

**Canon**

Delighting You Always



REPORT ON  
**CORPORATE  
SOCIAL  
RESPONSIBILITY**

**2016-17**

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## FROM THE DESK OF PRESIDENT & CEO

Corporate social responsibility means much more to us than mandates; it's an essential part of our everyday life. We have a strong belief in our corporate philosophy of Kyosei, which means aspiring to develop a society in which all people, regardless of race, religion or culture, harmoniously live and work together for the common good into the future.

We are committed towards uplifting the social fabric of the society in which we operate. Our efforts in the areas of Education, Environment and Eye Care are an endeavour

towards achieving this end. We have recently added a fourth pillar to our CSR policy namely, Empowerment. The announcement of the vocational training program under empowerment is in line with our vision, to make the villagers self-reliant and financially independent. We also promote our philosophy to our employees and stakeholders who have been diligently working, as a team, to promote it.

Our view of CSR extends beyond charity; it is a means to create self-sustaining communities that we can

nurture for a long period of time. We would like all the people connected with us – our employees, customers and Partners to take pride in their association with Canon.

We shall continue to focus on this area and be responsible Corporate Citizens.

Sincerely,

**Kazutada Kobayashi**  
President & CEO  
Canon India

# KYOSEI

LIVING AND WORKING  
TOGETHER FOR THE  
COMMON GOOD.  
ALL PEOPLE, REGARDLESS  
OF RACE, RELIGION OR  
CULTURE, HARMONIOUSLY  
LIVING AND WORKING  
TOGETHER INTO THE  
FUTURE.



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## POLICY ON CORPORATE SOCIAL RESPONSIBILITY



We are committed towards improving the quality of lives of people in the communities in which we operate. We wish to be a company which is respected by people for its commitment towards social causes.

We aim to achieve this by keeping in mind our corporate philosophy, Kyosei, which means living and working together for the common good. We would volunteer resources and time to the extent possible towards various social causes.

As a responsible company, we stand committed to the causes of Environment, Eye Care, Education and Empowerment. We would also support employees to contribute and share their time and skills towards the causes they feel passionate about.

A handwritten signature in black ink, appearing to read 'K. Kobayashi'. The signature is written in a cursive, fluid style.

**President & CEO**



## WHY THE 4E'S?

### WHY EYE CARE?

- In a normal life span, eyes will bring almost 24 million images of the world around you.
- Eyes utilize 65% of all the pathways to the brain.
- Eyes can process 36000 bits of information every hour.
- 30% of sensory input to the brain comes through eyes.

### WHY ENVIRONMENT?

- India's high air pollution, ranked by the World Health Organization among the worst in the world, is adversely impacting the lifespan of its citizens, reducing most Indian lives by over three years.
- 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 compared to just three in China. Air pollution slashes life expectancy by 3.2 years for the 660 million Indians who live in cities, including Delhi.

### WHY EDUCATION?

- India spends only 3.3 percent of its GDP on education, compared to an average 5.8 percent in developed countries.
- GOI had made a commitment to spend 6% of GDP on education in 1968, however the highest spend made so far is 4% of GDP.
- In India, 50% of children aged 6-18 do not go to school.
- Of the 32 million children that began school in 2004, less than half will complete the compulsory 8 years of education.
- The common reasons given by 3 out of four drop-outs for leaving school are
  - a) High cost of private education.
  - b) Need to work to support their families
  - c) No interest in studies.
- Dropout rates increase alarmingly in class III to V- its 50% for boys, 58% for girls.
- Since 2001, the government's flagship elementary education program, the

Sarva Shiksha Abhiyan, has helped to bring some 20 million children into school; most of them are first-generation learners.

- In India, education has been made free for children from 6 to 14 years of age (up to Class 8), under the Right of Children to Free and Compulsory Education Act 2009.
- 37% of secondary students fail, and 11% dropout before exam.

### WHY EMPOWERMENT?

- Nearly 40% of India's population of a billion plus lives in poverty. In India, we find that many are poor because of one simple reason — 'lack of regular income'.
- To know the extent of youth economic engagement in the development of India and its States.
- Economic empowerment is a prerequisite for sustainable development and pro-poor growth.
- Examine the pattern of youth development differentials (employment, appropriate education, skill development and awareness about health).

# EMPOWERMENT

Canon India, with a vision to have a proliferating India, has taken another leap in its CSR ambit by adding the 4th 'E' to its existing 3E's philosophy which now includes 'Empowerment' in addition to Eye Care, Education and Environment. To begin with, Canon has partnered with SOS Children's Villages across the country to support education and overall development of orphan children under an exclusive initiative 'Support A Life'. As part of this, employees have adopted 187 children across SOS Children's Villages in the country to take responsibility of their well-being.

Also, Vocational Training Center will be set-up in our adopted villages across India to provide skill based training to children and youth to empower them to be financially independent. The centre is fully-functional at Ferozpur Namak Village and on the verge of starting at Sol Gohalia Village with other villages to follow the suit in year 2017. These initiatives furthers Canon's corporate philosophy of 'Kyosei', which means 'living and working together for the common good'.



*Vocational Training Centre at Ferozpur Namak Village*



*Photography Workshop at SOS Village*



*Mr. Kobayashi with children at SOS Village, Greenfields*



*Employees spending time at SOS Village*



## ADOPT A VILLAGE PROJECT

‘Adopt a Village’ Initiative aims at the overall development of village with a focus on Canon – 4 E’s in terms of improving educational facilities, environment conservation, eye care services and empowering the villagers. One of the most important parameters we follow while selecting a village is its proximity to our office location. This criterion ensures constant engagement between our employees and the adopted villages.

