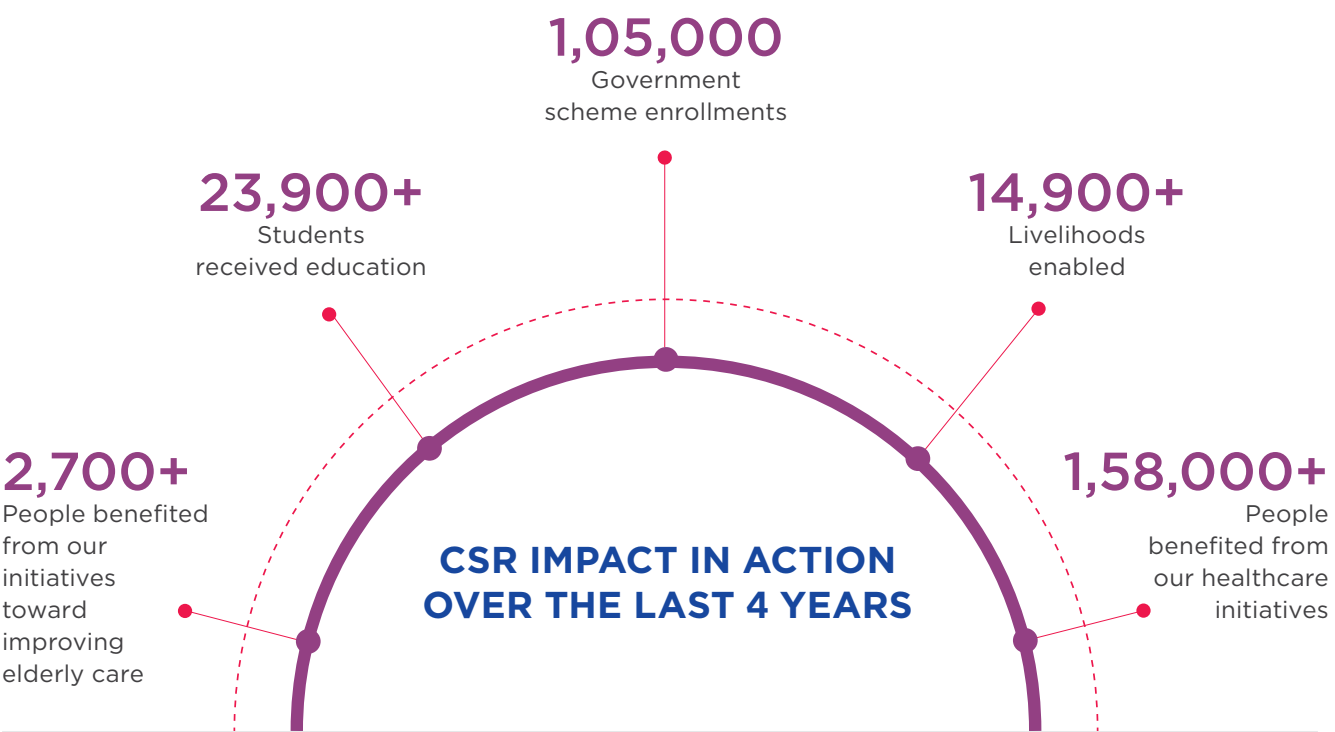


# Deepening Roots, Amplifying Social Impact

In FY25, we adopted a 360-degree, cluster-based development model with a focus on aspirational districts, delivering multi-thematic programs across livelihoods, healthcare, education, and environmental resilience.



CMS’ites come together to plant 3,500 saplings through the Miyawaki method to boost climate resilience

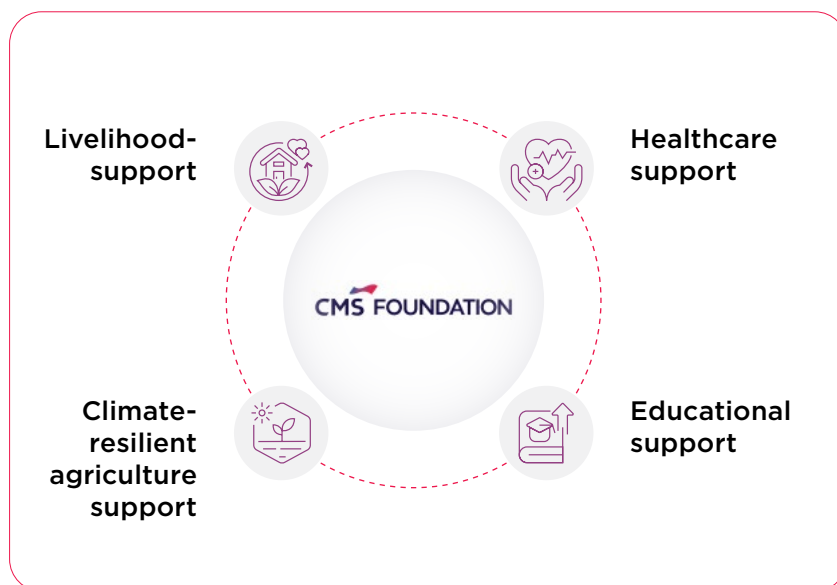


Installation of a solar-powered handpump in Bhotha Village, Mahasamundh, Chhatisgarh

## A SUSTAINABLE, CLUSTER-BASED DEVELOPMENT MODEL

At the core of our CSR approach is the Integrated Village Development framework, designed to deliver a holistic, long-term impact in high-need geographies. Operational in aspirational districts identified by NITI Aayog and selected through in-depth community needs assessments, the model ensures that every intervention is context-specific, locally relevant and community-owned. When business responsibility meets global sustainability, CSR and the SDGs converge to create shared value. By aligning initiatives with SDG indicators, we are able to track impact with clarity, transparency, and accountability, making development not just aspirational, but actionable.

