

Canon

Delighting You Always



2021-2022

ANNUAL REPORT
CORPORATE SOCIAL RESPONSIBILITY

CONTENT

03	04	05	06	10	12
FROM THE DESK OF PRESIDENT AND CEO	CORPORATE PHILOSOPHY KYOSEI	ABOUT CANON INDIA INVOLVE	SPECIAL COVID INITIATIVES	ABOUT 4Es	ADOPT A VILLAGE INITIATIVE
14	16	18	20	22	24
VILLAGE 1 MAHESHWARI, NORTH INDIA	VILLAGE 2 ANNADODI, SOUTH INDIA	VILLAGE 3 KALYANPUR, EAST INDIA	VILLAGE 4 PARIVALI, WEST INDIA	ADOPT A VILLAGE JOURNEY- 2021	SOS CHILDREN'S VILLAGES OF INDIA
26	31	32	34		
CANON INDIA INVOLVE INITIATIVES	MEDIA IMPACT OF OUR CSR INITIATIVES	DIGITAL IMPACT OF OUR CSR INITIATIVES	CORPORATE SOCIAL RESPONSIBILITY POLICY		

FROM THE DESK OF PRESIDENT AND CEO

With Corporate Social Responsibility as a strong pillar of our corporate culture, Canon India has developed an environment where we strive for community development at every step in our daily operations. Strongly abiding by our 'Kyosei' philosophy, we have been successful in bringing positive impact in our adopted communities through our initiatives in the core areas of '4E's- Education, Environment, Empowerment and Eye care.

With the second wave of COVID-19 impacting people across India, it was important more than ever for everyone to extend solidarity and uplift communities in need. At Canon, we empowered our adopted communities to combat this pandemic, by commencing a slew of special initiatives to ensure the well-being and safety of our 4 adopted villages across the country & SOS Children's Villages of India across the country.

From COVID-19 relief efforts to constant engagement with the villagers, we continued the momentum and worked towards our objective of creating self-sustaining communities. I would like to express my gratitude to CIPL employees and the volunteers, who contributed to these initiatives and made it impactful.

The continued support of all our stakeholders will continue to drive us in our 'Canon India Involve' journey and bring Big Smiles on many faces in our adopted villages.

Sincerely,
Manabu Yamazaki
President & CEO



CORPORATE PHILOSOPHY KYOSEI

Canon India's CSR endeavors are driven by the corporate philosophy of 'Kyosei', indicating the 'spirit of living and working together for the common good', which is considered foremost in our way of working and day-to-day operations. Moreover, our definition of the word is much broader and encompasses "all people-regardless of their race, religion or culture, harmoniously living and working together." Moving forward with this philosophy, Canon India believes in standing in unison when it comes to the commitment to the community and strive to make a positive impact in the society and the environment. Canon India is involved in various community welfare programs aligned with their 4Es CSR policy implying Education, Eye Care, Environment and Empowerment, in an effort to build progressive self-reliant communities. Along with 'Adopt a Village' project, Canon India is also associated with SOS Children's Village across the country to encourage and support the overall development of children in these villages.

