

Annual Activity Report  
2022-23



# CSR | Corporate Social Responsibility

Transforming  
Lives...

**"WHERE GROWTH INTEGRATES WITH  
HOLISTIC SOCIAL DEVELOPMENT  
OF THE SOCIETY"**

## Our Activities

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Vande Mataram Memorial  
[www.vmm.ashapura.com](http://www.vmm.ashapura.com)

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Hiralaxmi Memorial Craft Park  
[www.hmcraftpark.co.in](http://www.hmcraftpark.co.in)

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AWA  
Ashapura Women's Academy

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Medical Facility

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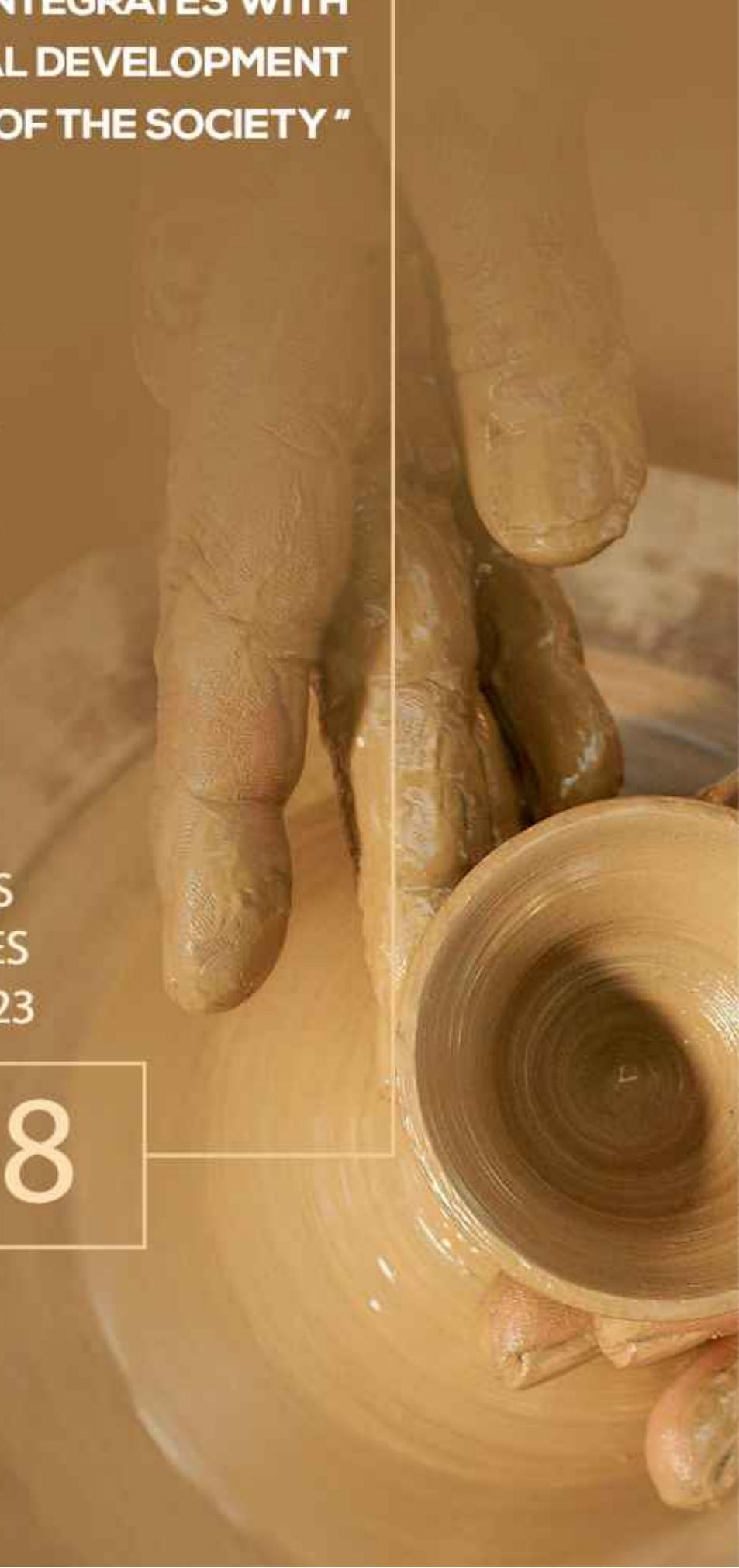
Education

