

Marico's CSR Projects & Programs 2022-23

Sl. No.	Initiatives	Schedule VII activity	Program Description	Impact created till date	Category
1	Parachute Kalpavriksha Foundation	<p>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> <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>WHY IS THIS IMPORTANT: The Parachute Kalpavriksha Foundation was launched on September 2, 2017 to create value in the lives of farmers by helping them enhance their productivity, livelihood and overall quality of life. It is a separate non-profit entity (80G certified).</p> <p>WHAT ARE WE DOING: To promulgate sustainable agricultural practices in the country, 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 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 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>FOR WHOM: Small-scale farmers</p>	<p>Cumulative enrollment under PKF till date : 255,000 acres with approx. 62918 farmers. YoY productivity has been improved by 15%.</p> <p>Over 24135 farmers have been engaged through digital interventions and programs rolled out by PKF in FY22</p> <p>4 agribusiness centres have been set up till date; 843 farmers serviced by agri centres in FY22.</p>	On-going Program
2	Nihar Shanti Educational and Skill Empowerment programs	<p>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>	<p>NIHAR SHANTI PATHSHALA FUNWALA:</p> <p>WHY IS THIS IMPORTANT: Marico believes that one of the most significant indicators of social progress is education.</p> <p>WHAT ARE WE DOING: 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>FOR WHOM: Teachers and underprivileged students who do not have access to advanced education systems.</p> <p>NIHAR SKILLS ACADEMY:</p> <p>WHY IS THIS IMPORTANT: 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>WHAT ARE WE DOING: 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>FOR WHOM: Underprivileged youth and women with merit and talent.</p>	<p>More than 2.89 lakh teachers and approximately 4.17 lakh students have been positively impacted by the Nihar Shanti Pathshala Funwala program.</p> <p>7976 beneficiaries have been enrolled in the program till date and approx. 5883 candidates have received placement opportunities.</p>	On-going Program
3	Jalaashay Water stewardship program	<p>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>	<p>WHY IS THIS IMPORTANT: 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 by replenishing more water back to the community than that used by Marico in its operations.</p> <p>WHAT ARE WE DOING: 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>FOR WHOM: Farmers and communities</p>	<p>263+ Crore litres of cumulative water capacity has been created till date for community use and agricultural purposes.</p>	On-going Program

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4	<i>Innovation - Marico Innovation Foundation</i>	- Promoting education, including special education and employment enhancing vocational skills. - Scaling social innovation across various activities mentioned under Schedule VII, especially in areas of environmental sustainability, community sustenance, education, healthcare infrastructure and agri-tech	WHY IS IT IMPORTANT: Since its inception in 2003, the Marico Innovation Foundation (MIF) has strived to fuel and nurture social innovation in India. The key intent of this philanthropic organization is to inspire disruptive Indian innovations and support them in their growth journey to become a self-sustaining enterprise. WHAT ARE WE DOING: Marico Innovation Foundation undertakes a variety of programs that align with one or multiple clauses of Schedule VII, Companies Act. The objective is to spur innovation across a diverse range of themes that accelerate environmental conservation, social empowerment and ethical responsibility across multiple interconnected stakeholder ecosystems. FOR WHOM: Indian start-ups and innovation-led enterprises	Through its unique mentorship model, Scale-Up program onboarded 8 new innovations in FY22 and have been working across 15 game-changing Indian innovations over the course of the year. These projects encompassed a multitude of sectors like Agriculture, Healthcare, Sustainability, Logistics, etc.	On-going Program
5	<i>Community Sustenance - Afforestation</i>	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.	Habitat Restoration through Afforestation WHY IS IT IMPORTANT: Afforestation is essential to sustain and restore ecosystem balance. It helps nurture biodiversity, conserve water, preserve soil, and control physical risks related to climate change WHAT ARE WE DOING: Plantation of trees with help of local community and farmers to Increase green cover in specified areas, growing fruit orchards on barren farmlands, generating livelihood for farmer community. Going forward, this program will enable us to create local carbon sinks that offset our operational carbon footprint and help us meet our global net zero targets by 2040. FOR WHOM: Flora-Fauna & Local Community	16129 trees were planted in FY22 creating 20,000+ tco2e carbon sequestration potential.	On-going Program
6	<i>Community Sustenance - Factory Areas</i>	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.	WHY IS IT IMPORTANT: Supporting to nearby community at factories area is important part of stakeholder engagement process. WHAT ARE WE DOING: Support to schools, old age homes, NGO partners & local administration for development needs. FOR WHOM: Communities living within 10km vicinity of our manufacturing facilities	3 lakh beneficiaries (cumulative) impacted till date	Annual Program
7	<i>Community Sustenance - Marico's COVID-relief efforts</i>	VII (xii) Disaster management, including relief, rehabilitation and reconstruction activities.	WHY IS IT IMPORTANT: At Marico, community sustenance has always been at the core of our business. We 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. WHAT ARE WE DOING: 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. FOR WHOM: Marico extended support to the government, citizens, support workers and medical fraternity, enabling united efforts at fighting the pandemic.	Over 55 lakh beneficiaries impacted across 17 states through our relief efforts	Need-based Program
8	<i>Be the Impact</i>	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 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.	WHY IS IT IMPORTANT: At Marico, we aim to support aspirations of our members to bring purpose and leave a positive mark on the society. In this context, Be the Impact - our member volunteering Program, will enable participation of members in CSR thrust areas and instil a sense of pride. WHAT ARE WE DOING: Be the Impact program will be closely aligned with the key thrust areas identified under Marico's Corporate Social Responsibility Policy and will focus on CSR linked Thematic areas of Education, Afforestation, Education, Water, Agriculture & Livelihoods and others, with measurable impact indicators. FOR WHOM: Social activities as per above mentioned thematic areas for the identified communities.	As part of the program, 800kgs of garbage was collected during the Beach Clean-up drive and 22 Audiobooks have been recorded.	Annual Program