After touching several lives in the villages adopted in Haryana, Bangalore, Mumbai and Kolkata; Canon India has recently announced Vocational Training Centre under the 4th ‘E’ for betterment of village youth and students at its adopted villages.

# ADOPT A VILLAGE FEROZEPUR NAMAK VILLAGE MEWAT, HARYANA

In 2012, Canon India started its initiative, 'Adopt a Village' in Ferozpur Namak, Mewat district, Haryana with an aim to support the village with core interventions in 4 areas – Education, Environment, Eye Care and Empowerment.

## EDUCATION



Our objective is to holistically develop the quality of education in the village by emphasizing on improving enrolment of children in school and providing optimum age-appropriate learning for each child. A Resource Center has been initiated at Ferozpur Namak Village's school compound. On an average, 30 students and one full-time dedicated teacher are coming to the center. The main role of teacher is to identify weaker areas of the children and strengthen those aspects. During the year, many creative activities were carried out such as drawing, painting, slogan writing, English sentences, Science experiments and tables in Math. The overall impact of these activities is:

- Participation level of children has increased in school activities,
- Regularity and punctuality of children in attending the school has been improved,
- Increase in self-motivation, and
- Urge to explore more creative opportunities

### Other important initiatives in the field of Education are:

- Students are encouraged to study books, newspapers, solve puzzles, play indoor & outdoor games and learn musical instruments in Resource Centre.
- E-learning has been introduced in which various subjects are being taught through animated videos on screen.

- Toilets have been revamped; new Water Tanks, child-friendly water station and RO facility have been installed.
- Water Harvesting has been done for optimum utilization of rain water and solve the problem of water scarcity.
- Nine Mohalla Meetings were organized to increase community participation and provide information on different sanitation issues, importance of hand washing, education and project initiatives.
- Two Gram Sabha Meetings were organized to discuss about the Government initiatives, village development, women related issues, education and health.
- Five Life Skill Education Meetings were organized for the girls to empower them towards improvement in lifestyle, enhancement in decision making and maintenance of personal hygiene.
- Three School Management Committees (SMCs) have been formed for better interaction between parents and teachers.
- Creative activities like drawing competitions were organized to promote and enhance cognitive and psychological development of students.





## EYE CARE

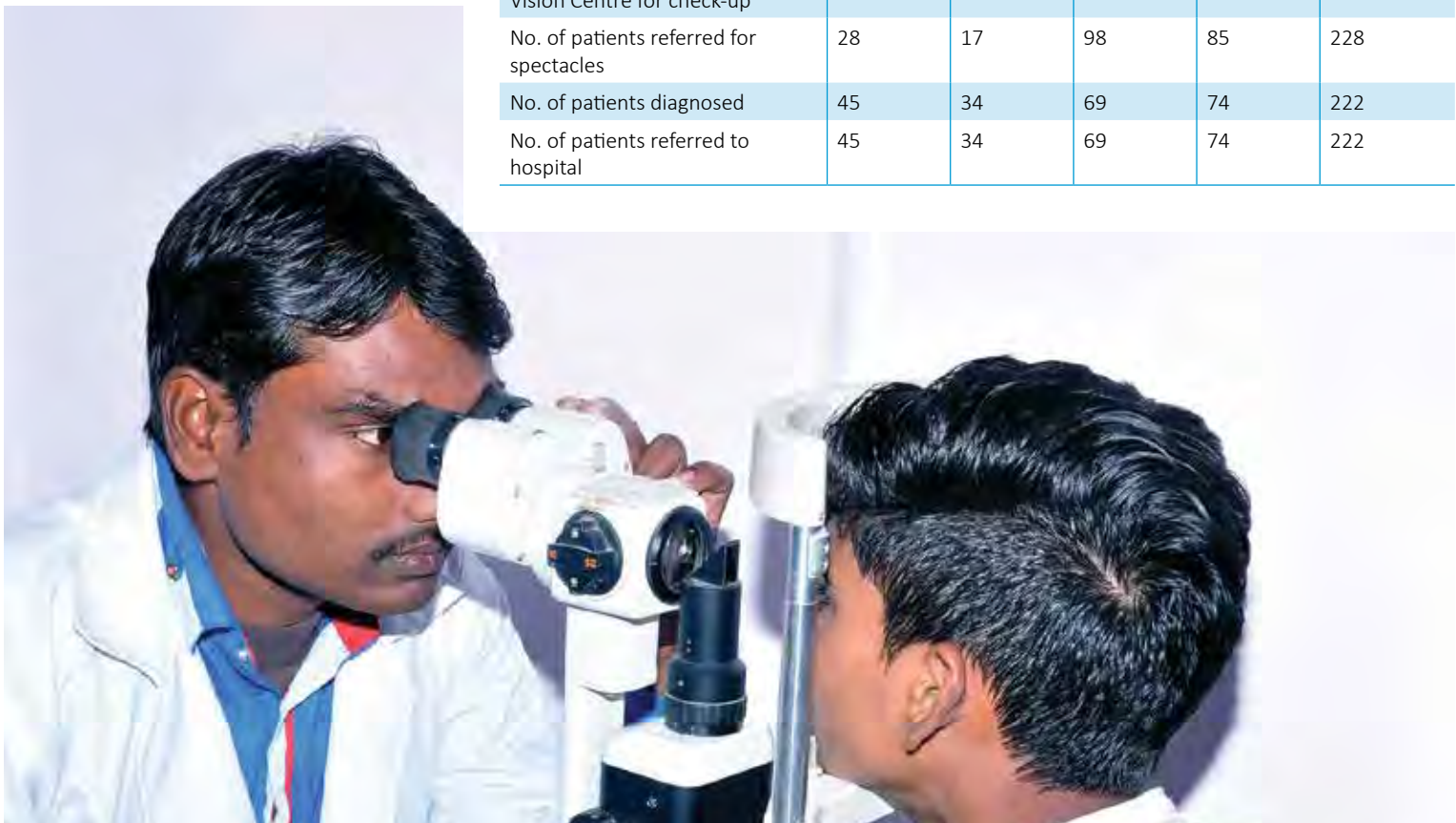


- Hobby sessions were conducted with 50 students. Boys and girls were excited to recognize and share their dreams and hobbies.
- Installed RO with water cooler in school for safe drinking water. Children along with school staff are consuming safe drinking water in school premises. A total of 1500 children have an access to safe drinking water.
- Proper toilet facilities, water availability and other hygienic conditions like white wash in the school have resulted in an increased attendance of children.

