every day to charge the battery, as the solar panels and charging stations are installed in the schools.



#### **IMPACT**

SCHOOLS REACHED 189 STUDENTS BENEFITTED 50,352



A project with "Powers of 10", a social organization, to provide 1000 lamps for government school students in Chikballapur

Working with SKDRDP and Rotary Clubs to reach out to villages without electricity in rural Karnataka, helping children's education and other daily activities



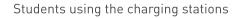


Mr. Arjun Menda distributing solar lamps to students in Magadi





Benefits of solar lamps







Uninterrupted power supply for Ankura Premashrama, an NGO run residential school in Lingsugur village

Solar charging station installed in National High School, Konandur, Shimoga District





The solar lamp initiative making headlines

A visit by the Menda Foundation team to check the installation of solar charging stations





Partnerships with like-minded government and non- government organizations to monitor the program locally

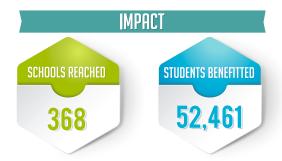


#### E-SHALA

Bridging the gap between the quality of education in urban and rural schools has been one of the main missions of Menda Foundation. The e-Shala program, providing "an enhanced learning experience", is designed specifically for this purpose. Launched in October 2015, the solar powered digital education program is aimed at improving the learning experiences of 5<sup>th</sup> to 10<sup>th</sup> standard students through engaging modern education facilities. The teachers are given comprehensive training by the knowledge partner CLT India. Local Rotary Clubs have identified the deserving schools across Karnataka based on certain criteria and they conduct regular follow ups to make sure that the facilities are being used without any difficulties. The project is covered by AMC, with the implementation partner Selco Solar Pvt Ltd, for the next five years.



Portable TV installed in Ramnagara under the e-Shala Program



Halliberu is an interior village inside the forest in Kundapura taluka in Karnataka. The people living there have hardly any access to public transport, hospitals or any basic infrastructure. Menda Foundation, along with Rotary Club of Kundapura, has installed e-Shala facilities in the Government School located inside the forest area, motivating the students and teachers by augmenting the syllabus with digitized animations and live experiments. Being completely solar powered, the program allows the school to function without electricity, which is highly unreliable in the area. Teachers testify that attendance has improved because of the program and that it aids them greatly in making the classroom sessions a lot more interesting.

The government school inside the forest



e-Shala implemented in 20 schools across Siddapur area in Uttar Karnataka, with the help of Canara Bank CSR





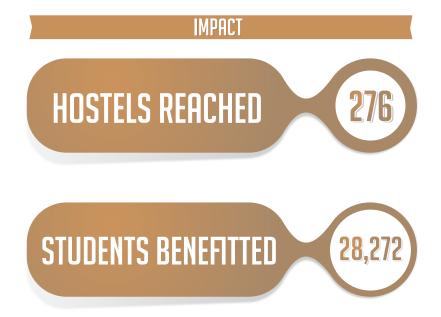
The students of Halliberu school



#### **HOSTEL LIGHTING**

The solar lighting system consists of an array of solar panels, which are installed at the roof top of the schools/hostels. The panels convert the solar energy and store it in a central battery system, which in turn powers DC lights installed in the study halls, dormitories, kitchens, dining halls and washrooms.

Menda Foundation has signed an MOU with the Backward Communities and Minorities (BCM) Department, Hassan District, Government of Karnataka, to light up 100 hostels in the district with solar technology. The project will benefit around 7,000 students directly. The Foundation has partnered with various like-minded organizations across South India, thus reaching out to thousands of students, under the Hostel Lighting program.





Lights provided in one of the hostels in Hassan district of Karnataka

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### **ADULT LITERACY PROGRAM**

Along with the e-Shala initiative, Menda Foundation provides an Adult Literacy Program, developed by TCS, to give primary education for adults in the rural areas. The initiative aims to teach the basics of alphabets and arithmetic, which are indispensable in day to day activities, including farming and business. The program is approved by the Government of India and uses the e-Shala program infrastructure provided in the schools in the villages.

Menda Foundation has collaborated with Reliance Foundation, working at the grass-root level with illiterate farmers in the villages of Gadag and Bidar, identifying the local youths who are capable of providing a 51 day literacy program for the aspiring individuals in the villages, after the school timings. The digital content for the Adult Literacy Program, developed by TCS, has been added to the e-Shala kit. A single day training program was conducted for the trainers in Bengaluru. Currently, 4 batches of 20 under-educated farmers are undergoing the program in Gadag and Bidar districts of Karnataka.





A session from the Adult Literacy Training program

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#### **SCHOLARSHIPS**

With the aim of providing equal opportunities for learning, without any compromise to the quality of education, Menda Foundation's Scholarships program is the result of a vision to empower India's youth with knowledge. The foundation has collaborated with different charitable organizations to give scholarships for school, pre-university and university education, to poor and deserving candidates. An assessment is conducted for all applications and the financial support is given to students above 8th grade until they complete their higher education.



ANNUAL SCHOLARSHIPS

700







#### FITNESS PARK

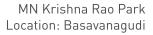
Made possible though collaborations and engagement with Government Bodies, this program focuses on providing comprehensive fitness equipment at prominent parks and green spaces for the benefit of all citizens.

This initiative is aimed at providing outdoor fitness facilities to help in preventing the predominantly sedentary lifestyle that has become the norm for India's urban population, leading to various ailments. Many outdoor gym facilities and fitness equipments are provided to parks created by the Municipal Corporation. The parks are maintained with the help of walker's group/association. The initiative promotes a healthy way of life, benefitting individuals who cannot afford gym memberships.

The first step was the development of the Outdoor Fitness Zone at the Lower Level Park in Sadashivanagar, in co-ordination with BBMP & Community Association, followed by similar concepts across six other parks located around Bangalore.



Low Level Park Location: Sadashivanagar

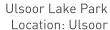








Sankey Tank Park Location: Sadashivanagar









Koramangala Park Location: Koramangala 3<sup>™</sup> Block







Allalasandra Park Location: Yelahanka

