



Canon

Delighting You Always

Canon
Delighting You Always

Canon
Delighting You Always

Annual Report on
Corporate Social
Responsibility

2019-20



Contents

3	CEO Message	Learning Beyond Books	18
4	Kyosei	Empowering Women through Skill Development	24
5	Canon India Involve	Other Initiatives	26
6	Canon India Involve 4Es	Employee Speaks	33
8	Adopt a Village	Our Journey So Far...	34
16	Support a Life Campaign	Awards	35

From the Desk of **President and CEO**

As a responsible corporate entity, at Canon India, we always strive to make a positive and lasting impact on our environment and the community we operate in. We aim to be a company which is respected for its commitment towards social causes. We wish to achieve this through our corporate philosophy of 'Kyosei', which means living and working together for the common good. 'Kyosei' envisions and sets the foundation for the achievement of a sustainable society in which all people, regardless of race, religion or culture, live harmoniously and work together towards a brighter future. This philosophy comes foremost in our way of working and day-to-day operations.

We stand committed to our core areas under 4Es, which includes Education, Environment, Empowerment and Eye Care. We strongly emphasize on employee engagement in our CSR initiatives, and this has led to efficient results in achieving our long term objectives. At Canon India, CSR is extremely close to everyone's heart and we consider our adopted villages as our extended families. Our CSR outreach is measurable and sustainable and what counts the most for us are the smiles we help spread in the society.

Going forward, we will endure to drive meaningful and welfare driven initiatives to impact more lives and make our communities future ready. We are positive that we will be able to bring about even greater change in the communities we operate in, empowering people to grow in a better and sustainable environment.

We also intend to further strengthen the vibrant culture of social responsibility that already exists in our organization by involving our families in our CSR initiatives, calling it 'Canon India Involve-Family'. With continued support from employees and families, we amplify our commitment towards community in many more years to come.

Sincerely,

Kazutada Kobayashi
President and CEO





共生

Kyosei

Kyosei, our corporate philosophy, means 'living and working together for the common good'. We truly believe in it and it is considered foremost in our way of working and in our day-to-day operations. However, our definition of the word is much broader and encompasses 'all people - regardless of race, religion or culture, harmoniously living and working together for the common good.' Moving forward with the philosophy of 'Kyosei', we strive to make a positive impact in the society and the environment in which we operate.



Canon India Involve

In line with our unswerving commitment towards society, we drive meaningful welfare initiatives under our umbrella CSR endeavour 'Canon India Involve'. Through the initiative, we have been successful so far in building progressive self-reliant communities, aligned with our 4Es CSR policy implying Education, Eye Care, Environment and Empowerment. Each Canonite is actively involved in all the CSR initiatives that are undertaken to reach out to the less-privileged community members.

Adopt A Village

'Adopt a Village' is our flagship project, launched in 2012, through which we undertake the overall development of our adopted villages for 5



years with a special focus on 4Es. We have 4 adopted villages at present across India, and through our involvement we aim to empower them and build sustainable communities. One of the most important parameters that we follow while selecting a village is its proximity to our office location, to ensure constant engagement between our employees and the adopted villages.

Support A Life

Taking forward our vision of empowering children in our community, we are associated with SOS Children's Village across the country through the 'Support a Life' project. With this initiative, we support the education and the overall development of children from these villages through sponsorships, paving their way towards a better and brighter future. SOS Children's Villages of India is a voluntary child development organization engaged in the care and upbringing of parentless, destitute and abandoned children in near natural family environment.



Learning Beyond Books

In sync with our commitment of providing a holistic growth for children from our communities, the 'Learning Beyond Books' initiative inspires children to explore the world beyond their horizons. As 'experiencing is learning in truest form', we enable a platform of 360-degree learning by organizing experiential visits to different industries, encouraging them to explore multitude career opportunities in the future.

CANON INDIA

1. Education

Education, because we believe in the Right to Education for every child.