共生



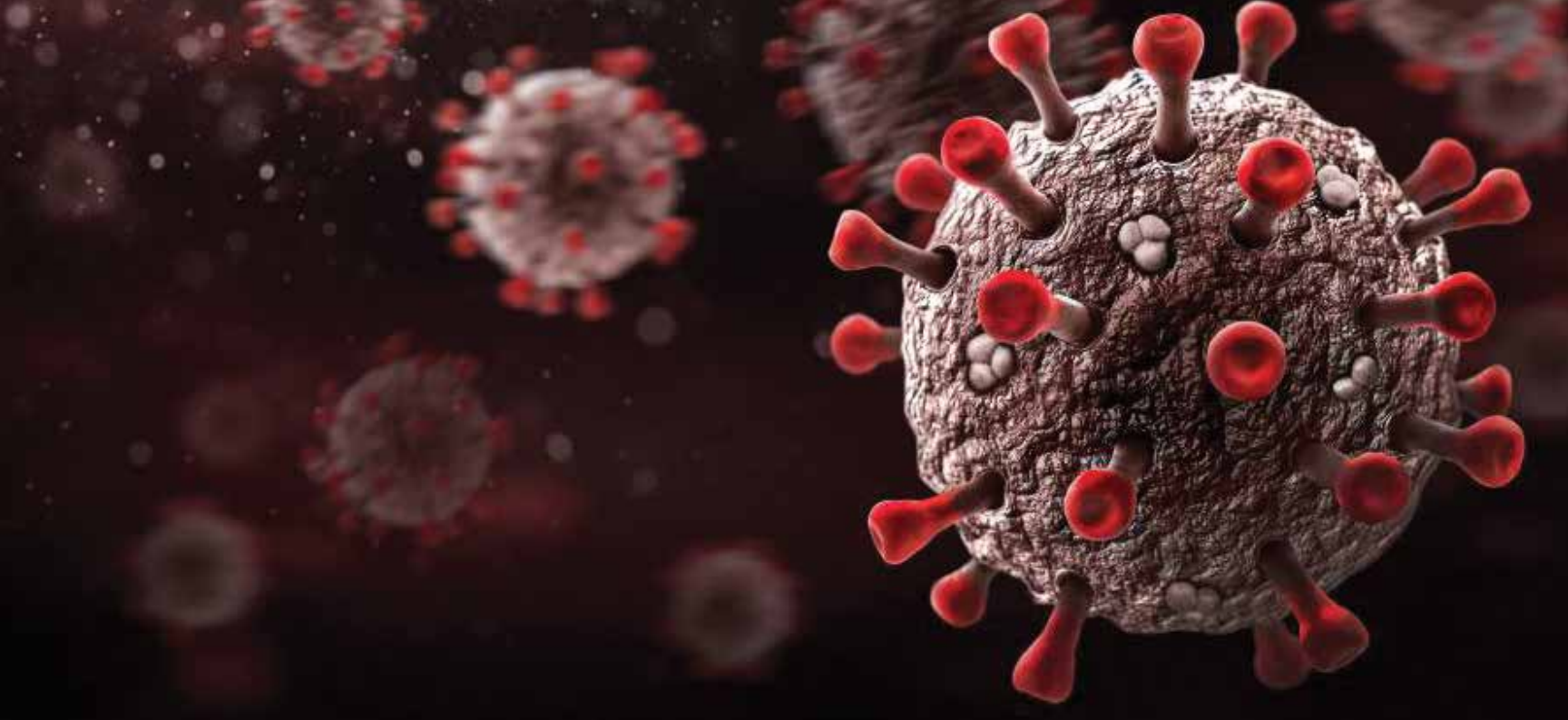
ABOUT CANON INDIA INVOLVE

Canon employees across the country, frequently engage with children in our adopted and SOS villages. This continuous engagement, where Canonites get involved in the development of the community is called '**Canon India Involve**'.

The engagement between the employees and the children is on varied subjects including hygiene, environment related education, tree plantation, photography workshops, among other activities. All the activities are thought through and planned across all corners of

the country to support holistic development of children. Engagement activities like these help to build a close connection with the children and further develop a vibrant culture of social responsibility that already exists in the company. It also instils in the employees a sense of community commitment, which they take with them wherever they progress. All our villages have been identified in close proximity to Canon India offices, which enables increased engagement between the employees and the villagers.





SPECIAL COVID INITIATIVES

Collaboration with CII Foundation for COVID-19 vaccination drive

Continuing our COVID-19 community welfare initiatives, Canon India associated with CII (Confederation of Indian Industry) Foundation. Through this association, we supported CII Foundation in supporting the COVID-19 vaccination drive for the underprivileged in rural areas and urban slums. This is a step further to CII's Project 'Vaccine Nation' that is strengthening the vaccination drive in the country. The Confederation of Indian Industry (CII) Foundation, along with Canon India mapped the demand for vaccines to help vaccinate the required communities.

The 15-day vaccination drive was facilitated across Noida (UP), Mumbai (Maharashtra) and Kolkata (West Bengal), covering the vaccination for over 3.2K beneficiaries. To amplify the efforts of the ongoing vaccination drive, we supported CII in setting up vaccination camps along with its members and reaching out to Tier 2 / 3 cities and rural areas. The initiative adopted a multi-stakeholder approach where-in local grassroot NGOs and local authorities partnered to help mobilize and promote vaccination among the local communities.

^{*}About CII Foundation

The Confederation of Indian Industry Foundation (CIIF) was set up by CII in 2011 to undertake a wide range of developmental and charitable activities pan India by enabling industry for infusing inclusive development. CIIF works towards inclusive development by providing a meaningful bridge between marginalized communities and donors, especially corporates by providing strategic guidance on CSR and developing and managing high impact programmes. The thematic areas of CIIF include: Early Childhood Education; WomenEmpowerment; Climate Change Resilience; Disaster Relief and Rehabilitation. In this effort, the Foundation works together with corporates, governments, communities and civil society institutions to channelize their collective resources towards social and community development.



Donation of Oxygen concentrators

To fulfill the urgent need of oxygen concentrators during COVID-19 pandemic, Canon India donated 7 oxygen concentrators to SOS Children's Villages of India. Along with this, 117 Nasal Canula and 20 Pulse oximeters were also given.



Oxygen cylinder support in adopted villages

With an objective to drive well-being of communities and increase the preparedness of our adopted villages in any unforeseen circumstances of future COVID-19 surges, we have placed oxygen cylinders and related accessories in Maheshwari, Haryana (North), Parivali, Mumbai (West), Annadodi, Bangalore (South) & Kalyanpur, Kolkata (East). This will further ensure emergency oxygen availability, as they move patients to nearby hospitals.