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Others

**TOTAL BENEFICIARIES  
FROM OUR ACTIVITIES  
FOR THE YEAR 2022-23**

**24,588**

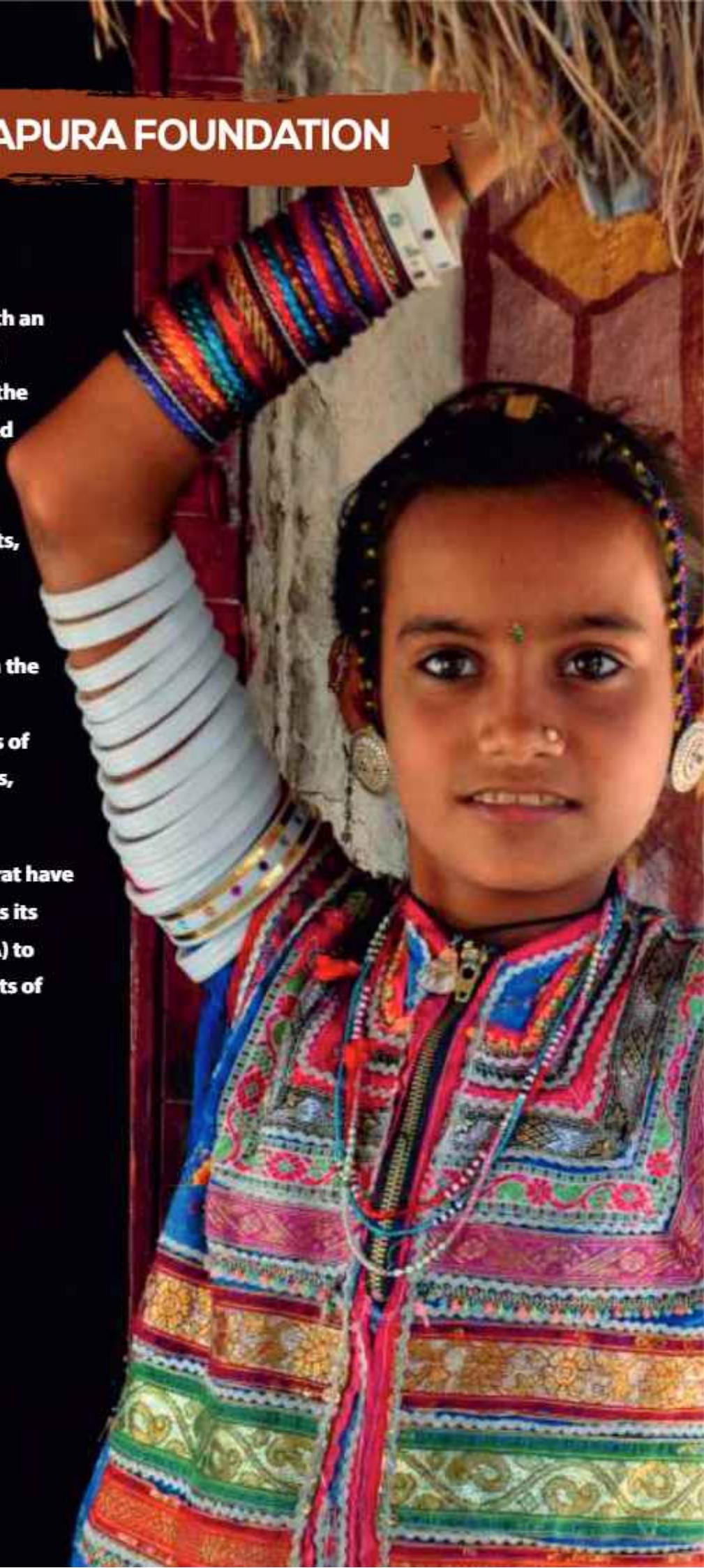


# ASHAPURA FOUNDATION

**The Ashapura Foundation is a non-profit organization, established with an aim to carry out social, cultural and rural development activities. Over the years, the Foundation has continued to carry out and support several important initiatives such as preservation of Arts and Handicrafts, Women Empowerment, Medical Facility, Education etc.**

**The Ashapura Foundation, through the Kutch Navnirman Trust has been particularly active in the rural areas of Kutch which has nearly 900 villages, spread over 40,000 sq km.**

**The Government of India and Gujarat have recognized Ashapura Foundation as its Project Implementing Agency (P.I.A) to carry out rural development projects of the Government.**





**Ashapura Women's Academy Team Receiving  
Conquer Award - 2022 for the Best Performing Team**

## **CONQUER AWARD**

Every year, Ashapura Group of Industries organises and conducts the Conquer Award Ceremony in order to facilitate the employees and people's achievements in different areas. The idea is to motivate them to perform to the best of their abilities. They facilitate employees with different

awards like - Best Performer Award in each Department, performing beyond boundaries, etc. A small ceremony was organised to facilitate awards, followed by cultural activities. During the event Ashapura Women Academy and Vande Mataram Memorial team was awarded.

