



Our Soulful Journey



Aurum House, Aurum Q Parç,
Thane - Belapur Road, Navi Mumbai - 400710,
Maharashtra India

Aurum Benevolence Tidings, 2023





“

Service to man is service to God

Swami Vivekananda

”

A SOULFUL BEGINNING

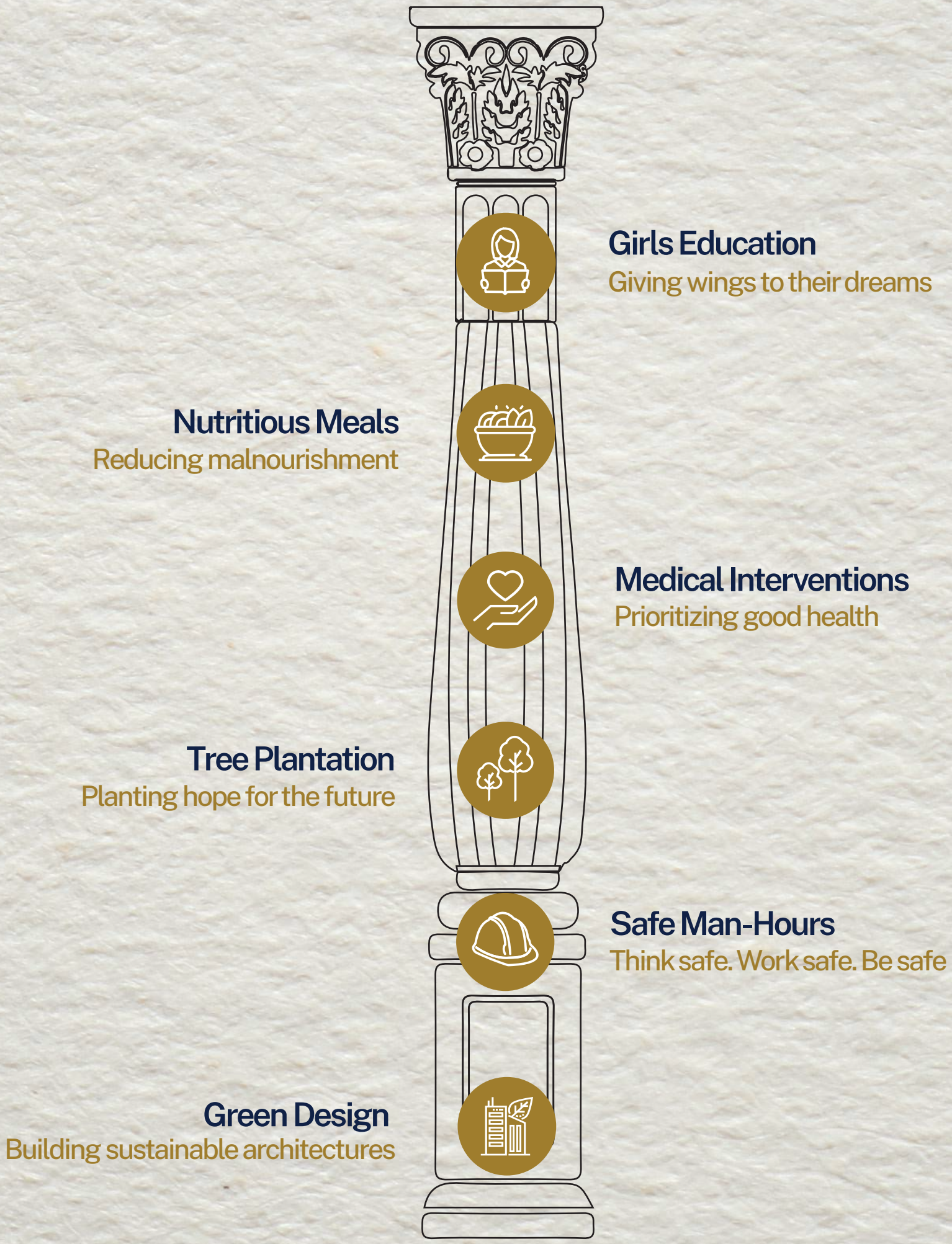
THE INCEPTION OF AURUM नीव

The story dates to around the year of 2015 when Minoo & Ashish Deora often discussed their desire to give back to the community in whatever way they could once they attained the age of 50. However, their inner calling to make a difference in other people’s lives made them embark on this “Journey of Giving” much sooner than planned.