A Vision Center has been established at Ferozepur Namak village in which patients are getting their eyes tested by the vision technician, who also mobilizes other cluster villages to avail the services of the center. Improved infrastructure at school, making it child-friendly and generating interest in children to reduce school dropout.

- During the year, 625 patients visited the Vision Centre for eye check-up.
- 222 patients were screened for cataract operation and referred to nearby govt. hospital.
- 5 eye screening camps were organized and meetings were held with the community in adjoining villages through organising eye screening camps and distribution of free spectacles.

Vision Centre Status	Children		Adult		Total
Description	M	F	M	F	
No. of patient who visited the Vision Centre for check-up	102	64	251	208	625
No. of patients referred for spectacles	28	17	98	85	228
No. of patients diagnosed	45	34	69	74	222
No. of patients referred to hospital	45	34	69	74	222





## ENVIRONMENT

Our objective is to provide a cleaner, better and greener environment by teaching youth about the importance of a better environment and its nurturance.

- A tree plantation drive has been conducted in which 50 saplings were planted by employees and students.
- Environment-friendly solar panels have been installed to solve the problem of erratic power supply in the school.
- Solar Lights have been installed to prevent cases of theft/damage during the dark hours.
- Rain water harvesting project has been constructed in school premises in order to meet water requirement and recharge ground water.



## EMPOWERMENT

- Vocational Training Center (VTC) has been established in the village with an objective to enhance skills of school girls and boys along with the village youth. VTC was inaugurated by Mr. Kobayashi on 16th November 2016. In this center, children and village youth will be provided training on computer skills. The technical trainings will build self-confidence and empower students to choose their career in the right direction.



## SUCCESS STORIES FEROZEPUR NAMAK VILLAGE, HARYANA



### WATER: ACCESSIBILITY TO SAFE, PURE AND COOL HYGIENIC DRINKING WATER

School children in the government school at Ferozpur Namak Village, Haryana had to drink impure and salty water as the geographic surrounding had no sweet water sources. Due to this, children used to get ill and absenteeism was on a rise. Considering this issue on priority, Canon India installed RO plant and water cooler in the school. It also provided 4 water tanks with capacity of 1000 litre each and renovated water station in the school premises. This water station is now providing safe and pure drinking

water to 1200 children. In summers, children get cold water from the same water source. This has resulted in high attendance rate in school without compromising on health and studies of children.



### SANITATION: TOILET FOR GIRLS

The Ferozpur Namak school had a girl's toilet in its premises. However, the condition of girl's toilet was very pathetic with no water supply, broken gates and un-hygienic condition. Girls used to refrain themselves of using school toilet and mostly wait till they went back home. Many times, in urgent need they have to go home in middle session and could not return back to school. This was badly affecting their studies and caused educational loss. Canon India realized this issue and initiated toilet renovation and re-construction in the school. Separate water tanks were also installed for regular water supply. Now, school girls are using hygienic toilets and don't have to suffer inconvenience in using toilets in school premises itself. This has helped them in maintaining regular attendance in all periods during school hours.



### RESOURCE CENTRE: AN OPPORTUNITY FOR CREATIVE LEARNING

Canon India CSR focuses on 4Es – Education, Eye care, Empowerment and Environment. Education being one of the most focused components, Canon took the initiative to re-establish the resource centre for creative and innovative learning of children in school. Earlier, the govt. school didn't have facilities of library, sports, etc. for school children nor there were any teachers to teach children in an innovative way so as to make study a fun for them. A room was provided by school head mistress, Ms. Madhubala, for resource centre. The school children made innovative drawings and converted the resource centre into a joyful learning centre. Now, children can access story books, newspapers, sports kits, music instruments, LED – audio visual films on Math, Science, English, motivational stories, historic pictures, etc. in the centre. Life skill education and training on Mehndi, drawing, puppet making was also organized for children's personality development and better quality education in life. A summer camp was organized for children from 1st June 2016 for 5 days. Community mobilization for the same was done from 27th – 31st May 2016. 75 students actively participated in the summer camp.

# BEFORE & AFTER FERROZEPUR NAMAK VILLAGE, HARYANA

Before



Vision Centre

After



Before



Drinking Water Station

After



Resource Centre



Toilets



## OTHER DEVELOPMENTS



E-learning



Solar Lamps



Water Harvesting Project



Library



# ADOPT A VILLAGE SOL GOHALIA VILLAGE, KOLKATA

In 2015, Canon India started its initiative, 'Adopt a Village' in Sol Gohalia near Kolkata with an aim at improving the quality of education, establishment of an activity resource center with education aids, a library for children, improving source of drinking water through pipeline, taps and toilets for girls to improve girl child ratio and set-up of a vision center. **The project which started with 117 students saw an increase in admissions, taking the number to 198 this year.**

## EDUCATION



Our objective was to improve quality of education in the school by setting-up a Resource Centre, revamp basic facilities and infrastructure; making it child-friendly and generating interest in children to reduce school dropout.

