

**Marico's CSR Projects & Programs 2021-22**

Sl. No.	Initiatives	Schedule VII activity	Program Description	Impact created till date	Category
1	Parachute Kalpavriksha Foundation - Sustainable Coconut	<p>VII (v) Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.</p> <p>VII (ii) Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.</p>	<p><b>WHY IS THIS IMPORTANT:</b> The Parachute Kalpavriksha Foundation was launched on September 2, 2017 ('World Coconut Day) to create value in the lives of coconut farmers by helping them enhance their productivity, livelihood and overall quality of life. It is a separate non-profit entity (80G certified).</p> <p><b>WHAT ARE WE DOING:</b> To transform India's coconut cultivation practices in a sustainable manner, the programme works on the following three-pronged principle:                      - Enabling higher and sustainable crop yield;                      - Training farmers to be self capacitated in their farms;                      - Transforming myth and belief based farming into scientific based farming.</p> <p>The Foundation has set up the following institutional platforms -                      1. Kalpavriksha Knowledge Centres that impart knowledge to farmers regarding best management practices for coconut farming with the help of SMEs. Farmers undergo these trainings under the guidance of agronomists in areas such as pest, disease, water management, soil health and others.                      2. Agribusiness centres which are agri clinics where farmers can obtain farm care inputs along with a plethora of technical services. Additionally, to support those coconut farmers who cannot normally afford purchasing farm machineries, the ABC provides access to high-quality farm equipment on hire. ABC also provides them access to labourers to work on their farms on need basis, along with inputs. These agri-ventures are established with the help of local entrepreneurs who provide services like hiring of farm equipment like Rotavator, power tiller, sale of inputs along with labour services at affordable prices.</p> <p><b>FOR WHOM:</b> Coconut farmers across 5 states in India</p>	<p>Cumulative acreage enrolled under PKF till date : 223,894 acres with approx. 51,000 farmers. YoY productivity has been improved by 15%.</p> <p>1,000 farmers have been trained through webinars conducted by the Kalpavriksha Knowledge Centre in FY21.</p> <p>3 agribusiness centres have been set up till date; two of which are in Pollachi and one in Thanjavur. 1,000 farmers serviced by agri centres in the past two years</p> <p><i>To know about our FY21 performance, please refer to pages 87-89 of the Annual Report.</i></p>	Long-term program
2	Nihar Shanti Educational and Skill Empowerment programs	VII (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.	<p><b>NIHAR SHANTI PATHSHALA FUNWALA:</b></p> <p><b>WHY IS THIS IMPORTANT:</b> Marico believes that one of the most significant indicators of social progress is education.</p> <p><b>WHAT ARE WE DOING:</b> With purpose at its heart and commitment towards social progress, Nihar Shanti Amla, has been continuously strengthening its mission to impart quality education to children in rural areas across multiple states in India. 'Technology', 'collaboration' and 'scale' forms the core pillars of their initiatives. WhatsApp Enterprise model-based learning programs have been designed to upgrade the teachers' capabilities on learning and imparting English literacy. Engaging formats that are innovative, practical and rural-ready in nature, have been deployed to create measurable and value-adding outcomes from the programme</p> <p><b>FOR WHOM:</b> Teachers and underprivileged students who do not have access to advanced education systems.</p> <p><b>NIHAR SKILLS ACADEMY:</b></p> <p><b>WHY IS THIS IMPORTANT:</b> Marico intends to focus on enabling women to participate in and benefit from economic growth which will result in a woman having the ability to succeed economically, the agency to make and act on her own decisions, a choice on when and whether to marry and have children and the power to drive social, education and health improvements for herself and her family.</p> <p><b>WHAT ARE WE DOING:</b> To enable this, multiple partnerships have been done with implementing agencies to make a difference. A local employment marketplace model is in the making which aims at drawing synergies between needs and aspirations of young women and requirements from potential employers through establishment of collaborative platforms and provisioning of bridging skill and professional aptitudes</p> <p><b>FOR WHOM:</b> Underprivileged youth and women with merit and talent.</p>	<p>More than 70,000 teachers and approximately 3 lakh students are actively participating in the program.</p> <p><i>To know about our FY21 performance, please refer to pages 91-95 of the Annual Report .</i></p> <p>6000 trainings have been delivered till date and approx. 1500 candidates have received employment opportunities.</p> <p><i>To know about our FY21 performance, please refer to pages 91-95 of the Annual Report.</i></p>	Long-term program