The couple formalized their intent by registering “Aurum Foundation” - a charitable trust and thus began a soulful journey which Minoo and Ashish have been nurturing with tremendous love, patience and tenacity . “Aurum Foundation” was renamed as “Aurum नीव” in this year.

OUR IKIGAI

6 CORE PILLARS



Girls Education

Giving wings to their dreams

Drawing inspiration from the government's 'Beti Bachao Beti Padhao' program, we embarked on a mission to educate and empower girl students. Our unwavering commitment is to create the right educational infrastructure for the under privileged girls and enhance their quality of education.

We proudly contributed 100 Girls Education Years, by providing 860 Educational Kits, establishing 1 Digital Classroom and funded for 1 Computer & Science Lab.

These contributions have been passed on to the below beneficiaries:

- Trimurti Vidyalaya, Palghar
- Rajarshri Shahu Maharaj, Kasara

Starting with a humble contribution of 300+ girls education years, we are working diligently to contribute 8,000 years for girls education by 2026.





Nutritious Meals

Reducing malnourishment

Combating hunger and malnutrition stands as a cornerstone in fostering sustainable community development. Our unwavering commitment to serving nutritious meals to those in need fills us with immense pride. With deep honour, we've delivered over **2,55,000+** such meals through our partnership with 'Roti Bank'.

We were privileged to have the opportunity to serve diverse communities. Our contributions extended to organizations like Girija Welfare Association (Kharghar), Tata KEM Hospital, small foundations, and labour camps, all of which enabled us to make a meaningful impact on those we served.

With a deep focus on our humanitarian goal of reducing malnourishment, we are committed to serving 15,00,000 meals by 2026.

Medical Interventions

Prioritizing good health

We hold the well-being of our members and the community as a top priority. Our Medical Interventions initiatives reflect our solemn dedication to fortifying health infrastructure, particularly for marginalized communities, by expanding our outreach and support.

We have made impactful contributions to various initiatives, such as providing 25 boxes of medicines to serve 4,375 people across 25 villages through the Gram Aarogya Rakshak Prkalp. Additionally, we are facilitating the year-long medical needs of 15 elderly individuals, as prescribed by doctors, by donating 50 quantities of 11 different types of injections to Rupvan Foundation (NGO) in New Panvel.

We have been steadfast in our commitment to maternal and child health, delivering monthly prescribed medical supplements to 25 expectant mothers and 25 children through the Mata Baal Arogya Ahaar Prakalp.

We target to achieve 1,00,000 medical interventions by 2026.





Tree Plantation

Planting hope for the future

Conservation of the environment and ecological balance are critical needs for today's world. We spearheaded an initiative to carefully choose and plant over 2,127 trees identified for their remarkable oxygen-producing qualities on the Aurum campus in an effort to increase awareness among our young staff members and support environmental protection.

We urge everyone of our guests, staff members, and stakeholders to adopt a tree, and we care for them throughout their lifespans. Each tree has a tag with a QR code, and the status of each tree is communicated to its adopter at regular intervals. 20,000+ trees have been planted through Global Vikas Trust.

In our bid to increase the Green Cover, we are looking to conduct numerous Tree Plantation drives with an aim to plant 5,00,000 trees by 2026.

