

HITACHI

CSR Activity at Bangalore

Date : 02nd June 2025

HITACHI EMPLOYEE
ENGAGEMENT ACTIVITY
REPORT



SUPPORT FOR ELDERLY HEALTH AND NUTRITION - SDG 3

EMPLOYEE ENGAGEMENT ACTIVITY REPORT

Hitachi Lift India Pvt. Ltd, renowned for its commitment to innovation and social responsibility, proudly champions the Senior Citizens' Wellness & Dignity Initiative.

This initiative is dedicated to enhancing the well-being and dignity of elderly individuals by addressing their unique health and care needs. Through the provision of essential resources, compassionate support, and a nurturing environment, Hitachi strives to ensure that senior citizens receive the respect, comfort, and quality of life they deserve. By fostering strategic partnerships and advocating for elder care, this initiative reinforces sustained efforts toward wellness, empowerment, and dignity, making a meaningful impact in the lives of seniors in need.

- 1 About Implementing Partner
- 2 NGO on Ground
- 3 Event Details
- 4 Activity Details
- 5 Moments Well Captured



IMPLEMENTING PARTNER INDIA IS US

India Is Us (i2u Social Foundation) is an NGO support ecosystem created to assist companies in fulfilling their CSR initiatives by working with verified NGOs.

i2u works with numerous NGOs across India, focusing on twelve causes, including literacy and education, health and nutrition, environmental conservation, women empowerment, poverty alleviation, care for the elderly, animal welfare, skill development, inclusivity for people with disability, child welfare, WASH and heritage.

i2u supports NGOs by helping them perform better through capacity building, sustainable growth, and donor and volunteer mobilization.

NGO ON GROUND OMASHRAM TRUST

Omashram Trust is a charitable organization committed to providing holistic care, medical support, and a nurturing environment for senior citizens, especially those from underprivileged backgrounds. Since its inception in 2001, the trust has been a beacon of hope for the elderly, ensuring they live their golden years with dignity, comfort, and love.

Our Mission To create a safe, caring, and empowering space where seniors receive comprehensive support—physically, emotionally, and spiritually

EVENT DETAILS

Event Objective: This initiative, led by Hitachi volunteers at Omashram Trust, aims to uplift and empower senior citizens by providing essential care, engagement, and wellness activities. The program focuses on enhancing their physical, emotional, and social well-being, ensuring they lead their lives with dignity and joy.

Key Focus Areas:

- Health & Wellness Support – Access to simple exercises using basic exercise equipment such as stress balls, resistance bands, light yoga, and meditation sessions for better physical and mental health.
- Engagement & Skill-building – Interactive activities, rekindling their old songs, on-spot dance floor, and creative workshops to enrich their daily lives.
- Compassion & Connection – Volunteers offered companionship, emotional support, and moments of joy, fostering a sense of belonging.

Through this event, Hitachi volunteers contributed their time and effort to create meaningful interactions, ensuring that every elderly resident at Omashram Trust experiences care, respect, and dignity.

Together, we honored and celebrated the wisdom and resilience of our seniors, enriching their lives in every possible way.

ACTIVITY DETAILS

Date: 02nd June' 25

NGO Partner: Omashram Trust

Location: Bengaluru

Number of Beneficiaries: 50

Number of Hitachi Representatives: 8

- The event started by i2u Social Foundation to express gratitude to team Hitachi to extend their support for Omashram Trust.
- Mrs. Divyasri added warmth in the opening speech by thanking team Hitachi for selecting them for the initiative.
- Senior management of Hitachi- Mr. Vishnu Krishnadas Menon, Regional Head-South-I and Mr. Ravindra Subhash Gurumath, Senior Group Executive – Administration addressed senior citizens and shared their vision behind supporting the NGO by donating critical resources such as Diapers and Blankets.

ACTIVITY DETAILS

- Mr. Gurunath shared the inspiring story behind Omashram Trust, focusing on providing dignified and peaceful life to senior citizens who are vulnerable in the society.
- Hitachi generously donated boxes of Diapers, Side Medical tables, heating pads, sweaters, bedsheets, blankets, stress balls, bath towels.
- Hitachi team members actively participated in the event by engaging the residents with few games, singing dancing and distribution of refreshment boxes and serving lunch.
- An engaging Q&A session ensued, facilitating discussions on opportunities and providing valuable guidance to the attendees.
- The NGO owner graciously distributed lunch to both the Hitachi team and India is Us representatives, fostering camaraderie.
- As the event concluded, Hitachi was appreciated with certificates, and a memento in appreciation of their collaboration and support.

MOMENTS WELL CAPTURED



MOMENTS WELL CAPTURED



HITACHI