Key Highlights

- Instructions for availing the emergency Oxygen support has been placed across the Canon Vision centers
- Village heads and community members across all villages informed about the emergency Oxygen support
- Oxygen cylinders with complete kit to be provided to critical COVID patients, travelling to nearby hospitals



Vaccination awareness drive in adopted villages

With the emergence of second wave of COVID in India, a massive thrust has been put on vaccination, which is the first and foremost armor against coronavirus. Supporting the country in the battle against COVID-19, we conducted a vaccination awareness drive by setting up support camps in our adopted villages- Maheshwari Village (Haryana, North India), Parivali Village (Mumbai, West India), Kalyanpur Village (Kolkata, East India) and Annadodi Village (Bangalore, South India), to help them register for vaccination.

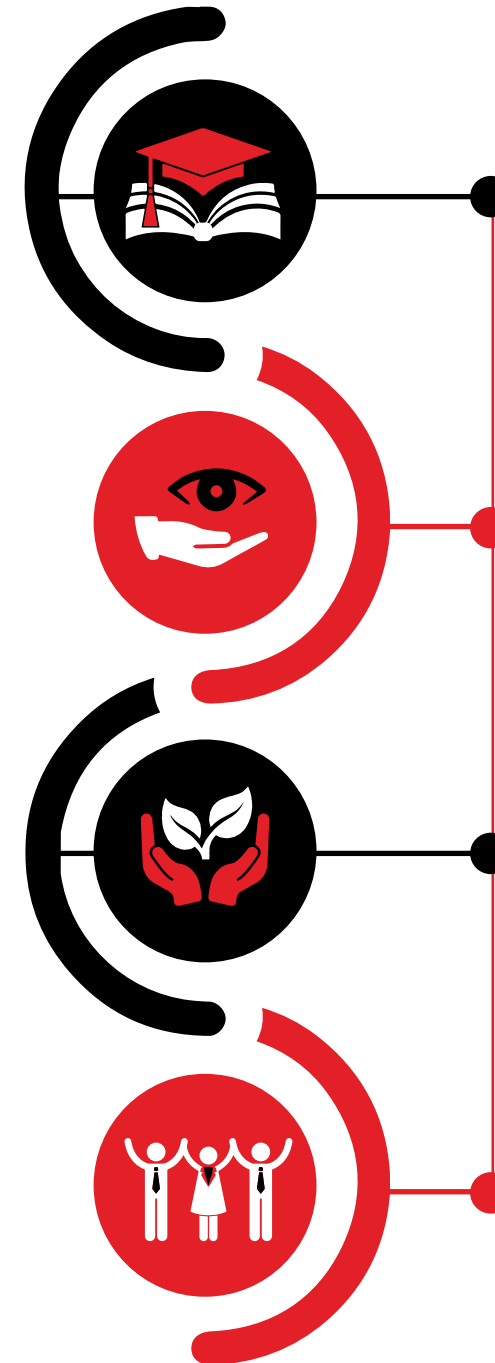
Understanding the issues which were faced by the villagers related to lack of digital resources about vaccine registration and misinformation about the vaccination itself, we aimed to increase awareness about the importance of the vaccination. Along with helping them with the required information on vaccination, its benefits, after-effects, and procedures, we helped them to get registered on the government portals.

Apart from volunteers taking individual sessions with villagers at their homes, village authorities and leaders also supported the drive by circulating the right information and encouraging the villagers to learn about the vaccination process. Through the awareness drive, we have helped **2300+** people with vaccination registration.



ABOUT 4Es

In line with the 4Es CSR policy, Canon India works with the villages closely along the lines of Education, Empowerment, Environment and Eye Care as highlighted below, along with improving the overall infrastructure of villages.



Education

Because we believe in the Right to Education for every child. With the objective to ensure improvement in student enrolment and retention figures in school, informative resource centres have been established in Canon's adopted villages, with a presence of 40 students on an average and two fulltime dedicated teachers. E-learning has been introduced for various subjects, which are taught through animated videos on screen. Tablets were given at adopted villages with an intent to support in continuing education of the children even during lockdown. This is helping children learn the concepts through audio-visual contents, and able to relate the concepts with the practical implications easily.

Eye care

Because being in the imaging industry, we believe in the right for better vision for every person. A vision centre has been established in CIPL's adopted villages where community people get their eyes tested by eye care specialists, who also mobilize other cluster villages to avail the services of the centre. Eye check-up camps are also conducted for students as well as for the community people on regular basis. Patients identified with cataract and other ailment are referred to nearby Government hospitals for further treatment.

