

# NEWS UPDATE

NOVEMBER 2023



“The purpose of human life is to serve and to show compassion and the will to help others.

- ALBERT SCHWEITZER



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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



### MANU & RIKA SHAH HONORED WITH BUSINESS EXCELLENCE AWARD

Chapman University's Argyros College of Business honored Manu and Rika Shah, co-founders of MS International (MSI), with the distinguished Business Excellence Award for 2023. The ceremony recognized the Shahs' exceptional achievements in business innovation and philanthropy, attended by Chapman University stakeholders, where City of Orange Mayor Dan Slater awarded them the Mayor's Certificate of Recognition. Dean Henrik Cronqvist praised the Shahs' commitment to business excellence, emphasizing their dedication to Adaptability, Growth, and Continued Business Excellence.

## AWARDS AND RECOGNITION – BUSINESS EXCELLENCE AWARD

**November 2023** – On November 9th, Chapman University's Argyros College of Business recognized the exemplary achievements of Manu and Rika Shah, co-founders of MS International (MSI), by presenting them with distinguished Business Excellence Award for 2023. The ceremony, attended by Chapman University students, faculty, staff, alumni, and esteemed guests, was a celebration of the Shahs' outstanding contributions to business innovation and philanthropy.

Amidst a diverse audience, City of Orange Mayor Dan Slater conferred upon the couple a Mayor's Certificate of Recognition, acknowledging their remarkable dedication to business excellence. Dean Henrik Cronqvist of the Argyros College of Business honored the Shahs' unwavering commitment to Adaptability, Growth, and Continued Business Excellence at MS International, presenting them with the prestigious award.

Reflecting on their journey, Manu and Rika Shah remarked, "Our journey has been defined not merely by milestones, but by the pursuit of continuous betterment. This award is a testament to the dedication of our team at MS International and our unwavering commitment to making a meaningful difference."

The event featured insightful videos shared by Manu Shah, alongside family and friends, highlighting their entrepreneurial endeavors and philanthropic initiatives. Their emphasis on constant improvement over mere success resonated with the audience, showcasing their dedication to ongoing enhancement.

Addressing the audience, Dr. Pradip K. Shukla and Yatri Shukla, members of Chapman University, led an engaging fireside chat with Manu Shah, sparking dynamic discussions that left attendees inspired.

Community activist Navneet Chugh praised the Shahs for embodying values of hard work, modesty, and benevolence, highlighting their exceptional commitment to philanthropy, donating an impressive 50% of their earnings to charitable causes.



Manu and Rika Shah Receiving the Award from Dean Henrik Cronqvist



Community and University Leaders with Manu and Rika Shah



Dr. Pradip Shukla, Manu Shah, Rika Shah, Chapman University President Daniele Struppa

## NGO VISIT – MATHRUSHREE MANOVIKASA KENDRA

**November 2023** – The SMFT team recently visited Mathrushree Manovikasa Kendra, a non-profit organization committed to enriching the lives of specially-abled children. Led by Mr. Basavaraju, an exemplary team of caregivers and educators passionately supports children spanning a wide age range, from 3 months to 30 years old. At the heart of their initiatives stands the Kumara Park Centre, a specialized residential school providing a nurturing environment for these young individuals.

The organization's core mission revolves around empowering disabled children by equipping them with the skills essential for seamless integration into society. Their comprehensive range of services includes diverse areas, such as tailored education programs addressing each child's unique requirements, motor skill development, physiotherapy catering to those with motor disabilities, literacy education, and invaluable psycho-social support for parents. Moreover, they offer yoga sessions and medical care delivered by qualified healthcare professionals.

The educational approach at Mathrushree Manovikasa Kendra diverges significantly from mainstream education. It focuses on fundamental skills including literacy, numeracy, fostering self-reliance, etiquette, social skills, and activities of daily living such as personal care and hygiene. What's remarkable is the personalized teaching methodologies designed to resonate with each child's temperament, aptitude, and family background.

Currently, the Kumara Park Centre is a home to more than 40 girls and children requiring medical attention, while the Gowdanahalli Centre accommodates over 50 adolescent boys. During our visit, we observed the premises adorned with educational aids, featuring alphabet charts and informative displays promoting good hygiene practices. The team also shared insights into the monthly sponsorship costs, which amount to Rs. 5000 for boys and Rs. 7000 for girls, to cater to the specific needs of individual children.



