

Education
Technology

Healthcare and
Nutrition

Vocational
Training

Sarva Mangal Family Trust

Annual Report 2022

Index

03 **About Us**

04 **Our Mission and Grantmaking Philosophy**

05 **Select Highlights 2022**
Education Technology
Healthcare and Nutrition
Vocational Training
SMFT's Contribution to Local Communities

09 **Global Initiative in Focus**
Rocket Learning
Anemia Project
Vision Care

12 **SMFT's Special Commitments and Evolving Efforts in 2022**

14 **Awards and Recognition to SMFT in 2022**

16 **Global Impact Footprint**

17 **SMFT's Partners**

About Us

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.



Manu and Rika Shah – Initial Days of MSI

About Sarva Mangal Family Trust

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 with an aim to improve and strengthen the health, education and wellness of communities and help them prepare for global jobs of the 21st century.

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.

Manu's vision for Sarva Mangal Family Trust 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.



The Shah Family

Our Mission and Grantmaking Philosophy

Sarva Mangal Family Trust supports causes such as **Education Technology, Healthcare and Nutrition** and **Vocational Training.** We partner with organizations to create a fundamental shift in the quality of life of individuals with leapfrogging ideas.



EDUCATION TECHNOLOGY

We provide quality education using technology to students. We support initiatives focusing on early childhood education.



HEALTHCARE AND NUTRITION

We provide access to preventive healthcare to millions of people. Our large scale initiatives include providing vision care, anemia detection to the masses among other initiatives.



VOCATIONAL TRAINING

We create jobs by providing vocational skills to young adults. Providing them with job skills at a young age gives them an ability to be self-dependent and support their own families.

Education Technology

1.5 Million+

Students Provided with Early Childhood Education

Healthcare and Nutrition

2.5 Million+

People Provided with Access to Basic Healthcare

Vocational Training

400,000+

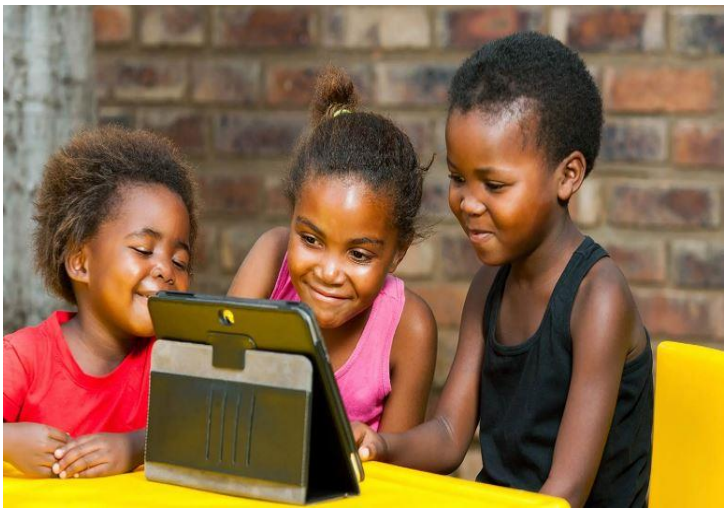
Students Provided with Employability Skills

Number of Charities Supported

300+

Education Technology Select Highlights 2022

50K+ Tablets Donated | **1.5 Million+** Children Provided with Early Childhood Education



Sarva Mangal Family Trust has made a multi-million dollar commitment to provide early childhood education for upto **50 Million** children with Rocket Learning using a combination of artificial intelligence and existing government infrastructure in the next **5 years**.

Sarva Mangal Family Trust has partnered with Pratham Global to start a think tank to develop and scale the model of PraDigi open learning community to create learning opportunities based on digital infrastructure, social structure, and experiential content.

SMFT's Partnership with Pratham Global

Pratham-Shah PraDigi Innovation Center has been set up to accelerate digital transformation of Pratham and bring innovative EdTech for upto **5 Million** students across the world.

