



LOWE'S INDIA NOMINATION

MAHATMA CSR EXCELLENCE AWARD

AUGUST 10, 2024

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Introduction

Mahatma Award Entry 2023-24 – CSR Excellence



Who we are:

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving approximately 16 million customer transactions a week in the United States. With total fiscal year 2023 sales of more than \$86 billion, Lowe's operates over 1,700 home improvement stores and employs approximately 300,000 associates. Based in Bengaluru, Lowe's India develops innovative technology products and solutions and delivers business capabilities to provide the best omnichannel experience for Lowe's customers.

Lowe's India employs over 4,200 associates across technology, analytics, merchandising, supply chain, marketing, finance and accounting, product management and shared services. Lowe's India actively supports the communities it serves through programs focused on skill-building, sustainability, and safe homes. Our CSR programs have cumulatively impacted over 10 Lakh lives in the last three years itself.

The year 2024 marks a significant milestone for Lowe's India, as it marks the organization's tenth anniversary in India. To celebrate this achievement, throughout the 2024, Lowe's will be hosting a series of community focused events and the events will be not only be an occasion to celebrate, but also to reflect on a decade of commitment to the communities we serve in India.

Our Commitment to SDG (Sustainable Development Goals) and SDG Alignment with Thematic Area

Lowe's believes that the United Nation's SDGs outlay a powerful model for sustainable growth and provides focused direction. That's why our CSR program is aligned to five of these SDGs and we prioritize skilling, sustainability and creating safe homes as our core intervention areas.

- Achieve gender equality and empower all women and girls.
- Promote sustained & inclusive economic growth, productive employment, and decent work for all.
- Make cities and human settlements inclusive, safe, resilient and sustainable.
- Strengthen the means of implementation and revitalize global partnerships for sustainable development.

Lowe's CSR programs complement the above United Nation's Sustainable Development Goals, in accordance with the company's vision and Schedule VII of the Companies Act 2013.

Lowe's India's Corporate Social Responsibility Pillars:

1. Revitalizing communities through construction/refurbishment of safe, affordable, and green buildings such as houses, shelter homes, institutions, hostels etc.
2. Skill development for sustainable livelihood and advancement of education
3. Sustainability & Disaster Relief

In this entry we will **explore the CSR initiatives undertaken by Lowe's in the last one year and the impact created by each of them.**

CSR Interventions 2023-2024:

Lowe's contributed INR 4.4 Crores towards strengthening its commitment and expanding existing projects exponentially.

Lowe's as a leading GCC in Bengaluru has set a benchmark in the last two years for achieving 100% utilization of its CSR budget, to the tune of over INR 4 CR each year. This reflects Lowe's commitment as a responsible Corporate Citizen giving back to communities in equal or more measure.

Lowe's leadership has ensured 70% of the CSR budget is spent on skilling of underserved communities and girls leading to digital readiness and employment generation. Further, 30% of the projects in the last two years were implemented in the priority focus area of sustainability.

In the year 2023-24 alone, Lowe's implemented more than 8 skilling projects, which expanded from Bengaluru to rural Karnataka as well as in remote districts of Rajasthan. A few proud achievements of the company that have brought a positive impact to the society in focus areas of education, skill development, sustainability are given below which underline the progress, and magnify the strength of our projects.

2023-2024 Overview

In FY 23-24, we focused our efforts on skilling and building safe learning spaces for students. We undertook a highly targeted CSR strategy that continued to build on our commitment towards skilling and sustainability. Last year we doubled down on our efforts to

- 1. Strengthen what we started and**
- 2. Expanded our efforts in those areas exponentially.**

This approach was undertaken to ensure that our projects meet their goals upon completion and create maximum impact. For instance, we had started with refurbishment initiatives and installation of STEM labs in 2022; taking a step ahead, in 2023, we undertook a project to conduct coding classes for 800 students at schools. Similarly, we had completed the plantation of 100 trees in 2022 and the project is being expanded to the plantation of 4000 trees to establish a Lowe's forest. Most of our projects represent a similar progression from the previous, stating commitment to the cause. Nonetheless, we continued to identify scope to undertake more demanding and innovative projects.

Focus on Sustainability:

We announced the successful rejuvenation of the Hunasamaranahalli Lake in the north of Bengaluru. The project that began in 2022, in partnership with Oasis Foundation and HandsonCSR,

was unveiled in the presence of Shri Krishna Byre Gowda and other government officials. As part of the rejuvenation, Lowe's India supported several enhancements including de-silting,



the addition of bunds around the lake, the planting of 1000-plus trees and flowering plants, refurbishment of inlet and outlet sources, and the creation of a new walking and cycling path along the lake's perimeter. Additionally, Lowe's India associates led cleanup drives, including garbage collection, and weed removal, in areas surrounding the lake.