Facts

- 35 million children aged 6 – 14 years do not attend school
- 53% of girls in the age group of 5 to 9 years are illiterate



Our Objectives:

- To develop the quality of education by including e-learning mode of education
- Emphasize on enrolment of children in school and ensure retention
- Provide age appropriate learning for each child
- Introduce sports and other extracurricular activities
- Interactive learning sessions for overall growth and development of children

Source:
*District Information System for Education (DISE) 2014-15
*Ministry of Human Resource Development

Informative resource centres have been established in Canon's adopted villages, with a presence of 40 students on an average and two full-time dedicated teachers.

2. Eye-Care

Eye care, since we are in the imaging industry, we believe in right for better vision for every person.

Facts

- India, the second most populous country in the world, is home to 23.5% of the world's blind population
- 80% of our memories are determined by what we see
- About 39 million people around the world suffer from blindness

- 80% of vision problems worldwide are avoidable or even curable

Our Objectives:

- To mobilize community for free eye testing
- Refer patients to nearby Government hospitals for further treatment
- Generate awareness among community members about eye ailments
- Ensure early identification and management of preventable blindness (cataract & refractive errors) in adults and children

Source: World Health Organisation



A Vision centre has been established in all the villages where community people are getting their eyes tested free of cost.

INVOLVE 4Es

3. Environment

Environment, because we believe in a cleaner and greener ecosystem, as a legacy to the next generation.

Facts

- Over half of India's population, 660 million people, live in areas where fine particulate matter pollution is above India's standards for what is considered safe
- Of the world's top 20 polluted cities, 13 are in India
- Air pollution slashes life expectancy by 3.2 years for the 660 million Indians who live in cities

Our Objectives:

- To create clean and green environment through plantation and cleanliness drives
- Overcome issue of scarcity of water through rain water harvesting and ground water recharge
- Conduct educational sessions with the students on significance of green and clean environment
- Promote the use of alternative sources of energy by installing solar panels at various locations

Sources:
 *Ministry of Statistics and Programme Implementation
 *Census 2011

Environmental activities that include tree plantation drives, cleaning actions and establishment of kitchen gardens are constantly conducted in school and village.



4. Empowerment

Empowerment, as we believe in the vision to promote holistic development of community youth and provide them with decent career opportunities.

Facts

- Economic empowerment is a prerequisite for sustainable development and proper growth that needs to be upgraded in India

Our Objectives:

- To enhance employability skills of students, youth and village community
- Empower students to explore new career prospects
- Create livelihood opportunities for community women

Source:
 *Ministry of Statistics and Programme Implementation (UNDP Youth Strategy 2014-2017)

Vocational Training Centres have been set up in Canon's adopted villages to provide three months basic Computer and Tailoring course ensuring skill development.



ADOPT A



VILLAGE 1 – Maheshwari (NORTH)

Education (Resource Center)

A total of 259 children participated in Resource Center activities with 2 teachers.



Major highlights of activities undertaken:

- **1** Excursion was organized to transport museum for 25 children
- **5** Cultural and sports programs
- **11** Parent teacher meetings were organised
- **8** School rallies and campaigns were conducted on various social issues
- **6** Monthly meetings with school management committees

Eye Care (Vision Center)

During 2019, 4 eye camps were organized in the village and nearby communities which reached out to **637** people.

Description	Number
Total visits by Ophthalmologist	24
Number of people visited the vision center	810
Total patients referred to hospital for further treatment	58
Number of free operation	1
Number of people given free spectacles	214

VILLAGE INITIATIVE

Empowerment (Vocational Center)

In order to empower community youth, 3 months of computer training course was conducted in the vocational center. During the year, 47 children graduated from 3 batches. All students were given certificates for successfully completing the course.

Also, 297 children from primary school were enrolled to learn the basics of computer operations as part of their curriculum.