SMFT's Partnership with Rocket Learning

Shah Center for Early Childhood Education has been set up to support nurturing adults in a young child's life with an aim to build early childhood foundational learning at scale using technology, community, and government.



Quality Education Provided to Kids in Rural Area Using Cutting-Edge AI Technology for Early Childhood Education



Government School Kids Receiving Quality Education by Using Tablet

Nonprofits in this Focus Area

Pratham Every Child in School & Learning Well | Rocket Learning | AIF American India Foundation | Life Global | Santa Ana Unified School District | Buena Park School District | My Private Professor

Healthcare and Nutrition Select Highlights 2022

11 Million+ Meals | **2.5 Million+** People Provided with Access to Basic Healthcare



Sarva Mangal Family Trust's healthcare interventions include providing vision care to upto **20 million** people and upto **5 million** free eye glasses using handheld autorefractor technology.

Sarva Mangal Family Trust has taken up an initiative to bring upto **5 Million** students and young women out of anemia using noninvasive detection techniques and cutting-edge technology by partnering with nonprofits, for-profit corporations and academic institutions.

SMFT's Partnership with Ekal

1.7 Million+ Rural villagers have access to healthcare
1,170+ Villages have access to Ekal Arogya Resource Centers
40+ Ekal Arogya Resource Centers

SMFT's Partnership with Siddh Divyang

SDF provides assistive technology-based solution for the empowerment of specially abled kids in 3 domains: **Health** (Educate, detect and identify developmental delay in new born babies), **Education** and **Livelihood.**



Health Screening for People in Rural Areas



Assistive Devices Provided to Visually Impaired Girls

Nonprofits in this Focus Area

Vocational Training Select Highlights 2022

50K+ Jobs Created | **400K+** Students Provided with Employability Skills



Sarva Mangal Family Trust has signed a multi-million dollar commitment with Lend A Hand India to provide multi-skill vocational education and career guidance to young boys and girls as part of secondary and higher secondary school education.

Sarva Mangal Family Trust supports American India Foundation's Entreprerana Project to upskill street vendors in developing countries by helping them provide long-term income and livelihood sustainability through financial inclusion and digital literacy.

SMFT's Partnership with AIF

Entreprerana project is creating sustainable livelihoods for street vendors in South Asia:

50,000+ Street Vendors Reached

40,000+ Vendor Registrations Completed

SMFT's Partnership with Lend a Hand India

LAHI provides vocational education using tablet technology to:

350,000+ Students

4,000 Public Schools



Enrollment of Street Vendors under Project Entre-Prerana in Bangalore



High School Girls Practicing Vocational Skills

Nonprofits in this Focus Area

AIF AMERICAN INDIA FOUNDATION

PRATHAM EDUCATION FOUNDATION SKILL DEVELOPMENT PROGRAM

Lend A Hand India

SMFT's Contribution to Local Communities

Several Employee Engagement Activities Conducted



Sarva Mangal Family Trust conducts various employee engagement activities to contribute to local communities, these include:

- **Serving Meals and Conduct Session on Good Health and Hygiene Session** for Government School Kids
- **Vocational Skills Workshop** for High School Kids
- **Educational Activities and Games** for Specially-Abled Kids
- **Distribute Backpacks and Stationery Supplies** to Government School Kids

SMFT has signed a multi-year commitment with Dasra to provide catalytic funding to grassroot nonprofits.

MSI Employees Impacting Local Communities Around the World



MSI Leadership Team Serving Lunch to Underprivileged Kids



Serving Meal and Conduct Session on Good Health and Hygiene



MSI Team Packs Over 20K Meals for Kids Around the World



Educational Activities and Games for Specially-Abled Kids



MSI Leadership Team Serving Lunch to Underprivileged Kids



Vocational Skills Workshop for High School Students

Global Initiative in Focus: Rocket Learning



About the Nonprofit:

Sarva Mangal Family Trust aims to catalyze cognitive development in infants with the help of Rocket Learning, a nonprofit that uses artificial intelligence at scale with Government partnerships.