- Capacity building in the school has led to students returning to the village school to enjoy better classroom infrastructure, hygienic sanitation, clean drinking water supply, a resource centre with a non-formal education teacher to impart computer literacy, art and craft skills and encouraging sports among students of all grades.
- A Library-cum-Resource Centre has been set-up wherein 80 books on English, Mathematics, Painting and Moral Stories have been placed. Students are availing the facility of library, computer learning, extra-curricular activities and life skill education in Resource Centre.
- Story reading & telling sessions have been conducted which has improved the understanding pattern of language, stimulates curiosity, brain development and thinking of creative ideas. Students are excited with the sports equipment provided in the centre which is essential for their mental and physical well-being.
- Kitchen room has been revamped with painting and provision of running water facility. Now the cooking area looks clean and hygienic.
- Sanitary unit and drinking water facility have been revamped with installation of RO and a new tube well.
- Renovation of classrooms has been done as electrical fixtures and fittings in all classrooms have been changed for safety and new furniture has been provided.
- Ground leveling and white wash of entire school have been done for beautification of the school premises.

- School building and classrooms have been painted to give a new look and feel to the children.
- Important days such as Anti Child Labour Day, Independence Day, Children's Day, and World Toilet Day have been celebrated by children and teachers with enthusiasm.



## EYE CARE



Our aim was to provide comprehensive eye care facility at the doorsteps of rural population and collaborate with the community to promote eye health education and create awareness.

- Throughout the year, vision center acted as a solution to villager’s eye care issues by supporting screening of patients,

providing spectacles and referring cases which required surgeries at the nearby govt. hospital.

- Vision Centre has been set-up in which more than 546 villagers were screened and a total of 3 eye surgeries were referred.
- Around 173 patients visited the eye check-up camp from adjoining villages.
- 762 beneficiaries have been reached through outreach eye screening camps.

Vision Centre Status	Children		Adult		Total
	M	F	M	F	
Description					
No. of patient who visited the Vision Centre for check-up	124	124	133	167	548
No. of patients referred for spectacles	4	2	76	70	152
No. of patients diagnosed	40	30	118	148	336
Total Population of the project location (Village)	2092	1931	4107	3362	11492



## ENVIRONMENT

- To ensure safe playing area for the children, ground leveling of the school has been done.
- Greenery has been restored in the playground with grass and plantation of new saplings.



## EMPOWERMENT

- A Vocational training centre is in pipeline of setting-up for the benefit of students and village youth.

## SUCCESS STORY SOL GOHALIA VILLAGE, KOLKATA

### RESOURCE CENTRE



Name of the Student  
**Amanat Ali Howlader**  
 Age : **8 Years**  
 Sex : **Male**  
 Class : **II**

Father's Name: **Alamin Howlader**  
 Occupation: **Daily Labour**, Educational  
 Qualification: **Illiterate**

Mother's Name: **Sabina Bibi** Occupation:  
**Fire Crackers Maker**  
 Educational Qualification: **Illiterate**

Amanat, a student of class II, joined Sol Gohalia Nimnabuniyadi Vidyalaya (school) in 2015. Initially, he was undisciplined and irregular in school. He rarely took part in any of the school activities and never came in the school uniform.

The reason for his attitude owed to his home environment. He belongs to a very poor family where both of his parents are struggling hard to earn their livelihood. While Amanat's father is a daily wage laborer, his mother works at a Fire Cracker factory. Both of them work hard to earn their livelihood, but their income is still not sufficient to meet the requirements of the family. Due to their engagement in daily wage work, they could not give quality time and motivation to their child.

Amanat spent most of his time in Kamalapur area, where there are several other labourer families who are living in small houses and hardly paying any attention to their children's development. The adverse and vulnerable surrounding had resulted in the careless upbringing of Amanat too.

Realising the intense challenges of the area, Sabuj Sangha(NGO) started a holistic development project in 2015 with support of Canon and CAF India. Under the project, a Resource Centre Teacher was appointed,

who took special care of children like Amanat. He provided them mentoring and motivation on regular basis. The teacher spent extra time with Amanat and also regularly interacted and motivated his family to realise the value of education.

As a result, Amanat slowly started coming on the right track. He became more regular in school and started behaving obediently with the teachers. Earlier he was very weak in English and could not even read and write properly. But now, he is learning English gradually and one can see a difference in his attitude. He is regularly attending the resource centre and using the library books. Apart from studies, he is also taking part in the outdoor games like cricket and football. His parents are also actively supporting him for his educational activities and overall development. The project is truly shaping his future in the right direction.

Conclusion: Amanat has learned the importance of education with regular schooling, proper discipline, punctuality and cleanliness.

# BEFORE & AFTER SOL GOHALIA VILLAGE, KOLKATA

Before



Vision Centre

After



Before



Classroom

After



Kitchen area



Toilets



Play Ground



Resource Centre







# ADOPT A VILLAGE MAHARAJA KATTE VILLAGE, BANGALORE

'Adopt a Village' Project was inaugurated at Maharaja Katte Village near Bangalore in June 2014 and is aligned with the four core areas supported by CSR at Canon India. Our aim is to streamline all the functions in the village during our tenure; be it improving the enrolment ratio, infrastructural and environmental developments, introducing vocational training and more. **Our vision is to make the villagers self-reliant. We will be proud to see the children moving ahead in life and making their village proud.**

## EDUCATION

- 5 computers are donated to the Principal for Resource Centre.
- Canon employees' active participation & visit with their families is encouraging and enhancing the active participation of students in the school.

- Indoor games like chess, cubes, crossword and puzzles were provided to the students in resource center. These games are increasing their mental strength and act as motivation to come to the center. Cricket, football, badminton and baseball are also provided to the school children who are regularly playing with them and increasing their physical strength.