## NGO VISIT – MANEESH MEDIA

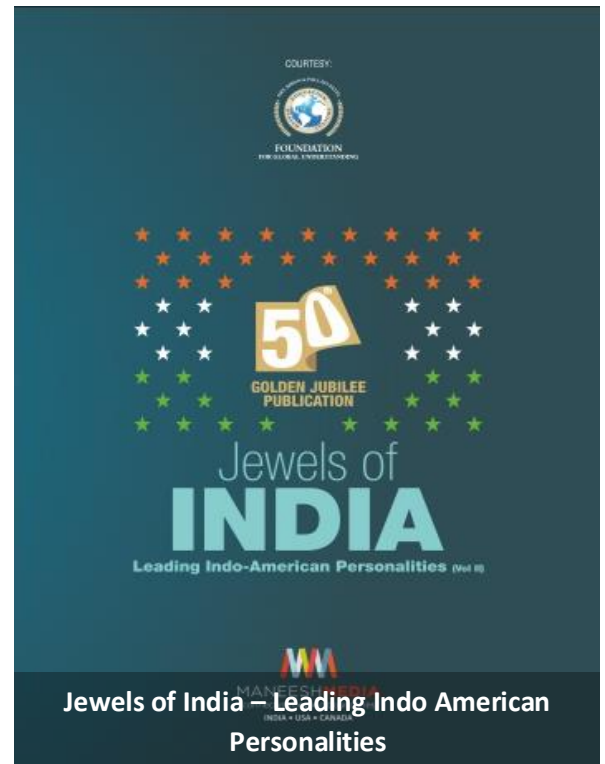
**November 2023** – SMFT team visited Maneesh Media's headquarters in Jaipur. Maneesh Media, a distinguished publication house, is currently in the process of compiling a book detailing the philanthropic endeavors of Manu Shah and Rika Shah, the co-founders of MSI.

During the visit, Maneesh Media team graciously elucidated the intricacies involved in creating this upcoming book and delineated their requirements from the team. They presented a thorough walkthrough of their book creation process, showcasing a range of impressive publications and elaborating on the meticulous steps employed in developing each book.

The interaction with Maneesh Media provided an insightful understanding of the collaborative effort required in documenting the Shahs' philanthropy. Their detailed explanation of the book creation process, coupled with the display of their notable works, served as a testament to their dedication and expertise. This visit proved invaluable, offering a comprehensive insight into the crucial role we play in this meaningful endeavor.

Meeting the dynamic team behind this ambitious project allowed us to appreciate the collaborative effort and expertise invested in capturing the philanthropic journey of the Shahs. Maneesh Media's professionalism and passion for their craft resonated with our team, leaving an indelible impression of the significance of this collaborative venture.

The visit to Maneesh Media's headquarters has been an enriching experience, setting the stage for an impactful collaboration. We look forward to working closely with Maneesh Media and leveraging our collective strengths to portray the remarkable philanthropic contributions of Manu Shah and Rika Shah in the most comprehensive and inspiring manner.



## NGO IN FOCUS FOR NOVEMBER'23 – AMERICAN INDIA FOUNDATION

The American India Foundation (AIF) is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high-impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York & California, including national chapters in Chicago, New England, and Texas, and India operations headquartered in Delhi NCR, AIF has impacted over **16.5** million lives across **36** states & union territories of India.



### *SMFT Funded Project*

The objective is to train **1,200** individuals in Rewari, Haryana, over three years, with a focus on Market Aligned Skills, leveraging technology to create a workforce of skilled professionals—**1,125** in wage employment opportunities and **75** in self-employment ventures. The goal is to provide wage and self-employment support to 60% of the total trained candidates, fostering access to sustainable employment opportunities.

Additionally, they aim to cultivate **75** successful entrepreneurs from the alumni pool of their garment construction, beauty, wellness, and electrician courses, which were conducted over the past two years.





## *Project Location*

Rewari, Haryana

## *Recent Project Updates*

A total of **452** candidates, comprising **187** men and **265** women, have undergone training offered by AIF in various domains, such as garment skills, IT Enabled Services (ITES), e-commerce, and professional readiness. Among them, **226** candidates, including **145** men and **81** women, have secured employment with notable employers, such as Myntra, Amazon, D-Mart, Mother Son, Jindal X, Bajaj FinServ, etc. Furthermore, **51** candidates have embarked on their entrepreneurial journeys, focusing specifically on garment construction.