Think safe. Work safe. Be safe

We have implemented various essential measures, including health and safety risk management training, the installation of safety screens, enforcing the mandatory use of personal protective equipment, and regularly reviewing our health and safety management processes. These initiatives collectively contribute to our objective of achieving a safe working environment and minimizing any incidents during work hours.

We target to achieve 30 Million Safe Man-Hours by 2026.



Green Design

Building sustainable architectures

The best way to predict the future is to design it. With our belief in sustainable development, Aurum campus has been designed to deliver Zero liquid discharge, 100% recycling of water, rainwater harvesting, water conservation, LED lighting and energy-saving facades. We are mindfully using sustainable sources of energy, designing efficiently to reduce energy use and updating existing buildings with new technology to achieve our objective of sustainability.

Our commercial building at Q Paré campus is the 1st to acquire a LEED Platinum certification in Navi Mumbai.

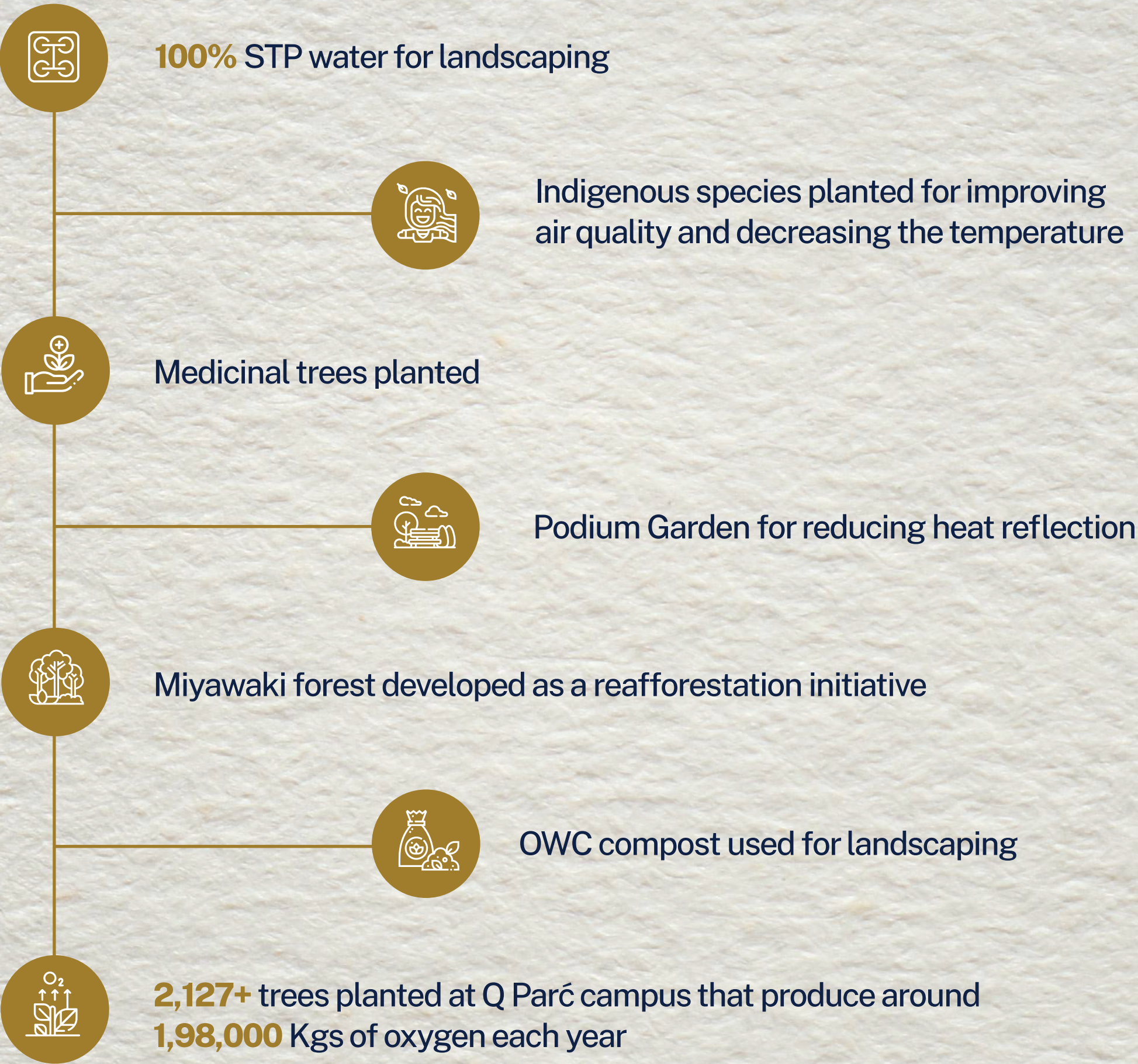
Aurum नीव Management Framework

At Aurum, we recognise that integrating social, environmental and ethical responsibilities into governance of our businesses ensures the long-term success, competitiveness and sustainability.

The social responsibilities and activities under Aurum नीव operate within a structured framework that involves a series of steps.



Sustainability at Aurum



Aurum नीव Seva Fortnight (ANSF)

17th Sept - 02nd Oct 2023

At Aurum, we attempt to do everything differently and with a lot of passion and hardwork. That’s what defines Aurum. Over the past years, we have consistently provided financial support to causes we hold dear. The success of the 1st Aurum नीव Seva Fortnight in 2022 was a testament to our team’s unwavering dedication and