

India Exposition Mart Ltd.



CSR Annual Action Plan
FY 2020-21

India Exposition Mart Ltd. ("the Company") has formulated this Annual Action Plan for undertaking CSR activities during the financial year 2020-21 pursuant to the provisions of Section 135 read with Rule 5(2) of the Companies (Corporate Social Responsibility Policy) Rules, 2014 (as amended) and CSR Policy of the Company.

The annual action plan details the following:

- a. The list of CSR projects or programs that are approved to be undertaken in areas or subjects specified in Schedule VII of the Act;
- b. The manner of execution of such projects or programmes as specified in sub-rule (1) of rule 4;

S No	Focus Area from Schedule VII	Project	Mode of Implementation	Location of the project	Brief about the program/initiative	Funds Allocation ¹ (in Rs.)	Execution and Implementation Methodology
a)	Schedule VII(ii): Promoting education, and employment enhancing vocation skills; and livelihood enhancement project Schedule VII(iii): Promotion and development of traditional art and handicrafts	E-Nurture ²	Direct/ Self	PAN India	E-nurture Program is a Mission to Upskill Artisan Community through Knowledge Dissemination and handholding support. It is an attempt to empower the craftpersons and artisans by putting in place systems that not only endure and nurture our crafts and looms tradition, enabling the rich legacy to survive and flourish, but also ensure sustainability and prosperity for the hands that craft, create and weave. E-Nurture programme is an endeavor e-platform introduces new ways to	83,20,592	The CSR activities/ projects shall be implemented using internal resources by the Company itself. The projects will be implemented at the ground by Company itself. Capacity of artisans shall be built via knowledge dissemination and hand holding support for making and managing e-commerce transactions which also includes Product Development, Merchandising, Visual Merchandising Standardization, Packaging, Logistics & Warehouse management, digital payment options, and e-commerce photography.

					international business in which even small firms can operate as global rivals. The program is also aimed at enabling them to learn e-commerce management and e-skill training in the current business environment. The training imparted under the programme will bring about overall efficiency in doing business and will help their NGOs, Primary Producers and Societies to market their products on e-commerce platforms and ultimately result in sustained livelihood and income generation. With the E-Nurture training project, we will help on board artisans in the country at various craft clusters and to provide them market linkages through their SHG's and primary producer organizations to enter virgin markets.		Knowledge sharing about inventory management, quality management and arriving at fair and competitive price for the products. Creating e commerce digital literacy of the artisan community and efficient management of businesses on e-commerce platforms. Team of professionally adept executives have been onboarded by conducting thorough due diligence to execute projects. Further, at the ground, at different levels there will be mobilization, set eligibility criteria for beneficiary selection, if in case required.
b)	Schedule VII(i): Promotion Health Care	Health Care	Breast Cancer	Delhi and Rajasthan	The Cancer Foundation is a renowned NPO working to	5,00,000	Contribution for becoming bronze partner of the

	including Preventive Health Care		Patients Benefits Foundation		alleviate the sufferings of cancer patients amongst economically and socio educationally underprivileged communities in India.		foundation for active prevention, diagnosis and treatment of disadvantaged patients drawn from all age, groups, sexes, races, ethnicities across India.
c)	Schedule VII(ii): Promoting Education	Promoting Education	Bharat Lok Shiksha Parishad	Uttar Pradesh	Empowerment of crores of Tribals and Rural brethren of Bharat, by making them socially strong, educationally aware, economically vibrant and self-reliant so that with their involvement Mother Bharat reaches the pinnacle of glory.	2,20,000	Contribution for uplifting the downtrodden segments of Indian society through education, facilitating their inclusion and contribution to the country's advancement.
d)	Schedule VII(ii): Promoting Education	Promoting Education	M/s Gautam Budh Society for Social Welfare	Uttar Pradesh	Promoting welfare activities in relation to education in all sections of society especially in Noida and Greater Noida, Uttar Pradesh.	1,77,764	Contribution for promoting education in all sections of society especially in Noida and Greater Noida, Uttar Pradesh through education centres opened for the purpose.
Total CSR Funds Allocation for FY 2020-21						92,18,356	

Notes:

1. The actual spend for each project may vary and will be subject to approval of the CSR Committee & the Board.

2. E-Nurture Programme:

The Company aims at undertaking an E-Commerce initiative to help on board artisans in the country at various craft cluster and to provide them market linkage through their SHG's and primary producer organisations to enter virgin market. It is envisaged to handhold and support artisans for on boarding over E-market platforms and build their capacity to make regular transactions over these portals through several adequate training programmes and developing digital literacy and awareness in this sector.

Broad mandate/ objectives of the project is as follows:-

- To generate employment opportunities in rural and urban areas of the country through setting up of new self-employment projects / micro enterprises in non-farm sector.
- To provide continuous and sustainable employment to all segments of traditional and prospective artisans and rural / urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.
- To increase the wage-earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.
- Aim to create a globally recognized sustainable demand for Indian Artisan goods at competitive rates.

It has been observed that many times despite the better product the artisans / micro enterprises are not able to sell their product directly in absence of requisite documents, viz. PAN / Artisan Card / Bank Account, etc. In view of same, it is envisaged to build the capacity of these artisans/ Micro Entrepreneurs over new age digital marketing platforms (*including necessary documentation for the same*).

The broad objectives of the Training programme are:

- To create digital literacy among Artisans / micro entrepreneurs
- To build the capacity and handhold Artisans / micro entrepreneurs for on boarding / sale of their products to organizations / end users directly on digital platform.
- To improve the sales and social standing of Artisans / micro entrepreneurs in the community

c. Modalities of utilization of funds;

- i. The CSR budget will be fixed in accordance with the provisions of the Act, Rules and the Guidelines.
- ii. The budget will not be less than 2% of the average net profits of the company during the three immediately preceding financial years.
- iii. The CSR budget will be spent on CSR activities as may be approved by the Board on the recommendation of the CSR Committee.
- iv. The funds will be disbursed after a financial assessment of the expenses incurred. For the remaining projects, the funds will be directly disbursed to partner organizations/beneficiaries with the approval of the CSR Committee/Board.
- v. Fund will be disbursed in phase/tranche wise depending on the nature of the project. On the basis of the expenses incurred & the submission of the relevant supporting of the expenses, i.e. receipts, invoices, bank statements, etc. respective amount will be disbursed at different intervals as per the timeline agreed.
- vi. CSR team will collect all the set deliverables from the implementation partners.
- vii. The CSR project will be implemented as per the scheduled timeline.

d. Details of need and impact assessment, if any, for the projects undertaken by the company;

Currently, impact assessment is not applicable to the company and will undertake the same as and when the average CSR obligation of Rs.10 Crores or more, in the three immediately preceding financial years is achieved.
