



# JENO maran Trust An initiative of JENO maran Group

## Corporate Social Responsibility Booklet



## **Thangamanimaran Sambandam**

Managing Director

JENO maran Builders Pvt Ltd

An Unit of JENO maran Group

### **Message from Managing Director**

At JENO maran group, our aim is to provide quality products to our clients. We take our Corporate Social Responsibility very seriously and have tried to aid society in various ways to the best of our capacity. This helps us to get a sense of peace, satisfaction and achievement.

**'Never respect men merely for their riches, but rather for their philanthropy; we do not value the sun for its height, but for its use.'**

– Gamaliel Bailey

We align our company philosophy closely to this quote. In order to minimize the impact of construction on the environment, we try to use eco-friendly and recycled materials. We began our Corporate Social Responsibilities Activities in the year 2000 and we have come a long way in giving back to the society. We aim to be a “Good Company” that serves a useful purpose to customers and community during their times of need and to create a safe, secure and sustainable future. As we work towards these objectives, your continued support is highly appreciated.



Creating a better future through and beyond the bounds of our core businesses with the ongoing changes in the global environment, it is a challenge to build a future that ensures a safe and secure life for everyone. As a member of society, Jenomaran Group aspires to contribute to making our society sustainable, and each of our employees acts voluntarily to this end following the Group's two core CSR themes. All our efforts are geared towards supporting the creation of a better future for all people and society



# Core Themes

## Theme 1 Protect Earth

Pages  
4 to 9

### Activities

- Plant and Nurture trees
- Ground Water Recharge

## Theme 2 Support People

Pages  
11 to 12

### Activities

- Support for Education
- Response to Natural Calamities
- Support to Orphanages & NGO's

## Theme 1 Protect Earth

### Activities

- Plant and Nurture trees
- Ground Water Recharge

## Planting & Nurturing Trees

We want to create a world where environment is an integral part of development. JENO maran Group through its entity JENO maran Trust have made it a mission to carry out tree growing projects as primary activity of its social responsibility since 2000.

More than **2,00,000** trees have been grown till date, covering more than **100** residential colonies, many lakes, ponds, etc. in Puducherry. Our first CSR activity at "Puducherry Kamatchi Amman Koil Street" is a standing example for our care for nature.

At JENO maran, our social responsibility does not end in growing trees but, it extends to nurturing them. We ensure the trees become self-sustainable by pruning, watering, fertilising, fencing and protecting it from domestic animals.

JENO maran Trust also provides consulting services for NGO's and other organisations with similar interest to plant and grow more trees. We have also extended our expertise to address certain environmental enhancements. We have planted a 'Herbal Garden' in Bharathidasan Government College for Women (Puducherry) to enhance the green scape of the campus and import knowledge to students on herbal plant varieties.



# Our involvement until tree's self-sustenance:

**Planting**

- Select the right tree for the location
- Dig hole and plant sapling

**Maintenance**

- Watering
- Primary fencing upto 10 m height
- Secondary extended fencing if necessary

**Extended Maintenance**

- Staking
- Inspecting tree health
- Pruning



Director of JENO maran Group planting a sapling with his family on the eve of Pongal Festival in 2019



Growth of that tree in 2020



Mr.Thangamanimaran receiving award from Puducherry Chief Minister "V. Narayanasamy"

Tree growing project ceremony presided by then Lieutenant Governor of Puducherry "Kiran Bedi"



Tree growing project ceremony presided by Member of Parliament "V. Vaithilingam"





Trees grown by Jenomaran Trust forming a beautiful canopy in Thiruvalluvar Nagar



Trees Grown by us in Aziz Nagar



Trees Grown by us in Lakshmi Nagar



Trees grown by us forming a beautiful canopy in Kamatchiamman Koil street

# Akira Miyawaki Method Forest

Invented by and named after Japanese botanist Akira Miyawaki, the Miyawaki Method' is a unique technique to grow forests.

Under the approach, dozens of native species are planted in the area, close to each other, which ensures that the plants receive sunlight only from the top , and grow upwards than sideways.

It requires very little space (a minimum of 20 square feet), plant grows ten times faster, and the forest the forest becomes maintenance-free in three years!

We have adopted this method in Vivekananda Higher Secondary school, Villianur and in AnnaiSivagami Higher Secondary School, Mudhaliarpet in collaboration with Rotary Club.



## Ground Water Recharging

India's groundwater depletion is a national crisis as more than half of the wells show declining groundwater levels. If current trends continue, we may face steady decline in ground water capacity, leading to severe shortage of potable water.

To do our part right, JENO Maran Trust ensures that all the construction projects carried out by JENO maran group are installed with rainwater recharging systems to recharge ground water.

In large scale construction projects, we go to the extra mile to set up wastewater recycling system to recycle used water.



## Theme 2 Support People

- Support for Education
- Response to Natural Calamities
- Support to Orphanages & NGO's

### Support for Education

JENO maran Trust supports NGO's which are involved in rehabilitation of underprivileged children for their education. We are committed to provide a constant support system for them to be responsible citizens of society by contribution towards their education fee (books, uniforms and stationery).

**“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime”  
-Maimonides.**

We give prime importance to education and as a support to students of Government schools, we provide notebooks and study guides to help them achieve their goals.



## Response to Natural Calamities

Puducherry being a coastal city, it is prone to natural calamities like cyclone. JENO maran Trust provides relief support to people affected by cyclones. During Thane, Gaja & Vardah cyclones, we distributed food, essential utilities and waterproof tarpaulines to the affected.



- JENO maran team distributing food and essential items to the cyclone affected localities in Puducherry.



## Support to orphanages & NGO's

People with special needs have difficulty to achieve their goals without a proper support system. We do our part to the society by helping them in various forms.

- We provide cash donation to the “Deaf and Dumb Association”, to procure hearing aids.
- Distributed food and refreshments to Polio Volunteers.
- Provided cash donation to several orphanages and old-age homes.
- To ensure good health for those around us, we organised free medical camps and counselling sessions for our employees and labourers.

While we have achieved little in each of these areas, our aspiration is to provide more for the society, and we sincerely hope to fulfil it. JENO maran trust is working on having our own old age home in the future and the works for it are in the pipeline. We are hoping to equip the home soon.





## AWARDS

In recognition of our contribution to the environment, we have been honoured with



**The 'Rotary Green Construction Award' for Best ECO Environment Builder of the Year in 2003.**



**The 'Green Environment Builder Award' for the Year in 2005 by the Rotary Club.**



**The 'Pasumai Chemmal Virudhu' in 2018**



## Contact Us

You can reach us at our office from Monday to Saturday from 9 AM to 6 PM



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