boundless enthusiasm. It was a soulful and gratifying experience for all of us. We embarked on the 2nd Aurum नीव Seva Fortnight journey, and we raised the bar this time, elevated our impact and we wish to do the same in the coming years. With the onset of the 2nd Aurum नीव Seva Fortnight, we aimed to elevate our commitment by channeling our physical efforts into the initiative. The “Aurum नीव Seva Fortnight” is now an annual tradition, empowering our dedicated team members to give back to the community in their unique yet meaningful ways.

Our 2nd Aurum नीव Seva Fortnight was accomplished from 17th Sept to 02nd Oct 2023 and was a very soulful and gratifying experience. Aurum members volunteered wholeheartedly and came forward to contribute to causes that were close to their hearts.

- Contributed 100 girls education years, 360 educational kits, a digital projector, and funded a new laboratory for Trimutri Vidyalaya, Palghar.
- Contributed 200 girls education years, 360 educational kits to Rajarshri Shahu Maharaj School, Palghar.
- Served 21,560+ meals to elderly and children at Roti Bank's center, Navi Mumbai, and 200+ meals to Girija Welfare Association, Kharghar.
- Provided monthly medical supplements to 25 expectant mothers and 25 children to Mata Baal Arogya Ahaar Prkalp.
- Facilitated 300 dialysis procedures at Dr. Prabhakar Patvardhan Hospital, Panvel.
- Donated 50 injections for the treatment of various diseases in 15 elderly people at Rupavan Foundation, New Panvel.
- Provided 25 medical boxes for 25 villages, benefiting 4375 people to Gram Arogya Rakshak Prkalp.
- Contributed to Global Vikas Trust by planting 20,000 trees.
- Planted 100 trees in Aurum Q Parc campus.
- Educated 950+ on-site workers on safety awareness through skit performances, conducted fire safety training, and distributed blankets and refreshments at Aurum Q Parc campus. Lead members presented awards to workers and staff.