Environment

Because of the belief in a cleaner and greener ecosystem, as a legacy to the next generation. To solve the problem of erratic power supply in village, Canon India has installed solar panels in village school for continuous supply of electricity during school hours and solar street lights in the community to ensure appropriate lighting after sunset. Considering alarming situation of Ground Water level degrading day by day, Canon took the responsibility to initiate ground water recharge and rainwater harvesting project in school premises to improve ground water level for future years to come. Rallies on cleanliness drive is also a regular activity which involve school children, school management and community

Empowerment

As we believe in the vision to promote holistic development of community youth and provide them with decent career opportunities. Vocational Training Centres have been set up in Canon's adopted villages to provide three months basic computer training course under skill development. Tailoring classes have been established to empower community women.

ADOPT A VILLAGE INITIATIVE

'Adopt a village', project was launched with a view to contribute to the society in which we live. The program intends to focus on the development of society along our key focus areas including Education, Eye Care, Empowerment and Environment, which also form the basic requirements of a human being. The initiative intends to work on the overall development of our adopted villages in Mumbai (West India), Bangalore (South India), Kolkata (East India) and Haryana (North India).

One of the most important parameters that we follow while selecting a village is its proximity to our office location to ensure constant involvement between our employees and the adopted village.

New Chapter in CSR endeavour

After making our adopted villages in Mumbai (West India) and Kolkata (East India) sustainable by working for the upliftment of the village for 5 consecutive years, 2021 marked the year for extending our association to new villages - Parivali in West and Kalyanpur in East.



Canon India Involve continued serving its adopted villages with activities focusing on our 4E CSR policy. With COVID-19 spreading across the country at a fast rate, we ensured supporting our adopted villages through our intervention by taking necessary precautions.

Ferozepur Namak
in Haryana, North
India

2012



Maharaja Katte
Village in Bangalore,
South India

2014



Karanjoti Village
in Mumbai, West,
India

2015



Sol Gohalia in
Kolkata, East
India

2015



Maheshwari in
Haryana, North India

2018



Annadodi in Bengaluru,
South India

2019



Kalyanpur in Kolkata,
East India

2021



2021 Parivali in Mumbai,
West India



The journey with
our adopted villages
continues to bring
Big Smiles across
communities.

VILLAGE 1– MAHESHWARI, HARYANA (NORTH INDIA)

Education

2 dedicated teachers were responsible for conducting Resource center activities where they conducted household visits to reach out to the students and teach them efficiently. About **30** minutes of their dedicated time was given to each student. In case, **4-5** students stayed in the same locality, they were called to a common place and taught together.

A total of **312** students participated in Resource center activities out of which **49** students were newly enrolled in e-learning module of teaching in 2021

- Six School Management Committees (SMCs) have been formed for better interaction between parents and teachers. The meetings also focused on development plan of the school. The committee also discussed at large on the issue of repair of the school building, spreading awareness about prevention of Covid-19 virus, and most importantly- about how the syllabus and teaching pedagogy needs an update in connection to the New Education Policy (NEP) 2020, and making strategies

towards reopening of the schools as per the guidelines issued by the Haryana Government

- Parent Teacher Meetings were organized on monthly basis. School teacher along with Resource center teacher shared their observations about the children and suggested needful actions to be taken by the parents. Information was also given on several extracurricular activities for children organised under the project
- One cultural and sports program was organized in January celebrating Republic Day

Eye Care

During the year, **1011** people benefitted from the eye care center. Strict COVID guidelines were followed during the consultation, and the project team continued to take follow-up with the patients through tele-consultation and continuously monitored their progress.



- **4** eye camps were also conducted in nearby villages where **439** people participated
- Senior ophthalmologist visited the vision center **22** times in a year, thereby checking **203** patients
- **65** patients were referred to Government hospital for further treatment, out of which **1** patient was identified with cataract illness and was operated
- **30** children below 18 years of age were identified with poor vision and were given spectacles. Additionally, **156** community members were also given spectacles

Environment

- **4** cleaning actions were organized in which **104** people participation from the village. The intent was to create awareness on the importance of keeping the environment clean in the Government Primary school and in the village
- **15** kitchen gardens were established during the year with the purpose of improving health by consuming organic food. They were provided seeds and saplings of various vegetables like beetroot, carrot, radish, coriander, spinach, chili, brinjal, ladyfinger, bitter gourd etc. for growing in their kitchen garden.
- Tree plantation activity continued with active involvement of **50** community people. Collectively they planted **150** saplings

Empowerment

- Three batches of basic computer course were conducted during the year, in which **45** community youth were enrolled and were successfully trained and were felicitated
- During the training, students were taught computer fundamentals, operating system, MS- office (word, power point, excel), computer communication (internet, net surfing) theory writing and MS office. The participants also learnt to fill-up online forms for various competitive examinations. Strict Covid protocols including distance of 6 feet between two students, regular sanitization of hands, no entry without mask, and thermal screening were practiced throughout the training
- All students of resource center (312) were enrolled and trained in digital education

Infrastructure work

Repair work was done in the school of toilets, water station and boundary wall of the school was created.