## EYE CARE

- 198 patients visited the vision centre and 136 patients have been given free spectacles.
- 153 patients have been referred to the nearby govt. hospital for cataract operation.

## ENVIRONMENT

Organic Farming has been taken up as a new initiative in Bangalore village – mid-day meal is cooked with the organic vegetables grown at the school.

## EMPOWERMENT

A Vocational training centre will be set-up for the benefit of students and village youth in 2017.





# ADOPT A VILLAGE KARANJOTI VILLAGE, MUMBAI

'Adopt a Village' Project was inaugurated at Karanjoti Village near Mumbai in April 2015. The school is run and maintained by Zilla Parishad (Government supported body) and comprises 1st to 7th standard wherein the medium of teaching is Marathi.



Karanjoti Village has seen numerous noteworthy developments, since its adoption by Canon India. To mention a few, capacity building in the school has led to students returning to the village school, clean water supply, a resource centre with a non-formal education teacher to impart computer literacy, art and craft skills and encouraging sports among the students of all grades.

- Improved infrastructure at school making it child-friendly and generating interest in children to reduce school dropout.
- School children are using clean and hygienic toilets and safe drinking water facility. Children's ownership has increased in the school activities.
- Under e-learning, videos on moral stories, water saving and environment conservation have been screened to the students.

- Indoor games like Chess, Carom, Cube, Snake & ladder, Puzzles and Outdoor games like badminton, cricket along with physical fitness are being encouraged among students.
- Parents- teacher meetings were conducted with the help of school Principal. Parents were oriented on the overall program and its related benefits.

16 Parents attended the meeting and as a result, six new students took admission in the school. Parents are highly motivated by the school's revamped infrastructure and facilities.

- 9 awareness camps have been organized in the nearby village schools with respect to education, eye-care and environment.



## EYE CARE



To have sustainable eye care facility establishment in the village, a Vision Centre has been set-up in a space provided by the local community. This center has equipment and technician for screening of patients and providing spectacles.

- Vision Centre at Karanjoti Village is catering to adjoining rural areas as well.
- Awareness campaigns have been conducted, eye check-up camps are organized and cataract operations are facilitated.
- 107 low cost spectacles have also been distributed in the required cases.
- 819 patients visited the vision centre and 31 patients have been referred to the nearby govt. hospital for cataract operation.



Vision Centre Status	Children		Adult		Total
	M	F	M	F	
Description					
No. of patients who visited the Vision Centre for check-up	264	256	156	143	819
No. of patients given spectacles	12	15	45	35	107
No. of patients referred for spectacles	14	19	47	42	122
No. of patients diagnosed	19	22	55	51	147
No. of patients referred to hospital	00	02	11	18	31
No. of patients operated	00	00	08	09	17

## ENVIRONMENT



Canon India, continuing with its endeavor to preserve environment, has launched various environmental campaigns at Karanjoti Village in which employees, teachers and students were encouraged to pledge and share their commitment towards making earth a healthier planet to live in.

- Tree plantation has been done within school premises in which teachers, students, Canon employees and villagers participated.
- Ground leveling has been done and entire school has been painted.



## EMPOWERMENT

- A Vocational training centre will be set-up for the benefit of students and village youth in 2017.

# SUCCESS STORIES HOPE FOUNDATION, MUMBAI

## 1. RESOURCE CENTRE

Name of the partner organisation:

**Hope Foundation, Mumbai**

Name of the village:

**Khandekarpada**

Project Location:

**Karanjothi village in Vadawali, Tal-Bhiwandi, District-Thane, Maharashtra**

Name of the children

**Raj SainathKeshav**

Raj Sainath Keshav, lives in Khandekarpada. When he joined the school, he was very quiet. He did not attend the classes regularly and was getting weak in his studies day by day. His parents were least concerned about his studies and future, as they too were tied up for making a livelihood. They never came to his school after admission.

Project team (Hope Foundation) visited Raj Sainath's house and discussed his educational status. They told them about the positive sides and importance of education. They made the parents understand the gaps related to their child development. They advised them with all positive examples and success stories of other children. After many visits and follow-ups finally, his parents took the initiative and started caring for the child and started sending him to school regularly.



Presently, Raj is coming regularly to the school. His Parents are satisfied and have realised the importance of education. He is doing well in the subjects like Maths and English. He is actively taking part in other activities such as carom, sports, drawing, etc. He is very ambitious and a visionary child.

## 2. RESOURCE CENTRE

Name: **Vaishali Bhagya Pawar**

Class: **4th Standard**

Age: **9 years**

Village: **Karanjoti**

Vaishali Bhagya Pawar is a 9 year old school girl studying in class 4th at Karanjoti School. She was a regular and bright student but recently due to certain health problem, she suffered from hair loss. She was very upset with this and felt shy to attend the school with a fear that other students will start teasing her. Hence, 15 days passed and she continued to be absent. Finally, the Resource Centre teacher decided to visit her home and meet her parents. The teacher convinced her that no one in the school will tease her and ensured that she was welcomed by all the children and teachers which not only raised her confidence but also helped in avoiding an intelligent child becoming a school drop-out.



## 3. VISION CENTRE

Name: **Sakharam Dunda Lone**

Mr. Sakharam Dunda Lone, Nadgaon is 65 years old.

He had cataract problem and was suffering from last 1 year. He could not see properly and because of the visual impairment, he had very less involvement in social and family life. He was very upset about it and wanted to get his eyes operated. But, due to huge expenses, he could not afford to go to the Private Hospital.