AURUM

RECEPTION / BILLING



AURUM नीव
2ND AURUM नीव SEVA FORTNIGHT
(17th Sept. - 2nd Oct. 2023)
MEDICAL INTERVENTIONS
PRIORITIZING GOOD HEALTH
RSS Janakalyan Samiti's Dr. Prabhakar Patwardhan Hospital, Panvel

AURUM नीव
2ND AURUM नीव SEVA FORTNIGHT
(17th Sept. - 2nd Oct. 2023)

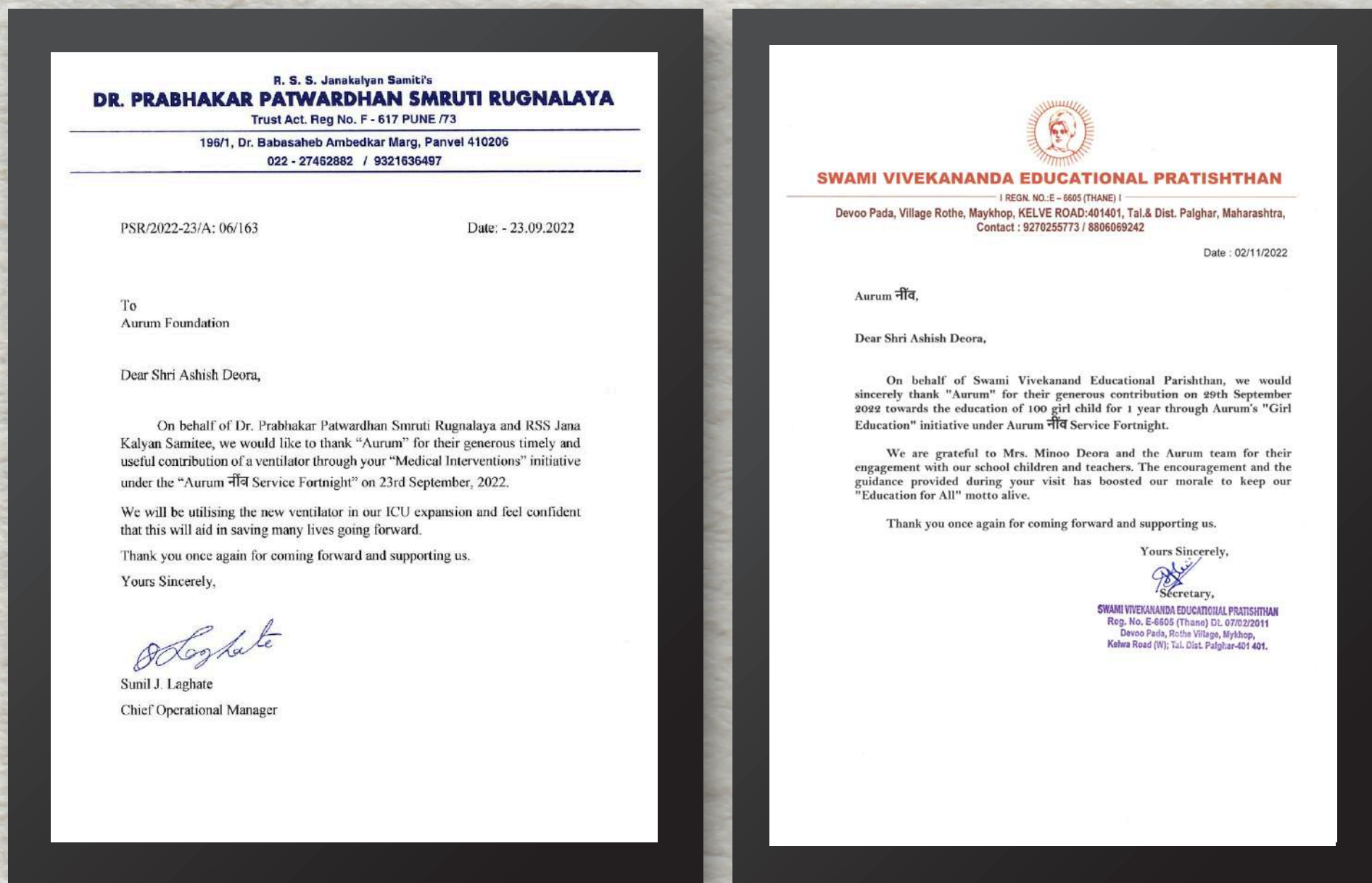
MUMBAI ROTI BANK
Spreading smiles, one rotli at a time