Infrastructure Development

- Installation of 2000 ltr. drinking water station with RO facility
- Installing ground water recharge & rain water harvesting system
- Renovation of toilets for primary and secondary wings
- Developing play area for children
- Levelling of play ground
- Whitewash of school building

Environment

200

Trees planted

500

People participated in tree plantation activity

4

Cleanliness drives were organized in the community

111

People participated in the cleanliness drives

15

Kitchen gardens were established in the village





VILLAGE 2- Maharaja Katte (SOUTH)

Education (Resource Center)

A total of 74 children participated in activities conducted in Resource Center



Major highlights of activities undertaken:

- **2** Excursions were organized at Bannerghatta Zoo and water fall, for 60 children
- **4** Cultural and sports programs
- **12** Parent teacher meetings were organised
- **12** School rallies were conducted on the issues of cause
- **16** Monthly meetings with school management committees

Eye Care (Vision Center)

During the year, 5 eye camps were organized in the village and nearby communities where 95 people visited the camp and were further treated.

Description	Number
Total visits by Ophthalmologist	24
Number of patients checked by Ophthalmologist	308
Number of people visited the vision center	440
Total patients referred to hospital for further treatment	15
Number of free operations	15
Number of people given free spectacles	34

Empowerment (Vocational Center)

74 children from primary school were enrolled in the computer class to learn the basics of computer operations as part of their curriculum.

To create livelihood opportunities for the community women, a new initiative of stitching and tailoring was launched in the village. During the year, 3 batches with 15 women in each were trained. They learned from basics till advanced stitching techniques under the guidance of an expert.



Infrastructure Development

- Repair and whitewash of the school building
- Installing groundwater recharge & rain water harvesting system



Environment

223

Trees planted

51

People participated in tree plantation activity

4

Cleanliness drives were organized in the community

214

People participated in cleanliness drives

35

Kitchen gardens were established in the village



VILLAGE 3- Karanjoti Village (WEST)

Education (Resource Center)

A total of 84 children participated in the Resource Center activities



Major highlights of activities undertaken:

- **2** Excursions were organized to Shivneri Fort and sugar mill where 57 children participated
- **4** Cultural and sports programs
- **12** Parent teacher meetings were organised
- **12** Rallies/campaigns in schools were conducted on various social issues
- **16** Monthly meetings with school management committees

Eye Care (Vision Center)

4 eye camps were organized in the village and nearby communities in 2019 which reached out to 278 community people.

Description	Number
Total visits by Ophthalmologist	11
Number of people visited the vision center	469
Total patients referred to hospital for further treatment	28
Number of free operations	4
Number of people given free spectacles	101

Empowerment (Vocational Center)

84 children from primary school were enrolled in the computer class to learn the basics of computer operations as part of their curriculum.

3 batches of computer training course were conducted for the community youth, with 15 children in each batch. All the 45 children were felicitated for successfully completing the course.



Infrastructure Development

- Installation of ground water recharge & rain water harvesting system



Environment

4

Cleanliness drives were organized in the community

327

People participated in cleanliness drives

15

Kitchen gardens were established in the village





VILLAGE 4 - Sol Gohalia (EAST)

Education (Resource Center)

A total of 70 children participated in Resource Center activities



Major highlights of activities undertaken:

- **1** Excursion was organized to Science City where 60 children participated
- **6** Cultural and sports programs
- **12** Parent teacher meetings were organised
- **14** Rallies/campaigns in schools were conducted on various important social issues
- **21** Monthly meetings with school management committees

Eye Care (Vision Center)

A total of 334 people from the community participated in the eye camps. 4 such camps were organized in and around the village.

Description	Number
Total visits by Ophthalmologist	24
Number of people visited the vision center	1391
Total patients referred to hospital for further treatment	64
Number of people given free spectacles	25

Empowerment (Vocational Center)

70 children from primary school were enrolled in computer class to learn the basics of computer operations as part of their curriculum.

3 batches of computer training course was conducted for the community youth, with 15 children in each batch. All the 45 children were felicitated for successfully completing the course.