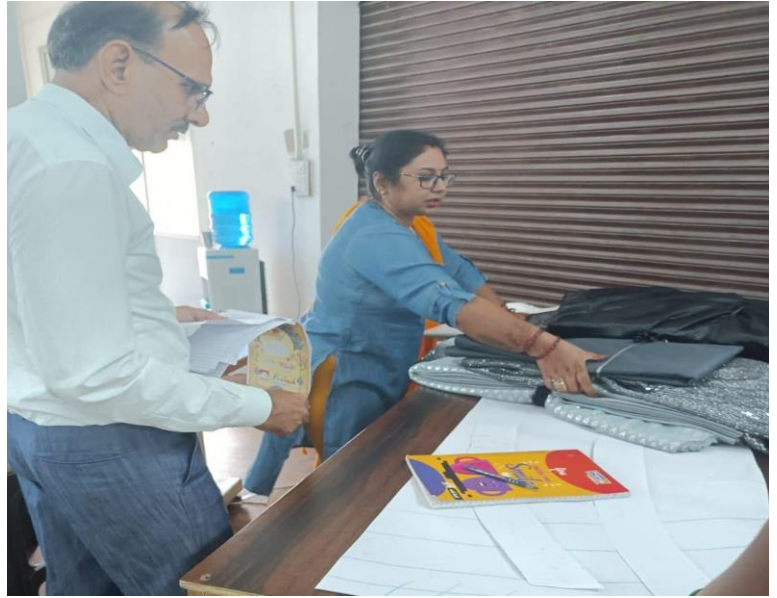
### *Overall Impact*

Utilizing a proven training methodology focused on skill development and employment, AIF conducted courses in ITES and garment construction, incorporating Employability skills as a crucial module. This approach allowed candidates to acquire proficiency in various technical skill sets, transforming them into versatile technicians. The impact of these rigorous skilling efforts became evident during placement drives, with **226** candidates becoming successfully employed, surpassing the targeted **215** placements. Notably, **51** women initiated their self-employment journeys, exceeding the set target of **25**.



## NGO IN FOCUS FOR NOVEMBER'23 – AMERICAN INDIA FOUNDATION

Furthermore, the creation of home-based training and production units targeting unskilled individuals across all centers has made a significant difference. Beyond existing collaborations with garment manufacturers, the addition of new buyers has resulted in work orders amounting to approximately INR 30 lakhs per year. This expansion ensures the sustainability of women-driven enterprise development. Equipped with market alignment skills, trained women have actively pursued and sourced orders independently, showcasing the program's empowering and sustainable impact.

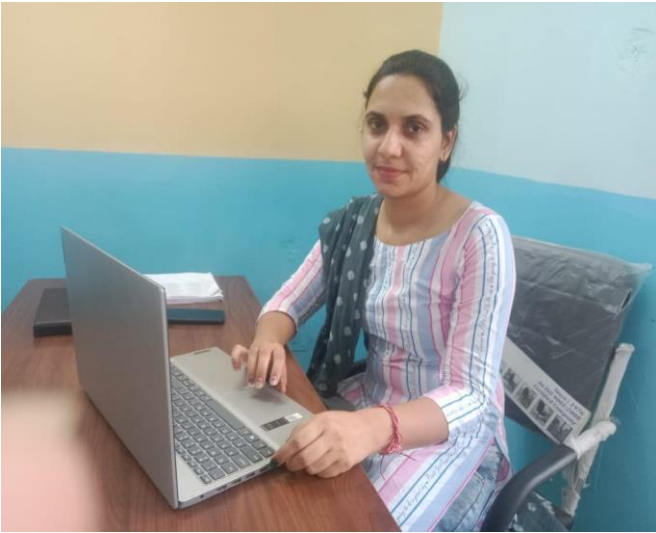


## Highlight of the Month

- Strengthened collaboration with the District Council of Child Welfare to extend outreach within the community.
- Completed a Capacity Building workshop for Trainers of the District Council of Child Welfare, with support from the District Collector's office in Rewari.
- Placed 45 candidates in the Campus Placement Drive at Government ITI Rewari in November allowing them to commence their professional journeys.
- Onboarded 12 dedicated female professionals to work remotely at Jindal Group and Bajaj FinServ. This initiative aims to offer remote career opportunities to women seeking flexibility.