The project aimed to bring back lost biodiversity in the surrounding areas, impact over 10,000 lives, and will save more than 3,00,015.9Kgs of CO2 by 2043. It has already started attracting butterflies, birds, and other smaller creatures. More than 500 people visit the lake daily. The inauguration of the rejuvenated lake witnessed the presence of Shri [Krishna Byre Gowda](#), Revenue Minister, Government of Karnataka, who had been a guiding source for the project from the beginning itself.

Focus on Skilling:

Closing the skills gap was the biggest need of the decade. We at Lowe's took this as an opportunity to take bold action and achieve exponential results for communities. From high school students to youths from underserved backgrounds looking for reskilling, our programs were even more targeted to meet learners at all stages of their careers. All our projects were a progression from previous years, stating commitment to the cause with the core belief in consistency. Additionally, we were committed to bringing sustainability to the forefront. Each time we reviewed this commitment, we raised the bar of our requirements. This was to remain responsive to the emerging challenges facing our world.

Projects Overview 2023-2024

Skilling

Sambhav Foundation	800 students coding classes
Sambhav Foundation	Employability skill training for 2100
Sambhav Foundation	150 LGBTQ+
Lok Bharti	500 construction workers
Samarthanam	Sponsoring 600 girl students
INDEED Foundation	Coding for 300 girls in Rajasthan
NASSCOM Foundation	Digital Upskilling of 300 Rural Women

Creating Safe Homes/Spaces

Lok Bharti	School Refurbishment Project with solar
Samarthanam	Promotion of accessible day care center with solar

Sustainability

Oasis	18-acre lake maintenance
Satva	4000 sapling plantation and organizing plog run at Nandi Hills



Coding Classes for government school students [Sambhav Foundation](#)

Photo Gallery: CSR Projects 2023 – 24



Higher education sponsorship program for 600 girls



Upskilling program for 2100 youth from underserved backgrounds



Digital upskilling of 300 rural women



Coding classes for 1100 government school students.



Restoration of Hunasamaranahalli Lake, an 18-acre lake in Bangalore, Karnataka



Solar unit installation in a Day care centre, Doddaballapur



Planting of 4000 saplings as part of Lowe's Forest



Plog Run - Nandi hills

CSR 2023-24 PROJECTS

Beneficiaries Impacted: 2023-2024

2023-2024 | 5k+ Lives Impacted

1. **Skilling & Education:** 4650 beneficiaries positively impacted with Lowe's skilling/upskilling programs. 650+ beneficiaries received job offers from private companies post the training.
2. **Safe home:**
 - a. 15 schools' infrastructure improved through set-up of computer labs and SMART Classes.
 - b. Refurbishment of a Government school in Bengaluru.
 - c. Construction of a day care center at Doddaballapur.
3. **Sustainability:** Lowe's rejuvenated lake is visited by 500 locals daily for recreation (morning / evening walks) and planted 4000 fruit bearing saplings

Budget-wise break up of 2023-2024 projects below:

Year: 2023-2024 Total Lowe's India CSR Allocated Budget: INR 4,40,00,000. Direct Beneficiaries impacted: 5450. Geography: Karnataka (Lowe's is based only in Bengaluru)		
Project Wise Budget Expenditure	Project Details	Lives Impacted
<i>Augmenting our skilling programs</i>		
INR 76,32,000	Coding Classes for 800 students from Government school in Bengaluru with Sambhav Foundation	Direct Beneficiaries: 800 Indirect Beneficiaries: More than 3200 (approximate)
INR 88,71,750	Employability Skill Training for 2250 underserved youth along with LGBTQ community members with Sambhav Foundation	Direct Beneficiaries: 2250 Indirect: 9000
INR 35,00,750	Environment, Health & Safety training for 500 Construction Workers across Bengaluru with Lok Bharti	Direct Beneficiaries: 500 Indirect: 2000