VILLAGE 2- ANNADODI, BENGALURU (SOUTH INDIA)

New village was adopted in 2021. Due to COVID-19 outbreak, limited number of initiatives were conducted in the year in all 4Es. However, Canon India continued working towards community driven initiatives.

Education

A total of **240** students participated in Resource center activities and enrolled in e-learning module of teaching

- **1** cultural and sports programme was organized
- Enhancing the quality of education in the village is an implied mission under the project. For this, the team is dedicated to make the parents of the students a key stakeholder of the programme. To strictly abide by this mission, during the reporting period, **10** Parent Teacher Meetings were organized
- The project team organized **10** meetings with the School Management Committee during the reporting quarter. Committee members, the school principal, teachers, and

some parents participated in the meetings and discussed the quarterly development plan for the school. The teachers presented the status of the students during the meetings. The committee also discussed at large on the issue of repair of the school building, spreading awareness about prevention of Covid-19 virus, and installation of solar panels and solar lights, improving drinking water facilities, classroom construction, improving furniture and fixtures, and promoting the Vocational Centre and its services among the villagers

- **1** campaign rally was conducted in the community on the issue of health and hygiene

Eye Care

Strict Covid guidelines were followed during the consultation, and the project team continued to take follow-up with the patients through tele-consultation and continuously monitored their progress. During the year, **542** community members benefitted from the vision center.



- Eye camps were also conducted in nearby villages. In 2021, **3** such camps were conducted where **95** people benefitted. Public address systems were used to raise awareness among the community using a recorded audio with the details being played in a speaker, fitted in a three-wheeler. Strict Covid Protocols including sanitization of the machines after each check-up was practiced
- **21** visits were conducted by ophthalmologist in the eye care center, in which **568** patients were checked
- **69** patients were referred for further treatment to nearby Government hospital
- A total of **70** patients were provided with spectacles who were identified with poor vision

- **210** trees were planted with active involvement of **81** community people

Empowerment

Studying the need of the community, 2 trainings were executed in the village

- **Computer training** - **4** batches of computer course were conducted during the year, in which **67** community youth were enrolled. During the training, students were taught computer fundamentals, operating system, MS- office (word, power point, excel), computer communication (internet, net surfing) theory writing and MS office. The participants also learnt to fill-up the online forms for various competitive examinations. **53** children were trained successfully and were felicitated
- **Beautician training** – To create livelihood opportunities for the community women, tailoring batch was started in 2020. In 2021, **3** such batches were conducted with **55** women/girls. **30** community girls/women successfully completed the workshop on the basic learning of beautician

Environment

- **1** cleaning action was conducted in which **91** people participated from the village. Before the initiation of cleaning action, an awareness session was organised on saving environment, and maintaining good health and hygiene. Considering the importance of health and hygiene especially during the current pandemic times, extra emphasis was put on the cleanliness drives. Considering the importance of health and hygiene especially during the current pandemic times, extra emphasis was put on the cleanliness drives
- **61** families attended the session on the importance of fresh grown vegetables and hence established kitchen garden in their backyard

Infrastructure work

A new room is constructed in the school which will be used as Resource center.



VILLAGE 3– KALYANPUR, KOLKATA (EAST INDIA)



Education

To ensure the continuity of the education even during the pandemic situation, students were provided with tablets and digital content.

A total of **65** students participated in Resource center activities and enrolled in e-learning module of teaching. These students were continuously monitored and are continuing learning through tablets and digital contents, that too at their door step.

- **10** Parent teacher meetings were organized on different issues like health, hygiene, safety etc. Parents were made aware of the Computer training and beautician course. This was intending to reach out to the needy and ensure that the maximum numbers of villagers are benefitted. The project staff strictly implemented the COVID-19 protocols during the meetings

- Six School Management Committees (SMCs) have been formed for better interaction between parents and teachers. 8 such meetings were conducted in the year
- **1** campaign rally was successfully organised with a purpose to spread awareness on various important matters related to life and environment. Slogans, posters, banners and placards were used to attract attention of the community people to create awareness on the topics – Republic day, education for all and health awareness

Eye Care

The project provided free eye care services such as vision tests, cataract tests, doctor consultations, and power spectacles to the community. The appointed vision specialist at the vision centre attended people every day to test their eyes. COVID guidelines



were followed during the consultation, and the project team continued to follow up with the patients through tele-consultation and continuously monitored their progress. During the year, **694** community members benefitted from the vision center.