Environment

150

Trees planted

67

People participated in tree plantation activity

4

Cleanliness drives were organized in the community

198

People participated in cleanliness drives

15

Kitchen gardens were established in the village



Infrastructure Development

- Whitewash of school building
- Repair of class rooms and windows



SUPPORT A

Another important parameter of our CSR endeavors is association with like-minded and ethically strong organizations. We have partnered with **SOS Children's Village** across the country to support the education and overall development of children for their better and brighter future.



LIFE CAMPAIGN

Sponsoring A Child

Through the initiative, we intend to support lives of children by taking responsibility of their education and overall development. It is a joint effort of equal contribution by Canon India and its employees.

During 2019, 184 employees have supported 212 SOS Village children across the country.



Sponsoring SOS Family Homes

We believe that every child deserves to grow up in a family where he/she feels secure, happy and loved.

SOS Family Care based model fulfills this very need of orphaned and abandoned children. Canon India continues to support two such complete family homes in Faridabad (North India) and

Hyderabad (South India). Each home has 10 children and a mother. Canon India's support to these family homes provides children with an overall development including education, health, security and lots of happiness. Such a nurturing environment will ensure that these children grow to their fullest potential and achieve their desired goals.



LEARNING

‘Seeing and experiencing is learning in true sense.’ Adhering by this, Canon India Involve under ‘Learning Beyond Books’ initiative aims to inspire children to dream bigger and work towards achieving their goals. The initiative was launched to help children go beyond their boundaries and explore the world outside their horizon.

A. Building Healthy and Sustainable Communities in Association with United Nations ‘World Food Programme’

With an objective of strengthening our 4Es initiatives and making a long-term sustainable impact on communities, **Canon India Involve embarked a new project in association with the United**

Nations ‘World Food Programme’.

The project involved a two-pronged approach where Canon employees were trained by the UN team under the



BEYOND BOOKS



concept of 'Train the Trainer'. Second, employees further trained children of our adopted village Maheshwari, Haryana (North India) so that they can become **'Ambassadors of Change'** to spread awareness in their respective communities on the perils of Health and Hygiene.

The first leg of the project commenced at Canon Corporate Office with a training session on **'Health & Hygiene'**

for employees, in the presence of Mr. Kazutada Kobayashi, President & CEO, Canon India and all senior management.

During the session, **47 employees** were trained on the basics of personal hygiene, food & water habits, sanitation and clean home & surroundings.

Further commencing the second phase of the project, employees from Corporate Office visited Maheshwari village and conducted multiple sessions with the children on 'Health and Hygiene'. An informative booklet on the topic 'Health and Hygiene' consisting of **'Role Plays'** and **'Storytelling'** was developed to transmit impactful learning in the children. The booklet focused on the importance of personal hygiene, food and water habits, sanitation and clean home and surroundings. Further, teachers of Resource Centre conducted repeat training sessions with children for a period of 3 months.

Marking the culmination of our first topic, Mr. Kazutada Kobayashi,



President and CEO, CIPL, on his visit to the village, was delighted to see the impact of the learnings on children, which was exhibited via skit performance. Our vision is to empower children as **'Ambassadors of Change'** and enable them to create awareness on important issues influencing lives of their near ones.

B. | Media and Communications Chapter

As a new milestone in our CSR endeavor, we embarked a new chapter on 'Media and Communications', to enable a platform of experiential learning and providing children with career opportunities in media industry.

Visit to Red FM

The first leg of the chapter included a visit to the Head Office of Red FM 93.5, the number one radio station in India. 20 selected children from SOS Children's Village, Faridabad, participated in the activity. Mr. Gary Lee, Vice President & CFO, Canon India joined the activity along with Canon's Corporate Communications Team to motivate the children. The 2 hour-

long activity session comprised of an interactive session with prominent radio jockeys, who shared the nuances of their profession with the children. They were also provided the opportunity to visit programming and recording rooms, where live sessions were being conducted. Children shared positive responses after the sessions, where they requested for more such platforms to be created for them.



