

AURUM

नीव

Our Soulful Journey



AURUM
नीव

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

Aurum Benevolence Tidings, 2022





“

Service to man is service to God

Swami Vivekananda

”

A SOULFUL BEGINNING

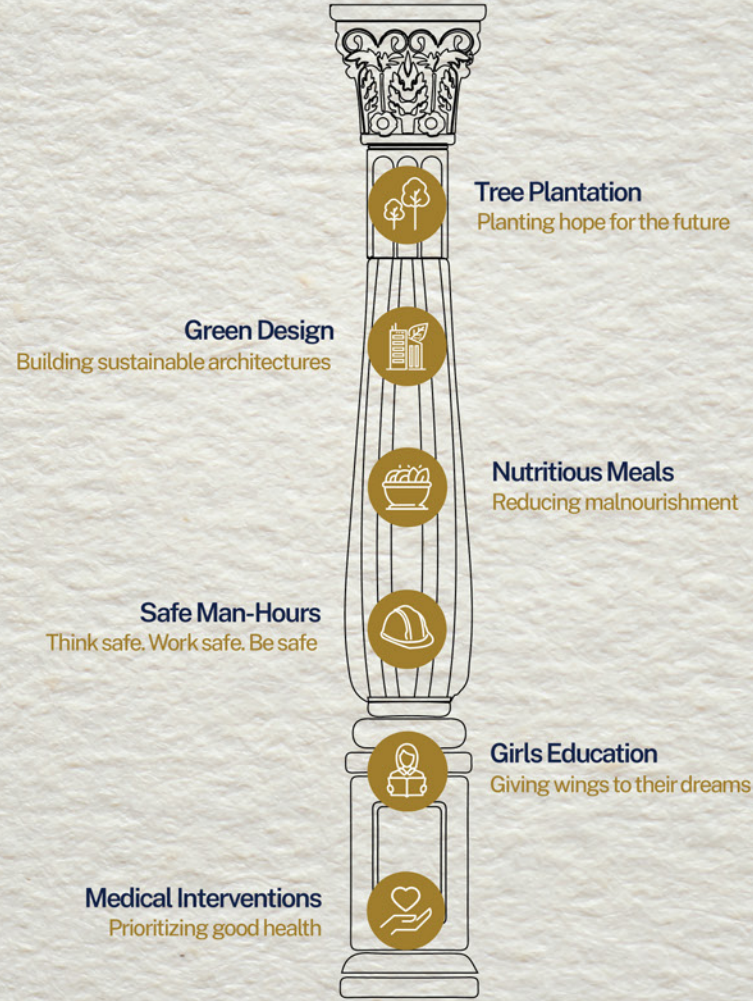
THE INCEPTION OF AURUM नीव

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



Tree Plantation

Planting hope for the future

Preservation of our environment and ecology is the dire need of the hour. To sensitize our young workforce and do our bit for mother nature, we have taken the lead to plant handpicked and highly oxygenating **2,000+** trees on the Aurum campus. We encourage all our guests, associates and stakeholders to adopt a tree and we take care of the trees throughout its lifetime. Each tree is tagged with a QR code and the information of the well-being of each tree is shared with its adopter at regular intervals.

50,000+ 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.





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 Parc campus is the 1st to acquire a LEED Platinum certification in Navi Mumbai.

Nutritious Meals

Reducing malnourishment

Hunger and malnutrition are the biggest barriers to sustainable development of a community. We are humbled to have served **1,10,000+** nutritious meals in association with 'Roti Bank'.

We are privileged to be serving the needs of two communities under 'Mata Bala Arogya Ahaar Prakalp' of RSS Jan Kalyan Samiti.

Aurum further sponsored a food delivery van which facilitates service of nutritious meals on a daily basis.

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





Safe Man-Hours

Think safe. Work safe. Be safe

At Aurum, occupational health and safety of our workforce and onsite workers is of paramount importance. We are committed to achieving zero accidents and injuries across each of our project sites. Health and safety risk management trainings, installation of safety screens, mandated use of personal protective equipment, regular review of health and safety management processes are some of our key initiatives to ensure that we attain safe man hours. Achieving **1,50,00,000** safe man hours to date demonstrates Aurum's commitment to ensuring the health and safety of its workforce, residents, clients and visitors.

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

Girls Education

Giving wings to their dreams

Inspired by our government program of 'Beti Bachao Beti Padhao' we started to educate and nurture girl students. Our focus is to create the right educational infrastructure for the under privileged girls and enhance their quality of education.

Several contributions via financial aids, scholarships and sponsorships have been passed on to the below beneficiaries:

- Shramik Sahyog's Prayogbhumi
- Manav Sadhan Vikas Sanstha (MSVS)
- Swami Vivekananda Educational Pratishtan, Palghar
- Quality Education Support Trust (QUEST)

Starting with a humble contribution of 200+ girls education years, we are working diligently to contribute 8,000 years for girls education by 2026.