Through the eye care camps held under the project, Sakharam got information about the Canon Vision Center. He went there and had complete eye check-up done. After checking, the vision technician referred him for the cataract operation at the nearby govt. hospital. Sakharam got operated and had a successful cataract operation.



# CANON INDIA INVOLVE

## 1. Planet Hero Campaign

Employees were requested to share photos of their children who are actively engaged in activities like coming-up with any recycled product, steps taken to conserve water & electricity, planting saplings, saving paper, growing vegetables at home, keeping surroundings clean, etc. The most sustainable initiatives were suitably rewarded with a medal and a certificate. The objective was to create awareness and encourage children who are taking little but significant steps towards environment conservation.



## 2. Volunteers Come together to Paint Walls at Ferozpur Namak, Haryana

10 management trainees visited Ferozpur Namak Village, Haryana and successfully completed the challenging task of painting the school corridor walls. After the hard work, volunteers enjoyed playing with the students and engaging in cultural exchanges. It was a real fun time for all the participants as they got easily involved with the curious and excited children in the govt. school. The volunteers' support, commitment and enthusiasm were highly valued by the children and school staff.



## 3. Summer Camp at Ferozpur Namak Village, Haryana

A Summer Camp was organized at Ferozpur Namak Village, Haryana in which 75 students participated with full vigor and enthusiasm. During the camp, students got an exposure to learn science, math, theatre and geography through external trainers. The objective was to provide a platform for innovative learning and self-introspection to the children to understand what is their potential, what they wish to become and hence, choose their career in the right direction.



## 4. Canon Image Bridge (CIB) Activity in Mumbai

Canon Image Bridge is a cultural exchange program which invites students from different countries to share their culture and tradition through photographs. Students were taught how to capture good photos in a photography workshop conducted by Canon India at Manas Mandir & Mahuli Fort near Shahapur (Asangaon) in Mumbai. Around 11 volunteers including trained photographers enthusiastically participated in the activity. Over 50 students from Karanjoti Village, Mumbai were taught basics of photography skills on the theme 'Enhancing Creativity by Clicking'. After clicking the photographs, joyful students shared their comments on their best photo which exchanged with CIB students in Canon China.



## 5. Blood Donation Camp at Hyderabad - Blood Donation Camp was organized at Canon India

Conducted at Hyderabad office wherein 41 employees successfully donated blood. As every donation saves up to 4 lives, the drive was able to make an impact on 164 lives. The camp was concluded with the donors being served with light refreshments, donor badges and a certificate of appreciation.



## 6. Canon India joins hand with Yokohama to support 'Swachh Bharat Campaign'

Committed to the cause of environmental sustainability, Canon India collaborated with Japanese conglomerate, Yokohama Tyres to organize 'Cleanliness Drive' near its office in Gurgaon. This activity, organized in the month that celebrates World Environment Day, was a meaningful effort to contribute towards building a cleaner India. Volunteers from both the organizations stepped forward vigorously and collaborated for the noble cause.



## CANON INDIA INVOLVE

### 7. Employees spend time with children at SOS Village, Greenfields

On the eve of Independence Day, Mr. Kazutada Kobayashi, President & CEO, Canon India along with employees visited SOS Village, Greenfields and spent quality time with the children by inspiring them to learn, showcase and celebrate life. Various activities were organized to build team spirit amongst the children. On this occasion, Mr. Kobayashi gifted a cricket kit to the students of SOS Village. By joining this cause, Canon India has taken a leap ahead in extending its support to the empowerment of the less privileged children in the society.



### 8. Canon India celebrates 1st Anniversary of its adopted village, Sol Gohalia in Kolkata

On 1st September 2016, more than 60 employees marked their presence in the village to celebrate the special day with their Sol Gohalia family. School children brimming with enthusiasm gave a warm welcome to the employees with regional dance and singing performances.

A painting competition and an art and craft exhibition was organized, where the students participated and showcased their work and won accolades for their performance. All the school children were handed over a pair of new school bag, as a small token of encouragement and appreciation. With a focus on building a green haven for Sol Gohalia dwellers, another watering the trees drive was organized on this occasion.

Since its adoption, the village has witnessed several notable developments and services.



### 9. 'Talent Show' Competition at Orphanage

On 11th February, Canon India organized a 'Talent Show', a fun evening of song & dance competition at St. Michael Orphanage in Village Bhondsi, Gurgaon. Nearly 35 children, full of enthusiasm, participated and had a great time singing and dancing to the music and enjoying the competition. At the end of the program, gifts and snacks were given to all the children. The objective was to spread happiness and strengthen the value of "teamwork" among the children in the society. Such initiatives help in building self-confidence of children to manifest their talent in any direction, ability to communicate with their peers and encourage them to convert their passion into serious profession in future.



### 10. Donated Digital Cameras to National Bravery Award Winners

On 22nd January, Canon India donated 25 units of digital cameras as a small token of appreciation to the National Bravery Award Winners. The brave children showcased high level of courage to save the lives of many people around them. The awards, initiated by the Indian Council for Child Welfare (ICCW) in 1957, gives recognition on the occasion of Republic Day, to the nominated

children who distinguished themselves by performing outstanding acts of bravery in different aspects of life.



### 11. Canon Employees & their families celebrated Birthday with school children in Bangalore

On 30th January, Canon India organized a get-together at Maharaja Katte Village in Bangalore. Canon employees (from Bangalore Sales & ISDC office) and their families celebrated their birthdays along with the kids in the government school located at the village. Birthday celebrations included Cake cutting; games like Musical Chair; distribution of Goodie bags, Wish Tree gifts and 25 kg of Rice bags collected under Good Morning Walk; and donation of 5 computers for the Resource Centre as well.



