Canon

Delighting You Always

Corporate Social Responsibility

Annual Report 2024

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FROM THE DESK OF **PRESIDENT** AND **CEO**

At Canon India, Corporate Social Responsibility (CSR) is an integral part of our identity, grounded in our core values. Guided by the philosophy of **Kyosei**- living and working together for the common good - we foster a culture where individuals from diverse backgrounds thrive and contribute to society. It's inspiring to see our team embody this spirit of community development in every aspect of our operations.

Our CSR initiative, **'Canon India Involve,'** has made significant strides in uplifting communities, focusing on **Education, Environment, Empowerment,** and **Eye Care.** Through these efforts, we've positively impacted countless lives across India.

Aligned with the Skill India Mission, excited to share that we have introduced a new initiative in our CSR - **Skill Development & Livelihood Program.** This initiative aims to empower individuals by providing vital skills and training to enhance their livelihoods and contribute to economic growth.

Looking ahead, I look forward to continued collaboration with our stakeholders - employees, and communities to drive meaningful change.

Together, we have the potential to create lasting transformations and build a brighter, more inclusive future for all.

Sincerely,

Toshiaki Nomura
President & CEO

KYOSEI
OUR PHILOSOPHY

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Our philosophy of ***Kyosei*** – living and working together for the common good – is central to our operations and daily practices. This principle extends beyond our workplace, encompassing all people, regardless of race, religion, or culture, and promoting harmonious collaboration for shared prosperity.

Guided by our corporate philosophy, we are committed to making a meaningful, positive impact on both society and the environment, striving to contribute to the well-being of the communities and ecosystems in which we operate.

ABOUT **CANON INDIA INVOLVE**

Canon India Involve

In line with our commitment to creating positive, sustainable impact, we focus our CSR initiatives on **Education, Eyecare, Empowerment,** and **Environmental Sustainability.** Through our CSR program, *Canon India Involve,* we have successfully built self-reliant, progressive communities, aligned with our 4Es policy. Each Canonite actively contributes to these initiatives, helping improve the lives of underserved individuals and creating a lasting, positive impact for a more sustainable and harmonious future.

OUR JOURNEY
So Far

SUSTAINABLE DEVELOPMENT GOALS

WE FOLLOW

ADOPT
A VILLAGE

The flagship program 'Adopt a Village' was launched in 2012, through which Canon India aims to create holistic development of the villages across North, East, West, and South India for a period of 5 years.

The program intends to focus on the development of society along with our focus areas including **Education, Eye Care, Empowerment** and **Environment**, which also forms the basic requirements of a human being.

At present, Canon India has four adopted villages which include Nandrampur Bass in Haryana (North India), Parivali in Maharashtra (West India), Annadodi in Karnataka (South India) and Kalyanpur in Kolkata (East India).

Education

The success of educational initiatives in rural communities is rooted in building strong partnerships with local populations, understanding their unique challenges, and tailoring solutions to meet their specific needs. To create a holistic and supportive learning environment, Canon India has established resource centers, e-learning facilities, and provided infrastructure improvements to schools across its Adopted Villages. These initiatives aim to equip children with the resources and opportunities needed to succeed academically and unlock their potential.

Impact

600+ children reached out through Educational Engagements

Empowerment

Canon India's dedicated efforts have resulted in the establishment of vocational training centers, which play a crucial role in equipping women and youth with valuable skills and knowledge. These centers serve as key platforms for unlocking a wide range of career opportunities, empowering young individuals to take charge of their futures. Through these initiatives, we aim not only to provide practical expertise but also to foster confidence and self-reliance, helping build a more resilient and empowered community for the long term.

Impact

184 youth trained in Basic Computer Programme

190 women trained in Beautician and Tailoring Programme

Eye Care

As part of Canon India's commitment to community welfare, a key focus of the program is to improve access to essential eye care services. Recognizing the importance of vision health in overall well-being, Canon India has set up Vision Centres in underserved areas to provide critical support. Equipped with a skilled vision technician, these centers offer basic eye care services, including screenings and consultations. For more complex cases, patients are referred by consulting doctors to government hospitals, where they receive free treatment. This initiative aims to address the lack of accessible eye care in rural communities, ensuring that individuals have the opportunity to receive the care they need for better health and quality of life.

Impact

4000+ beneficiaries were reached out through the Vision Centre

Environment

Contributing to the sustainable future of the community, emphasis is laid on green initiatives encouraging the community members to adapt eco-friendly practices. With environment initiatives, community members are sensitized through cleaning actions, awareness rallies, tree plantation drives, and establishment of kitchen gardens. Solar panels and solar streetlights have been installed in villages ensuring access to electricity. Through these multifaceted endeavors, we strive not only to meet immediate needs but also create a resilient environment for the communities we serve.

