

Date: July 3, 2021

## Press Release

### CHETAK GROUP LAUNCHED ITS SOCIAL ARM, THE CHETAK FOUNDATION

With a vision to support the underprivileged through Education, Nutrition, Livelihood, Health and Environment

New Delhi, July 3, 2021: Chetak Group, the leader in Automotive Logistics in India has launched its social arm, The Chetak Foundation as a Section 8 under the Companies Act 2013.

The Chetak Foundation was formally launched by Smt. Krishna Sharma, Patron, Chetak Group as a tribute to the group's founder Chairman Shri JK Sharma.

Speaking on the occasion, Smt. Sharma said, *"The foundation has been set up to make a positive impact on the lives of underprivileged communities who were close to Shri JK Sharma's heart."*

*"The Foundation has decided to focus on broad areas including Education, Environment, Health, Livelihood, Nutrition and Road Safety, in the logistics space and those around Group's operational presence",* she added.

Besides focusing on the above areas, Chetak Foundation is also committed to enriching lives and empowering society. The Foundation has identified the most relevant and beneficial interventions for its target audience and under-privileged communities. The Foundation is alive and always prepared to stand by people during crises, natural calamities, or pandemics.

The Foundation has conceived specific interventions to enhance beneficiaries' experience. Some of these include; Oxygen Plus (an environment initiative), Swasthya Plus (a Health initiative), Poshan Plus (a nutrition initiative to alleviate hunger), Shiksha se Rozgaar (an Education initiative), Zindagi Plus (a Road Safety Initiative), Sahayta Plus (an initiative to help people during crisis or natural calamities).

Chetak Foundation strongly believes in empowering the society through Education, the Foundation has thus announced the setting up of **Jai-Krishna Logistics Awards and Jai-Krishna Scholarship** for under-privileged and meritorious students, as a Tribute to Shri JK Sharma ji and Smt Krishna Sharma ji. The Foundation will follow a three-pronged strategy to support education initiatives for students to make them self-dependent and employment-ready through, Educational Infrastructure Development, Jai Krishna Scholarship for underprivileged and meritorious students and Jai Krishna Logistics Awards.



A Chetak Group Initiative

## CHETAK FOUNDATION

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Chetak Group has traditionally supported various educational institutions like Bhagwan Parshuram Institute of Technology College - Delhi, Bhagwan Parshuram College of Engineering - Sonapat and many schools in and around Haryana and NCR. Besides funding these institutions, Chetak Foundation also carries out construction and maintenance of schools in villages. The Foundation believes that a sound infrastructure is a good enabler for students to pursue academics, in a conducive environment. Jai Krishna Scholarship is intended to offer financial help to identified students of the low-income groups and a set of meritorious students with a vision to take up higher studies.

Annual Jai-Krishna Logistics Awards are set up for students studying Logistics courses. We propose to conduct a competition along with our knowledge partners by inviting students to bring out innovative solutions to various problems being faced by the logistics sector. This may include ideas on debottlenecking, increasing efficiency, improving viability, enhancing livelihood and quality of life of all stakeholders (including drivers) in the entire value chain of logistics. We are sure that rewarding young minds will energize them to come out with outstanding solutions.

The Foundation also encourages its employees and associates to join hands in carrying out well-defined initiatives for the needy.

The Foundation takes pride in the quality and passion of its team comprising, Patron Smt Krishna Sharma, Board Members (Mukesh, Rajesh and Sachin Haritash), Board of Governors (Arun Arora, Atul Kawatra, Chandan Agarwal and Deepak Chauhan) and select Advisors, who are renowned achievers, in their respective fields.

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