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3	Jalaashay Water stewardship program	VII (iv) Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.	<p><b>WHY IS THIS IMPORTANT:</b> Water is one of Marico's core sustainability impact areas by virtue of which we strive to ensure water security to people for domestic and agricultural use in less rain-fed areas. Jalaashay, our flagship initiative, aims to promote effective conservation and management of water across the country. A parallel aim is also to replenish more water back to the community than that Marico uses for its operations by capacity creation.</p> <p><b>WHAT ARE WE DOING:</b> The key activities under this initiative, include dam desiltation, farm ponds construction, community awareness programmes to promote water conservation, rainwater harvesting and optimising water usage.</p> <p><b>FOR WHOM:</b> Farmers and communities</p>	<p>241+ Crore litres of cumulative water storage potential created through desilting water bodies and construction of water storage facilities in various states</p> <p><i>To know about our FY21 performance, please refer to pages 89-90 of the Annual Report.</i></p>	Long-term program with annual targets
4	Marico Innovation Foundation	VII (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.	<p><b>SCALE-UP program:</b></p> <p><b>WHY IS IT IMPORTANT:</b> Launched in 2016, Scale-Up is a philanthropic, no-equity rapid acceleration program to help disruptive Indian innovations scale their economic, social, and/or environmental impact and support them in their growth journey to become a self-sustaining enterprise.</p> <p><b>WHAT ARE WE DOING:</b> It nurtures disruptive innovations across sectors such as agriculture, clean energy, education, consumer goods, and healthcare, and solves critical business challenges that are impeding their business growth.</p> <p><b>FOR WHOM:</b> Indian start-ups and innovation-led enterprises</p>	<p>Through its unique mentorship model, Scale-Up has within 6 years, scaled 30+ disruptive innovations, across 15+ sectors by engaging over 100 mentors from within Marico as well as external industry experts</p> <p>Scale-Up has worked with some truly disruptive innovations and helped them achieve scale. Some success stories of Scale-Up include:</p> <ul style="list-style-type: none"> <li>- Atomberg and S4S Technologies that have achieved 40x and 20x growth respectively in under 4 years.</li> <li>- CareMother, which achieved 100% increase in manufacturing capacity</li> </ul> <p><i>To know more about MIF's activities in FY21, please refer to pages 99-100 of the Annual Report.</i></p>	Long-term program
			<p><b>INNOVATE2BEATCOVID:</b></p> <p><b>WHY IS IT IMPORTANT:</b> Due to the increased severity of the unforeseen pandemic, there was a crucial need to extend support towards the MedTech sector.</p> <p><b>WHAT ARE WE DOING:</b> MIF, A.T.E Chandra Foundation, and Harsh Mariwala in his personal capacity thus came together in March 2020 to create a unique, first-of-its-kind nationwide hunt for innovative, cost-effective, and ready to deploy solutions for Personal Protective Gear, Ventilator, and Other Respiratory Solutions in quick response to the growing seriousness of the pandemic.</p> <p><b>FOR WHOM:</b> Medical fraternity</p>	<p>Through grants of INR 2.15 CR, access to business opportunities, personalized deep-rooted mentorship, and strategic guidance on business operations, the Innovate2BeatCovid Challenge successfully supported the distribution of 14.3L masks, 6.7L PPE kits, and 633 ventilators during FY20-21.</p> <p><i>To know more about the Innovate2BeatCovid program, please refer to pages 97-98 of the Annual Report.</i></p>	One-time program
5	#Unitedagainstcovid Marico's COVID-relief efforts	VII (xii) (xii) Disaster management, including relief, rehabilitation and reconstruction activities.	<p><b>WHY IS IT IMPORTANT:</b> At Marico, community sustenance has always been at the core of our business. We strongly believe that in unprecedented times like these, organisations like us have a defining role to play. When the pandemic hit the world, our team knew that it was time to respond with responsibility and contribute every which way to ensure that help reaches out to every corner of the society.</p>	<p>Financial Impact: As our Government continues its valiant efforts to fight the pandemic, Marico has contributed INR 50 Lakhs to the PM Cares fund. Additional donation of INR 50 lakhs was made to the state-wide governmental agencies to support their fight against the pandemic.</p> <p>Beneficiaries: Over 20+ lakhs of beneficiaries including police personnel, frontline workers, medical staff and government officials have been supported with: 3.8 lakhs sanitizers, 50000 masks, 30 oxygen concentrators, 6 Semi automated Bio-chemistry analyser machines, 61000 Chawan Amrit and 60 nebulizers.</p>	National Disaster and Emergency relief program
		VII (viii) Contribution to the prime minister's national relief fund 8[or Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund)] or any other fund set up by the central govt. for socio economic development and relief and welfare of the schedule caste, tribes, other backward classes, minorities and women;	<p><b>WHAT ARE WE DOING:</b> We extended our support to the communities that we live and operate in, to the front-runners in the battle – our medical professionals, primary healthcare givers, emergency services staff, police force and also then fellow citizens who were worst affected during this crisis. Be it distributing personal protective equipment (PPEs), cooked meals, ration, or supporting various government initiatives, we worked closely with our NGO partners and government agencies to ensure that we fight and overcome this extremity together.</p> <p><b>FOR WHOM:</b> Marico extended support to the government, citizens, support workers and medical fraternity, enabling united efforts at fighting the pandemic.</p>		