- Senior ophthalmologist visited the vision center **14** times, thereby checking **480** patients
- **3** eye camps were also conducted in nearby villages in which **187** community members participated
- **5** patients were referred to nearby Government hospital for further treatment
- People identified with poor vision were given spectacles completely free of cost. A total of **122** people benefitted from the provision

Environment

- **3** cleaning actions were organized in which **71** people participated from the village
- **30** kitchen gardens were established in the village to improve health by consuming organic food. Village people were told about the benefits of the Kitchen Garden and the process of establishing and maintaining them. The project team personally visited the households and educated them on how they could use even a tiny space in their house to establish a kitchen garden and reap the benefits of healthy vegetables
- Tree plantation was done by involving **34** community people, where they collectively they planted **100** saplings in and around the village

Empowerment

Studying the need of the community, **2** trainings were executed in the village

- **Computer training** - Three batches of computer course were conducted during the year, in which **45** community youth were enrolled and trained. Students were taught computer fundamentals, operating system, MS- Office (Word, PowerPoint, Excel), computer communication (internet, net surfing), theory writing and MS office. The participants also learnt to fill-up the online forms for various competitive examinations. The vocational teacher has been coaching students on both practical and theoretical thoroughly
- **Beautician training** – **45** students have successfully been enrolled in tailoring course, and are actively learning stitching, repair works, designing, making new dresses. The students are now ready to render their services in the market and earn their livelihood or add another livelihood option as a result to increase their skillsets

Infrastructure work

During adoption, we realised the need to work on the infrastructure development of the school. Hence focus was laid on repair of classroom, whitewash of the school building, **7.5 KW** solar panel and **16** solar street light were installed in the school.

VILLAGE 4– PARIVALI, MUMBAI (WEST INDIA)

Education

Considering the pandemic situation, state lockdown and restricted mobility, limited number of activities were executed. Students were taught mainly by home visits with the important reading materials. A common group over Whatsapp has been formed where the general monitoring, and follow-up are being taken care of.

A total of **134** students participated in Resource center activities and enrolled in e-learning module of teaching

- **69** students enrolled in e-learning class
- **8** Parent Teacher Meetings were organized in 2021 by visiting parents at their door steps, to avoid over-crowding in the school. These meetings were also used as a platform to briefly apprise the parents on the importance of learning materials, and the need to take special care of their children during this extraordinary period that we all know

- Eight meetings with School Management Committee (SMC) were organized during the year. SMCs have been formed for better interaction between parents and teachers

Eye Care

During the year, **796** community members benefitted from the vision center. All necessary precautions were taken to ensure safety of the people.

- **3** eye camps were also conducted in nearby villages which reached out to **224** people. During these camps, staff ensured maintaining social distancing, wearing masks and sanitizing hands at regular intervals
- Senior ophthalmologist visited **13** times in a year and check **319** patients. Out of this, **51** patients were referred to nearby Government hospital for further treatment
- **270** people were provided with free spectacles, out of which **4** were school going children



Environment

- In the monsoon season, **110** trees were planted in the village. **30** students of the Vocational centre actively volunteered and supported the project staff in this initiative
- **2** cleaning actions were organized in which **87** people participated from the village
- In order to encourage people to use fresh grown vegetables, **31** kitchen garden were established in the community

Empowerment

Two activities were conducted majorily under empowerment,

- **Computer training** – **3** batches of computer course were conducted during the year, in which **41** community youth were trained. To avoid any crowd, the team divided the batch of **15** in two groups. The first group attend the classes in the morning, and the second group attend the classes in the evening
- **Beautician training** – **45** girls/ women from community were identified and trained on basics of make-up course. The session was conducted in **3** batches



Infrastructure work

During adoption, we realised the need to work on the infrastructure development of the school. Hence focus was laid on construction of new classroom, whitewash of the school building, construction of separate toilets for both boys and girls, water tank, renovation of the school stage, installation of RO water system for school children, school gate repair.

Solar panels were installed in the school of **7.5** KW. Additionally, **45** solar street lights were installed near by school and in the village.



ADOPT A VILLAGE JOURNEY- 2021



SOS CHILDREN'S VILLAGES OF INDIA

'Support a Life' Initiative

One of the prominent aspect of CIPL's CSR endeavors has been to drive association with like-minded organizations. As part of the efforts, we are delighted to share that we have further extended our association with SOS Children's Villages of India, across the country, for the upliftment of children through 'Support a Life' initiative.

This year, 218 employees have adopted **252 children** from SOS Children's Villages of India, to take responsibility of their well-being. We will ensure that all supported children, grow to their fullest potential and achieve their desired goals.



SOS Children's Villages of India - Family Homes

Canon India believes that every child deserves to grow up in a family where he/she feels secure, happy and loved. SOS Family Care based model fulfils this very need of orphaned and abandoned children. Canon India pledges to continue supporting two such complete family homes in Faridabad (North India) and Hyderabad (South India). Each home has 10 children and a mother.

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



CANON INDIA INVOLVE INITIATIVES

Celebrating International Women's Day

In an economic, social and political environment where women are achieving great success, menstruation is one major area where women still need to be more empowered. To overcome these issues and continue to make efforts towards empowerment of women, Canon India Involve organized a virtual awareness programme on menstrual health with community women of our adopted villages



– Maheshwari (Haryana, North India) and Annadodi (Bengaluru, South India) on the occasion of Women's Day. The initiative aimed at improving the knowledge level and practice about menstrual health among masses. The educational programme included discussion on menstruations, causes, effects, myths and facts. 74 community women benefitted from the session conducted by 11 female employees from Corporate office and regional office in Bengaluru.