AURUM नीव
2ND AURUM नीव SEVA FORTNIGHT
(17th Sept. - 2nd Oct. 2023)

NUTRITIOUS MEALS
NO ONE SHOULD GO HUNGRY
Girija Welfare Association, K. Urghar

AURUM नीव
2ND AURUM नीव SEVA FORTNIGHT
(17th Sept. - 2nd Oct. 2023)
Tree Plantation
Planting HOPE for the FUTURE

Certifications



The drive to reduce malnourishment and hunger

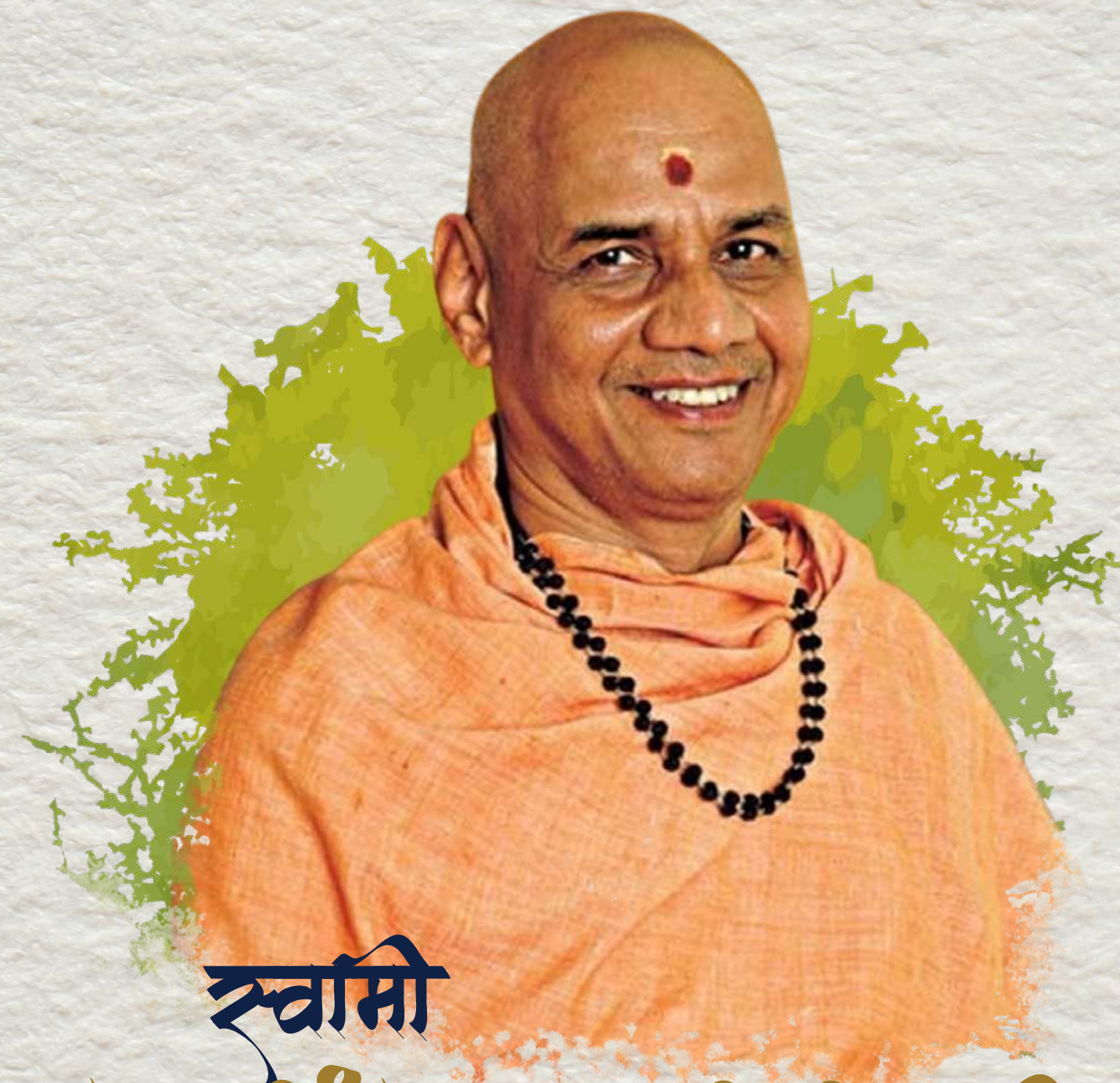
Aurum & Mumbai Roti Bank Initiative

Mumbai Roti Bank is a non-profit, hunger relief organization with the mission to eliminate hunger and malnutrition across India. Started in December 2017, under the able mentorship of former Director General of Police, Maharashtra, Dr. D. Sivanandhan, they are currently running their own kitchen to serve freshly cooked nutritious meals for the needy community. Aurum Foundations’ association with Mumbai Roti Bank in 2019 has been very organic as its aligned to one of our 6 core pillars of “Nutritious Meals.” We are lending a helping hand in fighting against malnourishment amongst children, especially those who are marginalized.

In the words of Dr. D. Sivanandhan

“ It is disheartening and hurtful when the Global Hunger Index shows India ranking 107th out of 121 countries in the GHI 2022 rankings with a score of 29.1 displaying a serious level of hunger. The country has abundant grains and food for the citizens but what is lacking is nutrition which leads to child wasting, stunting, undernourishment and child mortality in India. Our mission is to build a new India which is well-nourished, well fed and well-employed. In our endeavour, many Samaritans have come forward to shower us with their support for our cause. Mr. Ashish Deora, Mrs. Minoo Deora, Ms. Amrita Deora and Team Aurum have been playing a very instrumental role in our drive to reduce malnourishment by supporting us through financial as well as human capital contribution. They are spearheading the movement of spreading the good word about Roti Bank. Their noble gesture has helped us in reaching a milestone goal of distributing 100 lakh+ meals. We are extremely grateful to Mr. Ashish Deora and Team Aurum. ”