### 13. Canon Employees distributed Wish Tree Gifts at Karanjoti Village, Mumbai

On 02nd December, volunteers enthusiastically distributed over 97 gifts among children and donated sports equipment for the Resource Centre. Also, volunteers visited Vision Centre which became operational with the Canon eye care machine. Volunteers played cricket and badminton with the students and ecstatically

## CANON INDIA INVOLVE

spent the entire day with the cheerful children. The objective was to spread the message that 'sharing is all about spreading smiles and happiness around us'. The activity provided a good platform for students to mingle with the volunteers and get motivated towards excelling in sports & studies.



### 14. Employees re-collected their school days' memories at Ferozepur Namak Village, Haryana

Under our Each One Teach One Campaign, we organized a Drawing Competition at Ferozepur Namak Village, Haryana on the theme 'Happy Birthday' in which school students and recently-joined Canon employees, as part of their orientation, participated with full enthusiasm. The idea is to feature the sketch, drawn by school children, on the Birthday cards which are given to all Canon employees on their birthday. It was a unique experience for the new joiners who had a fun-time interacting with the students and inspiring them to do well in sports & studies. Also, 75 kgs of rice was donated to the school authorities by IT team as a good gesture.



### 15. Pan-India 'Support A Life Campaign'

Canon India partnered with an orphanage to launch 'Support A Life Campaign' to help every orphan child find a loving home. For just Rs. 400/month (i.e., Rs. 4800/year), 187 employees sponsored an equal number of orphan children's education & nutrition. Canon India matched their donation by paying Rs. 4800/year for each sponsored child, hence, fulfilling the total contribution of Rs. 9600 required towards meeting the basic necessities of one child for one year at the orphanage.



### 16. Blood Donation Drive at Mumbai, Bangalore Sales & ISDC, Kolkata and Gurgaon

To eradicate the problem of blood shortage, Blood Donation Camps were organized at Canon India –Mumbai, Bangalore Sales & ISDC, Kolkata and Gurgaon office. As every donation saves up to 4 lives, the drive was able to make an impact on more than 1040 lives. A similar camp will be organized in Hyderabad office. A great emphasis was laid on enhancing donor experience through creative posters, "I Donated" banner, Donor Certificate, Bookmarks, Badges and social media outreach. The camp concluded with the donors being served with light refreshments and a certificate of appreciation.



### 17. Celebrated First Anniversary of Adoption of Karanjoti Village, Mumbai

Canon India celebrated the first anniversary of adoption of Karanjoti Village in Thane district, Mumbai. More than 40 employees visited the village to celebrate the special day with their Karanjoti family. School children brimming with energy and enthusiasm gave a warm welcome to the employees with regional dance performances. There was an exemplary display of experiments such as electromagnet, heat conduction and water purification by the students under the guidance of their teacher in a science exhibition. An art and craft exhibition was also conducted. All the school children were handed over a pair of new school bag, shoes and socks as a small token of encouragement and appreciation.



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### 18. Awareness Rally on Energy Conservation at Karanjoti Village, Mumbai

On 7th March 2016, Canon employees visited Karanjoti Village in Mumbai and took teacher's training on Hygiene Practices by introducing WASH Campaign and Environment Conservation through pledge campaign & audio-visual for their better future. The students also participated in a painting competition and came out with beautiful thoughts on conserving the environment and reversing the threatening climate change as well as global warming.



### 19. School Camp conducted at Karanjoti Village, Mumbai

A School Camp was organized at Karanjoti Village, Mumbai in which 85 students participated with full vigor and enthusiasm. During the camp, students got an exposure to learn science, math, theatre & geography through external trainers. The objective was to provide a platform for innovative learning and self-introspection to the children to understand what is their potential, what they wish to become and hence, choose their career in the right direction.



### 20. Donation of Clothes and Spectacle Frames to the Underprivileged

A donation drive was organized in which employees were requested to donate all kind of summer and winter clothes in good wearable condition for underprivileged children and adults working at various construction sites in Gurgaon. Also, we reached out to people to donate old spectacle frames in good condition. The objective was to collect as many clothes and spectacle frames to keep the deprived ones comfortable in harsh summer and winter season as well as enjoy a better vision.



### 21. Celebrated Diwali with Festival – WISH BOX

Under the purview of CSR, Festival – WISH BOX was an endeavor towards fulfilling the wishes of underprivileged children in our adopted villages. The objective was to gift the children something new to cheer about this festive season. Under this initiative, we had a list of 10 wishes from which the employees were requested to voluntarily choose one or more wishes and fulfill the same. The wish list included gift items like Books, Clothes, Stationary, School Bag, Lunch Box, Water Bottle, School Shoes & Socks, Educational Toys, Painting Colors & Notebook and Hygiene Kit (toothbrush, toothpaste, soap, oil, comb, shoe polish, etc.) Employees accomplished the wishes either by bringing the gift in kind or through salary deduction for procuring the gift by concerned NGO. This initiative was launched at Gurgaon as well as regional offices- Bangalore, Mumbai, Kolkata and others amidst much enthusiasm.



### 22. Photography Workshop conducted at SOS Village - Faridabad, Mumbai, Bangalore and Kolkata

A Photography Workshop was conducted at SOS Village- Faridabad, Mumbai, Bangalore and Kolkata in which 101 children enthusiastically participated. The theme of the workshop was 'Enhancing Creativity by Clicking'. During the workshop, children were taught nuances of photography skills by trainers from HRD Academy and other volunteers from the regional offices.



### 23. Tree Plantation Drive at Karanjoti Village in Mumbai

Canon India enthusiastically participated in a Tree Plantation Drive at Karanjoti Village in Mumbai. The objective was to promote environmental conservation and sustainability under CSR – 4 'Es'. Mr. Vikesh Ramchandani along with 18 volunteers from Mumbai office successfully planted 31 saplings in the adopted village.