INR 75,13,280	Higher Educational Support for 600 Girl Children across Karnataka with Samarthanam Trust for the Disabled	Direct Beneficiaries: 600 Indirect beneficiary: 2400
INR 15,00,000	Coding For Girls, Digital Empowerment & Quality Education in Government Schools of Rajasthan with Indeed Foundation	Direct beneficiaries: 1000 Indirect beneficiaries: 4000
INR 54,56,449	Digital upskilling of rural agri-based women entrepreneurs and artisans in Karnataka with NASSCOM Foundation	Direct beneficiaries: 300 Indirect beneficiaries: 1200
INR 33,99,559	School Refurbishment Project (Govt. Higher Primary School, Chimangala) in rural Bengaluru, Karnataka – Lok bharati	Direct beneficiaries: 100 Indirect beneficiaries: 400
<i>Undertaking new initiatives under sustainability; rallying our Lowe's India volunteers</i>		
INR 28,00,000	4000 Sapling Plantation in the Outskirts of Bengaluru – Devanahalli Taluk area with Satya Foundation	NA
INR 3,70,650	Plog run at Nandi Hills with the Satya Foundation	150+ associates collected 350 kg+ of garbage
INR 18,19,050	Promotion of accessible day care center for the children from marginalized communities in Doddabalapur area - Samarthanam Trust for the Disabled	Direct beneficiaries: 30 Indirect beneficiaries:
INR 9,45,000	Maintenance of the Hunasamaranahalli lake - Oasis foundation	Direct beneficiaries: 500 Indirect beneficiaries:
INR 1,81,512	Construction of a Dementia Design Studio - NIMHANS	NA

Testimonials/Case studies 2023-24 project

- Testimonials from Coding Classes for 800 students from Government school in Bengaluru with [Sambhav Foundation](#)
- Employability Skill Training for 2250 underserved youth along with LGBTQ community members with [Sambhav Foundation](#)

Pruthvi K, 8th Std
 S/O Kariyappa TK, Tanigekal,
 Doddaghatta, Chithradurga
 26/4/2010
 KPS Hegganahalli



My dream is to become an Engineer. This coding program supported me to learn a computer. I am delighted that you selected me to learn coding. I am very fond of playing video games, now I can create my own game. I will make my family proud. Thank you Lowe's and Sambhav Foundation.

Mr. Sheshadari U P
 M.Com
 GFGC
 Madhugiri, Tumkur 572-132



"The training classes conducted were informative, providing us with knowledge on various aspects including interview attitude, self-discipline, and body language. Throughout the 15-hour training session, I gained valuable insights that I can apply to my daily life. The comprehensive nature of the training has equipped me with the skills necessary to excel in interviews and succeed both professionally and personally. Thank you to Sambhav Foundation and Lowe's for this invaluable opportunity."

Miss. Meghana Jain
 M.Com
 GFGC
 Madhugiri, Tumkur 572-132

"I'd like to express my gratitude for the insightful 15-hour training program that significantly enriched our knowledge and skills for the future. The sessions were particularly beneficial as they focused on enhancing communication abilities, mastering body language, and adeptly handling interviews. I extend my sincere thanks to the Sambhav Foundation and Lowe's for organising this career development program. Additionally, I kindly request for more such skill-building and career development initiatives in the future."



GOWTHAMI H. L , 6th Std B
 D/O LOKESH, Holenarasipura Bidarakka Hassan
 22/2/2012
 KPS, Hegganahalli

First of all I would like to thank Lowe's and Sambhav Foundation for granting me this opportunity. My friends from other schools could work learn and play on computers. But due to shortage of computers in our school we couldn't use computers. It was my dream to learn about computer Lowe's made my dream come true. Now I can work and study new subjects on computer and about coding through this project like rest of the world.



- Environment, Health & Safety training for 500 Construction Workers across Bengaluru with Lok Bharti

नमस्ते - सर,


मेरा नाम मनोज कुमार प्रहारा है। मेरा गाँव का नाम
 कैंडली पील्ड सोसा नाग-बैली जिला का शहर
 बिहार है जो B.L.K. के कारपोरेट की काम करते हैं।
 मुझे स्वामि से LOWES INDIA और लोक भारती
 की EHS ट्रेनिंग के बारे में पता चला है। इस ट्रेनिंग
 में जाग किया यह ट्रेनिंग 12 दिन का था इस
 ट्रेनिंग में जाग के सुझाव जागा है और आशा
 मशगरी. First Aid ट्रेनिंग शतापी के बारे में
 सिलेबस मिले में Lowes india और Lokbharti
 की टीम को धन्यवाद देना चाहता हूँ इस प्रकार कि
 ट्रेनिंग चलनी चाहिए सभी और करकर की लाभमिल
 सके -। धन्यवाद