Medical Interventions

Prioritizing good health

We prioritize the good health and well-being of our members and the community. Through our Medical Interventions initiatives, we are committed to supporting and strengthening the health infrastructure by increasing our outreach to marginalized communities.

2,000+ free Covid vaccinations were undertaken at the peak of the pandemic at the Aurum campus.

Aurum नीव and Rotary Club contributed the required healthcare equipment for dialysis and X-rays to GMC hospital in Akola.

1 life-saving ventilator was contributed to RSS Janakalyan Samiti's Dr. Prabhakar Patwardhan Smruti Rugnalaya.

1 safety ambulance has been contributed to mitigate any emergency for people working in and around the Aurum campus.

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



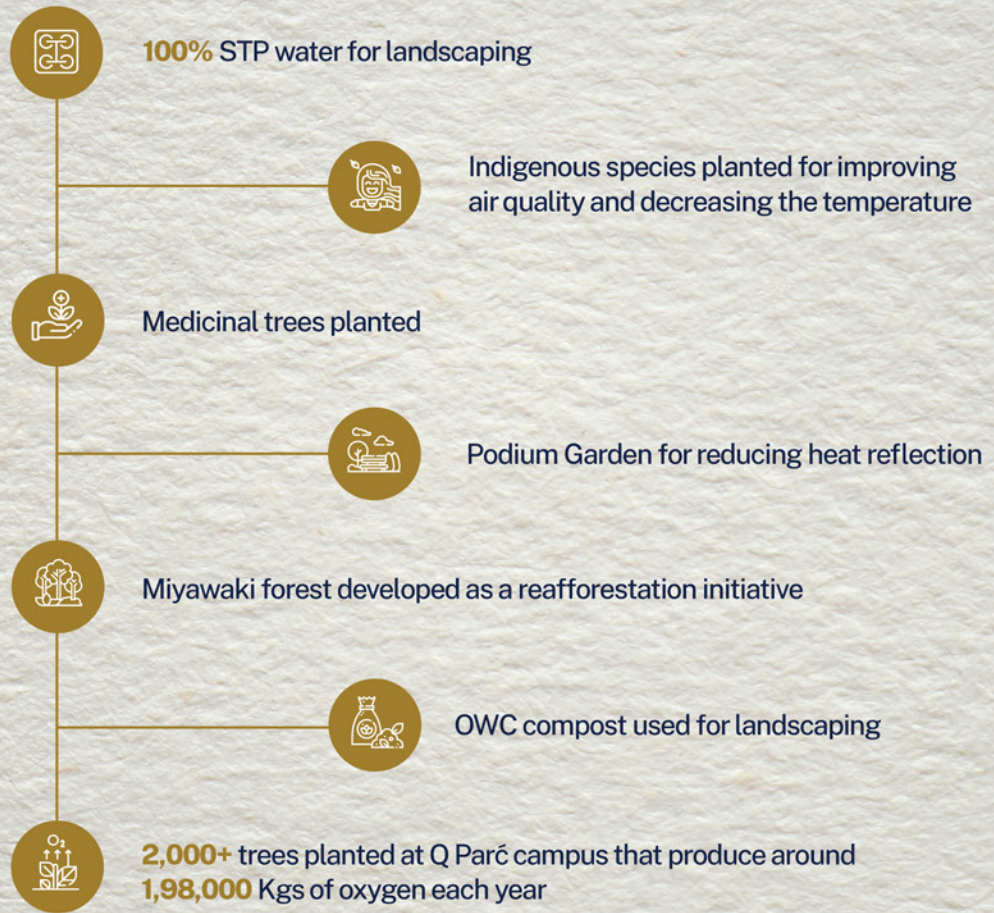
Aurum नीव Management Framework

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 2022

At Aurum, we attempt to do everything differently and with a lot of passion and hardwork. That's what defines Aurum. The company has been contributing financially towards our chosen causes over the last few years. However, we wished to raise the bar this time around & contribute with our physical energy. And thus, the "Aurum नीव Seva Fortnight" was conceived as an Annual initiative to empower our very own team members to contribute back to the community in their own humble yet significant ways. The financial contribution to support the initiatives under ANSF was borne by Aurum.

Our very first ANSF was accomplished from 17th Sept to 02nd Oct 2022 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.

- Informational safety equipment exhibition was carried out on the campus for the on-site workers as well as fellow Aurum members.
- Installation of a "Peripheral Edge Protection Safety Screen" done on the residential towers at Q Parc.
- Blood donation camp was organised, a lifesaving ventilator contributed to Dr. Prabhakar Patwardhan Smruti Rugnalaya and provision of a safety ambulance made at the Q Parc campus.
- Tree Plantation drives were carried out for 4 days for all the mother nature lovers.
- Aurum members were also privileged to visit Swami Vivekanand Educational Pratishtan, Palghar and engage, educate, and spend quality time with 100 girl students. Each Aurum member was mapped to 3-4 girl students and the team also distributed chocolates and stationery to the young girl students.