Dr. D. Sivanandhan



स्वामी
गोविंददेव गिरि जी
महाशय



We draw our मार्ग दर्शन from Swami Govind Dev Giri Ji Maharaj.

He has been relentlessly working for the welfare and social causes of mankind, enlistment of the Vedic Sanskriti and re-establishment of the Vedas. Swami Govind Dev Giri Ji Maharaj is an iconic scholar of the holy books of ancient India.

We are inspired by his commitment to nation-building. He has been tremendously instrumental in mobilizing a door-to-door contact to seek mass participation of people in the construction of Ram Mandir at Ayodhya.

We are filled with gratitude towards his lifelong devotion to the well-being and upliftment of the nation.

विजयी भव!
स्वामी गोविंददेव गिरि जी

The sole meaning of life
is to **serve humanity.**

It gives me immense joy to present the **2nd Aurum Benevolence Tidings, 2023**

The foundation for Aurum नीव was laid to give impetus to the philanthropic initiatives of Aurum. What began as a soulful journey for me and my wife a decade back, has today been adopted by **250+ Aurum members.**

Through Aurum नीव, we are humbly striving towards an incremental social change.

At Aurum, we truly believe that the secret to growth is helping others grow. We are committed to contribute financially as well as through human capital at the grassroot level for the marginalised communities through our IKIGAI anchored by our 6 core pillars.

This year we initiated Aurum नीव Seva Fortnight from 17th Sept 2023 to 02nd Oct 2023 and it was heart-warming and humbling to see Aurum members spearheaded by volunteers come together for a cause close to their heart and contribute physically. ANSF will be our yearly initiative hereon.



Ashish Deora
Founder & CEO

AURUM Ventures