Rocket Learning is a nonprofit that provides school and life readiness for young children by enabling access to age-appropriate learning.

Aim: To Impact **50 Million+** Children in the next **5 years.**

Current Impact: 1.5 Million+ Children, **100,000+** Anganwadi Teachers and **60,000+** Parents.

Key Highlights:

- Builds **digital communities of parents and teachers** to support early childhood education.
- Deliver **play-based learning content** to teachers and parents of preschoolers.
- **Creates social motivation and peer effects** to incentivize teachers and parents to conduct activities with children.
- Technology complements with **real-time behavioral nudges and rewards** through automation.
- **Assessments show strong learning gains** in children (30%+) and skills and behaviors of parents and teachers (25%+).





Kids in Rural Areas Learning Using Tablet



Practical Hands on Learning Using Educational Kits

Global Initiative in Focus: Anemia Project



About the Initiative:

Sarva Mangal Family Trust is focusing on using noninvasive technologies to detect anemia levels among mass populations and provide awareness and nutritional support to those who lack required hemoglobin levels.

Aim: To provide anemia care to upto **5 million** people in the next **5 years.**

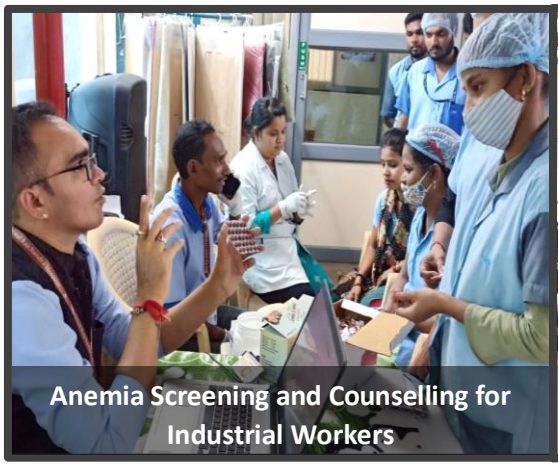
Organizations Involved: Masimo Corporation (For-Profit – NYSE –), Sanguina (Startup), SRH (Nonprofit), Purdue (University).

Current Impact: 105,000+ People Screened and **100,000** benefited from our Anemia Awareness.

Key Highlights:

- Conducted health awareness sessions for more than **100,000** beneficiaries.
- **85+** schools have been screened for Anemia.
- Inhabitants from more than **115** villages have benefitted from this project.
- The technology has won **first prize at National Institutes of Health (NIH) Technology Accelerator Challenge** based on the anemia population data given by SRH Dharampur.





Anemia Screening and Counselling for Industrial Workers



Anemia Awareness Session during Outreach Health Camp



Anemia Awareness Session in Antenatal OPD Waiting Area

Global Initiative in Focus: Vision Care



About the Initiative:

Sarva Mangal Family Trust is focusing on providing vision care to upto **20 million** people and upto **5 million** free eye glasses using autorefractor technology.

Aim: Equip Sarva Mangal Family Trust's nonprofit partners with portable autorefractors to inspect upto **40 million** eyes and prescribe low-cost eyeglasses to upto **5 million** people in the poorest parts of India.

Organizations Involved: Plenoptika, Bhansali Trust (Nonprofit), SRH (Nonprofit).

Key Highlights:

- **Use Portable Autorefractor** to diagnose patients for potential vision impairments.
- **Requires an hour of training** that can be executed remotely, and takes about 1-2 minutes of time.
- **Provide Affordable Eyeglasses** in less than 5 minutes.
- Over **100,000 people have been diagnosed** using autorefractor.
- Out of which, **40% people needed refractive correction**.