Raising awareness on Gender diversity

With an objective to educate the young minds on the importance of gender diversity, a session was conducted across our adopted villages in Annadodi (Bangalore, South India) and Maheshwari (Haryana, North India). The session was organised with 32 youth community, with an objective to teach them at an early age, to bring about a societal difference in the current and upcoming generations.



Motivational & career counselling session for SOS Children’s Villages of India

Considering the impact of COVID on the mental health of children from SOS Children's Village, we initiated motivational sessions for them, which were moderated by CIPL employees. The session was also clubbed with career counselling in areas like media and photography for children.

The objective of the session was to help the children cope with the current situation and encourage them to work constructively towards their future.



Promoting reading culture amongst children

Books play an important role in shaping up a young mind and enable them to see world through multiple eyes. Understanding the same and with an objective to inculcate the habit of reading amongst children, Canon India donated 816 library books across 7 locations of SOS Children's Villages of India including Bangalore, Chennai, Faridabad, Hyderabad, Mumbai, Pune & Kolkata. The donated books covered multiple fiction and non-fiction genre including books like Eleven Minutes by Paulo Coelho, Gray Mountain by John Grisham, The Secret by Rhonda Byrne amongst other famous books.



Spreading Festivities

Festivals are all about bringing smile and happiness to the world around us. On the occasion of Diwali celebrations, Canon India organized virtual activity with full fervor, gaiety and enthusiasm to support the community of our adopted villages. The initiatives encompassed 'Spinning a Wheel' and selecting the donation items, such as school bags, stationery box etc. It was a delight to see 148 employees participating to bring smiles on the faces of children.



MEDIA IMPACT OF OUR CSR INITIATIVES

Our CSR efforts undertaken during the COVID pandemic were well appreciated by stakeholders in media and social platforms. These activities generated positive media visibility in key national and CSR publications.

CSR: Canon India adopts Village Parivali near Mumbai for social development

By INDIA CSR NETWORK — 10/11/2021 Reading Time: 3 min



Canon India Collaborates with CII Foundation in Furthering the COVID-19 Vaccination Drive for the Underprivileged in India

December 14, 2021



National: Canon India, one of the leaders in the imaging space, has announced a community welfare initiative in collaboration with the CII Foundation to help support their COVID-19 vaccination drive aimed at targeting underserved populations in rural areas and urban slums. This is a step further to CII's Project 'Vaccine Nation' that is strengthening the vaccination drive in the country. The Confederation of Indian Industry (CII) Foundation, along with Canon India, will map the demand for vaccines to help vaccinate the required communities.

The 15-day vaccination drive starting December 12 and will continue till December 21, 2021, will be facilitated across the Defence Endave in Noida (12th-15th), Vasai Virar Industrial belt in Mumbai (16th & 17th) and South 24 Parganas in West Bengal (20th-24th), covering the vaccination for over 3.2K beneficiaries. To amplify the efforts of the ongoing vaccination drive, Canon India will support CII in mapping the vaccination requirement across states and will assist in setting up vaccination camps along with its members, reaching out to Tier 2/3 cities and rural areas. The initiative will adopt a multi-stakeholder approach wherein local grassroots NGOs and local authorities will partner to help mobilise and promote vaccination among the local communities.



कोविड-19 वैक्सीनेशन अभियान को आगे बढ़ाने केनन इंडिया ने सीआईआई फाउंडेशन के साथ सहयोग किया

नोएडा। इमेजिंग क्षेत्र की प्रमुख कंपनियों में से एक केनन इंडिया ने सीआईआई फाउंडेशन के सहयोग से एक सामुदायिक कल्याण कार्यक्रम की घोषणा की है। इस कार्यक्रम के तहत ग्रामीण इलाकों व शहरी दुर्गमों में रहने वाली ख़िंच आबादी के लिए कोविड-19 वैक्सीनेशन अभियान में मदद की जाएगी। यह सीआईआई की पहियोजवा वैक्सीन गैरन को मजबूत करने का एक प्रयास है जिसके द्वारा पूरे देश में वैक्सीनेशन अभियान चलाया जा रहे है। केनन इंडिया के साथ कॉन्फेडरेशन ऑफ इंडियन इंडस्ट्रीज (सीआईआई) फाउंडेशन वैक्सीन की मांग को पूरा करेगा ताकि जरूरी समुदायों को वैक्सीन लगाई जा सके। वैक्सीनेशन अभियान और केनन के साथ सहकारी के बारे में सीमा अरोड़ा सीईओ सीआईआई फाउंडेशन एवं हिटो खारकरटर जनरल सीआईआई ने कहा सीआईआई फाउंडेशन ग्रामीण भारत में टियर 2 व टियर 3 शहरों में खासकर खिंचत व कमजोर वर्ग के लोगों को वैक्सीन लगाने पर केंद्रित है। यह 15 राज्यों की दुर्गम और मुश्किल पहुँच वाली जगहों पर वैक्सीनेशन के कैप लगा रहा है। यह काम स्थानीय सरकार, उद्योग, मेडिकल अधिकारियों एवं अस्पतालों, एनजीओ और जागीरदारों पर काम करने वाले कार्पेकराओं के सहयोग से आयोजित हो रहा है। सीआईआई इस विषय में केनन की प्रतिक्रिया को सराहना कर रहा है और उत्तर प्रदेश, महाराष्ट्र एवं पश्चिम बंगाल में वैक्सीनेशन अभियान को गति देने के लिए केनन के साथ सहकारी कार्रवाई काफ़ी प्रसन्न है।

