

Hyundai Motor India Foundation Deepens Commitment to Maharashtra with Local Launch of Project Adhikaar Connect in Pune

- HMIF strengthens its long-term social commitment in Maharashtra through the rollout of Project Adhikaar Connect in Pune district
- The initiative aims to help underserved citizens access government welfare and social security schemes with dignity, ease and last-mile support
- The initiative is expected to positively impact **1** lakh citizens across Maharashtra every year
- **200** Adhikaar Sakhis and community volunteers will support doorstep outreach, documentation assistance and citizen facilitation

Pune | May 19, 2026: Hyundai Motor India Foundation (HMIF), the CSR arm of Hyundai Motor India Limited, inaugurated the Adhikaar Connect Kendra and flagged-off Adhikaar Connect Vahan at Navlakh Umbre in Maval, Pune reinforcing its commitment towards inclusive development and welfare accessibility in Maharashtra. The inauguration in Pune marks the next phase of implementation under Hyundai's broader CSR commitment announced in the presence of the Hon'ble Chief Minister of Maharashtra as part of the HMIF's ₹56 crore social development investment in the state.

Project Adhikaar Connect is designed to support underserved and vulnerable communities in accessing Government welfare and social security schemes through assisted documentation, eligibility guidance, application facilitation and doorstep outreach services. The initiative seeks to bridge the gap between welfare provisions and citizens who often face challenges in navigating access to these entitlements.

The initiative is expected to unlock social security benefits worth **INR 350+** crores for the citizens of Maharashtra. Every year, it aims to positively impact over **1** lakh individuals, ensuring these benefits are catered to maximum possible people across the region. The programme will particularly focus on remote and underserved communities, ensuring that access to welfare reaches those who need it the most.

Citizens will be issued a Yojana Card - a digital identity that enables easy access to benefits along with structured record-keeping. The Adhikaar Connect Kendra will also serve as a resource hub by offering digital enablement support, financial literacy programs and skill-building opportunities to strengthen community capabilities.

The initiative will be implemented through trained community facilitators known as Adhikaar Sakhis, supported by Adhikaar Connect Vahan - outreach units that will help extend services to villages and hard-to-reach areas. Nearly **200** Adhikaar Sakhis and

volunteers will be engaged under the initiative to support citizen facilitation and awareness generation at the grassroots level.

Focusing on the greater impact, Project Adhikaar Connect is significantly operating in Pune, Nashik and Gurugram. It is now expanding to Gadchiroli district in Maharashtra, strengthening its reach to remote and underserved communities.

Commenting on the initiative, Mr. Puneet Anand, AVP & Vertical Head – Corporate Affairs, Corporate Communication & Social, HMIL, said, “At Hyundai, we believe meaningful social impact begins when citizens can access opportunities, rights and welfare systems with dignity and confidence. Through Project Adhikaar Connect, we are attempting to bridge the gap between government welfare provisions and the communities that need them the most. Maharashtra remains an important focus state for us, and this initiative reflects our long-term commitment towards inclusive and community-centric development.”

This jointly curated initiative is being implemented on-ground by Haqdarshak Empowerment Solutions Private Limited, HMIF’s trusted implementation partner for this project. Haqdarshak brings deep expertise in last-mile welfare delivery through a blend of digital tools and human-assisted models. The community-driven approach, supported by trained field agents, plays a pivotal role in identifying beneficiaries, onboarding Adhikaar Sakhis, and delivering end-to-end support through the Kendra.

With the launch of the Adhikaar Connect Kendra in Maval, Pune, HMIF takes another step towards building a system where welfare services are easier to access, more transparent, and truly inclusive. The initiative highlights how collaboration between organizations, government, and communities can bring meaningful change to people’s lives.

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