## **Annual Rewards Recognition Program**



**Felicitated as Best IT Team for the Year**

# VANDE MATARAM MEMORIAL



Over 15 lac visitors, since inception

The Vande Mataram Memorial is India's first 4D memorial, designed to allow visitors to experience the entire journey of India's Independence. This memorial is considered the most ambitious and esteemed project of the Ashapura Group, dedicated to the nation. It serves as a non-profit organization, paying tribute to the sacrifices made by our freedom fighters.

The memorial has been in operation since 2017 and has welcomed approximately 15 Lac visitors as of March 2023. The objective behind its creation was

to educate people about the history of India's Independence and encourage everyone to visit & immerse themselves in that era. Located in Bhuj, the memorial spans across 12 acres of land. The primary structure of the museum is modeled after the Indian Parliament building, while the secondary structure takes inspiration from the Yellow Fort. It features an auditorium, gallery, library, & incorporates 250 mannequins to bring the Indian freedom struggle to life.



VISITORS

53,973



## PLACES TO VISIT IN THE MEMORIAL



**Yellow Fort**



**Vande Mataram Memorial Building,  
a Replica of Sansad Bhavan**



**Replica of India Gate**



**Bharat Mata Statue**



**17 Episodes with  
Life-sized Statues and 4D Technology**



**Daily 12 minutes facade show projected after Sunset**



## GUESTS VISIT @ VANDE MATARAM MEMORIAL



Shri. Suresh Prabhu  
(Former Minister for  
Railways of India)



Pujya Shri Swami  
Girishanand Saraswati



Dr. Prakash Baba Amte &  
Mrs. Mandakini Amte  
(Awardee Ramon Magsaysay  
& Padma Shri )



Hon'ble, Manoj Mukund Naravane  
(Former Chief of Army Staff  
the Indian Army)



Shri. Paras Pandhi  
(Musical Artist)



Smt. Nehalben Gadhavi  
(Social Worker,  
Motivational Speaker)



**Vande Mataram Memorial Staff Celebrating 'Azadi Ka Amrut Mahotsav'**



**Flag Distribution on the theme of 'Har Ghar Tiranga' at Mining Area Villages**



**Divyaben Vaidhya (Social Worker)  
hoists the flag  
during her 75th birthday**

**Music & Kathak Performance by  
Ashapura Women Academy class student**





## HIRALAXMI MEMORIAL CRAFT PARK

**"A VISION TO PRESERVE, RESTORE AND PROMOTE THE ARTS OF KUTCH"**

The Hiralaxmi Memorial Craft Park (HMCP) was developed with a noble vision to preserve and restore the rich culture of Kutch, as well as to promote its diverse arts, making them accessible to the masses. Located in Bhujodi village in Kutch, the craft park spans across 12 acres of land.

At HMCP, artisans are granted a wonderful opportunity to showcase their exquisite art and craftsmanship while directly selling their products to a wide audience. The park serves as a nurturing and supportive platform, enabling these talented artisans to create and market their unique creations,

thereby earning a sustainable livelihood. In the spirit of fairness, the park ensures equal chances for all local artisans by offering them space on a monthly rotation basis. Furthermore, to support their endeavours, no rental fees are charged, and even their food requirements are taken care of. By choosing to purchase beautiful decoratives or other items from these skilled artisans, you not only acquire wonderful pieces but also provide invaluable support for their livelihood and artistic pursuits.



**VISITORS**

**1,45,519**





## Shringar Bhandar

Local artisans sell both traditional and imitation jewellery, investing their passion and dedication in preserving our cultural heritage and boosting the rich traditions of India.

## Vastra Bhandar

Vastra Bhandar's mission is to celebrate Indian culture by showcasing an extensive collection of textiles, each carrying its own remarkable history and cultural significance. We take pride in utilizing locally sourced fabrics like Block Print, Batik Print, Mashroo, and more, ensuring the thriving preservation of our rich cultural heritage.