Impact

1700+ trees planted

100+ kitchen gardens established

30 Solar Streetlights installed

Recognised in Maharashtra CM's Campaign

As a testament to the positive impact of our CSR efforts in improving the school infrastructure in our Adopted Villages, Zila Parishad School in Parivali, Mumbai has excelled in the Chief Minister's 'My School, Beautiful School' campaign, achieving: ■

Impact

1st Place at the Centre Level

4th Place at the Block Level

Breast Cancer Screening Awareness Camp

Continuing our commitment to Empowerment, a Breast Cancer Screening and Awareness Drive was organized in the Adopted Villages of Nandrampur Bass, Parivali, and Madhya Kalyanpur. The initiative focused on educating women about breast cancer risk factors, symptoms, and early detection, while providing health check-ups and consultations. A total of **257 women** were reached, and **2 suspected cases** were referred for further treatment. This drive successfully raised awareness and encouraged **proactive health management, empowering women** to take charge of their **well-being.** ■

SKILL DEVELOPMENT & LIVELIHOOD PROGRAM

In line with our corporate philosophy of Kyosei, Canon India has launched a new CSR initiative - the Skill Development & Livelihood Program. Aligned with our CSR policy's core objective of Empowerment and supporting the Skill India mission, this initiative aims to bridge the gap between education and employment. Our goal is to equip youth from underserved communities with essential employability skills and sustainable job opportunities, enabling them to thrive in today's workforce.

Our comprehensive 2.5-month training program covers key areas such as communicative English, IT proficiency, and essential life skills. We welcome youth aged 18-25 with an annual income below ₹3.5 lakhs who are currently not engaged in education or employment.

To begin with, we have established centres in Delhi and Mumbai to serve as skill development hubs. Over the next five years, these centres will train over 2,600 youth, nurturing talent, promoting self-reliance, and enhancing employability. Participants will be prepared for careers in sectors such as BFSI, retail, IT/ITeS, e-commerce, and quick service restaurants.

Our objective is to achieve a 70% placement rate, helping youth secure meaningful employment and transform their lives.

Impact

300+
Youth Trained

150+
Youth Employed

Tales of Transformation

Arya Prasad: Igniting Curiosity through E-Learning

11-year-old Arya Prasad from Anedoddi Village struggled with academics, showing little interest in learning. Marked as a slow learner, his future seemed uncertain. However, everything changed when he was introduced to an e-learning initiative using educational videos under the Adopt a Village program. This visual approach sparked Arya's curiosity, making complex concepts easier to understand.

Soon, Arya's school attendance improved, and he began actively participating in class. His academic performance soared, earning praise from teachers. The initiative transformed Arya from a disengaged student to an eager learner, demonstrating the power of innovative education in unlocking potential. ■

Afrin Sheikh: A New Vision for the Future

Afrin Sheikh, a Class III student from Sahapara, Baruipur, faced severe vision problems, including a squint, which hindered her ability to learn and engage in daily activities. Her father, Ajgar Sheikh, a tea stall owner, struggled to afford private medical care, leaving Afrin's condition untreated.

Everything changed when Afrin attended an eye camp organized under the Adopt a Village program, where an ophthalmologist identified her vision issues. Following the camp, Afrin received therapeutic support and a free pair of spectacles from the Vision Center. For the first time, Afrin could see clearly, boosting her confidence and enthusiasm for school.

Thanks to this intervention, Afrin's family saw a significant improvement in her well-being. The spectacles and care allowed Afrin to actively participate in her education and daily life. Her story highlights the transformative impact of accessible healthcare, offering a brighter future for Afrin and many others in underserved communities. ■

Sanjana's Journey to Empowerment

Sanjana, an 18-year-old from a struggling household, faced life's challenges after her father passed away, leaving her family financially strained. With her brother earning ₹10,000 a month, Sanjana knew she needed a way to help her family.

Her life changed when her friend introduced her to the Skill Development & Livelihood Program. Through the program, Sanjana gained essential skills in communication, problem-solving, and career guidance, which helped her secure a job at Home Centre with a salary of ₹14,000 per month - almost doubling her family's income.

This opportunity transformed her family's life, allowing them to afford better food, healthcare, and education. More importantly, it boosted Sanjana's confidence and inspired her siblings. As she puts it, "Skill Development & Livelihood Program helped me discover my potential. I'm now able to support my family and build a brighter future."

Sanjana's story is a powerful reminder of how the right guidance can empower young people to overcome obstacles and shape a brighter future. ■

Sumit's Path to a Brighter Future

Sumit, the eldest son of a vegetable vendor, grew up in a financially struggling household. With a younger brother requiring ongoing medical care, Sumit was determined to improve his family's circumstances.

