

NEWS UPDATE

FEBRUARY 2023



“Live as if you were to die tomorrow. Learn as if you were to live forever.”

- MAHATMA GANDHI



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INTRODUCTION

HISTORY OF M S INTERNATIONAL, INC.

Manu and Rika Shah founded MSI in 1975, in the basement of their home in Ft. Wayne, Indiana. MSI is now the largest importer and distributor in the world of Premium Surfaces including granite, marble, porcelain and ceramic tiles, slate, travertine, limestone and other natural stone products from 37 countries. Most notably, MSI provided the granite for the Vietnam Memorial in DC.

Manu and Rika Shah established Sarva Mangal Family Trust (Sarva Mangal means 'let all be happy' in Sanskrit) over 20 years ago with compassion as their driving force for philanthropy. Manu's vision for SMFT is to act as a catalyst, challenge status quo, nurture passionate change-makers and support leapfrogging ideas that are scalable and sustainable. Today, all members from the Shah family are involved in social impact initiatives that are undertaken by SMFT. Manu supports VOSAP – Voice of Specially Abled People, which has created over 10,000 change makers and rated over 18,000 buildings rated for accessibility. He also supports Lend a hand India, which provides digital vocational training to over 300,000 students in 20,000 schools.

In 2007, Mr. Manu Shah was named Ernst & Young's national "Entrepreneur of the Year" in the distribution, manufacturing, and security category.

ABOUT SARVA MANGAL FAMILY TRUST

Established in 1994 by the Founders of M S International, Inc. The mission of the Sarva Mangal Family Trust is to improve and strengthen the health, education and wellness of communities and help them prepare for global jobs of the 21st century. Sarva Mangal is a Sanskrit word which means "Goodness to All."

To advance this mission, the Sarva Mangal Family Trust has donated to and is continuing to work with various organizations and programs in health promotion and prevention, assisting victims of domestic violence, empowering seniors, entrepreneurship, technological literacy, community activism, and children's education.

MONTHLY HIGHLIGHTS



SMFT TEAM VISITED AIF's STREET VENDORS PROJECT ENTRE PRERNA

On 15 February 2023, Sarva Mangal Family Trust Team visited American India Foundation's Entre Prerana Project locations in Bangalore. The project aims to create long-term income and livelihood sustainability through financial inclusion, digital literacy, and developing credit history for the street vendors. SMFT Team interacted with the beneficiaries and also visited the vending location.

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NGO VISIT – ROCKET LEARNING

February 2023 - Sarva Mangal Family Trust team visited Rocket Learning Head Office in Bangalore.

Both the teams discussed about the recent updates about the Brain, Body and Basics Project, focusing about the overall reach, impact, challenges faced and plan for the next quarter.

Rocket Learning is a non-profit that catalyzes early childhood education (ECE) and community engagement. They link the government school and daycare (Anganwadi) systems with parents, using technology, media, and social influence techniques. Their vision is to ensure school and life readiness for all young children by enabling access to age-appropriate learning in school and home.

They build vibrant digital communities of parents and teachers to support early childhood education for underprivileged children. They collaborate with governments to deliver age-appropriate, play-based learning content to teachers and parents of preschoolers via WhatsApp groups. The group model creates social motivation and peer effects to incentivize teachers and parents to conduct these activities with children and share responses back with the group.

Rocket Learning's technology complements this with real-time behavioral nudges and rewards such as personalized report cards and medals sent at scale through automation.

The anganwadi staff is techno savvy and can use all the digital mediums provided to them to conduct the classes. Rocket Learning team sends educational content in a practical form in the class WhatsApp group on a regular basis.

Rocket Learning impacts **1** million children in **50,000+** classrooms through **60,000+** parent communities across **6** states in India. The average child in a Rocket Learning cohort attains skills at the top **30** percent of a non-Rocket Learning class.



SMFT Team with Rocket Learning Team

NGO VISIT – AMERICAN INDIA FOUNDATION

February 2023 - AIF's Street Vendors Project – Entre Prerana aims to revive the livelihoods of **112,500** street vendors adversely affected by the COVID-19 pandemic.