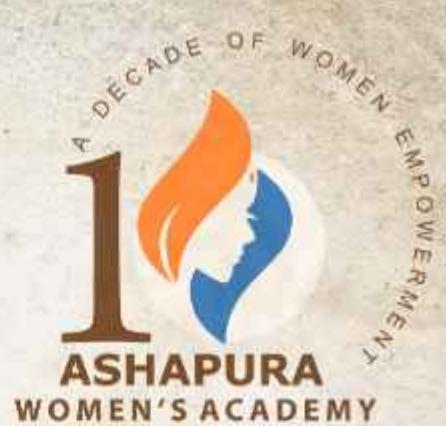
## Pratyapatti

We believe that creativity has no limits, thus we work hard to improve it. Artists repurpose waste plastic materials to create useable things such as bags, hand bags, phone holders, etc. Thus, by reusing waste plastic, they produce lovely goods while protecting the environment from plastic pollution. It provides a source of income for the artists, allowing them to support themselves and their families.

## Artisan

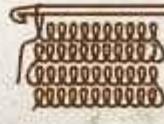
Multi-talented artists create ethnic design like Bandhani, Embroideries, Weaving, Block Printing, Mashroo, Woolen Namda, Batik Print, Rogan Painting, Beadwork. These creations bring to life the traditional art that has been part of India's culture for centuries. They are also seen as a way of preserving the cultural heritage of the country. The products they create are both unique and beautiful.





The Ashapura Women's Academy(AWA), established a decade ago, aims to empower women by teaching them a range of skills, enabling them to lead independent and dignified lives. The academy focuses on nurturing talent across various fields of interest and provides women with a platform to earn income. Through their programs, they positively impacted the lives of Women by offering Education and livelihood opportunities.

## BENEFICIARIES

<b>Music</b> 36	<b>Bharatanatyam</b> 70	<b>Tabla</b> 17	<b>Flute</b> 21	<b>Kathak</b> 22
				
<b>Karate Class</b> 50	<b>Kukma Sivan</b> 22	<b>Matana Madh Sivan</b> 10	<b>Madhapar Sivan</b> 20	<b>Computer Class</b> 32
				

**Cultural Programme  
Performed by  
AWA Students**



**State level winner,  
Ashapura Women's  
Academy music trainee**

**10 day's Sanskrit  
Sambhasan Class  
at AWA Class Bhuj**



**BENEFICIARIES**

**300**



**Women day  
celebration by  
Ashapura CSR team**

କାହା କାହା, କୁଣ କାହା କାହାକିମି କାହାକିମି କିମାନ୍ତି କାହାକିମି କିମାନ୍ତି  
କୁଣ କିମି କାହା କାହାକିମି କାହାକିମି, କାହାକିମି କାହାକିମି କିମାନ୍ତି  
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“ଆମୀରି କାହିଁମୁଣ୍ଡଳ ମନ୍ଦିର” ଶାନ୍ତିମୁଣ୍ଡଳ

राज्यकक्षा युवा उत्सव

२०२२

અમરેલી

ਦਾਰੀਅ : ੨੯. ੧੭ ਕਿਲੋਮੀਟਰ ੨੦੨੨

સ્વીચ્છા : શ્રી કૃ. કૃ. પાટેખ અને અનેતા આર. પી. પિલાલથ (નુવાન નિકલ રક્ખું) અમદેવી



**Ms. Kaviben** had the privilege of representing the state of Gujarat in a national level competition held in Karnataka's Dharwad (Hubali). It was a moment of pride for the region as Lokgeet was presented for the first time from Kutch in a national level competition.

# WOMEN EMPOWERMENT

Ashapura Women's Academy is proud to announce the incredible achievement of one of its students, Ms. Kaviben Mamubhai Khambhala. She participated in the Lokgeet competition at the Zone Level and secured the 1st rank. Her exceptional talent and dedication enabled her to advance to the District Level competition held in Gandhinagar, where she secured the 2nd rank in the semi-final round. Her impressive performance earned her a spot in the State Level competition held in Amreli.

At the State Level competition, Ms. Khambhalal delivered a remarkable performance and secured the 1st rank, truly showcasing her talent and hard work. We at Ashapura Women's Academy take immense pride in the achievements of our students and are thrilled to see them succeed in their endeavours. Ms. Khambhalal's success is a testament to her talent, dedication, and the quality of education provided at our institution.

