



CSR PROGRAM APPROVED BY THE BOARD OF DIRECTORS OF THE COMPANY
(FY 2026-27 to 2028-29)

Name of the Project	Skill Development Program for Underprivileged Youth in Uttar Pradesh
Implementation Partner	Ambuja Foundation
Geography	Modinagar, District Ghaziabad, Uttar Pradesh.
Goal of the Project	Securing socio-economic empowerment and career progression of youth through skill training and placement opportunities in providing sustainable career solutions
Item from the list of activities in Schedule VII to the Companies Act, 2013	Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.
Duration of the Project	01/04/2026 to 31/3/2029
Project Rationale	<p>Modinagar Tehsil in Ghaziabad district benefits from its proximity to major economic hubs in the Delhi NCR region, including Ghaziabad, Noida, Meerut and Delhi. Despite this advantage, villages around Saunda face significant unemployment and underemployment due to lack of industry-relevant skills and limited awareness of career opportunities.</p> <p>Although many youths have completed secondary or higher education, they often lack practical training, technical skills, and exposure to modern job markets. A strong preference for government jobs leads many to spend years preparing for competitive exams, resulting in delayed employment and eventual reliance on low-paying informal work. Female workforce participation is also low due to social constraints, safety concerns, and limited local job opportunities.</p> <p>The region faces additional challenges such as poor digital literacy, weak communication skills and limited knowledge of emerging sectors like healthcare, retail, finance, and technical services.</p> <p>However, Modinagar’s proximity to Delhi NCR offers strong potential for employment generation. There is consistent demand for skilled and semi-skilled workers across industries. The proposed intervention aims to bridge the gap between education and employability through skill development programs, career counselling, and job placement support, enabling youth especially women to access sustainable livelihoods.</p>



	Village Saunda has been selected for this initiative due to its strong alignment with the programme’s objectives, as well as its significance as the native place of the founder, Shri KanoHar Lal Singhal, reflecting a commitment to contribute to the development of communities connected to the Company’s roots.
Project Objective	<ol style="list-style-type: none">1. To promote short term training courses based on current industry need and self-employment opportunities.2. To promote gainful employment for the youth to ensure stable livelihood through alternate employment/self-employment.3. To bridge the gap of skills required in an economy by enabling an access to skill training opportunities.4. To promote holistic growth of the participants with life skills to support improved quality of life
Target Group	Unemployed youth within the age of 18 to 35 Years
Skill Trade	<ol style="list-style-type: none">1. Phlebotomist/General Duty Assistant/OT Assistant2. CCE (Customer Care Executive)/CRM (Customer Relationship Management Executive)3. Account Executive/Microfinance Executive
Sector Address	<ol style="list-style-type: none">1. Healthcare Sector Skill Council2. IT-ITeS Sector Skill Council3. BFSI Sector Skill Council
Project Duration and Number of individuals estimated to be impacted by the project	Total youths to be targeted- 1075 for three years Year 1- 225 Year 2- 400 Year 3 - 450