A Glimpse into Public Relations

As the next leg of the initiative, we organized an experiential visit to a leading PR Agency, Genesis BCW, to encourage children to explore career opportunities in Public Relations (PR). A group of selected 20 children from our SOS Village participated in the activity. Further, the children interacted with the team through exciting activities



to understand the nuances of public relations as a profession and how it helps brands to build a unique niche in the industry. The children were taken on a tour to the office and newsroom, to learn and understand live tracking of news. By the end of the session, children were motivated to explore career prospects in Public Relations.

Visit to Digital Agency Office

Moving forward in our endeavors, we organized an educational expedition to a digital agency, RepIndia, to embolden children towards career prospects in Digital media. A group of 8 children from SOS Children's Village, Faridabad, were warmly greeted by the employees of RepIndia. Further, the team interacted with children through exciting activities about the digital world. The team made them understand digital marketing in detail and how it helps brands to promote themselves to a large group of people. Information was shared about

digital media, social media platforms, its usage, how it helps brands to directly interact with its consumers and much more. Later, the children were taken on a tour to their office where they interacted with the content writing team, photographers, web designers and advertising team for future career prospects.

We aim to undertake more experiential visits like these for children to discover multitude career opportunities available to them.



C. Empowering Lives through Photography

Empowerment is a core element of Canon 4Es policy of CSR, through which Canon India Involve uses its expertise to conduct photography sessions, providing children the prospects of professional learning. The program was conducted for our children at SOS Children's Village and for the children at Juvenile Home.*

Juvenile Home

Canon India Involve launched a certificate programme in photography in 2018 for children who are in conflict with the law. The programme in association with the Department of Women and Child Development, Government of India, aims to train the children in the age group 16-18 years in protective custody to widen their horizon and create a prospective career for them in photography.

Furthermore, this year we conducted three series of theoretical as well as practical workshops for 120 children who were given cameras to explore, experiment and learn. 45 children successfully completed the workshops after clearing evaluation test and were felicitated by the Senior Management of Canon India.



**Juvenile Home is an observation home of Government of India, for children till the age of 18 years, who are in conflict with the law.*

SOS Children's Village

- Canon employees from Corporate Office volunteered and trained the children of SOS village, Faridabad in photography. Over 50 students were taught basics of photography skills on the theme 'Nature'. After clicking the photographs, children shared their comments on their best clicked photos in the photocards of Canon Image Bridge booklet and exchanged them with the students of Canon Hongkong. Canon Image Bridge is a cultural exchange program which invites students from different countries to share their culture and tradition through photographs.



- 31 of our employees from the Canon office visited SOS Children's Village, Alibaug and taught the nuances of photography. This activity was organized with 80 children. The initiative aims to raise interest in the field of photography as a profession.

D. Visit to the Indian Meteorological Department

An educational excursion was organized for 40 children of SOS Children's Village, Faridabad to 'The Indian Meteorological Department', Delhi, accompanied by Canon employees.

Children applied their theoretical knowledge with practical understanding on weather forecasting, satellite connection, collection processing and interpretation of meteorological data and other information required for civil aviation.



E. Celebrating Children's Day

On the occasion of Children's Day celebrated on 14th November, an experiential activity was conducted for the children of our adopted villages. We associated with Cinepolis, a leading movie multiplex chain in India, to arrange a special screening of an all-time favorite movie 'The Lion King' for children of our four adopted villages.

As cinema is a medium of edutainment and appeals to children, our intent was to take the learning experience a step further. 37 Canon employees enthusiastically came forward to make a memorable experience for 249 children in a special movie screening.



New Introduction



Empowering Women through Skill Development



Women play an equally important role in the development of a society. Currently a majority of female workforce in India is unskilled. Canon India Involve initiated a training session focused on providing life skill training to empower these unskilled women.