Joining the Skill Development & Livelihood Program, Sumit gained vital skills in communication, professionalism, and digital literacy. These skills opened new career opportunities, and his dedication led to securing a Tele Caller role at S&P Global, with a salary of ₹12,500 per month - nearly double his family's previous income.

The job not only eased the family's financial strain but also allowed Sumit to support his brother's medical treatment. His success is a powerful example of how skill development can create lasting change, empowering individuals to overcome challenges and make a positive impact on their lives and families. ■

COMMUNITY ENGAGEMENTS

Unleashing the spirit of Unity and Athleticism

A sports day was organised at the Adopted Village in Annadodi Village, Karnataka. The engagement aimed to support the well-being and education of young minds. It was a day filled with sports, fun, and camaraderie, bringing together students, teachers, and employees. Our dedicated employees played a central role, supporting and encouraging children in various activities like the frog race, sack race, and lemon spoon race. They also engaged in meaningful interactions, fostering conversations, and aiding children in solving jigsaw puzzles. ■

Fostering Imagination and Values: Storytelling Session

Canon India Involve organised a Storytelling Session in the Adopted Village in Madhya Kalyanpur, Kolkata to inspire children love for reading and impart valuable life lessons. Our talented employees, formed into teams, enthusiastically embraced the challenge of captivating the children with their storytelling prowess. Each team brought forth their unique style and creativity, weaving tales imbued with important values such as 'Slow and Steady Wins the Race' and 'Strength in Unity'.

The stories were carefully crafted to inspire and educate, highlighting the power of storytelling as a tool for personal growth and learning. Canon India CSR remains dedicated to empowering young minds and creating opportunities for growth and learning in our adopted villages and beyond. ■

Developing Canon Green Cover

With an objective to promote awareness on environmental sustainability and instil a sense of responsibility for nature among the next generation, an engagement was organised in our Adopted Village in Nandrampur Bass, Haryana wherein volunteers and children came together to plant saplings at the primary school. During the event, volunteers and children were paired to plant saplings, with volunteers guiding the children on how to nurture the plants and explaining the importance of environmental conservation.
To symbolize their shared commitment, both the volunteer's and child's names were displayed on the tree guards. This initiative empowered the children, fostering a sense of ownership and responsibility towards the environment, and contributed to a greener, more sustainable future. ■

Empowering Youth: Cyber Security Awareness

As part of our ongoing commitment to Empowerment and in the spirit of celebrating National Technology Day, Canon India Involve organized an awareness session aimed at raising Cybersecurity Awareness among the youth in its Adopted Villages in Haryana and Kolkata.

The workshop was designed to equip young participants with essential knowledge about cybersecurity, emphasizing the importance of protecting themselves from cyber threats in today's digital world. Led by volunteers, the session covered a range of crucial topics, including common cyber risks, strategies for threat mitigation, effective password management, and key helpline contacts for online safety. Youth benefited from this engaging and informative session, gaining valuable insights that will help them navigate the digital landscape more safely and confidently. ■

Green Cover: Seedball Making & Sapling Planting

Reaffirming its commitment to environmental sustainability, Canon India Involve organized the 'Green Cover: Seedball Planting' initiative in its Adopted Villages in Haryana and Kolkata. This engagement aimed to provide children with a meaningful educational experience while enhancing local biodiversity. Our passionate volunteers and the children collaborated to create over 1,500+ seedballs using clay, soil, and seeds. Participants enthusiastically painted more than 100 pots and planted saplings, all while learning about the vital role of biodiversity in our ecosystem. These seedballs will soon germinate throughout the village, contributing to a greener and healthier environment for the community. ■

Cognitive Learning Development

In alignment with our education initiative, an activity on Cognitive Learning Development was organised in the Adopted Village in Annadodi, Bangalore (South India). Our primary goal was to create flashcards that enhance the teaching and learning experience for grades 7 and 8, supporting Activity-Based Learning (ABL) and Inquiry-Based Learning (IBL) methodologies. Dedicated volunteers along with the children developed 85 flashcards covering 12 topics, including Indian festivals, famous mathematicians, sports personalities, and tourist destinations. These materials have been provided to teachers for integration into their curriculum. By equipping educators with these resources, we are enriching the overall learning environment, encouraging active participation, and sparking curiosity among the children. ■

Green Villages: Harnessing Renewable Power Together

With an objective of educating and inspiring both our employees and children about Renewable Energy, a hands-on session was organised in our Adopted Villages. In Madhya Kalyanpur, Kolkata, volunteers, their families, and children assembled 30 portable solar lamps. While in Nandrampur Bass Village, Haryana, our dedicated employees came together to assemble portable solar lamps under expert guidance. Both engagements included an engaging trivia quiz on renewable resources, sparking lively discussions about sustainability. We not only provided solutions for power cuts but also empowered the community with knowledge on harnessing renewable energy. Participants enjoyed wind energy demonstrations and collaborated with children to create sustainability posters, fostering a strong sense of environmental responsibility. ■

Experiential Learning: Cultivating Scientific Minds

An experiential learning activity was organized in Parivali Village, Mumbai, with the aim of sparking curiosity and promoting hands-on learning in an engaging manner. Volunteers collaborated closely with local children, guiding them through a series of exciting experiments on topics such as light dispersion, static electricity, and the oxygen content in air.