**While performing with Team in Lokgeet Competition at Hubali , Karnataka**

લાયુલા પિંડાસ અધિકારી, અમદાવાદ

આગાદીકા અમૃત મહોદાય  
અમદાવાદ (ઉત્તર ગોં)

ગાળ પ્રતિભા શોધ સ્પર્ધા

થથણ : સંકલ્પ ઈંટરનેશનલ

તારીખ :



Samarth Kansara secured First Rank in Lok Vadhya Competition at State Level

Madhapar  
Stitching  
class



Kukma  
Stitching class

Team at Folk Song  
competition  
Hubali , Karnataka

Vandh  
Stitching class





## GARBHASANSKAR HAWAN

The Foundation's dedication in preserving cultural values has led them to organize a unique and meaningful event called the Garbh Sanskar Havan. This event is exclusively designed for women, recognizing their role in nurturing and shaping the future generations.

The name itself holds a deep significance, as it combines the words "Garbh," meaning womb, and "Sanskrit," which refers to the process of teaching

good things and instilling positive values. Through the Garbh Sanskar practice, the Foundation aims to emphasize the importance of educating an unborn child and ensuring they are exposed to positive influences right from the start. By creating an environment that nurtures the development of both the mother and the child, this event becomes a powerful platform for empowering Women and promoting the preservation of cultural values that hold immense significance in society.



**BENEFICIARIES**

**183**



**VILLAGES COVERED**

**17**





## KATALA LADOO DISTRIBUTION

In some areas, it was noticed that Women were not receiving adequate nutrition after giving birth, despite consuming their daily meals. Recognizing the importance of post-pregnancy nutrition, Ashapura Foundation took an initiative to distribute Katala Ladoos to new mothers. These specially crafted ladoos ensured that Women received the essential nutrients they required, which were then transmitted to their infants through breastfeeding.

Katala Ladoos are enriched with high nutritional value, incorporating a variety of dry fruits, grains, pure ghee, and jaggery. This combination of ingredients provides a power-packed punch of vitamins, minerals, and vital nutrients necessary for both the mother's recovery and the child's development.

Distributed Katala Laddoo in  
**51 Mining Area Villages**



**KATALA BOX BENEFICIARIES**

**1072**

## PATIENTS FACTS & FIGURES

<b>Eye</b> 150	<b>Skin</b> 120	<b>Orthopedic</b> 140	<b>Pediatrics</b> 13	<b>Dental</b> 40
				
<b>Gynac</b> 9	<b>Cardiac</b> 7	<b>Surgery</b> 25	<b>Physician</b> 12	<b>General</b> 71
				



MEDICAL VAN BENEFICIARIES

18,891



VILLAGES COVERED

70

## MEDICAL FACILITIES

Medical facilities is a basic right for everyone and we are now striving to provide this to over 70 villages. Under the CSR belt, Ashapura Foundation has been working in the different segment to provide facilities to the underprivileged. One of the activities is Medical facility. Company has dedicated 3 medical vans working in area of Dayapar and

Bhujodi center. Operating in the mining areas, these vans travel to the villages, ensuring that doctors are able to visit and administer general medication to the villagers. Covering over 70 villages in the specified region, these vans play a crucial role in providing essential healthcare services. The general treatment is given for Fever, ENT, Skin Diseases,



General Medical Camp  
organized at Sayan



MEDICAL CAMPS

04

PATIENTS DIAGNOSED

1325

Ayurvedic & Homeopathic Medical  
Camp at Pragpar



The Team of Ashapura Group of  
Industries who made the Medical  
Camp successful

Ayurvedic, Homeopathic &  
Eye Camp at Kukma

## MEDICAL CAMP

In an effort to combat diseases that hindered growth and impacted the productivity of villages, numerous camps were organized by Ashapura Foundation. These camps proved to be highly successful, attracting a substantial number of participants. The foundation initiatives played a

crucial role in bringing about positive changes in the lives of people from nearby villages. By providing accessible healthcare services and promoting health awareness, these camps made a significant impact on the well-being and overall development of the community.