Portable Autorefractor



Eye Checkup using Autorefractor



School Boy Provided with Eyeglasses

SMFT's Special Commitments and Evolving Efforts in 2022

SMFT donates to Home Depot Foundation



SMFT donates to United Cerebral Palsy of Orange County for Life Without Limits Pediatric Therapy Center



SMFT donates to Anaheim Health Fair Every Year



SMFT's Special Commitments and Evolving Efforts in 2022

SMFT grants Scholarships to High School Students in Tustin Public Schools



SMFT donates to Sahara Cares to Provide Support to Victims of Domestic Violence in Orange and LA Counties



SMFT donates to Pretend City Children's Museum for Early Childhood Development



Awards and Recognition to SMFT in 2022



MSI's CEO Emeritus, Mr. Manu Shah Awarded the Jewels of India Award which was presented to Leading Indo-American Personalities for their success and contribution.



Manu and Rika Shah presented with Resolution Project's Champions Circle Award for Supporting Young Leaders in Africa.

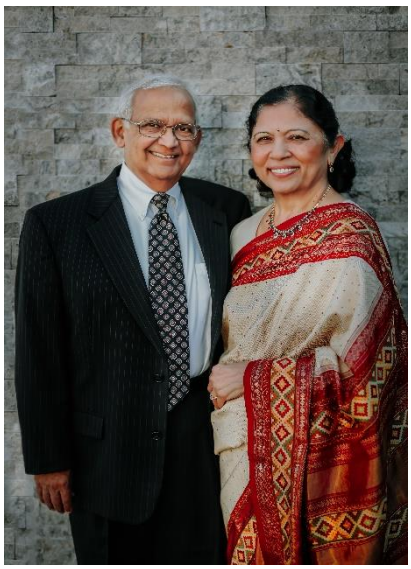


Manu Shah Received Corporate Citizen of the Year Award 2022 from the Orange County Chamber Commerce.



MSI Awarded the Top Company for Sustainable Growth by Association for Corporate Growth.

Awards and Recognition to SMFT in 2022



Manu and Rika Shah recognized as part of the 2021 Indiaspora Philanthropy Leaders List – 100 honorees of Indian heritage for their philanthropic contributions and engagement.



THAT CARE

MSI Leverages Import Connections to Aid Community

Provides Support, Funds To Health, Frontline Workers

By KARI HAMANAKA

Knowing how to source and import materials from all around the world is a good skill to have in the middle of a pandemic.

Just ask Orange-based building materials distributor **M S International Inc.**, which used its resources to help bring masks and other medical supplies to first responders and front-line workers.

That included more than 300,000 face masks and shields worth about $90,000 for **Providence St. Joseph Hospital** in Orange at the height of the pandemic. The company also worked with nonprofits to administer the vaccine.

"We leveraged our position as one of the largest importers of goods into the U.S. to import medical supplies, specifically masks, which in 2020 they were difficult to get," said MSI Vice President of HR **Chris Courneen**.

Giving continued into 2021; MSI reported cash donations within OC totaling more than $400,000, with the company focused on initiatives where it could provide assistance with shelter, food, education and technology.

Nearly that amount was also provided via way of in-kind donations during the course of the year.

While the company helped with medical supplies and feeding first responders, it's also provided Chromebooks and iPads to more than 500 employees in OC, 100 iPads to the **Boys & Girls Club** and, beginning in April, there have been scholarships for high school seniors at **Tustin Public Schools Foundation**.

MSI partnered with Orange Senior Center to donate 100 refurbished iPads to adults 50 and older during the pandemic

MSI's Charitable Trust 'aims to improve and strengthen the health, education, and wellness of communities we live and work in,' company says

Employee Involvement

The company's employee matching program during the pandemic led to a major push to raise funds across the communities MSI employees reside to help get a number of students online.

"That was another instance where MSI as a company and the employees came together, with a focus on tech and education. The CEO and founder inspired the employees to come together," said **Bhavik Muni**, portfolio manager of grantmaking at the company.

Muni works with the company's founders, **Manu Shah** and **Rika Shah**, along with Courneen, on identifying various initiatives for MSI to get involved.

Courneen said where MSI chooses to donate goes back to the story of the company's founders, who came to the U.S. in the 1970s from India for their education.