Adhering to our corporate philosophy of Kyosei and focusing on Empowerment as one of the significant pillars of 4Es initiatives, Canon India Involve added another feather to its initiative of inviting families of employees in our CSR initiatives calling it 'Canon India Involve - Family'.



Family of Mrs. Kobayashi & Mrs. Lee participated in the activity under Canon India Involve Family initiative.



Under this initiative, two months of training was organised for 20 mothers of SOS Children's Villages of India, Faridabad, where they were provided training on the art of stitching by making a coin pouch. The training sessions were provided by Mrs. Kobayashi (W/o President & CEO, Canon India) and Mrs. Lee (W/o Vice President & CFO, Canon India). The training was an initiative to empower and develop these women for livelihood opportunities. Stitching kits and participation certificates were provided to the mothers after successfully completing the sessions.



Other Initiatives

Republic Day Celebration

To inculcate the spirit of patriotism among children, Republic Day of India was celebrated across all our adopted villages in India. 101 employees enthusiastically participated to spread the feeling of togetherness and shared their thoughts about the vibrant culture of our country.

School children warmly greeted employees with a march-past and participated in various cultural performances including dancing and singing. A poster making activity was also conducted on the theme 'Republic Day' to encourage children to exhibit their feelings towards the nation through colors. The celebrations ended on a patriotic note with everyone coming together and singing the National Anthem in unison.



Menstrual Awareness Drive

An awareness programme on menstrual health was organized for adolescent girls of our adopted villages which included detailed discussion on menstruation, its causes, affects, myths and facts. 229 girls benefitted from the session conducted by 16 Canon female employees.

Empowering Lives on World Water Day

Taking a step further in our endeavor to save the environment, an educational session on water was organized on the occasion of World Water Day for children of our adopted villages – Karanjoti (Mumbai), Sol Gohalia (Kolkata) and Maharaja Katte (Bangalore).

54 Canon employees volunteered to educate 310 children on the significance of water conservation and prevention of waterborne diseases. Together they engaged in creating posters and placards on the theme 'Save Water'. The initiative was aimed at making children agents for social change and further spread awareness in their community. These youth ambassadors undertook a rally in the village, generating awareness and taking pledge to save water.



Enriching Vision through Eye Care

A two days Eye Camp was conducted in an Old Age Home in Gurgaon. 122 patients were screened, out of which 37 people were identified with poor vision. They were provided free spectacles along with 100 reading glasses for better vision. 19 employees from Corporate Office participated and interacted with the elderly people to make the activity fruitful. Volunteers supported in conducting the camps smoothly by filling registration forms and helping with eye check-ups.



Celebrating One Successful Year of the Adoption of Maheshwari Village, Haryana

Working towards our corporate philosophy, we completed one successful year of the adoption of our village in North region - Maheshwari, Haryana. Senior management along with 5 partners and 47 employees visited the village to celebrate this joyous occasion. School children brimming with energy and enthusiasm participated and exhibited cultural performances including regional song and skit. Mr. Kazutada Kobayashi handed over spectacles to 31 school students identified with poor vision. Further, 15 youth were felicitated for successfully completing three months of basic vocational training on computers conducted by Canon India.

Mr. Kobayashi, along with the partners and employees, paid a visit to the school as well as the village and was glad to witness a discernible impact over the past one year.

Aspiring Lives to Keep 'Environment' Clean and Green

A cleanliness and tree plantation drive was organized in our adopted village Maheshwari in Haryana. 6 employees from Corporate Office together planted 220 saplings in the barren acreage and converted it into a green passage.

The drive was inspired by 'Swachh Bharat Abhiyan' on the occasion of 150th birth anniversary of Mahatma Gandhi.





