

CSR INITIATIVES

Giving Back to Society

Creating Change with Compassion

At AFSL, we believe prosperity must have a purpose. As we scale new heights in the financial world, we remain deeply grounded in our responsibility to uplift those who need support the most. For us, Corporate Social Responsibility is not a mere checkbox. It is the quiet promise we keep to the people who may never appear on balance sheets, but who define our intent.



Women First: Empowering Dignity Through Skills

One of our most heartfelt initiatives is focused on empowering women in rural India. In collaboration with Girdhar Murari Dharamshala, a respected community organisation in Mathura, AFSL supports skill-building programmes designed to help women become financially self-reliant.

Through structured training in:

- ◆ Tailoring and stitching
- ◆ Home-style cooking
- ◆ Art and craft
- ◆ Mehendi (henna) application
- ◆ Dance and gift packaging

We help women unlock new ways to earn, express, and take pride in themselves.

These are livelihood skills and expressions of independence, taught with care, patience, and the belief that every woman deserves the power to chart her own path. Many of these women, once silent members of their households, are now budding entrepreneurs, artisans, and income contributors.

“When you teach a woman to create, you help her rewrite her story.”

Feeding with Dignity: Langars in Forgotten Villages

In regions where a square meal remains a privilege, AFSL has organised community langars feeding over 10,000 individuals across multiple villages. These mass kitchens acknowledge the invisible, offering not charity but comfort.

We ensure every meal is served with dignity — elders seated with respect, children offered warmth, and women made to feel seen. These langars are one of the most emotional touchpoints of our outreach.



Education with Heart: Rebuilding Futures in Mathura

Understanding that education is the true engine of transformation, AFSL sponsored the repair and rejuvenation of a government school in Mathura. Crumbling walls gave way to fresh paint. Leaky ceilings were replaced. Basic sanitation was restored.

More importantly, we distributed notebooks, stationery, and learning tools to hundreds of students — because no child should fall behind due to lack of a pencil or a clean desk.

Dignity Drives: Sarees, Essentials, and Smiles

In our various outreach efforts across urban slums and rural villages, our teams have distributed sarees, daily-wear clothing, and essential food staples to hundreds of women and families.

We offer thoughtfully curated items that meet practical needs and emotional pride. A new saree can light up a widow's face. A stationery kit can restore a child's enthusiasm for school. A packet of flour, pulses, and oil can give a mother the assurance of one more cooked meal for her children.

The Road Ahead: From Outreach to Empowerment

As we grow, our social vision grows with us. Going forward, AFSL is committed to:

- ◆ Scaling our women's life-skill training centres across regions
- ◆ Supporting digital literacy for young girls and women
- ◆ Key medical services in low income areas
- ◆ Deepening partnerships with local grassroots organisations
- ◆ Making community impact a core KPI of our leadership teams

We do not measure impact in press releases. We measure it in the eyes of a child who now smiles more. In the woman who stitched her first blouse. In the man who stood in a food line, and walked away with his head held high.

We can change the world - if we do it together

What we have achieved is just a beginning. What we envision is far greater — a future where every child has a book, every woman has a skill, and every hungry person finds a meal and a smile. Not because we are obligated. But because we are capable.

“Change does not need everyone. It only needs someone to start. But when we walk together, we can change the very definition of what is possible.”