नाम- मनोज कुमार प्रहारा

Mob- 6200642408

Batch - 04

Mam Kamal
Maharaj




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नमस्ते सर,

मेरा नाम अनुराज कुमार है। मेरा गाँव- गंगुती शाना-औरंगा
 जिलामुजफ्फरपुर राज्य- बिहार है मैं भीसे B.L.K में
 कार वॉप का काम करता हूँ 25 साल से।
 मुझे Lowes india और Lokbharti की EHS ट्रेनिंग
 के बारे में STASS के द्वारा पता चला है
 फिर मैंने अपना संपर्क जमा करा है ट्रेनिंग के
 लिए। फिर मैंने 12 दिन का ट्रेनिंग लिया
 जिसमें हमने मोररी के बारे में बहुत कुछ
 सिखने के लिए मिल- जैसे- भाड़ा पर किस तरह से
 काम करना है, आग के बारे में, लडन कि पीग
 के बारे में, मशीनरी पर काम करने के बारे में,
 स्लाप-। इसमें यह ट्रेनिंग बहुत अच्छी लगी और मैं
 Lowes और Lokbharti की टीम को धन्यवाद
 देना चाहता हूँ-।
 इस प्रकार की ट्रेनिंग लगाकर चलनी चाहिए जिससे
 और भी वर्कर को लाभ मिल सके

नाम: अनुराज कुमार

mob - 8294193055 Anuraj



4000 Sapling Plantation in the Outskirts of Bengaluru – Devanahalli Taluk area with [Satya Foundation](#)



Maintenance of the Hunasamaranahalli lake - Oasis Foundation

Moving forward: Lowe's CSR Interventions 2024-2025

Lowe's will be contributing INR 4.75 Crores towards strengthening its commitment and expanding existing projects exponentially.

Overview: At Lowe's we are committed to our role as a GCC which stands for skilling, employment generation to build economic, social and environmental capital towards enhancing the underserved.

It is with this vigor and commitment Lowe's has entered 2024. Lowe's will be promoting upskilling of youth through efficient and innovative training programs and encourage green energy initiatives to fulfil the company's vision for a sustainable future.

Highlight:

In 2024- 25, Lowe's will be stepping-up to its commitment towards sustainability and skilling with a DE&I lens. Given this, the CSR projects for the current year focus on building continuity for empowering PWD girl students, STEM labs for ABLE students and building wheelchair friendly ramps in 10 prominent locations in Bengaluru. The projects are built on the understanding that Persons with disabilities are less likely to have opportunities for productivity as they are more likely to experience multidimensional poverty, lack access to health services, education and employment opportunities, and face social exclusion and poor quality of life.

Through the focused skilling and infrastructure projects, Lowe's will strive to lower barriers for persons with disabilities so that exclusion does not continue to grow and work to improve outcomes for persons with disabilities to halt and reverse the achievement gap.

Lowe's is committed to becoming a pioneer for sustainable future. This focus has led on directing 30% of its CSR funds towards projects that offer environmental benefits. Also, it is complimented by growing recognition towards environmental investing by Lowe's leadership. With this, Lowe's will continue to invest in maintaining Hunasamaranahalli Lake (as a part of 10 Year Anniversary Project) by building PWD walking ramps, periodical cleaning of the lake and plantation of local species.

Budget-wise break-up of 2024-25 projects

<p>Year: 2024-2025 Budget: 4.75 CR Total Lowe's India CSR Allocated Budget: Direct Beneficiaries impacted: 7000+ Geography: Karnataka (Lowe's is based only in Bengaluru)</p>		
Project Wise Budget Expenditure	Project Details	Lives Impacted
<i>Augmenting our skilling programs</i>		
INR 64,65,518/-	Coding Classes for government school students Sambhav Foundation	Direct Beneficiaries: 1000 Indirect Beneficiaries: (approximate)
INR 32,00,000/-	Coding classes for in west Rajasthan with 10 schools and coding for 500 girls with Indeed	Direct Beneficiaries: 2500 Indirect Beneficiaries:
INR 87,76,800/-	Scholarship for higher education for underserved students (50% PWD girl students) - Samarthanam Trust for the Disabled	Direct Beneficiaries: 650 Indirect Beneficiaries: (approximate)
INR 87,60,667/-	Setting-up of STEM Labs for PWD students - Samarthanam Trust for the Disabled	Direct Beneficiaries: Indirect Beneficiaries: (approximate)
INR 82,29,893/-	Training of youth to get green jobs Sambhav Foundation	Direct Beneficiaries: 350 Indirect Beneficiaries: (approximate)
INR 25,00,000/-	Training of LGBTQ Community members and setting-up of central kitchen Solidarity Foundation	Direct Beneficiaries: 20 Indirect Beneficiaries: (approximate)
<i>Undertaking new initiatives under sustainability; rallying our Lowe's India volunteers</i>		
INR 29,47,350/-	Maintenance of Hunasamaranahalli Lake (as a part of 10 Year Anniversary Project) Oasis foundation	Direct Beneficiaries: 500 Indirect Beneficiaries: (approximate)

