

India Exposition Mart Ltd.



CSR Annual Action Plan
FY 2021-22

India Exposition Mart Ltd. ("the Company") has formulated this Annual Action Plan for undertaking CSR activities during the financial year 2021-22 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	Skill Development Orientation Sessions – Physical² <i>{Erstwhile E-Nurture Phase-II (Marketing Program)}</i>	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	56,50,553 ³	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 ‘E-Nurture’ 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.	
Total CSR Funds Allocation for FY 2021-22							56,50,553 ⁴	

Surplus arising out of CSR projects or programmes or activities of the previous financial years	2,68,534 ⁵	
Total CSR Budget for FY 2021-22	59,19,087	

EXPENDITURE OF PREVIOUS CSR ALLOCATIONS IN FY 2020-21								
S No	Focus Area from Schedule VII	Project	Mode of Implementation	Location of the project	Brief about the program/initiative	Funds Allocation (in Rs.)	Funds to be utilized (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 Skill Development Programme-Online² <i>{Erstwhile E-Nurture Phase-I (Skill Development Program)}</i>	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 international business in which even small firms can operate as global rivals. The	85,89,126 ⁵	85,89,126 ⁶	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. Knowledge sharing about

				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.		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.
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Notes:

1. *The actual spend for each project may vary and will be subject to approval of the CSR Committee & the Board.*
2. *Viewing the vast scope of the project “E-Nurture” and sudden surge in covid cases, the Project “E-Nurture” had been branched into two broad phases viz. E-Nurture Phase-I (Skill Development Program) and E-Nurture Phase-II (Marketing Program) in the 106th Board meeting held on March 3, 2022.*

Further, keeping in view the practical challenges, the Board in its 113th meeting held on December 1, 2022, modified the project phases as follows:

Phase-I (Skill Development Program): E-nurture Skill Development Programme-Online

Phase-II (Marketing Program): Skill Development Orientation Sessions-Physical

3. *The entire CSR fund was augmented towards E-Nurture Phase-II in the 106th Board meeting held on March 3, 2022.*
4. *The CSR budget for FY 2021-22 was initially set at Rs.56,17,534/- however, was subsequently increased by Rs.33,019/-, aggregating to Rs. 56,50,553/- on March 3, 2022 during 106th Board meeting.*
5. *Rs.83,20,592/- was earmarked in FY 2020-21 for the E-Nurture Project. The surplus of Rs.2,68,534/- arising from the E-Nurture Project has been ploughed back into the same project, aggregating to Rs.85,89,126/-.*
6. *Out of the remaining amount of Rs.85,89,126/-, a total of Rs.26,80,169/- had been utilized during FY 2021-22.*

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.

Key Modules of ongoing project “E –Nurture” Project Training

- Entrepreneurship and Product Development
- Latest Merchandising Trends and Designs-Focus on Trendy products
- Product Packaging
- Inventory and Logistic Management
- E-Commerce Photography
- Finance for small businesses
- Managing Quality and Compliances

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

Currently, impact assessment is not applicable on 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.