The goal of the project is to create long-term income and livelihood sustainability through financial inclusion, digital literacy, and developing credit history for the street vendors.

AIF's Street Vendors Project started in December 2021 and its operations started in April 2022. AIF has reached **52,100** street vendors in Bangalore, Mysore, Surat, Morbi and Mumbai. Out of **52,100**, **7,000** vendors have received loans from formal banking institutions and **4,000** vendors have received a safe space to conduct business in Bangalore.

AIF helps street vendors with FSSAI Registration - Food and Safety Standard Authority of India, PM SVANidhi (Micro-Credit Facility) Loans Application, Sanction, Disbursement, e-Shram Card (Provides access for unorganized workers to all the new government schemes and facilities through the e-Shram portal).

SMFT team met AIF team members, street vendors association president and beneficiaries who have received loans and guidance in financial and digital literacy.

With Livelihoods, AIF envisions a world where the poor and vulnerable communities have access to dignified work opportunities, empowering them with sustainable livelihoods. Since 2006, the Livelihoods program has, directly and indirectly, impacted the lives of 1.4 million beneficiaries. Livelihoods - leverages technology to provide knowledge, skills, and opportunities to vulnerable people, enabling them to secure jobs, manage enterprises, and make a decent living.

The initiatives under the Livelihoods portfolio cover several integrated community-based interventions providing the poor and vulnerable access to dignified work opportunities.



NGO VISIT – AMERICAN INDIA FOUNDATION



SMFT Team Interacting with the Beneficiaries



SMFT Team Interacting with AIF Team



SMFT and AIF Team with Beneficiaries



Vendor Registration



Street Vendors Project Beneficiary



Street Vendors Project Beneficiary

NGO IN FOCUS FOR FEBRUARY'23 – ANTHA PRERNA

In sanskrit, 'antha' means internal and 'prerna' means motivation.

Internal motivation is the lifeblood of entrepreneurship, and what drives entrepreneurs to dream and achieve the impossible.

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Indians are taking over corporate America—and tech layoffs won't stop them. Here's why you should believe the hype

BY NITIN BAJAJ

December 16, 2022 at 9:10 AM PST



Antha Prerna is also the phonetic origin of the word entrepreneur. Antha Prerna Foundation is committed to helping entrepreneurs create positive and meaningful impact in cities and communities. Their mission is to educate, engage, empower, and promote diverse entrepreneurs; share their experiences and journey with the community; and grow the network and engagement.

Indian women-led companies listed on NASDAQ and NYSE



#	Symbol	CEO	Company Name	Headquarters	Employees	MarketCap
1	AMST	Ann Marie Sastry	Amesite Inc.	Ann Arbor, Michigan	14	\$9,393,093
2	ANET	Jayshree Ullal	Arista Networks Inc.	Santa Clara, California	2,993	\$35,140,849,000
3	BMTX	Luvleen Sidhu	BM Technologies Inc.	New York, New York	275	\$62,538,430
4	FLEX	Revathi Advaiti	Flex Ltd.	Singapore, Singapore	172,648	\$10,880,392,621
5	HUBS	Yamini Rangan	HubSpot Inc.	Cambridge, Massachusetts	7,409	\$15,335,503,775
6	OCUP	Mina Patel Sooch	Ocuphire Pharma Inc.	Farmington Hills, Michigan	8	\$76,569,798
7	VMEO	Anjali Sud	Vimeo Inc.	New York, New York	1,219	\$637,482,039
8	VMGA	Aarti Kapoor	VMG Consumer Acquisition	San Francisco, California	5	\$292,962,500
9	VRTX	Reshma Kewalramani	Vertex Pharmaceuticals Inc.	Boston, Massachusetts	3,900	\$77,248,710,542

NASDAQ NYSE

research by nitin bajaj - <https://bit.ly/nb-li>, published Jan'23



NGO IN FOCUS FOR FEBRUARY'23 – ANTHA PRERNA

The content Antha Prerna Foundation has created has more than **10 million** impressions and more than **1 million** engagements.