INR 8,56,000/-	Plog run 1- Nandi hills Satya foundation Plog run 2 – Sarjapur road	100 +associates collected 243 kgs of waste.
Undertaking innovative safe homes projects		
INR 13,40,000/-	Installation of Ramps in 10 prominent locations in Bengaluru	10,000 +
INR 44,70,532/-	Renewable Power to a Govt. Industrial Training Institute in Bengaluru and Training of 300 students in renewable energy with Lok Bharti	300+

Scalability of our projects

Lowe’s leadership sees CSR initiatives and projects as long-term processes that require steady commitment, a long-term vision and a carefully designed medium-term operational plan. That’s why, while our CSR projects give us an opportunity to deliver impact within a year, they come with the scope of scaling-up and replicability. The projects show continuity, ensuring deep commitment to the cause.

Additionally,

- The projects are aligned with Lowe’s core values and goals, bringing-in organic synergies between business and community support, fostering a culture of commitment and accountability within the organization and with partners.
- The projects have defined measures, outcomes, and outputs, and are periodically evaluated for their effectiveness, efficiency, relevance, and sustainability. By doing so, we have been able to identify value propositions for pilot projects, identifying their strengths / weaknesses, and adapt accordingly. By doing so, we have been able to respond to emerging issues and trends.
- The identified projects have led to consultations and collaborations with key internal and external stakeholders, such as community members, NGOs, governments, and media, throughout the project lifecycle.

The table below captures the adopted approach to engage with diverse stakeholders, the same which is followed for all CSR initiatives -

Stakeholders	Dialogue Form; Frequency	Dialogue Script	Impact on the Project/Stakeholders
State Disaster Response	Involvement; need basis	Knowledge exchange and	Supplement the on-going Government initiatives

Teams/Local Government Authorities		need assessment	through innovative collaborative approaches
NGO Partners	Engagement & Networking; monthly interaction via meetings/consultations	Project Implementation Partners	Developing a collective understanding on the project implementation plans, key project progress indicators, M&E, and budget planning
Direct Beneficiaries	Learning; monthly interaction (via case studies/testimonials/letters of interest etc)	Need assessment	Verifying the requirements; getting ownership for sustaining the initiatives and building-in the local learnings in the project implementation
Employees	Involvement; monthly interaction (via newsletters/emailers/CSR platform)	Culture & experience	Develop CSR initiatives that make the employees proud and can constructively contribute to the program implementation/monitoring



Scholarship for higher education – Beneficiaries – Sambhav foundation



Our culture of rewarding volunteers and nurturing environmental stewardship



PLOG RUN 2024



SENSORY CARD MAKING



PRIDE MASK MAKING



PAPER BAG MAKING



PRIDE IN BUSINESS: BUILDING ESSENTIAL SKILLSETS FOR ENTREPRENEURIAL SUCCESS



T SHIRT TO TOTE

VOLUNTEERING ACTIVITIES 2024



We have a robust volunteering program to spread awareness among young associates and offer a wide array of opportunities to passionate associates to give back to our planet.

Since the last 3 years, 3136 associates registered for volunteering in over 50+ volunteering events. Lowe's India established a virtual volunteering platform in partnership with Goodera (a global leader in CSR, Volunteering, and ESG), to enable our associates, to volunteer and support community development projects. The purpose of this was to make volunteering experience extremely seamless, easy to use, easy to navigate and Lowe's consciously invested in a robust platform while also to ensure to give an opportunity to our associates to contribute towards covid relief programs directly financially.

In 2023-2024 itself, the platform received 2000 plus registrations with 19 volunteering events being curated. With 10 year celebrations, Lowe's has also curated anniversary special volunteering events to bring-in community giving to our celebrations.

To identify ambassadors, changemakers and reinforce positive action, we introduced **Lowe's Heroes** award- it celebrates the spirit of service and collaboration in associates while actively encouraging them to go beyond business as usual and contribute towards social impact. A specially curated volunteering calendar provides opportunities to associates to enable meaningful contribution beyond day-to-day work roles.

Volunteer Testimonials

Group Event



Testimonial from a Lowe's Associate.



At Lowe's India, [Preetham S.](#), Director of Enterprise Sourcing Strategy, stands out not just for his role in ESS but for his deep commitment to CSR initiatives. With a lifelong passion for volunteerism, Preetham embodies the spirit of giving back to the community.

"CSR, for me, isn't just a channel for change; it's a source of enduring joy and commitment. The principle that 'the more I give, the happier I am' propels my dedication towards giving back to society. This volunteering opportunities I have at Lowe's India offers a rewarding journey that not only impacts the lives of others but also enriches one's own life in profound ways." - Preetham S.