Conserving Biodiversity

In order to spread awareness about the importance of biodiversity and ecosystem, a session was conducted with adolescent girls of our adopted village Maheshwari, Haryana. The awareness session involved 36 youth from the village and 18 employees from Corporate Office. Participants discussed factors that have been affecting biodiversity and threatening existence of species on Earth. The session included fun-filled activity where all the participants learned to make bird-feeder with the help of waste materials to supply food and water to the birds during scorching heat of summers. The session concluded by gifting jute bags to spread awareness on the usage of sustainable and eco-friendly products.

Spreading Patriotism Among Children

Canon India celebrated the 73rd Independence Day of India with the children of our adopted villages with an objective to inculcate the spirit of patriotism among them. 88 of our employees enthusiastically participated in the activity wherein children showcased their talent through cultural performances like dance, singing and speech. Fun learning sessions through extempore competition on freedom fighters were also conducted. The day concluded with joyful faces of the children, feeling proud of their country.





Donating Blood to Save Lives

A blood donation drive was organized at the Corporate Office as well as in Kolkata and Bangalore branch offices. 222 proud donors participated to support the blood donation initiative. They donated their blood after clearing preliminary tests like Blood Pressure, Haemoglobin count etc. Participants were served with healthy refreshments and honoured with a certificate of appreciation for their contribution. The units of blood collected through this drive was enough to save 480* precious lives.

*One unit of blood can save 3 lives.



Inspiring to Keep 'Environment' Clean and Green

With our commitment to make a self sustainable environment, Canon India Involve distributed plant saplings in each of the houses in SOS Children's Village, Hyderabad and Chennai. A total of 58 employees were a part of this initiative where they raised environmental issues and educated children to create a healthy sustainable future.



Spreading Smiles and Happiness on the Festival of Lights

Festivals are about spreading smiles and happiness in the world around us. On the bright occasion of Diwali, a Photo Exhibition and sale was organized for the photos clicked by the children of Juvenile Home, Delhi, during photography workshops conducted by Canon India Involve. The fund collected were utilized to provide gift hampers to the children of the Juvenile Home.



Recollecting childhood memories, Snake & Ladders game was played by 194 employees at Corporate and

Regional Offices, resulting in generating an amount of ₹ 64,310/-. The amount was utilized to purchase stationery

items for children of adopted villages which were distributed on the occasion of Christmas day.



Canon India Involve - Impact League Unfolds New Initiatives to Build a Sustainable Community

With our new CSR initiative - Canon India Involve- Impact League, we introduced new developments in the village to reach larger community and bring sustainable development for our future generations. A total of 540 employees participated to cover 1.13 Lakh kilometers in a span of 45 days to generate INR 2.9mn for 4 causes, which are, new eye care machine for a community of approx. 20000 people, revamping of toilets to benefit 450 children, shoe donation to 1500 children of all adopted villages and 2 adopted SOS family homes and, finally developing Ground Water Recharge and Rain water Harvesting System for 25000 community people.

Clothes Donation Drive

A week long clothes donation drive was organized at Canon Corporate Office to spread warmth in winters. Employees generously came forward and donated clothes which were handed over to an old age home in Gurgaon.

Celebrating Christmas with Children of Adopted Villages

Christmas brings cheer & love and we celebrated the day with the same fervor and enthusiasm. Spreading the message of joy and affection, kids of our adopted villages along with 17 Canon employees from Corporate and Regional offices celebrated the festival with utmost zeal. To make the engagement lively, employees engaged in a learning session with kids on significance of the festival and the learnings we can imbibe from it. Winter caps and gloves were distributed to all the kids with the commitment to spread warmth this winter. The boundless joy of celebrating the festival was visible on the faces of all the children.



Employee Speaks



CSR Activities in South India are an excellent opportunity for employees to participate directly with the beneficiaries. It brings fulfilment and happiness in giving back to the society. Employees were highly spirited to participate in activities in large numbers.

A greener world is the need of the hour and the Tree plantation drive was one step in Canon's endeavour and commitment to a Greener Society.