In April 2022, MS International and Antha Prerna Foundation signed a MoU to highlight the work of the Indian American community and nurture the next generation. In the last year, The INDUSty Show, produced by Antha Prerna Foundation shared **50** journeys of entrepreneurs and executives - from Baltimore to Bangalore. These amazing stories of grit, resilience, lessons, and success have resonated across the globe.



In addition to sharing these journeys, Antha Prerna Foundation diligently worked on researching the accomplishments of the Indian community. One work was published as an article by Fortune. This high impact, well-researched article backed by data and facts, was very well received across the community and the mainstream media and public. The accomplishments and rise of the Indian community, despite the several challenges, are undeniable.

NGO IN FOCUS FOR FEBRUARY'23 – ANTHA PRERNA

Anthra Prerna Foundation also published the first ever list of public companies listed on National Association of Securities Dealers Automated Quotations NASDAQ, New York Stock Exchange NYSE and led by an Indian. This list was followed by a series of lists that analyzed the data from several perspectives, including the number of employees and the impact they are making in several geographies where they are located. At the time of publication, these Indian-led companies employed approximately **3.5 Million** and had a market capitalization of \$6 Trillion.

Anthra Prerna Foundation has also started hosting in-person events that focus on bringing younger generation Indian Americans together to talk about topics that are relevant to the community.



SUCCESS STORY – AMERICAN INDIA FOUNDATION



Name of Beneficiary: Chandrika

Project: Street Vendors

Location: Ilwala, Hunsur Main Road, Mysore

Vendor Type: Betel Leaf Vending

PM SVANidhi Loan: USD 131

Due to a marginalized financial background, Chandrika started selling betel leaves when she was 20 years old. She started this business to take care of her family and support her husband who was financially struggling owing to a small street toys shop.

Chandrika is in business for last 15 years and she is an equal contributor to running household expenses and supporting her children's education.

During the COVID-19 lockdown, she lost her business and her shop was closed for almost a year. She lost all her savings as well leading to financial instability. The AIF team met her and provided her access to a loan of INR 10,000 (\$ 131), and got her registered as a vendor. The AIF team also helped her with digital literacy training and onboarding to accept online payments through UPI.

Parameters	Before Scheme (In USD)	After Scheme (In USD)
Average Monthly Income	183 (INR 14,000)	235 (INR 18,000)
Approximate Expenditure	52 (INR 4,000)	65 (INR 5,000)
Contribution to Household	104 (INR 8,000)	131 (INR 10,000)
Approximate Savings	26 (INR 2,000)	39 (INR 3,000)

SUCCESS STORY – AMERICAN INDIA FOUNDATION



Name of the Beneficiary: Puttamma

Project: Street Vendors

Location: Hebbal, Mysore

Vendor Type: Vegetables

PM SVANidhi Loan: USD 131

Mrs. Puttamma comes from the village K. R. Nagar in Mysore District. She has been selling vegetables for the last 30 years since she was 24 years old. Since her in-law's family was in the same business, she decided to help her family and established a vegetable shop in her hometown. She had been financially independent since she got married and contributed to all expenses pertaining to her household, and her children's education and health.

However, once the lockdown was imposed due to COVID-19, her business struggled for more than a year and her entire family came into financial trouble. She lost all her savings but her resilience and willingness led her to setup a vegetable shop on credit. Meanwhile, AIF ground team met her and informed about the PM SVANidhi scheme and helped her in getting a vending card, trained her on digital training and onboarded and helped to access to PM SVANidhi loan of INR 10,000 (\$131 USD) to increase her business and sustainability of livelihood. This helped her to manage all her expenses and also contribute to the family, like she used to do earlier.

Parameters	Before Scheme (In USD)	After Scheme (In USD)
Average Monthly Income	235 (INR 18,000)	314 (INR 24,000)
Approximate Expenditure	78 (INR 6,000)	117 (INR 9,000)
Contribution to Household	131 (INR 10,000)	157 (INR 12,000)
Approximate Savings	26 (INR 2,000)	39 (INR 3,000)

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www.msisurfaces.com/corporate/charitable-trust.aspx