Built on a 360-degree development strategy, the Integrated Village Development framework integrates four foundational pillars:



**₹ 6.8 cr**  
Total CSR spend in FY25

**₹ 21 cr**  
Total CSR spend in last 4 years





Children of Jijamata High School in Malad, Mumbai engage with a STEM Education program

## STEM- BRIGHTER FUTURE

We made targeted investments to enable practical education for STEM subjects in peripheral and rural areas. By introducing STEM-focused interventions enabling teacher capacity-building, we brought quality, future-ready education closer to underserved communities ensuring that children in underprivileged regions have access to the same learning opportunities as their urban counterparts.

# 15%

Rise in school attendance  
(STEM, BaLA interventions)

# 7%

Improvement in learning  
outcomes (Grades 5-8)

## FROM THREADS TO TRANSFORMATION: A WEAVER'S JOURNEY POWERED BY STEM

**Pillar: Digital Literacy and Financial Inclusion | Income Growth: ₹ 4,000–₹ 5,000**

In Niz Dahi village of Assam, Phulan Devi, a skilled weaver of traditional mekhela sadors, once earned a modest ₹ 1,200–₹ 1,500 per month. Despite her craftsmanship, limited market access and a lack of business knowledge constrained her income and growth.

That trajectory shifted in early 2024 when she enrolled in a digital and entrepreneurial training program conducted by the CMS Foundation in collaboration with FXB India Suraksha. Through the initiative, Phulan was introduced to ICT tools, financial literacy, and branding techniques—skills that unlocked new opportunities.

She then pursued a 25-day advanced weaving course, where she mastered jacquard loom techniques and diversified her portfolio to include stoles, kurtas, and customized textile products. Leveraging a ₹ 20,000 loan from her Self-Help Group (SHG), she upgraded her equipment and now earns an additional ₹ 4,000–₹ 5,000 per month. Her sales have steadily grown through local markets, ASRLM channels, and support from the Handloom and Textile Department.

Today, Phulan is not only in discussions to explore export opportunities but is also mentoring other women in her community to enter the weaving trade creating a ripple effect of empowerment and economic inclusion.

**"This training did not just hone my skills—it gave me the confidence to turn my passion into a sustainable livelihood." – Phulan Devi**

## SCALING IMPACT. DEEPENING REACH

We continued to prioritize deeper engagement over numerical scale, focusing on creating measurable outcomes within our priority districts and villages. Our presence expanded to 95 villages and 3 semi-urban locations, across 20 districts in 19 states, including 14 Aspirational Districts identified by NITI Aayog. In FY25, our programs reached over 83,000 beneficiaries, including 1,300 women empowered, 1,120 youth trained, 750 farmers supported, 62,500 patients treated through medical outreach, and more than 18,000 students impacted through STEM and BaLA initiatives.

Our CSR efforts are closely aligned with CMS's operational footprint. This co-location not only enhances community trust and logistical efficiency but also enables continuous program visibility and follow-through at the grassroots.



Empowering women of Sopore, Kashmir with advanced embroidery training as part of the livelihood support program

# 19

States covered

# 20

Districts covered  
(Including 14 aspirational districts)

## DRIVING EMPOWERMENT

These outcomes reflect a measurable rise in income stability, especially in rural households. Our rollout of technology-led vocational programs across rural and semi-urban regions focuses on future-readiness, digital literacy, and market alignment, enabling first-generation earners to thrive.

# ~₹ 4,000

Earning of women per month  
post skill-training

# ~₹ 15,000

Earning of youth per month  
post-placement



A F&B Steward Training session in progress as part of the livelihood support program



### A SMALL HAMLET IN TAMIL NADU IS USING PALM LEAVES TO PROFIT

**Location:** Mothivalasai, Tamil Nadu

In the hamlet of Mothivalasai in Ramanathapuram district, Tamilselvi, a mother of three, faced the daunting task of making ends meet on her husband's limited earnings. The turning point came when the CMS Foundation, in partnership with VAPS, introduced palm leaf-based handicraft training rooted in the village's cultural tradition.

Through the program, Tamilselvi mastered techniques to create market-aligned decorative products. More importantly, she found economic independence. After completing the training, she joined a Primary Producers Group and began fulfilling bulk orders. Her income rose from a few hundred rupees to ₹6,000–₹7,000 per month, enabling her to support her children's education and household needs. Today, she is a role model for women in her village, proving that traditional crafts can lead to modern empowerment.

**"Thanks to the training and support from VAPS and CMS, I now have the skills to provide for my family and secure a better future for my daughters." – Tamilselvi**



Tamilselvi builds livelihood through craft

### HYGIENE - DIGNIFIED LIFE

Our Mobile Medical Units (MMUs) continued to redefine rural healthcare delivery in FY25, providing preventive, doorstep primary care as an effective alternative to high-cost, delayed treatment. The shift has not only improved access but built greater resilience in community health systems.

# 1,000+

Adolescent girls benefited from distribution of hygiene kits and counseling

# 63,000+

Citizens reached (including 12,000 senior citizens)



Empowering women, one hive at a time: SHG members in Sirsi, Karnataka, embrace sustainable livelihoods through hands-on beekeeping demonstrations

### ENVIRONMENTAL IMPACT

In FY25, we made a strategic shift from volume-focused afforestation to value-driven horticulture plantations, an approach designed to meet dual goals of ecological restoration and rural income generation. This evolution aligns our sustainability agenda with the economic realities of the communities we serve.

# 82,573

Saplings planted

# ~1.80 mn kg

Carbon sequestration