- **Ranadheer Reddy**, Channel Sales, Business Imaging Solutions Center



CSR activities are well-managed and executed. I have seen smiles and energy on innocent faces of children in the school. Our activity has motivated them to go to school and will help them enhance their growth.

I believe we should continue working for the betterment of the society.

- **Prashant M Shetti**, Regional Manager- ICP Division, CII Center, Mumbai



I would like to thank the Canon CSR Team for giving me opportunity to contribute towards society.

I feel very fortunate to be involved in many CSR activities throughout last year.

With every activity we intent to give a great experience to the children, treat them with respect, and make them feel special.

- **Usha Gosain**, BIS Service, Market Engineering Center, Corporate Office



I feel privileged that we are working towards the promotion of education, empowerment and gender equality.

Interacting with the local teachers, residents and the head mistress really helps us understand their difficulties. The best activity of CSR so far was the Menstrual Hygiene Education with the schoolgirls, where we could break the ice and get to teach the girls what to do and how cleanliness will help them maintain good health.

- **Rajnandini Majumder**, Enterprise Sales, Business Imaging Solutions Center, Kolkata



I feel proud and privileged to be a part of the CSR activities conducted by Canon. It has been a wonderful experience getting to know the children. These activities generate positivity which as a result creates a positive work experience. It helps us become socially responsible and it gives me immense pleasure to be a part of the Canon CSR initiative.

- **Mohd. Idrish**, Specialist Engineer-Camera Service, CII Service, Market Engineering Division I, Kolkata



The act of "giving back to society" has always been very close to my heart. I am thankful to Canon as it not only gives me the opportunity to do something for the society but also provides financial support

to the needy people on a very large scale, something which is very difficult to achieve as an individual. We have been associated with the Maharaja Katte Village for quite a few years and in 2019, I observed a great transformation in the school outlook and the increased confidence of the students. I am sure they will remember Canon's kind gesture for rest of their life.

- **Navneet P Nair**, Regional Manager South-Enterprise Sales, Business Imaging Solutions Center

Our Journey So Far...

First village adoption in North India, Ferozepur Namak

2012

Second village adoption Maharaja Katte, South

2014

Third village adoption Karanjoti, West

2015

Fourth village adoption Sol Gohalia, East

2015

Inclusion of Empowerment in Canon India 4E policy through Support a Life campaign

2016

Initiation of Learning Beyond Books 1.0

2017

Family Home Adoption with SOS Children's Villages of India

2017

Fifth adopted village Maheshwari, North India

2018

Version 2.0 of Learning Beyond Books

2019



Awards

Mahatma Gandhi Award for CSR Excellence



As a recognition of the CSR initiatives undertaken in the past year, CIPL has won the prestigious, Mahatma Gandhi Award for CSR Excellence. Sponsored by The Aditya Birla Group, the ceremony was held on October 1, on the occasion of the 150th birth anniversary of Mahatma Gandhi. The award was received by Mr. Gary Lee, Vice-President & CFO, CIPL from Ms. Rajashree Birla, an Indian philanthropist and Chairperson of Aditya Birla Centre for Community Initiatives and Rural Development.

The awards were presented to honor outstanding performance by organizations which are making sustainability and environmental progress, while keeping social responsibility as a core part of their operations.

Since 2015, we have touched



46,032

LIVES

through our
community-driven
initiatives



With active

15,575

VOLUNTEERS

contribution



Canon

Delighting You Always

Canon India Private Limited

7th Floor, Tower B, Building # 5, DLF Epitome, DLF Phase III, Gurgaon 122002 • Telephone: 91-124-4160000. Fax: 0124-4160011

Canon CSR Microsite: <http://www.canon.co.in/csr> | [f](https://www.facebook.com/canonindia) <https://www.facebook.com/canonindia> | [E](https://twitter.com/Canon_India) https://twitter.com/Canon_India

[yt](https://www.youtube.com/user/canonindiapvtltd) <https://www.youtube.com/user/canonindiapvtltd>