### Medical Camp Organized by Ashapura Foundation at Pragpar





Winners of Essay competition at Manjal



Kids Summer Camp at Mining Area Villages

## EDUCATION & SCHOOL ACTIVITIES



SCHOOL KIT DISTRIBUTED

708

After the Bhuj earthquake in 2001, numerous school buildings in the Kutch area were damaged. In response, the Kutch Navnirman Trust constructed schools to provide education. In order to address this issue, the Ashapura Foundation is actively involved in supporting the educational needs of children in the villages surrounding the Mining

area. Our mission is to promote education for all and we are engaged in various activities, such as distributing School Kit, organizing contests such as essay writing, drawing, etc. Also provided infrastructure facilities to schools including donating of water filters.



Summer Camp at Baraya



Donation of water filter plant at Ler Primary School during Praveshotsav



Gifted bags and other accessories to the winners of Essay Competition at Manjal



A gift to Ashapura Colony Primary School's students



Mangal Mandir school's students while praying at Vande Mataram Memorial on Baa's Punyatithi



Grass Distribution at Madhapar,  
Navavas and Junavas



## ENVIRONMENT & CATTLE

Kutch is considered a dry region. It receives minimal rainfall throughout the year. This has an impact on both animals and humans. Therefore, the Ashapura Foundation aims to plant trees regularly and donate

fodder to animals as often as possible. This helped to maintain the ecological balance in the region and provided fodder for animals.



VILLAGES COVERED

25



CATTLE FED

5000



TREES PLANTED

250

Tree plantation at Vandh, Pundi, Atalnagar, Manjal, Hamla, Baraya, Lakhond, Pragpar-2



# HANUMAN MANDIR



Under the CSR project, we are beautifying the Hanuman Mandir Temple at Padhar. We recently repaired the Hanumanji Temple, created a beautiful garden, and provided benches for visitors. Since then, we have started Pujas, Bhandara, Palki, and

community events at the temple on a regular basis. All administrative and other resources have been put in place to ensure the temple's smooth operation.



# OTHERS



School's students while meeting  
Smt. Dina Shah, Trustee, Ashapura Foundation



Visited Smruti Van



Smt. Dina Shah's while  
distributing certificates & gifts



Shrimad Bhagvad Gita Vimochan



Smt. Dina Shah while playing Garba  
with all staff



Smt. Dina Shah visited Synchro  
Academy at Adipur



Vande Mataram Memorial Ladies staff with  
Smt. Dina Shah at Ratadiya Shaktipith Darshan



Smt. Dina Shah visited to KCRC (Kutch  
Comprehensive Rehabilitation Centre)



Monthly birthday celebration of employees as part of good corporate practices

# NEW PROJECTS

## Beautification of Hanuman Mandir



The next stage of the Hanumanji Temple restoration project will see it equipped with a number of amenities. The amenities will include a canteen, yoga centre, refreshment rooms, and garden.

## Animal Care



Ashapura Foundation have generously donated an ambulance to an NGO that operates within the local community to rescue injured dogs and transport them to the shelter for necessary treatment. Additionally, we ensure that stray dogs are fed regularly by providing them with nutritious rotis on a daily basis.

## Sanskrit Education for 4 to 10 years children



Ashapura Foundation is now offering Sanskrit Classes for 4 to 10 year old students in Bhuj, Gujarat. The classes focus on understanding classical Sanskrit texts and compositions, as well as the cultural and historical significance of the language.

## English Speaking Classes



In the Kutch area, it has been noted that a significant number of students face challenges in English speaking. To tackle this issue, Ashapura foundation has taken the initiative to establish English speaking classes. These classes are offered at a nominal fee of Rs. 250, which is fully refundable upon successful completion of the course.

## Scholarship for Higher Education



Starting from the academic year 2023-24, Ashapura Foundation is proud to announce the introduction of scholarships for deserving students based on their family's financial situation. These scholarships aims to provide financial assistance to students who demonstrate exceptional merit and talent.

## Paramvir Smriti



In this new project, we will pay homage to all 21 brave fighters who have been honored with the Paramvir Chakra for their exceptional bravery. This tribute will stand as a centerpiece of attraction at Vande Mataram Memorial.



**ASHAPURA  
FOUNDATION**

**Registered Office : Lawrence & Mayo House  
2nd Floor, 276, D.N Road, Fort, Mumbai - 400001, Maharashtra, India**  
[www.vmm.ashapura.com](http://www.vmm.ashapura.com) [www.hmcraftpark.co.in](http://www.hmcraftpark.co.in) [www.ashapurafoundation.org.in](http://www.ashapurafoundation.org.in)