



## Rays of Hope

### ESHRAQA – The Khimji Ramdas Social Development Arm

As part of its Corporate Social Responsibility to empower the people of Oman and providing access to means that help them achieve their fullest potential; Khimji Ramdas has built partnerships on a not-for-profit basis with public, societal and educational institutions. These initiatives aim to help develop the Omani Community at large, nurture the Omani child, inspire the Omani Youth and empower Omani Women in particular.

The Group has shown rigorous commitment and support to the sectors of Health, Education, and Community Wellbeing. Taking into account the scale and reach of its CSR initiatives, the current board at KR has decided to institutionalize these under a recently established Social Development Arm called Eshraqa. (The word in Arabic means the glow from the rays of the dawn or morning sun, signifying new beginnings and hope)

### PURPOSE

**ESHRAQA** – The Social Development Arm of Khimji Ramdas stands committed to serve the people of Oman on the key pillars of Education, Health & Community Wellbeing

- Building the National Talent Pool by enhancing Knowledge, Skills and Capabilities
- Supporting higher Health standards by contributing to Research & Medical Infrastructure
- Raising the Quality of Life of local communities through initiatives in Women Empowerment, Culture, Sports Etc.
- Partnering with Social Service Organizations supporting challenged individuals

### SNAPSHOT OF KEY ESHRAQA PROJECTS



Eshraqa installed Vital-Signs monitors for the Samail Hospital Paediatric Intensive Care Unit (PICU) which has helped raise the standards of medical care for children at the hospital.

Dr. Yaqoub bin Nasser Al Nadhabi, Doctor In-charge said,

*“We thank Khimji Ramdas Eshraqa team for supporting us with the necessary medical equipment for the Paediatric ward. These monitors are critical for health of the children admitted to the PICU.”*

Oman National Nutrition Survey officially launched in early December seeks to assess and analyse nutritional levels among the Omani population.

Dr. Samia Ghannami, Director of the Nutrition Department at the Ministry of Health said,

*“I would like to thank Eshraqa– KR CSR arm - for their support in conducting the survey, which will contribute immensely to the future of the medical sector in Oman.”*



Basmat Kheir team of volunteers in Samail have been working to support Omani women. Eshraqa donated sewing machines to the women who could use these to become economically self-reliant and independent.

Fatima Bin Nasser Al Rouwahiya, Vice President of the Basmat Kheir,

*“We thank Eshraqa for their contributions and recognizing the importance of our goals of supporting women on economic, social and educational levels on which our team works.”*



Eshraqa makes a significant contribution towards building a Majlis in Samail in the form of 1200 bags of cement and three tonnes of steel.

Hamoud bin Ali Al Jabri, representative of the Sejah Majiles said

*“We are grateful to Eshraqa for their continues assistance and support towards the needs of the local community and for their valuable contribution in the construction of the council.”*

### PILLARS

As a socially active and deeply-rooted Omani corporation, Khimji Ramdas aims to achieve the best outcomes from its social responsibility initiative “Eshraqa” by directing its efforts on the following vital sectors impacting the lives of the Omani people.

#### EDUCATION ESHRAQA LEARNS



Fully recognising that in a youth-dominant country such as Oman, children and the youth are the future, Eshraqa has spearheaded a slew of initiatives in the Education sector.

#### HEALTH ESHRAQA HEALS



Recognising the significance of an advanced and efficient health sector in creating an economy, conducive to learning, growth and career opportunities, our prominent initiatives are:

#### COMMUNITY WELLBEING ESHRAQA CARES



We aim to empower people living in different Wilayats across the Sultanate, and improve their standard of living through interventions that promote economic, social and environmental development in a sustainable manner.

Our focus on local communities will specifically help in bringing to the forefront the role of women in Omani society and empowering them for social change.

### MANDATE

It has been envisaged that the core of our activities would be directed to one Wilayat at one time for a period of approximately 2 years. Hence in 2015-2016 the majority of our CSR projects were executed in Samail.

In the 2017-2018, Eshraqa will mainly be focusing its reach on the Izki and Bidbid Wilayats but would not exclude other projects totally which cater to immediate and deeply felt needs.