"Having that experience moving to the U.S., [and] education allowed Manu and Rika to become entrepreneurs and start a successful business. Creating jobs and opportunities became their life's mission," Courneen said.

MSI is one of OC's largest private companies with over $2 billion in annual revenue; it imports natural stones from dozens of countries to serve a customer base of thousands of retailers, distributors and fabricators that use its building materials.

Community Support

Another element of giving back to the community "is inherently caring for the communities that have cared for them and supporting the communities that have supported MSI," Courneen said.

"It's just the morally right thing to do and that runs strong through the core veins of who the organization is at its foundational level. I think there is also this idea of not just incremental, small change, but seeking out opportunities to help with very large change and looking for opportunities to make very big impacts."

Including and encouraging employees is a part of that, and done through a number of internal programs.

MSI will match dollar for dollar any monies donated by employees to a non-profit. More recently, employees who receive bonuses can elect to funnel some of that money to a charitable organization, with the company also offering a match. That idea in particular came from an MSI worker. There's also an annual toy drive. An internal intranet site helps keep employees across the offices engaged and informed.

"We encourage employees to get involved and how we do that is either by offering financial support from the company, or letting themdo this on company time," Courneen said. ■

M S International Inc. MSI

- **BUSINESS:** flooring, wall, countertop distributor
- **HEADQUARTERS:** Orange
- **FOUNDED:** 1975
- **CO-FOUNDER/CEO:** Manu Shah
- **OC/COMPANYWIDE EMPLOYEES:** 550/2,800
- **REVENUE:** $2B+
- **NOTABLE:** donated more than $700K this year to various groups within OC

MSI recognized as Company that Cares by the Orange County Business Journal.



Sarva Mangal Family Trust recognized by Buena Park School District for donating laptops to public school students and their families during the COVID-19 pandemic for remote learning.



Manu Shah received the Param Danveer Award for his philanthropic work from Namramuni Maharaj (Indian Jain monk, activist and Gujarati Language writer).

Global Impact Footprint

25 MILLION+ LIVES IMPACTED

2.5 MILLION STUDENTS

impacted by providing quality digital education opportunities

11 MILLION MEALS

1.7 MILLION PEOPLE

screened and provided access to healthcare

50,000+ TABLETS

in circulation to democratize and personalize learning for the poorest of the poor

Sarva Mangal Family Trust's Partners

Nonprofits Supported by SMFT | USA

Pretend City Children's Museum

My Private Professor — Inspire. Empower. Achieve.

girls inc. of Orange County

Orange County Community Foundation

Orangewood Foundation

Anekant Community Center — Live and Let Live

Boys & Girls Clubs of America

UCP of Orange County

Tustin Public Schools Foundation

Buena Park School District — Ignite the Passion for Learning

Santa Ana Unified School District

Sahara — Caring for the South Asian Community

United Way

Luvin Arms Animal Sanctuary

Habitat for Humanity

Lestonnac Free Clinic

Sarva Mangal Family Trust's Partners

Nonprofits Supported by SMFT | Worldwide

Pratham
Every Child in School & Learning Well

Rocket Learning

AIF
AMERICAN
INDIA
FOUNDATION

VOICE OF SPECIALLY ABLED PEOPLE

THE RESOLUTION PROJECT

EKAL VIDYALAYA
A PEOPLE'S MOVEMENT

AKSHAYA PĀTRA
Unlimited food for education

Lend A Hand India

BHANSALI TRUST
Empowering Humans

Shrimad Rajchandra Mission
Dharampur

MSMK
MATHRUSHREE MANOVIKASA KENDRA (R)
The Special Residential School
for Mentally Challenged Children

Siddh
Divyang Foundation

OBLF
EMPOWERING COMMUNITIES

Dava Cana
Mobile Medical Clinics

LIFE GLOBAL
Estd. 2016

dasra

Gallery

















Follow us on

Know more at

www.sarvamangalfamilytrust.org/