The children were enthusiastic participants, proudly presenting their discoveries and sharing their excitement. Meanwhile, the volunteers deepened their understanding of the scientific principles behind each experiment. Together, they transformed the classroom into a dynamic and interactive science lab. ■

Empowering through Knowledge: Understanding Menstrual Health

The Menstrual Awareness session held in collaboration with Unicharm in Nandrampur Bass, Haryana, aimed to empower women with knowledge about menstrual health, debunk myths, and promote open discussions about female anatomy. The session, attended by 55 women, provided a platform for conversation, with female volunteers sharing personal experiences and emphasizing the importance of involving male family members in these discussions. ■

Book Donation Drive

A book donation drive was organized at the HO & Mumbai offices, inviting employees to contribute age-appropriate books for the children of our adopted village in Parivali, Mumbai, in support of the ongoing efforts to establish a school library. The drive aimed to provide the children with a wider range of educational resources, fostering a love for reading and enhancing their learning experience. This initiative successfully enriched the library, contributing to the children's intellectual growth and supporting their overall education. ■

Spreading the Joy of Festivity during Diwali

True impact comes from giving back to those who need it most. Embracing this belief, we organized a 'Toss a Ring' game during Diwali celebrations across CIPL offices. This engaging activity gave employees the chance to make a wish on the 'Wish Tree' and donate gifts for children in adopted villages. Their generous contributions spread joy, brightened the festive season, and reinforced our commitment to creating a positive impact in the communities we serve. ■

Library set-up & Storytime

This year's Children's Day celebration at Parivali Village focused on nurturing young minds through the establishment of a library, made possible by an internal book donation drive held at the HO & Mumbai Office. Employees generously contributed books, creating a diverse collection that will support the children's academic and personal growth while fostering a love for reading.

Volunteers played a crucial role in organizing and setting up the library, ensuring it became a valuable resource for the children. The event culminated in an engaging Storytime session, where volunteers brought stories to life, sparking imaginations and promoting a lifelong passion for learning. This initiative empowered the children by providing them with educational resources and igniting excitement for learning, marking a meaningful step toward their future success. ■

LEARNING BEYOND BOOKS

Inspiring Young Minds: Discover & Dream

In line with our commitment to Education, an engaging and fun-filled activity was organized in the Adopted Villages in Parivali, Mumbai & Nandrampur Bass, Haryana to inspire and enrich the learning experience for children. The objective of the session was to make learning a delightful journey for children, introducing them to India's rich diversity. A virtual tour was curated enabling children to explore places like Himachal Pradesh, Punjab, and Kolkata, fostering their aspirations for future travel through education. This immersive experience was made possible with the support and dedication of volunteer employees, who wholeheartedly contributed to providing children with a valuable educational experience. ■

Cultivating Healthy Habits

In celebration of Children's Day, Canon India Involve organized a session in Madhya Kalyanpur Village, Kolkata, aimed at promoting essential hygiene practices among children and helping prevent infections and diseases.

The initiative included educational sessions where volunteers taught the children fundamental hygiene practices.

Hygiene kits, containing essential daily items, were assembled and distributed to support the children in maintaining these habits. Volunteers also collaborated with the children to design creative hygiene posters that reinforced the lessons taught.

This initiative empowered the children with crucial health knowledge, contributing to their well-being and fostering a healthier community. ■

Empowering Lives at Juvenile Home through Photography

In 2018, Canon India Involve launched the Photography Certificate Program for children aged 16-18, in collaboration with the Department of Women and Child Development, Government of India. The program introduces children to photography, enhancing their creativity and expanding their career prospects. In 2024, three photography workshops were conducted, certifying 45 children for successfully completing the program. Each felicitation ceremony was designed to enhance the experience by organizing engaging activities. One highlight was an interactive puzzle challenge, where photographs taken by the children were transformed into puzzles, fostering teamwork between the volunteers and the children. Another activity encouraged the children to express their creative thoughts on photography through art. The third batch's achievement was celebrated with a friendly cricket match between the children and volunteers, promoting sportsmanship and collaboration. Through these initiatives, Canon India Involve continues to inspire and empower young individuals, providing them with skills that will shape their future. ■

Pictures captured by students during the **photography workshop**

Since 2015, **300,000+** beneficiaries impacted with the support of **11,500+** employees

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