## SUCCESS STORY – AMERICAN INDIA FOUNDATION



**Name:** Meenakshi

**Project:** AIF Center of Excellence

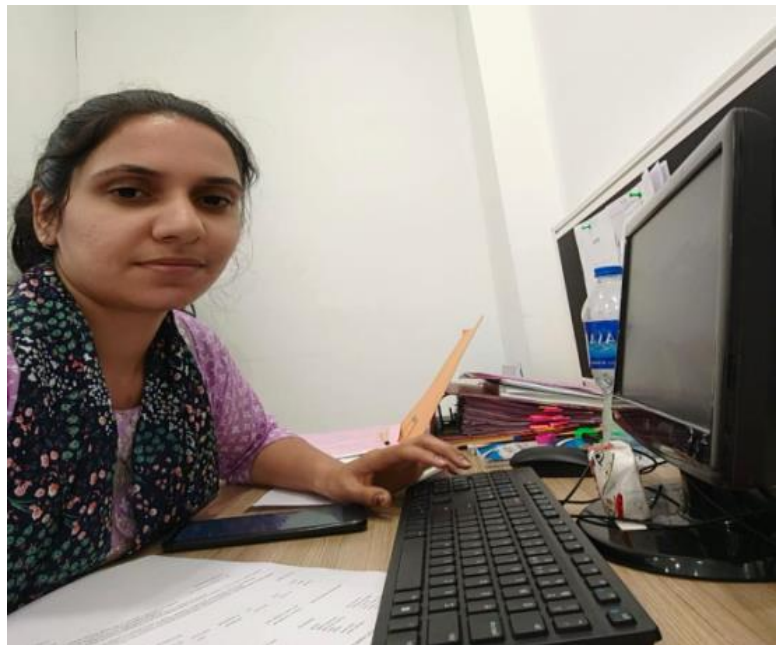
**Location:** Rewari

Meenakshi's story showcases how resilience can triumph over domestic challenges. Her commitment to growth, aided by MSI's support and training by AIF's Center of Excellence, has brought her a fulfilling career, with the promise of a brighter future for her and her son.

Hailing from Berli Kalan, Rewari, 28-year old Meenakshi, overcame challenges in her young life. With a 12th Grade education, she started as a Customer Care Executive at Maruti Suzuki, earning INR 17,843 monthly. Over time, she increased her pay scale but it still wasn't enough for a comfortable life. In all this, she found the courage to end a challenging marriage with 9 years of domestic abuse, pursuing a divorce in 2023, a pivotal moment in her journey.

Embracing single motherhood, Meenakshi redirected her focus toward forging a brighter future ahead. She enrolled in an AIF Center of Excellence in Model Town, Rewari, to cultivate IT skills, eventually landing an IT position in Gurugram.

Meenakshi's story embodies the transformative power of pursuing aspirations with grit and determination. Today, thanks to MSI and AIF's Center of Excellence team, she enjoys a fulfilling career, is financially independent, and is finally securing a promising future for her son.



## SUCCESS STORY – AMERICAN INDIA FOUNDATION



**Name:** Manisha Yadav

**Project:** AIF Center of Excellence

**Location:** Rewari

Motivated to secure financial independence, Manisha Yadav, a 36-year-old resident of Daliyawas, Rewari, faced the challenge of limited formal education after completing only the 8th Grade. Juggling marriage and raising two children, she embraced an upskilling training opportunity presented by AIF's Center of Excellence in the area.

Enrolling in the Sewing Machine Operator Course, she completed training on September 1, 2023. The two-month course equipped her with advanced electric sewing machine skills, mastering the crafting of various ladies' wear garments, pants, and shirts. As a skilled Sewing Machine Operator, she now earns 6,000 rupees per month, transforming her financial outlook and allowing her to dream bigger for her future.

Grateful for the invaluable support from AIF, Manisha recognizes how this life-altering experience not only heightened her confidence but also is a powerful testament to the positive impact of targeted skill development initiatives on individuals striving for economic empowerment.



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