## VOICE FROM STAKEHOLDERS



### IMPLEMENTATION PARTNER - HOPE FOUNDATION

You have adopted our school since one and a half-year ago. The events organized by Hope Foundation were unique and useful. Due to these initiatives, now the school is very popular in nearby areas. As a Headmaster, I can see the increased potential of school children. The events and activities organized by you are very innovative and beneficial for our school children. I wish for more events and support from you in future. I really appreciate the efforts and thankful to Canon project and Hope Foundation.

Madan Sadle, Head Master  
Karanjoti Village, Mumbai

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### IMPLEMENTATION PARTNER - SABUJ SANGHA

It is our great pleasure to work with Sabuj Sangha and Canon India. They are supporting us from last one year for the Sol Gohalia, Nirmna Buniyadi Vidyalaya. We appreciate the support in different positive aspects like infrastructure development, construction of toilet units, renovation activities, library, safe drinking water and other school-related initiatives. We also appreciate the Vision center establishment in our school campus. The villagers are happy for free eye check-up and school development. We are looking forward to continuous support in future as well.

Senior teachers – Shipra Sardar and Jharna Dar (Mitra)  
Sol Gohalia Village, Kolkata

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### IMPLEMENTATION PARTNER - GRAMODAYA SANSTHAN

I would like to appreciate the school development work done by Canon, CAF and Gramodaya Sansthan. Local NGO is continuously working towards improving the village's education status, providing safe drinking water station, revamped toilets, resource center, soak pit, water harvesting system, led lights, etc. They have also organized various creative activities for the school students. They have established a vocational training center with laptops to improve the skills of children and youth. Vision center has been established and providing free eye care and referral. On behalf of panchayat, I assure that I will always support you for all developmental activities.

Sarpanch, Gram Panchayat  
Ferozepur Namak Village, Haryana

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# EMPLOYEES SPEAK

Canon CSR is one of the best initiatives to advocate its philosophy of kyosei. This initiative has given us opportunity to do our bit for society. The feeling is priceless when we bring smile to someone who is less privileged than us.

**Vijay Kumar, RBH – East**

It was an amazing experience for me to be amongst the team present during the event at Solgohalia School at Kolkata. The smiling faces of the kids and their happiness after receiving the gifts gave me a feeling of fulfillment that we could do something for them. I am extremely thankful to Canon for making this possible and will also like to assure my presence for this kind of activities in future.

**Pinaki Banerjee, RSM-BIS Service**

If you get, give. If you learn, teach. With this believe I feel proud to involve myself in Canon East CSR activities and when I see smile and joy in those faces which are lesser privileged than us, it motivates me further to contribute further. Thank you CANON.

**Hirak Banik, SOG – East**

I feel proud and happy from the core of my heart for being a part of Canon India's CSR activities taken place so far. Our contribution towards nature and society around us really makes me feel good and responsible.

**Pinaki Sarkar, SOG – East**

I feel very happy in involving myself in CSR activities. I have enjoyed very much in whole day & also very proud to be a part of Canon family. In future, I want to participate again in any type of CSR programs in East.

**Sourish Bhar, SOG - East**

Quite an experience to be a member of the team for many CSR activities like support to village school, Orphanage, blood donation which are also appreciated by the society.

**Gautam Deb, RM-BIS Channel East**

I am glad to be a part of Canon's CSR activity. As a suggestion, we can provide free tuition centers for the students in the school/ villages with which our company have been engaged. This will provide value addition to the needy students.

**T K Ameresh Babu, Technical Support Specialist-BIS Service, Bangalore**

CSR activities carried out by Canon is a great initiative. Activities like Wish Box, Blood donation, Shoe distribution are really admirable and this motivated the school children. Such activities also motivate the employees to come forward and act as a responsible citizen of the society. Great work by CSR team. Keep it going.

**Satish Nambiar, CIPL Mumbai**

As the name suggest Canon India Involve, associating with Canon CSR has really given me an opportunity to do something good for the society and specially helping the underprivileged kids, I feel proud to be part of this wonderful initiative.

**Satish Gangurde, CIPL Mumbai**

First of all I would like to thank and congratulate for the fantastic work done by Canon CSR team. Special thanks for taking my last suggestion and organizing a family outing to Maharaja Katte Village. My family loves being a part of Canon's CSR activities. Whether it was visiting Maharaja Katte Village sometime back or shopping clothes last month for our friends at the village. We should continue this good work.

**Binay Kumar, Branch Business Manager, Bangalore**

I was part of Tree plantation activity held in and around Maharaja Katte school premises. Whenever I visit the school I see the tree that I have planted grow little taller and it gives me a feeling of satisfaction and brings a smile on my face. I have also been a part of Blood donation drive / Teaching about Hygiene / Wish tree, etc. I am happy that I got this opportunity to do my bit, and would like to thank those who initiated this activity. Also, congratulations to entire Bangalore team who took part in this initiative and Many Thanks to Mr. Devan San and CSR TEAM for providing this opportunity to be a part of this initiative.

As a CSR member, I have realized that volunteering not only helps the corporate give back to the society, but also reveals the considerate and generous character of any individual.

**K Rukmini, ME – Bangalore**

A man in an orange shirt and black cap is showing a camera to a group of schoolgirls in blue and white uniforms. The scene is outdoors, and the image is framed with a red, torn-edge border.

# EMPLOYEES' CONTRIBUTION AND IMPACT IN YEAR 2016

**6038+** Volunteers Involved

**12576+** Volunteering Hours Contributed

**26587+** Beneficiaries Impacted

# Canon

Delighting You Always



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