1

Fortnight

120+

Members

3,000+

Man-Hours as a team





AURUM

AURUM नौबत
Served
2000+
Nutritious Meals™



ROTI BANK

WHEN YOU GO HUNGRY

MUMBAI ROTI BANK
Spreading smiles, one meal at a time

मंबई
ROTI BANK

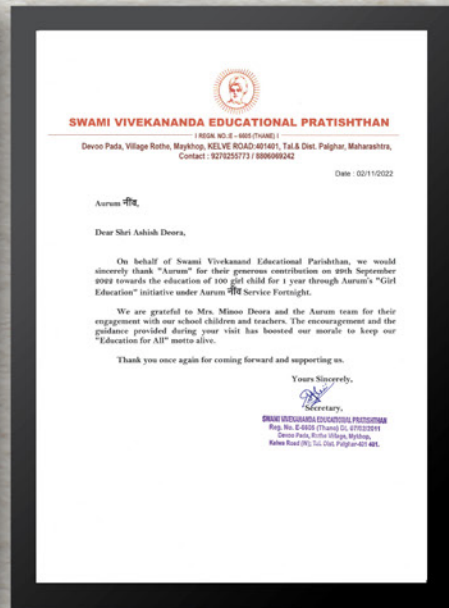
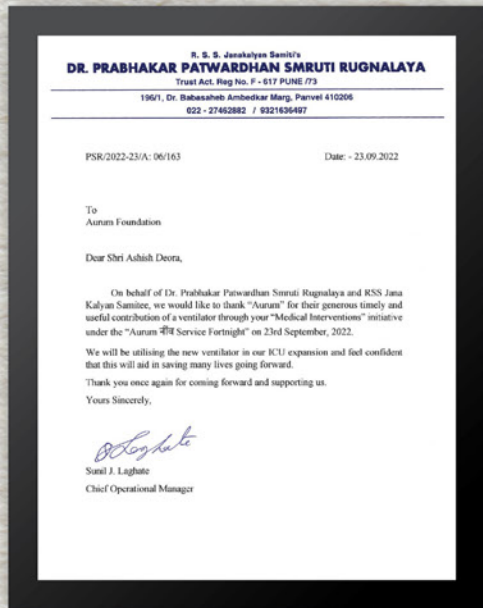
Pt. Call to Donate Food
S: +91 86555 80001
www.rotibankfoundation.org

f t i
@rotibankfdn

Call us on the disclaimer
+91 86555 80001
www.rotibankfoundation.org

AURUM नौबत
AURUM नौबत FORTNIGHT-CELEBRATING
CONGRATULATIONS ON ACHIEVING
15+ MILLION
SAFE MAN HOURS

Certifications



The drive to reduce malnourishment and hunger

Aurum & Mumbai Roti Bank Initiative

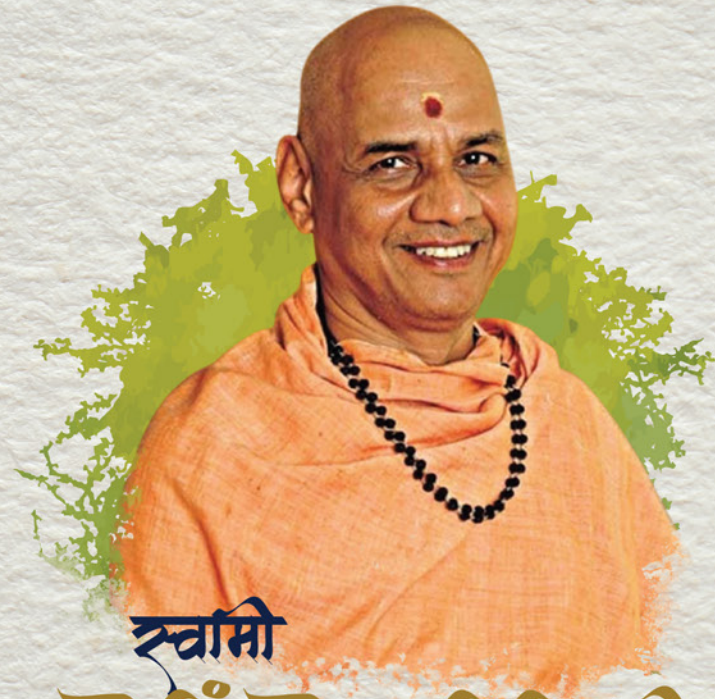
Mumbai Roti Bank is a non-profit, hunger relief organization with the mission to eliminate hunger and malnutrition across India. Started in December 2017, under the able mentorship of former Director General of Police, Maharashtra, Dr. D. Sivanandhan, they are currently running their own kitchen to serve 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 **1st Aurum Benevolence Tidings, 2022.**

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 **200+ 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 IKIGA! anchored by our 6 core pillars.

This year we initiated Aurum नीव Seva Fortnight from 17th Sept 2022 to 02nd Oct 2022 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