Canon India Strengthens COVID-19 Relief Efforts in India; Supports With Vaccine Registration In Adopted Villages

11/11/2021

Canon India has set up a vaccination awareness drive covering lots of its adopted villages to support them in registering for vaccination.

GURGAON, India, May 28, 2021 /PRNewswire/ --A Supporting the country in the battle against COVID-19, Canon India, one of the leaders in the imaging space, is conducting a vaccination awareness drive and setting up support camps in its adopted villages: Maheshwari Village (Baryana), Parivali Village (Mumbai), Kalyanpur Village (Kolkata) and Anandoli Village (Bangalore), to help them register for vaccination. Canon India is helping the villagers with the required information on vaccination, its benefits, after-effects, and procedures. Additionally, considering the lack of access of digital resources amongst the villagers for vaccine registration, the organization is also helping them to get registered on the government portals, in case walk in registration is not available. Keeping in mind the misinformation surrounding the vaccines especially in small villages, Canon India aims to raise awareness in rural India and debunk all myths related to COVID-19 vaccinations and encourage them to book their slot.

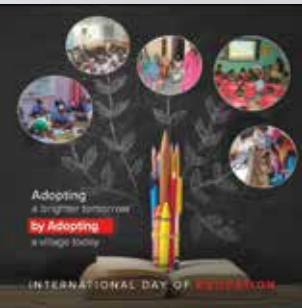
DIGITAL IMPACT OF OUR CSR INITIATIVES

To further amplify our on-ground CSR initiatives through digital media, key topical days were leveraged where we showcased our ongoing projects across 4Es.



The National Youth Day

We leveraged our “Adopt a Village” initiative and showcased how we are focusing on the empowerment of India’s rural youth.



National Day of Education

We developed a strong and impactful visual, showcasing how Education lays a strong foundation for children to build their bright future. Further through the visuals we also highlighted some of our on-ground initiatives focusing on the education of children from our adopted villages.



International day of Happiness

To highlight the Big Smile Campaign, we leveraged International day of Happiness Topical and showcased how extending our support towards the wider community always result in big smile.



National Literacy Day

With education as one of the key focuses of our CSR initiatives. With the video, we showcased our mission to make a difference by helping children learn and grow into their best selves.



Since 2015, we have touched
1,56,849+
LIVES
through our community-driven
initiatives

With active contribution from
16,024+
VOLUNTEERS

CORPORATE SOCIAL RESPONSIBILITY POLICY

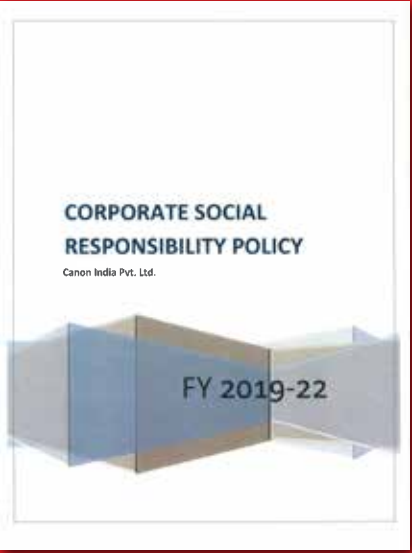


TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5

TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5

TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5

TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5

TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5

TABLE OF CONTENT	
1. Preamble.....	2
2. Objective.....	2
3. Undertaking key CSR initiatives.....	2
4. Location of the activities.....	3
5. Core Focus areas.....	3
6. Donation.....	4
7. Composition of CSR Committee.....	4
8. Responsibilities of committee.....	5
9. Funding, selection and Monitoring process.....	5
10. Effective date.....	5
11. Contact details.....	5



Canon

Delighting You Always

Canon India Pvt. Ltd.

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

Canon CSR Microsite: <http://www.canon.co.in/csr>

<https://www.facebook.com/canonindia> | https://twitter.com/Canon_India | <https://www.youtube.com/user/canonindiapvtltd>